



# Webinar for VISTA

# Welcome

to

# Performance Measures: Benchmarks for Awesomeness

Corporation for  
**NATIONAL &  
COMMUNITY  
SERVICE** 



**CAMPAIGN  
CONSULTATION  
INCORPORATED**

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Passcode: **2725143**

# Today's Team



**Patrick Triano,**  
Director: Outreach,  
Training, Member  
Support, VISTA



**Robert Cox,**  
Program Specialist,  
VISTA HQ



**Dalai Lama**  
Not Actually  
Participating

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# Learning Objectives

- Define performance measurement
- Identify VISTA's performance measures regarding capacity building
- Grasp the significance and limitations of performance measures
- Relate the measures and data collection to a VISTA member's service

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# Today's Agenda

- The purpose and nature of measuring performance
- Theory of Change
- What performance measurement is not
- Capacity-Building Measures in VISTA & CNCS
- Q&A

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# Why Measure Performance?

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# Why...

## Accountability

- Focuses on goals and outcomes of a project (or endeavor)
- Reflects the progress or success of a project (or endeavor)
- Lends data in telling a project's story

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# Performance Measurement

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# Performance measurement is a systematic process of tracking outputs and outcomes

## Output

Amount of service provided through your planned intervention



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# Performance measurement is a systematic process of tracking outputs and outcomes

## Outcome

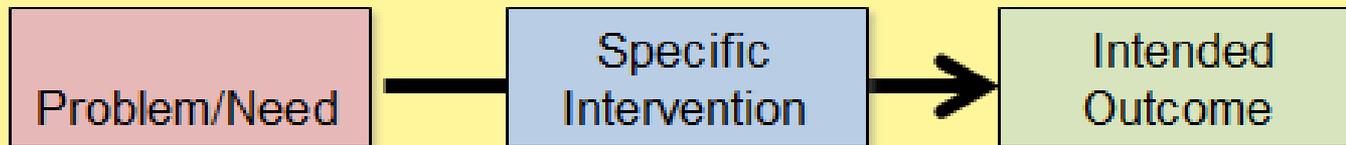
- Reflect the changes or benefits that occur as the result of the intervention
- Can reflect changes in individuals, organizations, communities, or the environment
- Address changes in attitudes/beliefs, knowledge/skills, behavior, or conditions



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# Theory of Change

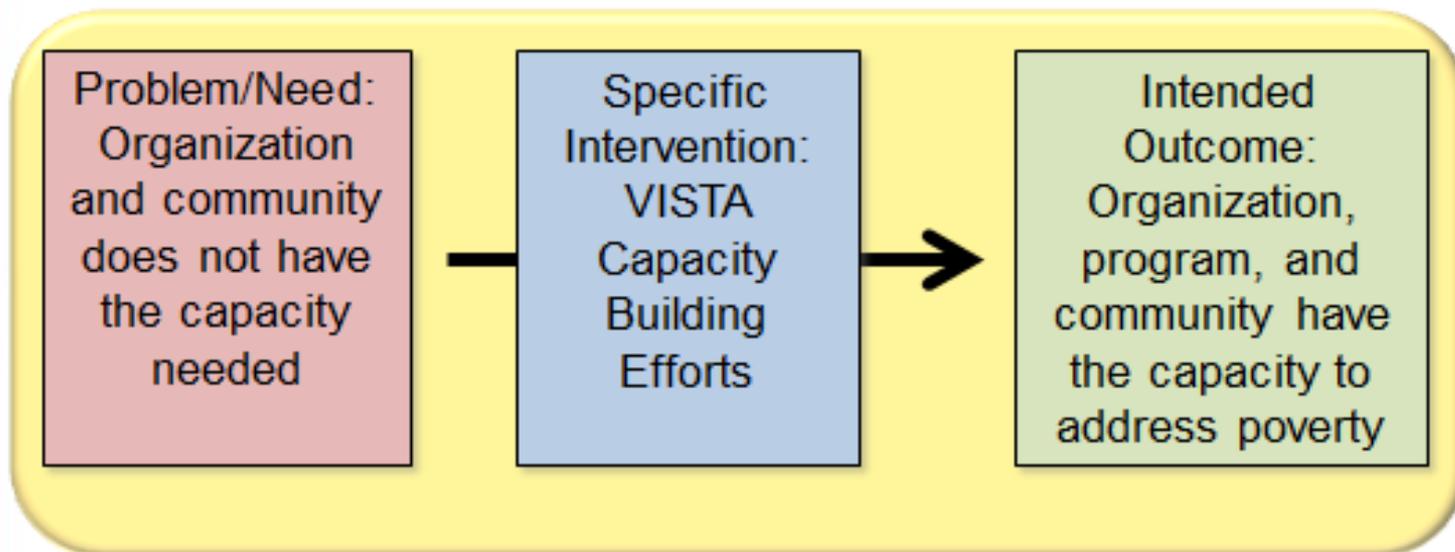


Looks at cause and effect relationships

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# VISTA Theory of Change



Looks at cause and effect relationships

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# Problem/Need: Capacity

“We need more ability to...

