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Mission: Provide the community development and financial capability fields with practical, credible and accessible ways to collect, analyze, and use data for continuous evaluative learning, to tell stories of change, and to demonstrate results.

Products and Services: Technical assistance, data collection tools and web-based technology to support the evaluation cycle.

Scope: 550+ community-based organizations and 30 funders



SUCCESS MEASURES®

Helping Community
Development
Organizations Measure
the Impact of their Work



How do we know that investments in communities are making a difference?

Challenges

- ▶ Community development results are hard to measure
- ▶ Evaluation methods and tools can be inaccessible to practitioners
- ▶ CBOs and funders face resource, capacity and time constraints

Solutions

- ▶ Participatory outcome evaluation provides a comprehensive approach for measuring results and translating them into action
- ▶ Shared measures streamline the process and make robust evaluation accessible
- ▶ Hands-on support and state-of-the-art technology help organizations and funders make the transition to measuring outcomes





Success Measures
products and services
help build evaluation
capacity and integrate it
into program delivery

Shared Measures

- Extensive set of collaboratively developed data collection tools

Technology

- Success Measures Data System (SMDS)
- Evaluation Learning Center (ELC)

Evaluation Services

- Consulting
- Training & Technical Assistance
- Data Analysis



Users Search

CLIENT MANAGEMENT

ADMINISTRATION

EVALUATION

DATA COLLECTION TOOLS

Home / Data Collection Tools / Manage Tools

My Tools Received Tools

<input type="checkbox"/>	Display Name	Question
<input type="checkbox"/>	74205 - Community Resident Survey v2 v0.38	
<input type="checkbox"/>	Accountability to Community v1.0	
<input type="checkbox"/>	Average Community Property Values from Published Sources v0.16	
<input type="checkbox"/>	Awareness of Community and Organization's Effort v0.24	
<input type="checkbox"/>	CIM-External Perception of the Community v2.0	
<input type="checkbox"/>	CIM-Resident	

Resident Experience in the Community

Please answer the following questions about the community in which you live.

1. Address:

First, we'd like to know your thoughts on the community.

2. How long have you lived in this community?

How long have you lived in this community?

3. Overall, considering everything, how satisfied are you with the community?

- Very satisfied
- Somewhat satisfied
- Somewhat dissatisfied
- Very dissatisfied

4. Please describe why you feel this way.

Housing

Community Revitalization

Community and Resident Engagement

Economic Development

Financial Education and Capability

Green Homes and Communities

Resident Services

Role of Intermediaries

Demographics

More than 250 ready-to-use data collection tools across relevant content areas

EVALUATION LEARNING CENTER

To learn how to use the Evaluation Learning Center site please click here.

EVALUATION PLANNING

Covering the process of creating an evaluation plan, this module includes an explanation of evaluation and its benefits, identification of outcomes, different types of data collection tools and methods.

[BROWSE THE LESSONS](#)

COLLECTING DATA: COMMUNITY SURVEYS

Data collected through community surveys can be used to identify key priorities requiring community action, develop community programs and services, educate key stakeholders, guide local policy and evaluate changes over time. This module describes how to plan and conduct various types of community surveys.

[BROWSE THE LESSONS](#)

COLLECTING DATA: OBSERVATIONS

Observations are an effective means of documenting the outcomes of community development work over time. This module describes how to plan and conduct observations of the physical conditions of residential and commercial properties, public spaces, and vacant land.

[BROWSE THE LESSONS](#)

COLLECTING DATA: KEY INFORMANT INTERVIEWS

Become familiar with the process of conducting a key informant interview. This module includes a basic framework for analyzing interview data that will allow you to convert data into a descriptive narrative that you can use to share your findings.

[BROWSE THE LESSONS](#)

COLLECTING DATA: FOCUS GROUPS

Focus groups use guided discussion to understand people's thoughts about a particular issue. This module provides guidance on how to prepare for focus groups, and how to analyze the data.

DATA ANALYSIS: QUANTITATIVE DATA

Explore methods for analyzing and interpreting quantitative data. This module includes lessons on how to use pivot tables and charts to display evaluation findings.

[BROWSE THE LESSONS](#)

DATA ANALYSIS: QUALITATIVE DATA

This module explores methods for analyzing qualitative data and interpreting findings, including how to analyze data from open-ended questions.

