

Prioritizing Strategies and Resources with Results-Based Accountability™

Statewide Gathering of Local Food Councils

Nov 30th, 2017 2:00-3:15pm

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Desired Results for Today

Purpose:

- Build skills to support developing strategies, setting priorities, fundraising and evaluating impact

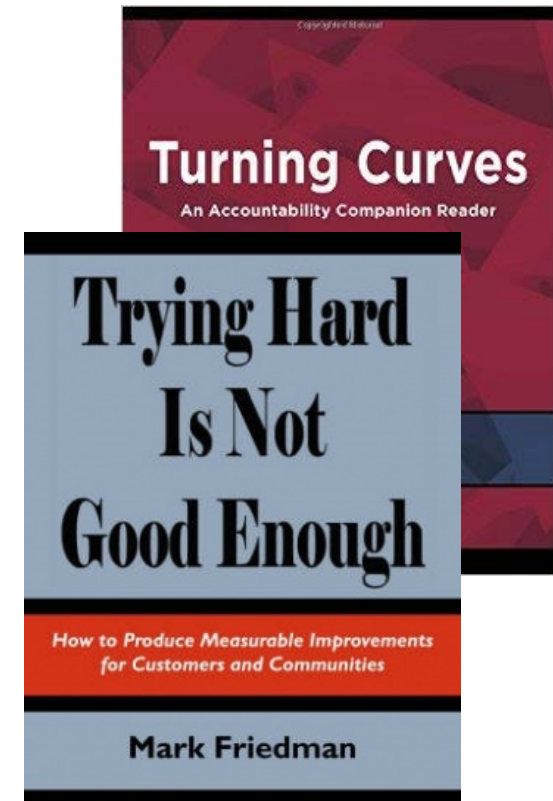
Desired Participant Meeting Results:

- Understand the basic Results-Based Accountability™ framework and its application to food council work
- Develop a set of prioritized strategies
- Obtain practical tools to communicate quality & impact to funders, partners and supporters

Results-Based Accountability

**From talk to action quickly.
Improve impact over time.**

- Common Language – **See Worksheets**
 - Cut the jargon, be inclusive and transparent
- Common Ground
 - Start with the end result, find consensus
 - Appropriate accountability
- Common Sense
 - Free and simple tools for nonprofits and government use
 - Promote equity, consistency, and an accessible process



