

Outcome Based Planning and Evaluation

Wednesday, May 27, 2015 from 8:00am to 12:30pm

Cleveland Convention Center
1 St. Clair Avenue, NE
Cleveland, OH

Orchestras have powerful stories to tell about how their organizations and programs help to change the lives of program participants and community members. We need these stories. Rarely, however, do orchestras take the next step in creating meaningful measures of outcomes that are systematically assessed. Yet doing so produces evidence of *results*, helps to convince funders a program is worthy of support, and provides information that can improve program performance.

This seminar is designed for those who want to learn how to effectively evaluate *organizational and programmatic* impact. As an introductory to basic concepts of performance measurement and outcomes evaluation, participants will leave the training program with a draft evaluation plan for their program.

Come learn how to measure success, and answer the questions such as:

- How has your program changed or improved the skills, behaviors, or attitudes of its participants?
- How has your program or organization benefited your community?
- What has been the impact of grant funds used to support your program or organization?

During this seminar, you'll learn how to:

- Apply a logic model to develop an organizational or program evaluation plan
- Identify appropriate instruments to collect measurable outcome data
- Develop methods for responding to evaluation results

You'll also receive a comprehensive manual on principles of outcome-based evaluation, along with tools and templates to use back home.

Faculty: Claudia Horn, president & CEO, Performance Results Inc.

Especially helpful for teams of executive directors, development staff and education/community engagement staff.

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8:00am Welcome and Seminar Overview

8:10–9:00am Prepare – The Program Foundation

Building a program evaluation is dependent upon a solid understanding of the purpose of a program, who wants or needs the program, what they will get from participating in the program, and who cares to see that the program is successful.

- Program purpose; the framework for program development, management and evaluation
- Understanding your target audience
- Identifying program outcomes

9:00–10:15am Build – The Evaluation Logic Model

A logic model is the blueprint for the evaluation of the program. It graphically demonstrates the relationship between process and results; program resources and products produced; provides for a thorough description of the results intended to be delivered and how and when these results will be measured.

- Outcomes – Benefits and results produced by the program
- Indicators – Defining outcomes in ways that make them measurable
- Measuring “squishy” outcomes

10:15–10:30am Break

10:30–11:00am Build – The Evaluation Logic Model (continued)

11:00am–12:15pm Measure – Tools, Information and Data Collection

Successful evaluations are dependent upon reliable, consistent and valid information used to assess the achievement of program outcomes. We will discuss the advantages of various data collection methods and the pros and cons of developing your own “home grown” data collection instruments. We will discuss the timing for collecting information and setting program targets and establish performance goals.

- Data sources
- Surveys and such
- Setting goals and targets

12:15 Q&A

12:30pm Adjourn

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