

Performance Measurement & Evaluation (PME) Plans

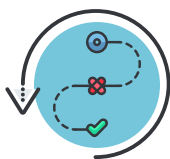
King County Department of Community & Human Services (DCHS) | Performance Measurement & Evaluation Unit

THE WHY: STRATEGIC LEARNING & SHARED RESPONSIBILITY

The primary purpose of performance measurement and evaluation is to use real-time data to inform ongoing work, understand which strategies are effective and why, and support shared responsibility for your programs' success.

THE HOW: Elements of a PME Plan

PME plans are "living documents" that inform data reporting and continuous quality improvement (CQI) activities between funded providers (Contractors) and DCHS. They are created and finalized in partnership with program managers, Contractors, and evaluators. PME plans are composed of the following elements:



Purpose Statement

or logic model depicts the hypothesized link between program activities and intended impacts or outcomes.



PME Activities

organize the collection and reporting of information about clients and/or program process. Examples include individual or aggregate-level client data, client stories and satisfaction surveys, focus groups, etc.



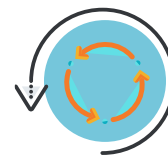
Performance Measures

track program activities and outcomes to improve quality and/or accountability. Ideally based on client-level data so disparities can be explored.



Reporting Requirements

specify what, when, and how data and information needs to be shared with DCHS.



CQI Plan

lays out how the provider and DCHS will partner to achieve the best possible client outcomes. Examples include provider learning circles, "Plan-Do-Study-Act" cycles, etc.

THE OPPORTUNITY: Engaging in Continuous Quality Improvement

DCHS is committed to only collecting data and information that is useful in advancing our shared mission of providing equitable opportunities for people to be healthy, happy, self-reliant, and connected to community. Part of the process of developing PME plans will be conversations about goals and "so what." What change is your program trying to create and why? What will tell us when program adjustments are necessary? How will we know that the adjustments are working?

Defining Performance Measures at DCHS

You care about the well-being of your program participants and clients. DCHS can better support your program and understand your clients' full experience when we receive client-level data. Client-level data also allows us to disaggregate by key demographics to explore, and hopefully address, disparities. A good performance measure is clear, tied to the program's purpose and model, and can be measured as reliably as possible. Within DCHS, performance measures are developed using a Results-Based Accountability (RBA) framework that groups measures into three buckets.*

You will report three types of **performance measures**:

1 How Much Are We Doing?

Measures of how much service is being provided and to how many people. These measures can help answer the question, "What are we doing?"

Examples include:

- # of clients served
- # of activities



2 How Well Are We Doing It?



Measures of how well service is being provided based on the program model. Can help answer the question, "Are we doing things the right way?"

Examples include:

- % of clients who report being satisfied or very satisfied with services
- % of clients engaged within the expected timeframe
- % of clients completing all components of an intervention

3 Is Anyone Better Off?

Measures of who is better off due to the services provided. Can help answer the question, "Are we doing the right things?"

Examples include:

- # and % of clients exiting with skills and knowledge gained
- # and % of clients exiting with a particular attitude or opinion
- # and % of clients exiting into a desired circumstance



QUESTIONS?

For more information, please reach out to your DCHS program manager/specialist or contract monitor, or contact Jennifer Coldiron, Chief of DCHS' Performance Measurement & Evaluation Unit (jcoldiron@kingcounty.gov).

*First presented in Mark Friedman's book *Trying Hard is Not Good Enough*.