Evaluation Dashboards
Practical Solutions for Reporting Results

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?

What is a Dashboard?

Evolution of the Dashboard
Sample Dashboards

Advantages of Using Dashboards
- Helps to understand impact
- Assesses organizational alignment
- Improves communication
- Informs strategic decision making

Understanding Impact

Alignment

Organizational Alignment

A Communications Tool
Strategic Decision Making

What  Why  When  How

When to Use Dashboards

Which organizations should use dashboards?
- Organizational Capacity
- Evaluative Capacity
- Real-time Decision Making

How to Develop a Dashboard

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

Defining Dashboard Metrics

- Program Plan
- Strategic Plan
- Mission Statement

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

Performance Indicators

<table>
<thead>
<tr>
<th>Purpose</th>
<th>Audience</th>
<th>Methods</th>
<th>Outcomes</th>
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<tbody>
<tr>
<td>The Museum of National History tells the story of our planet and its inhabitants...</td>
<td>To families and students of all ages</td>
<td>Through artifacts, specimens, and programs that reveal the process of scientific research and discovery</td>
<td>Leading to an appreciation of how scientists answer current questions while raising new ones.</td>
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# 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
Prioritizing Indicators

- Three “Powers”:
  - Communication Power
  - Proxy Power
  - Data Power

Designing Data Collection Methodology

- Comprehensive
- “Real-time”
- Quantitative

Developing a Dashboard Display

Ensuring Sustainability

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

Thank you for attending!