RBA- Two Types of Accountability

- **Population accountability**

About the well-being of **WHOLE POPULATIONS**
in a geographic area

- Nations/States/Regions/Counties/Cities
- Subgroup within an area



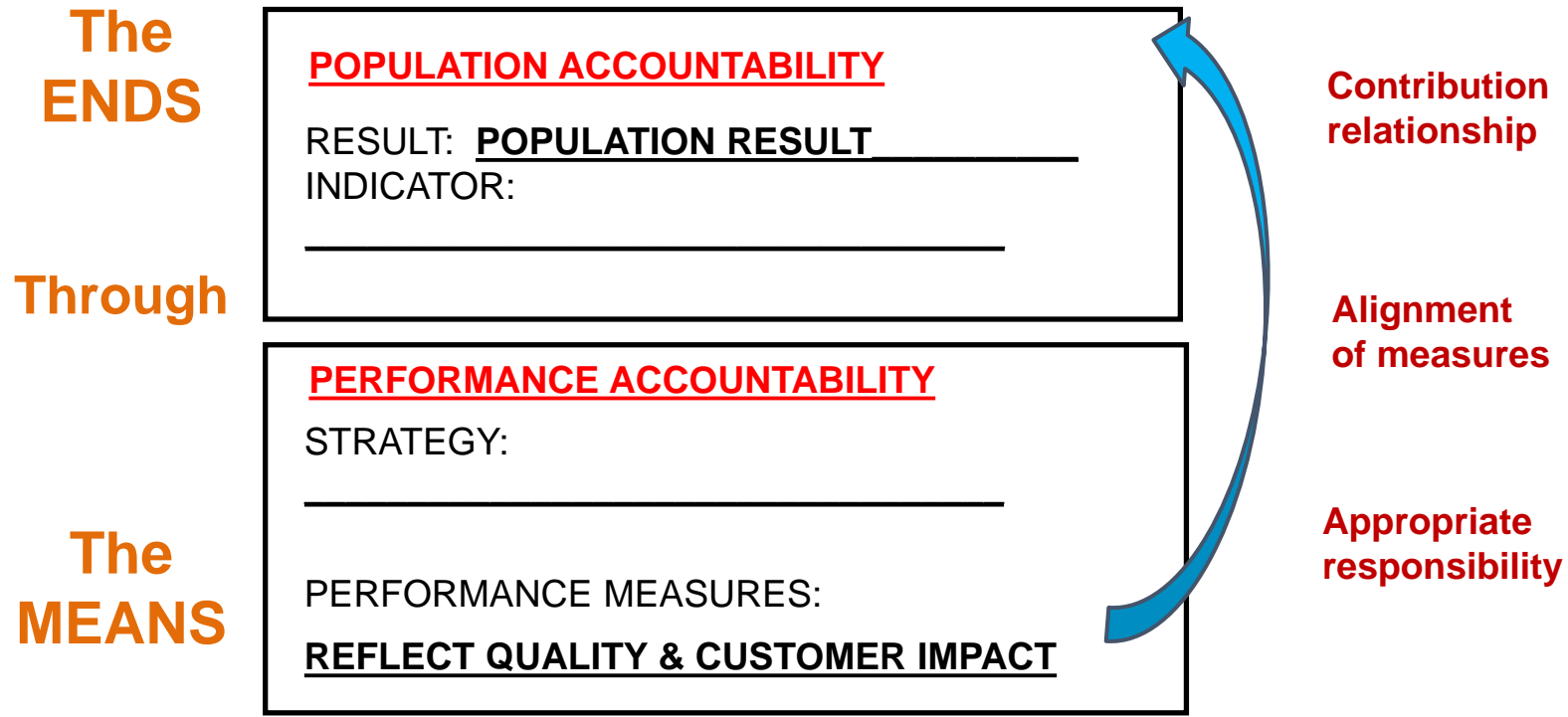
- **Performance accountability**

About the well-being of
CUSTOMERS

- Coalitions/Councils/Organizations
- Programs/Projects



Results-Based Accountability™ Framework: Connecting Performance to Population





3 Big Questions About our Work

How much did we do?

How well did we do it?

Is anybody better off?

7 Step Thinking Process



The 7 Performance Accountability Questions

1. Who are our customers?
2. How can we measure if our customers are better off?
3. How can we measure if we are delivering services well ?
4. How are we doing on the most important of these measures?
5. Who are the partners that have a role to play in doing better?
6. What works to do better, including no-cost and low-cost ideas?
7. What do we propose to do?



The Leaky Roof Example- 7 Step Thinking for Performance Accountability

Experience

Measure

How are we doing

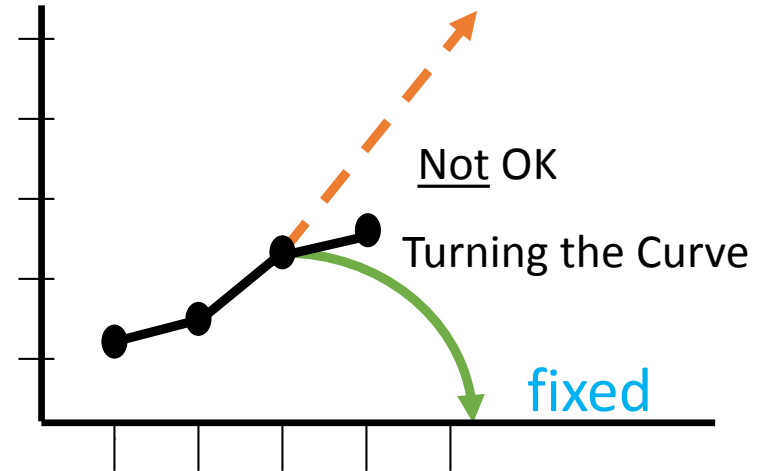
Story Behind the Curve

Partners

What Works to do Better

What are our next Actions

Inches of
Water
BASELINE



Turn the Curve™

Watauga Food Council Success Story!

HOW RBA WAS USED?