- serve more people
- serve new groups of people
- provide new or expanded types of services
- achieve better outcomes for beneficiaries
- provide improved outcomes for beneficiaries with the same level of resources
- improve or maintain consistent quality of services with fewer resources.
- generate additional resources or assets, such as funding, volunteers, in-kind support, and partnerships”

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# Intervention: VISTA Capacity Building Efforts

## Examples

Technology

Financial resources

Volunteer resources

Community assessment

Outreach

Material development

Expand/strengthen partnerships

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# **Intended Outcome: Improved Capacity**

- **Scale/Reach**
- **Effectiveness**
- **Efficiency**
- **Leveraged Resources**

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# Capacity...to impact people's lives

**OUTCOME** - Now we have the capacity to...

Serve more people

Serve new groups of people

Provide new or expanded types of services

Achieve better outcomes for beneficiaries

Provide improved outcomes for beneficiaries with the same level of resources

Improve or maintain consistent quality of services with fewer resources

Generate additional resources or assets

- People are employed
- People live in safe, affordable housing
- People have food security
- People have access to health care
- People have education needed to participate in society

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# Summary of Requirements for VISTA Measures

- Capacity Building & Leverage Measures
  - Sponsors choose which and how many of the measures to address
  - Capture the data on those measures and report to CNCS
- Align with Anti-Poverty Measures related to:
  - Education (School Readiness; K-12 Success; College Access)
  - Economic Opportunity (Housing; Financial Literacy; Employment)
  - Healthy Futures (Food Security, Access to Health Care)
  - Veterans & Military Families

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# VISTA Measures

- Number of **community volunteers recruited** by CNCS-supported organizations or national service participants
- Number of **community volunteers managed** by CNCS-supported organizations or national service participants
- Number of organizations implementing three or more effective **volunteer management practices** as a result of capacity building services provided by CNCS-supported organizations or national service participants
- Number of organizations that received **capacity building services** from CNCS-supported organizations or national service participants
- Number of staff and community volunteers that **received training** (of one or more types) as a result of capacity building services provided by CNCS-supported organizations or national service participants
- Number of organizations that **completed a community assessment** identifying goals and recommendations with the assistance of CNCS-supported organizations or national service participants

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# VISTA Measures

(continued)

- **Number of organizations reporting** that capacity building activities provided by CNCS-supported organizations or national service participants have helped to make the organization **more efficient**.
- **Number of organizations reporting** that capacity building activities provided by CNCS-supported organizations or national service participants have helped to make the organization **more effective**.
- **Number of new systems and business processes** (technology, performance management, training, etc.) **or enhancements** to existing systems and business processes put in place as a result of capacity building services.

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# VISTA Measures

(continued)

- **Number of additional activities completed** and/or program outputs produced by the program as a result of capacity building services provided by CNCS-supported organizations or national service participants in a) Disaster Services, b) Economic Opportunity, c) Education, d) Environmental Stewardship, e) Healthy Futures and/or f) Veterans and Military Families
- **Number of organizations** that have experienced an **increase in requests** for their programs and services as a result of capacity building services provided by CNCS-supported organizations or national service participants
- **Number of additional types of services offered** by organizations as a result of capacity building services provided by CNCS-supported organizations or national service participants in a) Disaster Services, b) Economic Opportunity, c) Education, d) Environmental Stewardship, e) Healthy Futures and/or f) Veterans and Military Families
- **Dollar value of cash** resources leveraged by CNCS-supported organizations or national service participants
- **Dollar value of in-kind resources** leveraged by CNCS-supported organizations or national service participants

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# Resources

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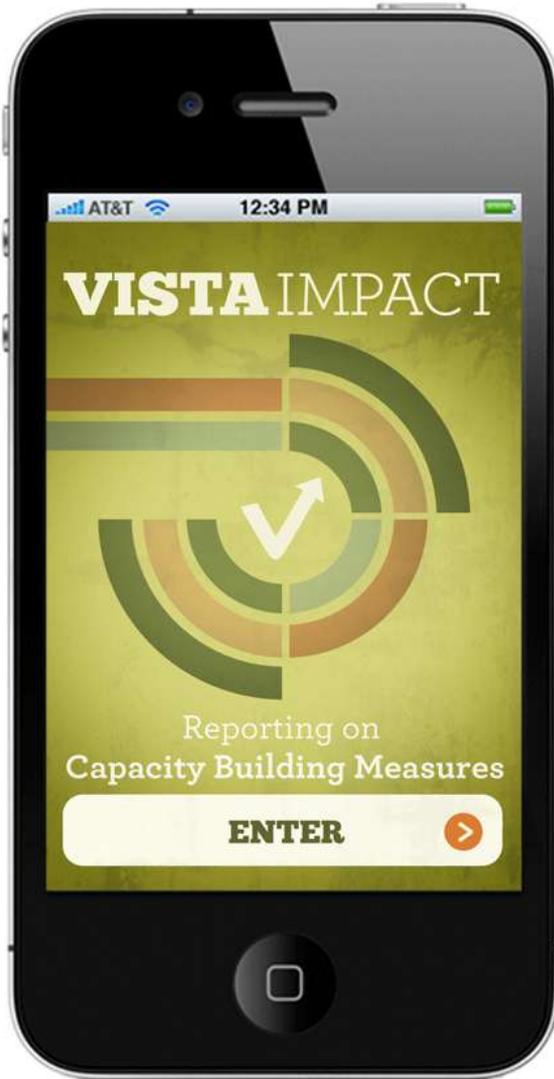


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# **THANK YOU**

## **For Your Participation!**

If you have further questions or for more information, contact us:  
[VISTACAMPUS@CampaignConsultation.com](mailto:VISTACAMPUS@CampaignConsultation.com)

**Alternative Lenses: Poverty beyond the Official Measures**

**March 20, 2013 at 2pm EST**

Visit the Ongoing Learning page on the VISTA Campus for a complete schedule of VISTA Webshops

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