



Data Into Dollars Discussion Questions

1. Take the Measurement Culture Survey. www.impactandexcellence.com (code 10152010)
2. Once you receive your customized Benchmark Report back from Measurement Resources, please answer and discuss the following questions.
3. What is your measurement score? Did the score surprise you?
4. How are you using data to inform the following management activities?
 - a. Performance Improvement
 - b. Program Planning
 - c. Communicating to Staff
 - d. Managing Operations
 - e. Budgeting
 - f. Accountability to Clients and Stakeholders
 - g. Strategic Planning
 - h. Quality Assurance
 - i. Establishing Contracts
 - j. Benchmarking

5 Whys Exercise

1. Why do you do what you do?
 - Why, so that

 - Why, so that

 - Why, so that

 - Why, so that

 - Why, so that

2. Why do your funders/partners want to partner with you?

3. Why do your participants/clients participate? What do they hope to accomplish?



Create Your Logic Model

Program: Sample Arts Organization Logic Model

Mission: To advance and celebrate art through performance and education

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
Theater space and state of the art technology Corporate funders (e.g., Chase Bank, Bob Evans, Schottenstein, etc.) Community Partners (e.g., Godman Guild, AddOhio, YMCA, Head Start Schoenbaum Family Center, COSI, King Arts Center, etc.) Curriculum Public Schools Partnerships Local musicians Board of Directors Marketing Efforts	Provide musical programming as part of after school programming/ summer camp programming Act as a worksite to train youth and adults in music technology, performance, and composition Provide education around music and history in the schools Provide concerts Provide professional development for teachers Assist in the development of arts integration curriculum Provide musical programs to other community groups Provide musical ensembles for youth middle and high school students Provide annual scholarship program	Underserved high school students Underserved elementary students Middle school band programs School teachers seeking continuing education credit School administrators Adults with developmental disabilities Adults/ students interested in music/ music enthusiast Preschool students/ teachers Parents of preschoolers School districts	Increase awareness of musical art from that is not available in their schools Increase knowledge around music history Increase teachers use of music education in their classrooms Increase teachers use of creative approach in teaching Increase children/ adults ability to create their own music Increase technical creative music skills Provide a new experience Increase personal enjoyment and fulfillment Increase technical knowledge in the music industry Increase level of joy and happiness	Produce more creative students School music programs incorporate more music programs Increase economic opportunities for musicians Increase participation in the youth ensembles Increase youth positive life choices Increase revenues for organization Increase participation of younger generations in audiences Increase students' ability in the Ohio Early Learning Standards Increases student engagement	Increase audiences/ ticket sales Choose a career in music Increase economic development Organization becomes a part of the learning community (such as COSI and the Zoo) Increase academic achievement Increase youth economic future

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Program: Sample Logic Model

Mission: **To create opportunities for students to engage in healthy, creative and innovative activities giving them the skills needed for success.**

Inputs	Outputs		Outcomes -- Impact			
	Activities	Participation	Short	Medium	Long	
Fiscal functions	Delivers after-school programming <ul style="list-style-type: none"> • Homework help • Academic intervention • Service-learning projects • Mentoring • Teambuilding 	Middle school students	Increase students feeling of safety	Increased engagement in healthy, creative, and innovative activities	Children lead productive lives	
HR functions		High school students	Increase students' health			Stronger communities
Marketing efforts		Delivers humanities programming	Parents of middle and high school students	Increase students' opportunities for innovative learning experiences	Reduce dangerous impulses	Sustainable economy
Program evaluation/improvement activities			District teachers	Increase parents' ability to direct children	Increase students' college readiness	Successful education reform
Steering committee	Delivers early college high school program	After-school providers	Increase students' career readiness	Increase overall school academic performance		
Safe spaces		District teachers	Strengthen and increase community partners			Reduce juvenile crime
Curriculum research and develop	Designs and delivers tobacco/ alcohol/ truancy intervention	District administrators (?)	Develop positive and productive relationships with parents	Increase 21 st century Learning skills		
16 county school districts		First-generation college goers	Increase professional opportunities to afterschool program professionals	Increase student attendance/ reduce truancy		
Private donations	Provides professional development/ training	Economically disadvantaged students	Increase knowledge of program content and development standards	Increase students' life skills		
City Government grant fees			Advocate for the need for training in afterschool work and importance of extending the learning day	Increase skills in delivering 21 st century learning practices		Reduce non-academic barriers to success
Ohio Department of Education	On-site coordination		Create educational alternative to detention	Reduction of district costs		
Ohio Office of Criminal Justice Services			Curriculum test preparation	Provide opportunity for shared services		
Franklin County Office of Homeland Security and Justice Program	Healthy snack					
Referrals from schools						



Program:

Mission:

Inputs	Outputs		Outcomes -- Impact		
	<i>Activities</i>	<i>Participation</i>	Short	Medium	Long



Social Return on Investment Calculation

What do we know?

- Cost per Success = $\frac{\text{Total Program Costs}}{\text{Number of Successful Clients}} = \$1,450$
- Potential Future Savings = $\sum (\text{Unsuccessful Outcome Cost}) * (\text{Unsuccessful Outcome Probability}) = \$10,155$

$$\text{SROI} = \frac{\$10,155 - \$1,450}{\$1,450} = 600\%$$

****For every \$1 spent on the organization's program, the community and its stakeholders will save \$6 in the future.****