

## Evaluation Dashboards

### Practical Solutions for Reporting Results

## About Us

- What is Innovation Network?



- Our experience




<http://www.flickr.com/photos/padsbrother/276681720/>



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## Presentation Objectives

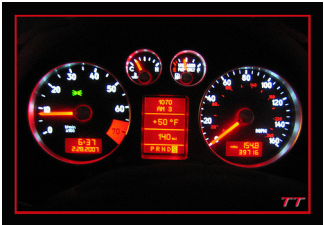
- What is an evaluation dashboard?
- Why use a dashboard?
- When does an organization use a dashboard?
- How does an organization develop a dashboard?




Slide 3

What Why When How

## What is a Dashboard?




<http://www.flickr.com/photos/randysanrobert/407482022>



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What Why When How

## What is a Dashboard?



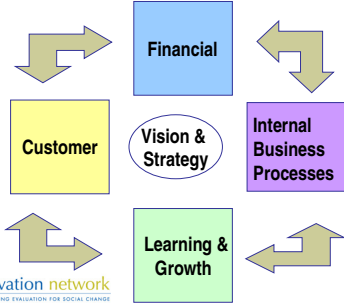

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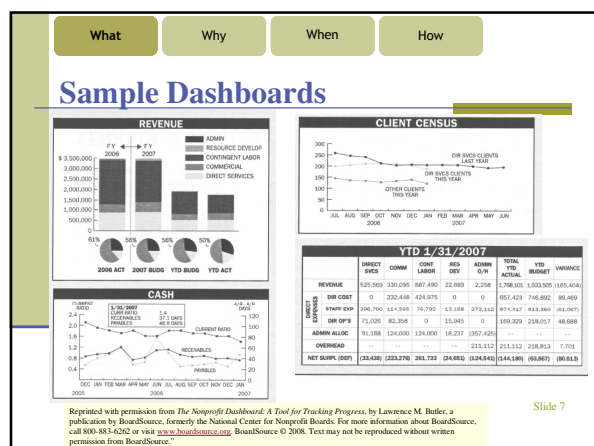
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What Why When How

## Evolution of the Dashboard

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What Why When How

## Advantages of Using Dashboards

- Helps to understand impact
- Assesses organizational alignment
- Improves communication
- Informs strategic decision making

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## Understanding Impact

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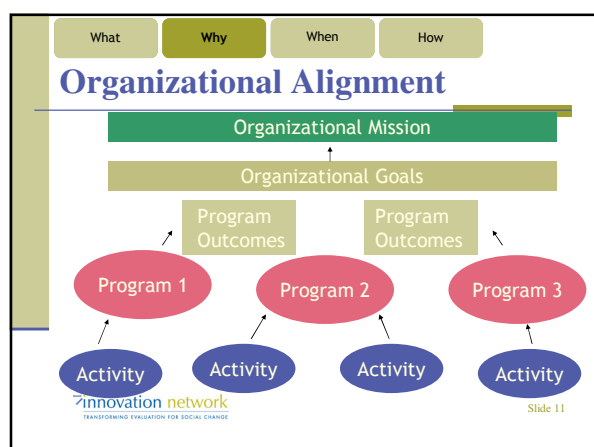
## Alignment

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<http://www.flickr.com/photos/mshades/2624713488/>

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What Why When How

## A Communications Tool

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What Why When How

## Strategic Decision Making



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What Why When How

## When to Use Dashboards

Which organizations should use dashboards?

- Organizational Capacity
- Evaluative Capacity
- Real-time Decision Making

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What Why When How

## How to Develop a Dashboard

- Defining dashboard metrics
- Prioritizing dashboard metrics
- Designing a **data collection** strategy
- Developing a dashboard **display**
- Ensuring **sustainability**

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What Why When How

## Defining Dashboard Metrics

- Program Plan
- Strategic Plan
- Mission Statement

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## Mission Driven Performance Indicators

Example:

The Museum of Natural History tells a story of our planet and its inhabitants to families and students of all ages through artifacts, specimens, and programs that reveal the process of scientific research and discovery.

Source: The Nonprofit Dashboard: A Tool for Tracking Progress, by Lawrence M. Butler

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Purpose	Audience	Methods	Outcomes
The Museum of National History tells the story of our planet and its inhabitants....	To families and students of all ages	Through artifacts, specimens, and programs that reveal the process of scientific research and discovery	Leading to an appreciation of how scientists answer current questions while raising new ones.
<b>Performance Indicators</b>			
# of exhibits and programs that use stories and engaging narratives	% of admissions, memberships and other participants who are families and students	# of scientist presenting their research agenda/results	Visitor response re: lessons learned/ appreciation about scientific method of inquiry

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What


Why

When

How

## Prioritizing Indicators

- Three "Powers":
  - Communication Power
  - Proxy Power
  - Data Power


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## Designing Data Collection Methodology

- Comprehensive
- "Real-time"
- Quantitative


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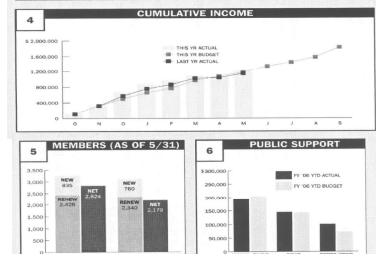
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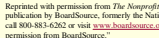
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## Developing a Dashboard Display



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What

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How

## Ensuring Sustainability

- Build Capacity
- Institutionalize a System
- Assign Roles and Responsibilities


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## Thank you for attending!

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