

Developing Performance Measurement Worksheet (PMW)



A Presentation for AmeriCorps Grant Applicants

Session Overview

- Review CV performance measurement requirements
- Review CA PMW components
- Discuss use of National Performance Measures
- Questions and answers

Important Dates

November 1, 2016	Applications Due by 5:00pm
November 2 – 18, 2016	Clarification Period
December 2, 2016	Applicants recommended for national competition notified
January 6, 2017	Approved Applications submitted electronically in eGrants (federal online grants management system)
January 9 – 13, 2017	eGrants Application Review/Final Edits
May 15, 2017	CNCS announces national competition results
August – October 2017	Contracting process and program launch

What is performance measurement?

....systematic process for measuring program outputs and outcomes.

Outputs

- Amount of service provided (people served, products created, or programs developed)

Outcomes

- Changes or benefits that occur as the result of the intervention
- Changes in individuals, organizations, communities, or the environment
- Changes in attitudes/beliefs, knowledge/skills, behavior, or conditions

Why Measure Performance?

- Accountability to funders and stakeholders
 - Tell your story, justify funding
- Recognizing progress; reflects change
 - Reliable information collected in a systematic way
- Program Improvement
 - Spot and correct problems
 - Strengthen the intervention
 - Determine technical assistance needs
 - Determine where to allocate resources

Key PMW Requirements

- Each applicant will need to complete a set of CA Performance Measurement Worksheets (PMW):
 1. A **fully-aligned** PMW for the *primary* needs and service activity.
 2. Common Strengthening Communities PMW
 3. Common Member Development PMW
- The ***Primary*** and ***Common Strengthening Communities PMWs*** combined must account for at least 80% of total member hours.
- Member development activities cannot exceed 20% of total member hours.
- Each additional secondary needs and service PMW must have an output and outcome.
- A separate PMW is required for any proposed allowable fundraising activities.

PMW Components

**PROGRAM
DESIGN**

- 
- (1) Need**
 - (2) Target Population**
 - (3) Amount of Service**
 - (4) Intervention**

**INTENDED
RESULTS**

- 
- (5) Result**
 - (6) Indicator**
 - (7) Instrument**
 - (8) Targets**

1. Community Need

This is where your PM starts!

Detailed information should be in your Narrative. On the PMW you should:

- Clearly identify the need you'll address.
- Use data from reliable local sources.
- Just the highlights of relevant facts

2. Target Population

Describe the “high need” group. Your narrative describes who/what needed AC services. Your activities should focus on those groups.

- a. High need target pop.: *[HINT: Review Community Need narrative]*
- b. # of direct high need beneficiaries:
- c. Describe how you will identify & select to assure you have high need beneficiaries.

3. Amount of Service

Think about the amount of effort needed to achieve the Result for the number you hope to serve.

- a. # Members:
- b. Hours per day:
- c. Days per week:
- d. Duration [weeks]:
- e. Total estimated hours for the activity:

4. Intervention

These are the **core activities** that define the intervention designed to address the Need & achieve the Result.

- PMs are all about what members do.
- Describe exactly what members will be doing to achieve the Result.
- This doesn't need to be long, just descriptive.

4. Intervention

Describe how you will achieve the result.

Who or what is the member working with?
(high need group, general group, individuals)

What is being done? *(manageable details!)*

How often is it done? *(# of sessions per/week)*

How intense is the service? *(length of each session)*

How long is the service? *(total number of hours, weeks, sessions or months)*

Where is the service conducted?

5. Result

What the community hopes to achieve. A statement in direct response to the community need. Two types:

1. **Output:** states **amount** of work or product created/delivered.
2. **Outcome:** states the **change** that will occur due to the service.

6. Indicator

It is a specific item to gauge progress toward the Result:

- It identifies the information/data to collect to assess progress
- It operationalizes the Result
- Measurable in a program year
- Each Result needs an Indicator

7. Output Instrument

How will you measure progress?

For each Output Indicator listed in #6 provide:

1. **Name or Title** of instrument
2. **Specific Data** the instrument will collect
3. **Minimum participation** required to be counted
4. **Who** will administer the instrument
5. **How often** each service recipient will be assessed

7. Outcome Instrument

How will you measure progress?

For each Outcome Indicator listed in #6 provide:

1. **Name or Title** of instrument
2. **Specific Data** the instrument will collect
3. **Minimum participation** required to be counted
4. **Level of Change** required to be counted
5. **Procedure** to protect against double-counting
6. Details on instrument **reliability and validity**
7. **Who** will administer the instrument
8. **How often** each service recipient will be assessed

8. Targets

Targets are the quantifiable level of change desired to say service activity was successful.

