

DESIGNING PROGRAMS THAT STRENGTHEN COMMUNITIES

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WORKSHOP OUTLINE

- I. Introductions and Expectations
- II. Program Planning and Design
- III. Process and Outcomes
- IV. Logic Models
- V. Evaluations
- VI. Other Program Considerations
- VII. Feedback and Closing



INTRODUCTIONS

NAME

**WHAT DO YOU HOPE TO LEARN
TODAY?**



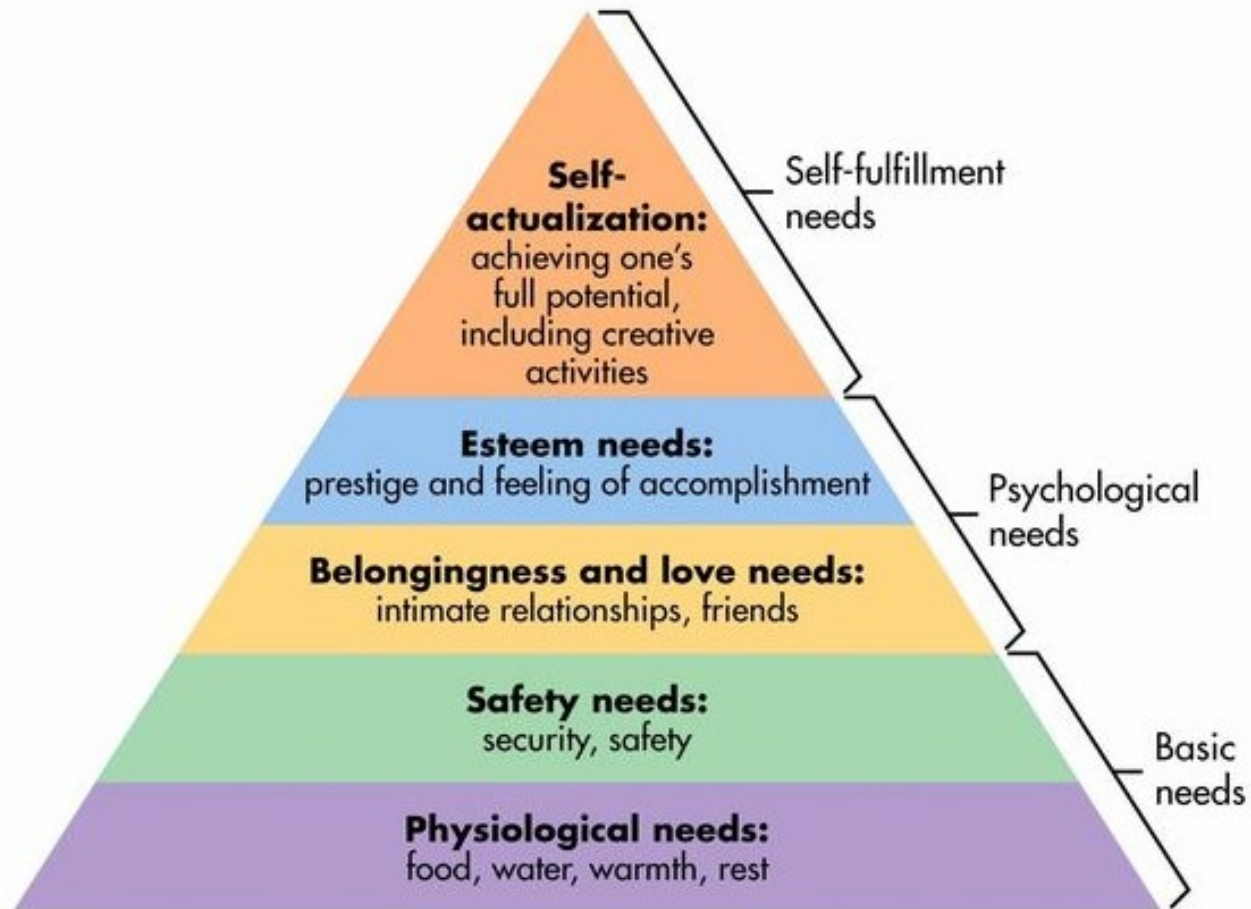
PROGRAM PLANNING

PROBLEM/NEED

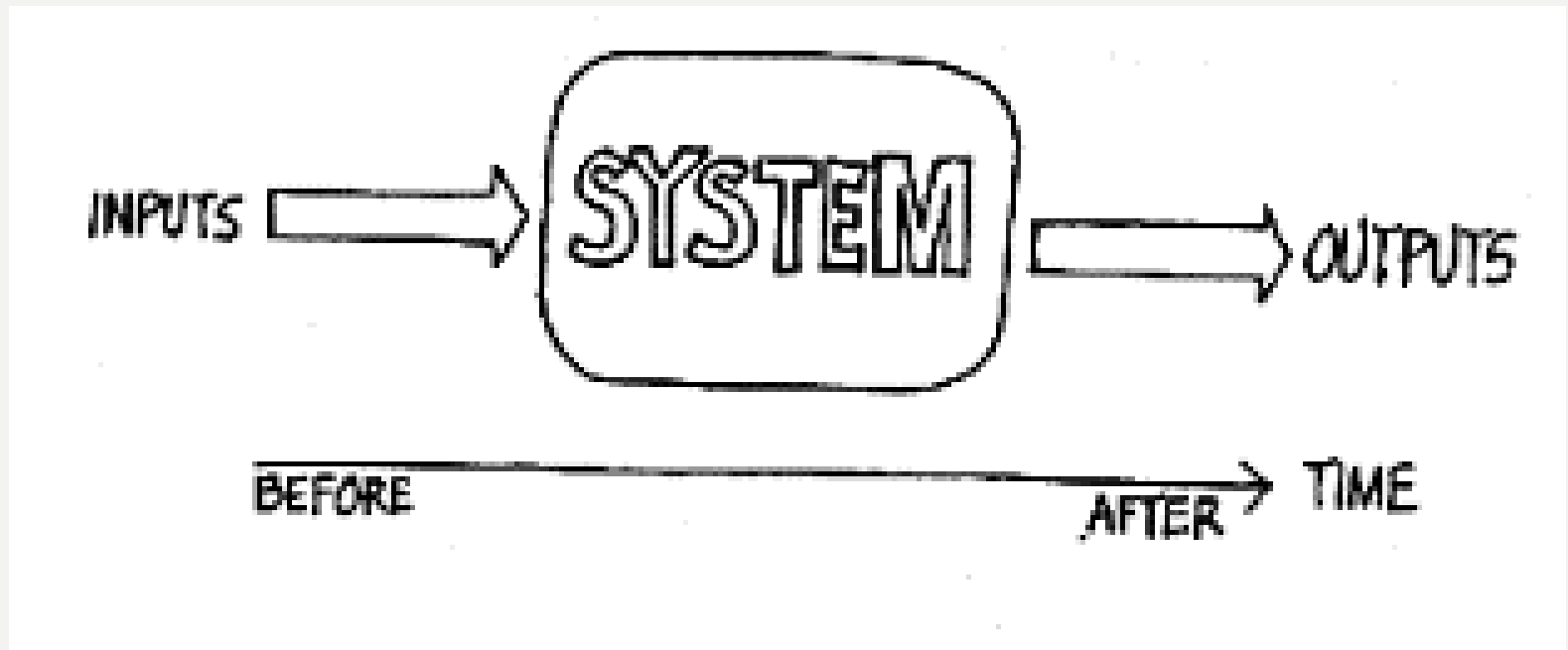


PROBLEM/NEED

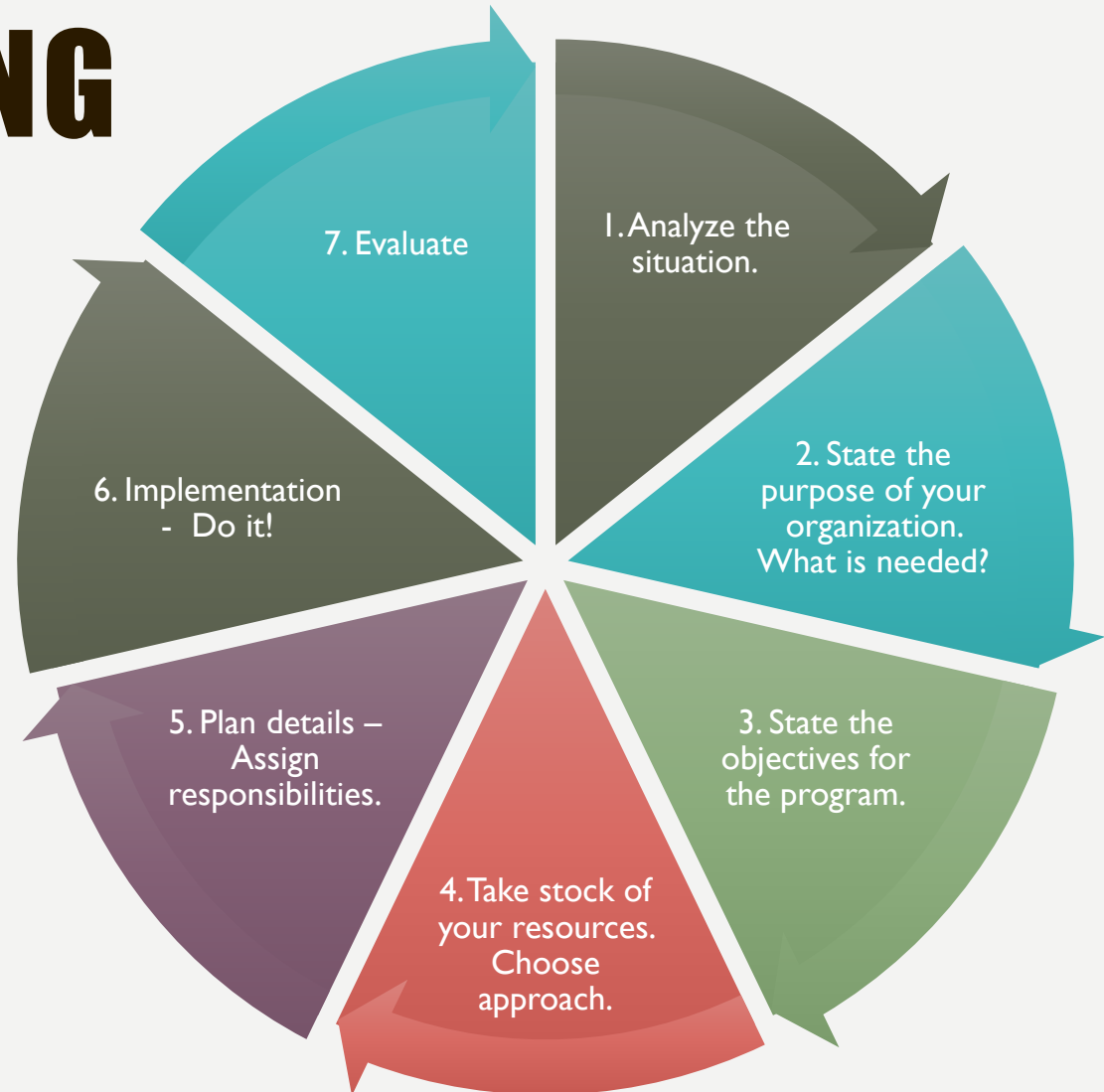
Maslow's Hierarchy of Needs



A SYSTEM PROSPECTIVE



STEPS IN PROGRAM PLANNING



GLOSSARY

PROGRAM

- A collection of organizational resources that is geared to accomplish a certain major goal or set of goals.
- May consist of multiple related projects.

PROJECT

- A scheduled undertaking for the purpose of creating a product or service.
- Usually consists of multiple tasks over a specific period of time.