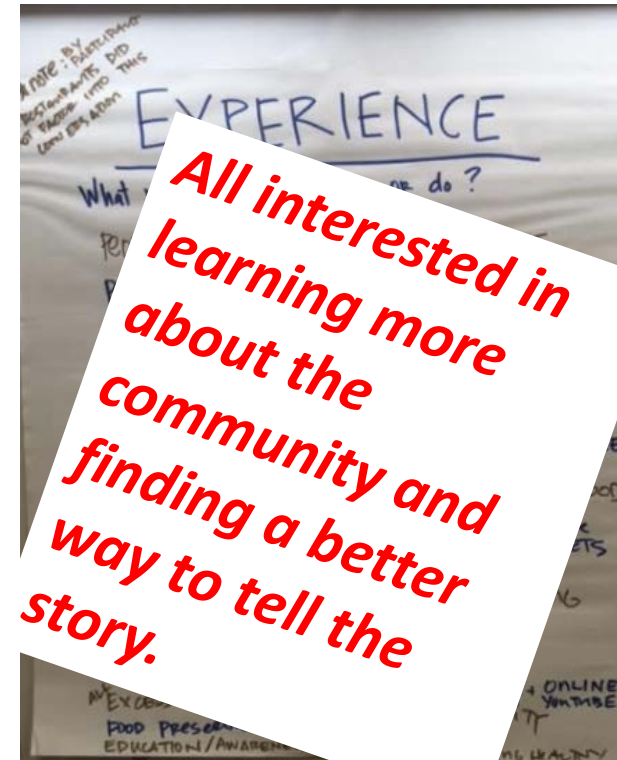
- 3 workgroups applied RBA Turn the Curve™ (TTC)
- Identified key strategies and indicators
- Abbreviated TTC process in follow up work

WHAT WAS HELPFUL ABOUT THE PROCESS?

- Group found data that mattered more
- Some able to refine group focus
- Some able to articulate desired results

WHAT COULD BE IMPROVED?

- Bring the right people to the table
- Strategies often vague, vast and/or not specific
- Abbreviated TTC failed to capture the full story- BUT it did help get from talk to action quickly
- Skilled facilitators are important



Watauga Performance Report

Customer Experience:

What is the result we want to achieve for the people we serve?

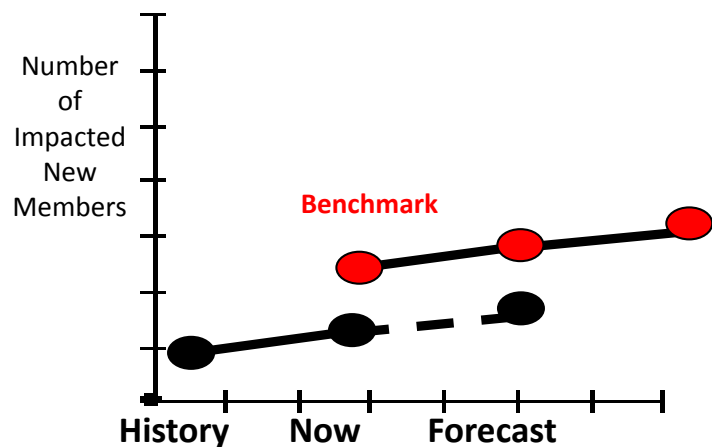
ALL THOSE WE SERVE HAVE ACCESS TO FRESH, LOCAL FOOD.

Headline Performance Measure:

How can we measure if anyone is better off? or We are providing services well? (choose one)

Number of new FPC members who report they are affected by the issues

Performance Measure Baseline ("Curve"):



Story behind the baseline/"curve":

What's helping? What's hurting?

- People understand the importance of access to fresh food
- Need to include those who are food insecure in work
- Lack of clarity about "all" (need to include older people, those from different economic backgrounds, etc.)

Partners:

Who has a role to play in doing better?

- All sectors of the community, not only markets but education and health care
- Low-income housing partners
- Area Agencies on Aging/Senior Center Directors

Strategies:

What works? What works to do better?

- Action Planning Session
- Work on policy change
- Increase understanding of the challenges that low income community members face by collaborating with those organizations already working with these community members.
- **Recruit new members to the council, including those affected by those issues we are concerned about.**
- Aggregate existing data on these indicators in order to track change, and collecting primary data when it is necessary.

Performance Turn the Curve™ Report

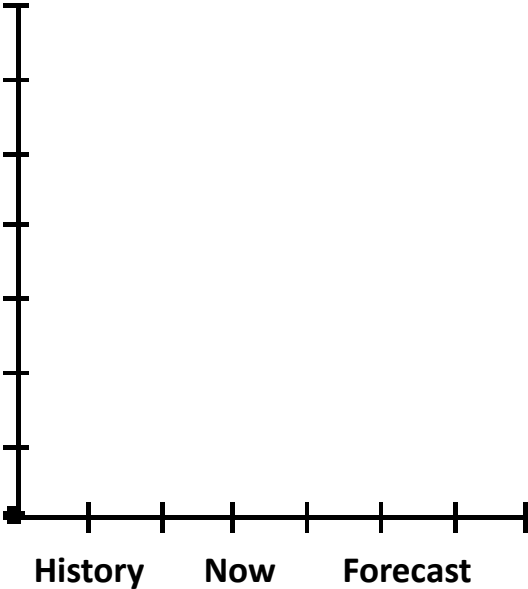
Customer Experience:

What is the result we want to achieve for the people we serve?