- Targets should be your best estimate
- Be realistic--not too high & not too low
- Use previous data/research to estimate

8. Output Targets

Output Targets are simple tallies and counts of service provided:

Examples:

1. 500 students will each receive 30 hour of academic tutoring.
2. 1,000 miles of waterways will be restored.
3. 100 organizations will each receive 20 hours of capacity-building services.

8. Outcome Targets

Outcome Targets need to include:

1. **Who changed** [high need group receiving XX amount of AC services]
2. **Number who changed** [percentage and raw number]
3. **What changed** [e.g., knowledge, skill, behavior, conditions]
4. **Amount of change** [e.g., percent, points, level, certification]

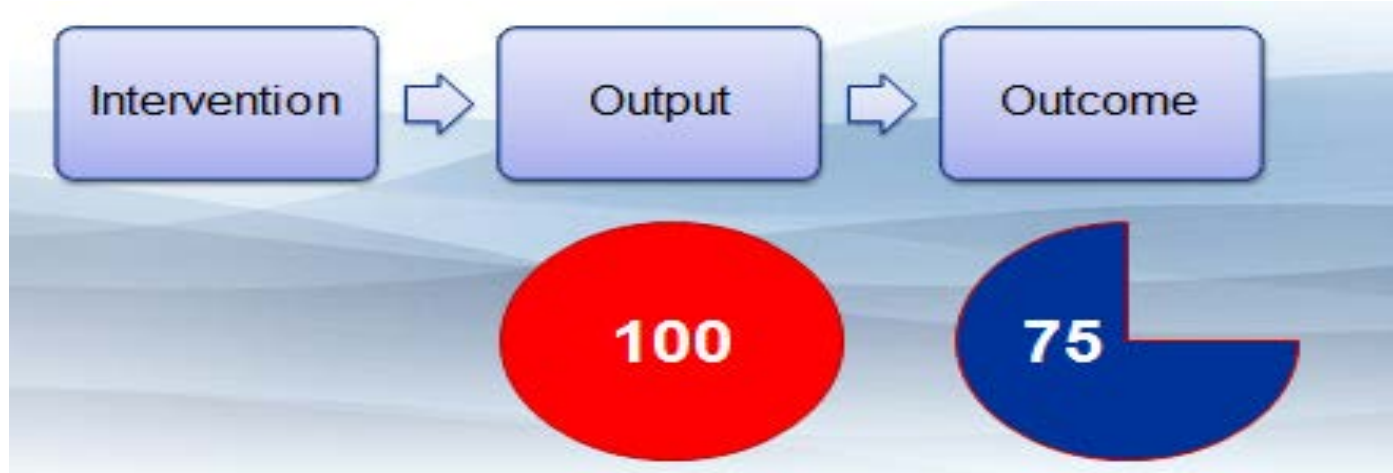
Target Examples

- *220 of 400 (55%) elderly [targeted for a nursing home] receiving 30 hours of assistance, will remain “in their homes at least 4 months after service”.*
- *60 of 100 (60%) members receiving 40 hours of training will pass 1st Responders certification as trainers.*
- *300 of 500 (60%) saplings planted will be rated as “thriving” by the State Forest Dept. six months after planting*
- *132 of 220 (60%) tutees [behind 2 grade levels], receiving 30 hours of tutoring, will increase reading skill by 1 grade level*

Align Output and Outcome

Alignment of Outputs and Outcomes:

- Intervention produces output
- Output leads to the outcome
- Output and outcome measure the same intervention and beneficiaries



National Performance Measures

- Reflect the CNCS Strategic Plan and its programming priorities in the six stated focus areas
- Use of National Performance Measure is strongly encouraged but is not required.
- Included in ***2017 CNCS Performance Measures Instructions***

National Performance Measures

2017 CNCS Performance Measures Instructions

include:

- Selection rules that specify required output/outcome pairings.
- Definitions for the intervention, target population, output and outcome
- How to calculate, measure, and collect data

Performance Measure Checklist

Included in Appendix B of the **2017 CNCS Performance Measures Instructions**

- Checklist includes items assessed during CNCS review process
- Items are common problems that have required clarification before

Questions?



Resources

- [2017 Performance Measure Instructions](#)
- [Tutorial for completing the Performance Measures screens in eGrants](#)
- **CNCS Knowledge Network**
 - [AmeriCorps Performance Measure Resources](#)
 - [Other AmeriCorps Performance Measure Resources \(including Logic Models and Evaluation\)](#)
 - [Evaluation Resources for AmeriCorps State and National](#)

THANK YOU!