EVALUATION LEARNING CENTER

[EVALUATION PLANNING](#)

[COLLECTING DATA: COMMUNITY SURVEYS](#)

[COLLECTING DATA: OBSERVATIONS](#)

[Planning Your Observations](#)

[CIM: Planning Block Observations](#)

[CIM: Planning Parcel Observations](#)

[Defining Observation Terms & Ratings](#)

[Data Collector Training & Logistics](#)

[CIM: Preparing Data Collectors for Observations](#)

[Mapping the Target Observation Area](#)

[COLLECTING DATA: KEY INFORMANT INTERVIEWS](#)

[COLLECTING DATA: FOCUS GROUPS](#)

[PROGRAM RECORDS & CALCULATION TOOLS](#)

[DATA ANALYSIS: QUANTITATIVE DATA](#)

[DATA ANALYSIS: QUALITATIVE DATA](#)

[COMMUNICATING YOUR RESULTS](#)

[SUCCESS MEASURES DATA SYSTEM \(SMDS\)](#)

Data Collector Training & Logistics

It's important to properly train data collectors before they head out into the community to ensure that they collect consistent and reliable data. This lesson provides the materials needed to design and deliver effective data collector training.

PRESENTATION

[Data Collector Training & Collection Logistics](#)

[View Presentation](#)

MATERIALS

The lesson materials listed below are designed to provide you with additional information and training. After watching the lesson presentation, you can download individual files and customize them for your organization's review or use.

- [Physical Conditions Photo Index_EXAMPLE](#)
- [Physical Conditions Photo Index_TEMPLATE](#)
- [Training for Data Collectors Training Document](#)

PRACTICE

There is 1 practice download for this lesson:

PRACTICE 1

[Physical Conditions Photo Index_TEMPLATE](#)

Practice Upload:

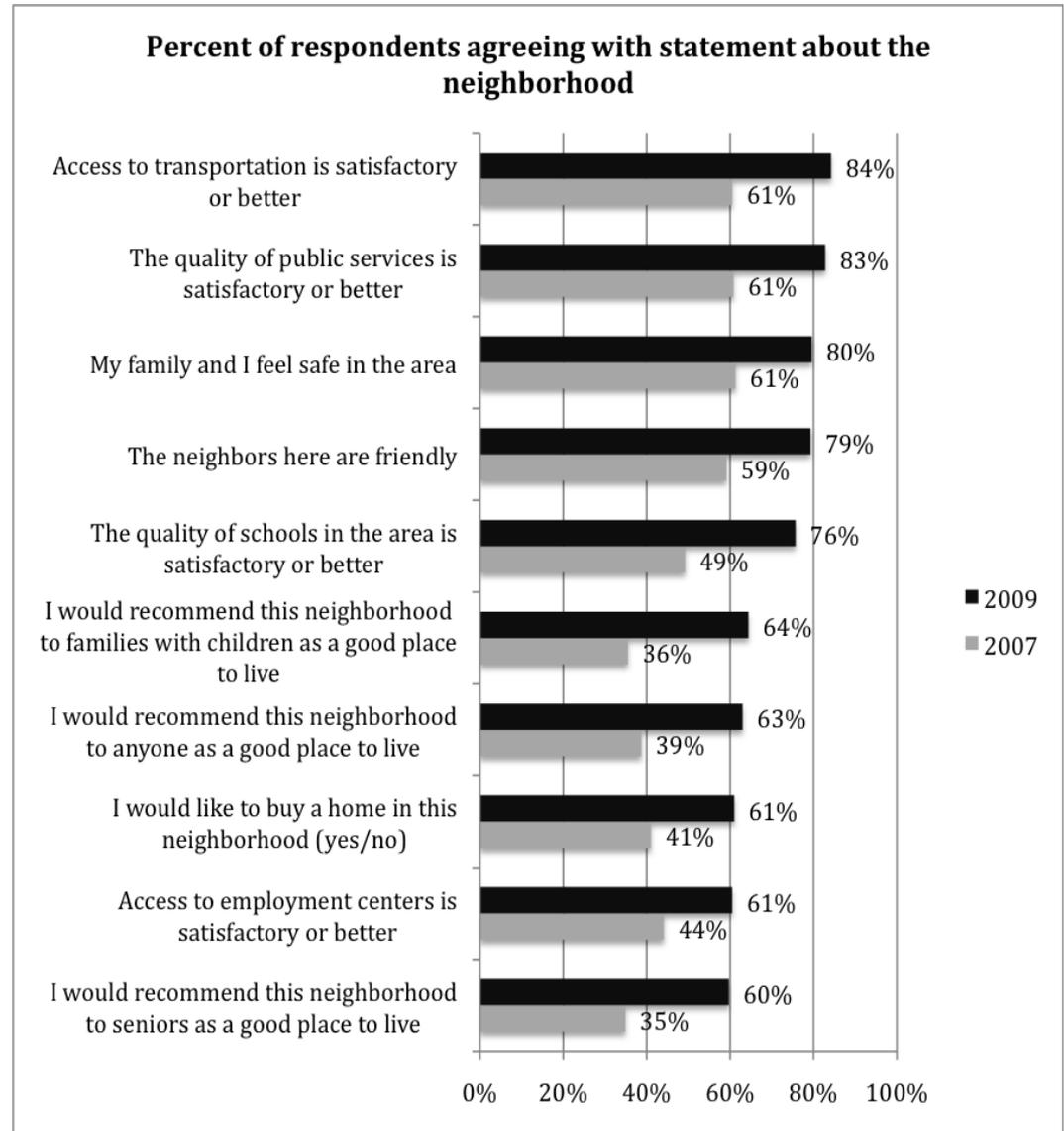
No file selected.

