

Community Empowerment COMMON RESULTS PLANNING

Iowa's Vision for Early Childhood:

Every child, beginning at birth, will be healthy and successful.

Mission Statement

The Iowa Empowerment Board supports communities by demonstrating and facilitating leadership and collaboration to achieve desired results for children (0-5) and their families.

Guiding Principles

- *Mutual respect/trust*
- *Flexibility*
- *Result-Focused*
- *Best Practices/Research Based*
- *Creative/innovative*
- *Partnerships*
- *Accountability*

Common Language

1. Demand

Definition: the estimated level of need for any program, activity, or service.

What is the program, activity or service and who needs it?

Demographic information may be used to document needs and to describe populations with needs.

2. Result

Definition: the effect desired for Iowans.

"Results" can be stated in different degrees of specificity. "Safe Iowans" is an example of a broadly stated result. "Safe Iowans" describes an effect desired for Iowans but is too broad to measure or to guide decision making. If a department, division, or work unit were asked to make Iowans "safer," they would need more policy guidance before knowing what to do. Should they make roads safer? Work to keep muggers off the streets? Reduce the incidences of domestic violence? Safer from what?

Policymakers should state the specific results they want to see achieved so those charged with implementing policy can suggest measures, identify strategies, and propose initiatives. In the example above, one possible specific result is "highways free of alcohol-related accidents."

Empowerment results for Iowans:

- Healthy Children
- Children Ready to Succeed in School
- Safe and Nurturing Families
- Safe and Supportive Communities
- Secure and Nurturing Childcare Environments

3. Goal/Focus

Definition: Broad measurable statements of intent to set a future direction.

3- 5-year goals can be set at the statewide, as well as at the local level.

The focus or goal communicates the direction of (more, less, maintain) the result statement, while linking the desired statewide result and indicator to local strategies and performance measures.

4. Indicator

Definition: A measure that indirectly quantifies the achievement of a result.

Indicators can be statewide indicators or local indicators.

Sometimes the statewide indicator and the local indicator can be the same thing such as the rate of immunization by age 2 as an indicator of Healthy Children at the statewide level and/or the local level.

Other local indicators of Healthy Children could be determined by the local empowerment area such as lead screening (which is not a statewide indicator).

5. Strategy

Definition: General methods or overall approaches used to achieve goals. Strategies do not tell you specifically what to do; they provide direction.

The next section on Performance Measures (program level outcomes) is significant for evaluating local outcomes and will be the focus of future technical assistance on evaluation.

6. Performance Measures

Definition: measures that assess a program, activity, or service.

Performance measures include:

a. **How much did we put in? (input measures):** The financial and nonfinancial resources invested, used, or spent for programs, activities or services.

b. **How much did we do? (output measures):** A quantification of the programs, activities, or services produced or provided.

c. **How well did we do it? (quality, efficiency, and customer satisfaction measures):** Measures of the quality, speed, accuracy, cost, unit cost, or productivity associated with a given program, activity or service.

d. **What difference did it make for the customer? (outcome measures):** The measurable effect on customers, clients, the environment, roads, etc., of a program, activity, or service.