Performance Management & Evaluation

Two Sides of the Same Coin

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1.5 million nonprofits in the US
Performance Management

Regular measurement, Improve outcomes
Evaluation

Occasional measurements, Improve effectiveness
Performance Management

Monitoring weight, food, and exercise
Evaluation

Blood work and deeper health assessments
1 Speed
2 Who's involved
3 Rigor
4 Timing
Performance Management
Day-to-day decision making
Evaluation

Results after program completion
\[ b_{Y,X} = r_{XY} \frac{S_Y}{S_X} \]
Performance Management
Don’t need the whole puzzle
Evaluation

The whole picture is desired
Performance Management
Ongoing and cyclical

Define Success for Program Participants

Identify / Develop Data Collection Methods

Train Staff on Data Collection Methods

Begin Program and Data Collection

Ongoing Quality Assurance

Provide Interim Reports to Staff

Complete Data Collection (and Data Cleaning)

Analyze Data

Prepare Reports

Share Outcomes and Reports with Staff

Use Outcomes and Reports to Improve / Change Program
Evaluation
Occasional, less frequent

Planning → Data Collection → Analysis → Action and Use
Performance Management and Evaluation

Attempting to balance timing, involvement, and rigor
Evaluation and Performance Management

Both attempt to provide information on what is working and why
My stomach hurts

Maybe it was the bad tuna I had for lunch

Too bad I don't have a proper control group, now I'll never know
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