Headline Performance Measure:

How can we measure if anyone is better off? or We are providing services well? (choose one)

Create a Performance Measure Baseline ("Curve"):



Story behind the baseline/"curve":

What's helping? What's hurting?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Partners:

Who has a role to play in doing better?

- _____
- _____
- _____
- _____
- _____
- _____
- _____

Strategies:

What works? What works to do better?

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Turn the Curve™ Thinking

Performance Level- **See Worksheet**

STEP 1: [5 minutes]

Work alone or with a partner to select a customer result you want to focus on.

STEP 2: [10 minutes]

- Select a measure of that customer result- how could you tell if your customer was better off or you were providing services well?
- Create a graph, thinking about where you are now, the history and the forecast if nothing changes. Ask if you're okay with that. If not-what do you need to do to turn the curve (improve impact or quality)?
- Capture the story-what is helping, what is hurting the work.
- What partners have a role to play?

Turn the Curve™ Thinking pt. 2

Strategy Prioritizing- **See Worksheet Back**

STEP 3: [10 minutes]

List the strategies you might use to achieve your desired customer result. Then, consider the criteria listed. Rank each strategy for each criteria (see complete definitions on worksheet):

Values

Impact

Clarity

Leverage

Economic Trends

Possible Strategies	Values	Impact	Clarity	Leverage	Economic Trends	Total Points

Adapted from Trying Hard is Not Good Enough and The Nonprofit Strategy Revolution

Apply the following criteria to each strategy, ranking them on a scale of 1-3 for each criteria:

Low (1), Medium (2), High (3) *If using these criteria to apply for funding, consider the questions with asterisks as well

Values: Is it consistent with our personal, community and organizational values and mission? *Does it align with our prospective funder’s mission and priorities—consider the customer?

Impact: How much difference will the proposed action make on the curves we are trying to turn and the results we want to achieve for our customers and community? *Can we show results within the funding time frame?

Clarity: Is the idea concrete enough to be implemented? Who will do what for whom?

Leverage: Do we have the necessary people/relationships/resources to implement it? *Does the funding allow for building our capacity to do so?

Economic Trends: Are there funding sources for this type of strategy? Do we have a competitive advantage? Is demand for the desired customer results growing?

Next steps would be to develop an action plan for your selected strategy, answering who would do what for whom in detail as a time table.

Communicating Results Tool: Funding Opportunity Application Abstract

Communicating Results Tool: Funding Opportunity Application Abstract

Organization: _____ Specific audience: Potential Funder _____

Write a brief message for each of the prompts elements.

Prompts	RBA Element	Grant Proposal/Letter/Appeal Section *	Your Draft
Quality of life condition we want for our community.	RESULT	Vision/Goal Statement	
How we will know we have achieved it.	INDICATOR	Measure of Community-wide Need	
What we do with partners.	STRATEGY	Collective Community Initiatives	
What WE do as an organization, program, project team.	STRATEGY Related Project, Service	Organizational Mission and Program Description(s)	
How Well WE do it (track record).	PERFORMANCE MEASURE- HEADLINE QUALITY MEASURE	Measures related to the quality of organizational efforts – best practices, customer satisfaction, staff qualifications	
What change our work produces (Customer results, impact, track record).	PERFORMANCE MEASURE- HEADLINE CUSTOMER RESULT	Measures related to customer impact– change your work produces for the customers served	
What we want to move toward.	WHAT WORKS TO DO BETTER?	Proposed Grant Strategies and how they align with grant purpose	
Our next step.	ACTION	Action Steps, Timeline and Budget	

Put the message pieces together to form **Your RBA “Elevator Speech” or Grant Proposal/ Letter of Intent:**



Reflections:
Questions?
Comments?

Please complete your evaluation
and help us improve!

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Handouts:

1. Tool for Common Language
2. RBA Terms
3. Performance Report & Strategy Screen Tool (Blank)
4. Watauga Example Performance Report & Strategy Screen
5. Sample Strategy List
6. Regional Visioning Data Strategies for Greater Impact
7. Communicating Results Tool: Funding Opportunity Application Abstract
8. Evaluation