Upload your practice when completed

Evaluation Learning Center (ELC) offers a library of self-paced lessons and materials to support evaluations

Wells Fargo Regional Foundation: Evaluating Neighborhood Revitalization

Impact Services Corporation in Philadelphia demonstrated changes in residents' satisfaction with the quality of life in the Heart of Kensington community.





Evaluating Financial Status, Behavior and Attitudes

Through a NeighborWorks America/Citi Foundation partnership, 30 organizations in a financial coaching pilot demonstrated progress in their clients' ability to meet self-defined financial goals. Over the course of the project:

- ▶ 54% of clients with no initial savings started savings for the first time, with a median savings of \$668.
- ▶ 48% of clients with some savings increased their savings, with a median increase of \$938.
- ▶ 55% of clients who had unsecured debt decreased that debt, with a median decrease of \$3,005.
- ▶ 47% of clients raised their credit scores, with a mean increase of 59 points.

Clearly communicate and share results to enhance learning and demonstrate results to key audiences

“Let’s work together”
Survey Results
Presentation for the community



“Vamos a trabajar juntos”
Resultados de la Campaña
Presentación para la comunidad

May 15, 2014 7:00 PM Park Comm



AnalysisReportSummary-3.xlsx

	A	B	C	D	E	F	H	I	K	L
1	Community Survey Results - Summary									
2	1. How would you rate the following public services in your community?									
3		Very good	Good	Fair	Poor	Very poor	Not applicable	Total		
4	Police response	70	84	28	9	3	19	213		
5	Fire department response	85	71	5	2	1	46	210		
6	Ambulance response	100	66	8	1	0	35	210		
7	Trash collection	122	68	21	2	1	2	216		
8	Enter other public service (e.g., snow removal, street cleaning)	13	14	6	3	2	5	43		
9	2. For each of the following services, please indicate whether or not it is convenient for you to get to the service and whether or not that service is located in your community.									
10		Convenient to get to	NOT convenient to	In the community	NOT in the community	Total				
11										
12	Public transportation	103	50	80	73	306				
13	Main food shopping	199	18	138	75	430				
14	Dental care	156	40	94	87	377				
15	Medical or health care	191	21	149	62	423				
16	Pharmacy	207	7	156	53	423				
17	Bank or credit union	197	12	154	53	416				
18	Child care	49	11	40	19	119				
19	Public library	154	15	106	51	326				
20	Other public service (e.g., gas station, barber)	2	0	2	1	5				
21	3. For each of the following services, please indicate how satisfied you are with the quality of the service.									
22		Very satisfied	Somewhat satisfied	Somewhat dissatisfied	Very dissatisfied	I don't use this service	Total			
23										
24	Public transportation	30	24	3	4	154	215			
25	Main food shopping	134	75	3	1	4	217			



For more information
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