SOLID PROGRAM PLANNING

1. Program Should Tie to the Organizations Mission

2. Program Planning Should Tie with Strategic Planning

3. Involve the Board

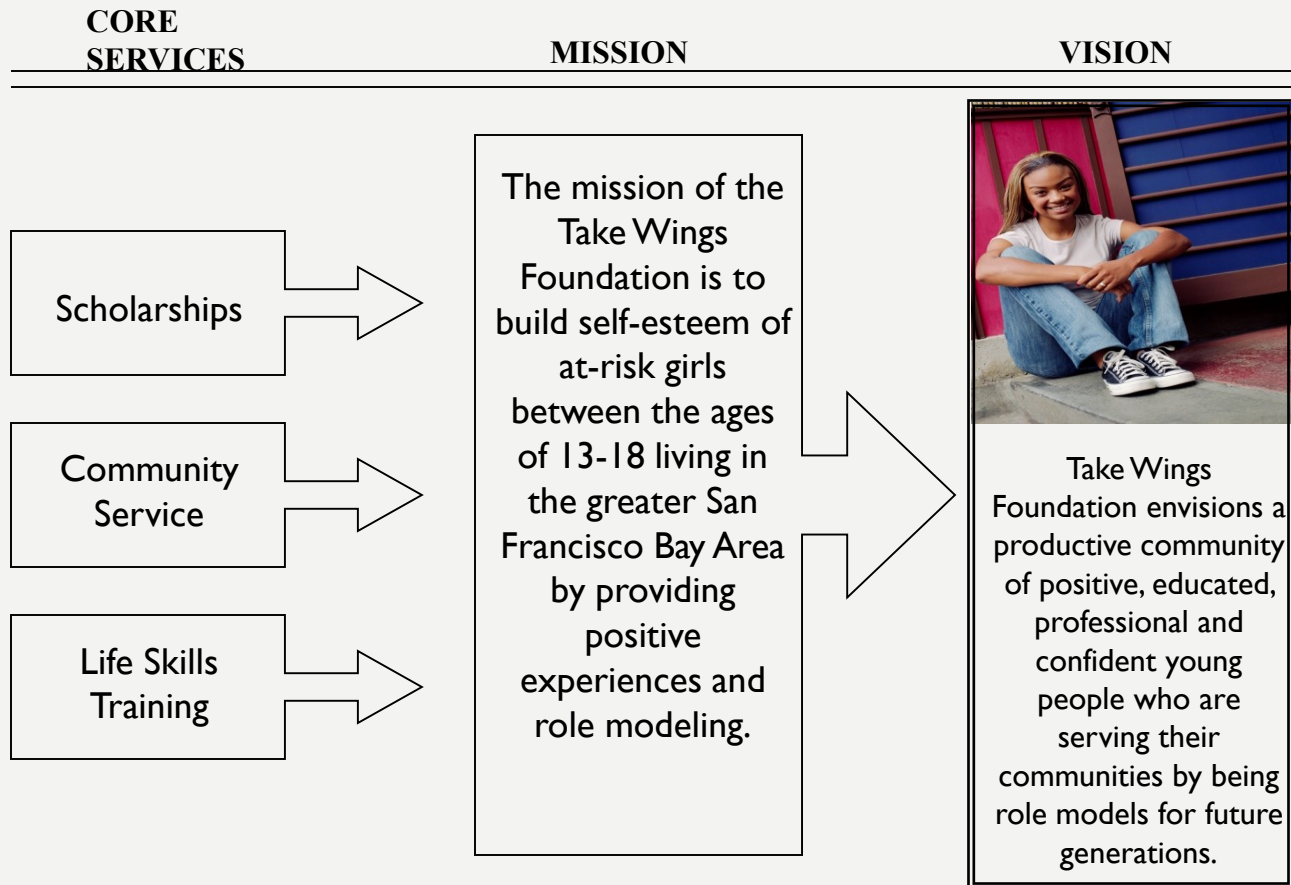
4. Conduct Program Planning as a Team

5. Involve Potential Internal/External Customers as Much as Possible

6. Don' Worry About Developing the Perfect Program Plan

TIE TO THE ORGANIZATION'S MISSION

Take Wings Foundation Alignment Model





LEARN BY DOING

1. **BRAINSTORM IDEAS**
2. **LIST A PROBLEM**
3. **LIST A RELATED NEED**
4. **LIST A TARGET POPULATION ALONG WITH KEY CHARACTERISTICS**
5. **DESCRIBE A PROJECT OR PROGRAM**
6. **DESCRIBE A PROJECT OR PROGRAM**
7. **OUTLINE OUTREACH STRATEGY**
8. **REPORT OUT**



PROCESS AND OUTCOMES

GLOSSARY

GOALS

- Describes “WHAT” you want to achieve.
- Broad statements applied to a program or project.
- May be one or more.

OUTCOMES

- The basic result that is expected to occur as a result of implementing a program.
- An outcome statement may describe expected changes in any of the following areas:
client/community impact,
policy/systems change, community building, and/or organization development.

GLOSSARY

OBJECTIVES

- An objective states who does what, by when, how much as measured by which criteria.
- There are process objectives and impact objectives.
- Usually starts with an action verb.

TASKS/ACTIVITIES

- Steps to take to achieve your objective.
- An activity that needs to be accomplished within a defined period of time or by a deadline.
- Can be broken down into assignments which should also have a defined start and end date or a deadline for completion.

CREATE S.M.A.R.T. GOALS





LEARN BY DOING

1. **CREATE 1-2
PROJECT
OUTCOMES**
2. **CREATE 2-3
PROJECT GOALS**
3. **CREATE 3-4
S.M.A.R.T.
OBJECTIVES**
4. **REPORT OUT**



LOGIC MODELS

CLARIFICATION

Logic Model	Theory of Change
Graphically illustrates program components, identifies outcomes, inputs and activities	Links outcomes and activities to explain how and why the expected change will occur
Usually starts with a program and illustrates its components	Usually starts with a goal before deciding on program components
Requires identification of program components, but doesn't show why activities are expected to produce outcomes	Requires justification for program components; specifies the hypothesis about why something will cause something else
Sometimes includes indicators to measure outcomes	Requires identifying indicators to measure outcomes
Best used to demonstrate you have carefully identified the inputs, outputs and outcomes of your work	Best used to design and evaluate a complex initiative

LOGIC MODEL COMPONENTS

Your Planned Work		Your Intended Results			
INPUTS/ RESOURCES	ACTIVITIES	OUTPUTS	OUTCOMES	INDICATORS	RESULTS/ IMPACT
<p>What we invest - In order to accomplish our set of activities we will need the following:</p>	<p>What we do - In order to address our problem we will do the following:</p>	<p>What we get - We expect that once completed or underway these activities will produce the following evidence of service delivery</p>	<p>What we expect right away - We expect that if completed or ongoing these activities will lead to the following changes in 1-3 years</p>	<p>How we know - In order to know what we are doing is working we will measure the following:</p>	<p>What we expect in the long term - We expect that if completed these activities will lead to the following changes in 4-6 or 7-10 years</p>



PROGRAM EVALUATION

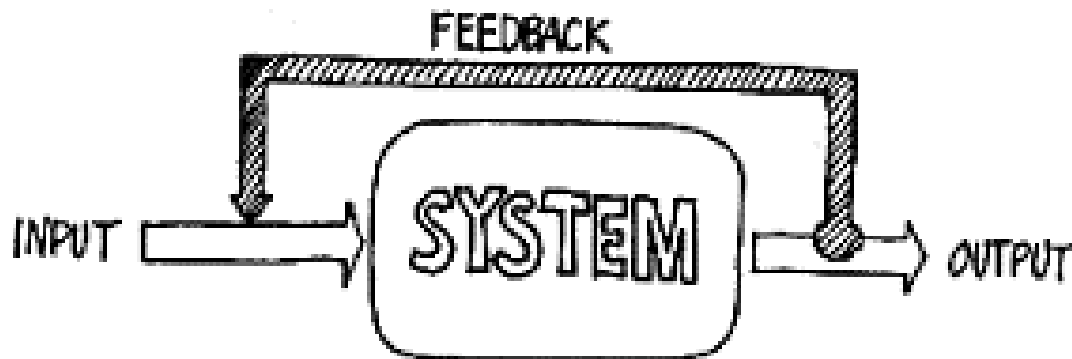
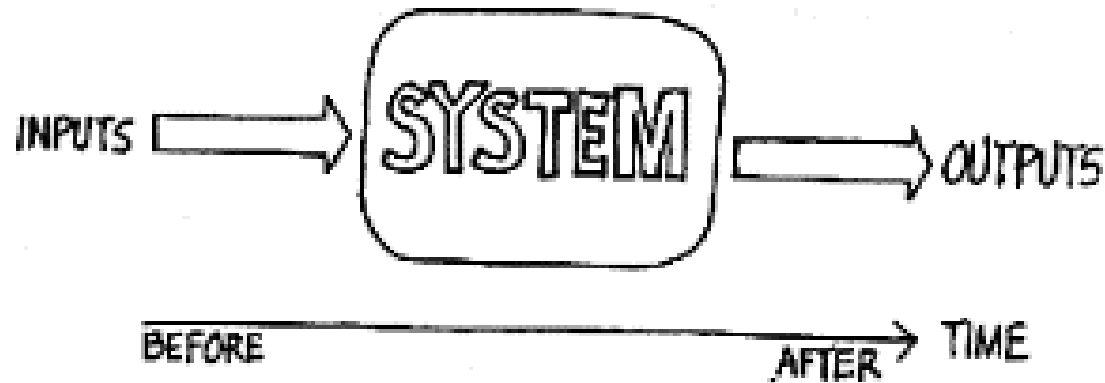
WHY EVALUATE?

1. Understand, verify or increase the impact
2. Improve
3. Verify that you're doing what you think you're doing
4. Facilitate management's thinking
5. Produce data and/or verify results
6. Produce valid comparisons
7. Fully examine and describe effective programs for duplication

EVALUATION METHODS



PLANNING FOR IMPROVEMENT





LEARN BY DOING

1. LIST 4-5 THINGS YOU CAN EVALUATE TO SHOW CHANGE
2. WHAT EVALUATION METHODS WOULD YOU USE
3. REPORT OUT



OTHER CONSIDERATIONS





QUESTIONS AND FEEDBACK



CONTACT INFORMATION

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