



## SUPPORTING OUTCOMES-DRIVEN PROGRAMS OVERVIEW FOR SA2020 PARTNERS

### Why Does SA2020 Care About Outcomes?

As a catalyst for the SA2020 community vision, SA2020 believes that collective action drives outcomes. The outcomes that San Antonians envisioned for our city for the year 2020 in each of the 11 cause areas paint the picture of what we want our community to be. For that vision to be achieved, SA2020 believes that individuals, organizations, coalitions, and the entire community must come together to take concerted action to achieve our desired results. SA2020 Partners, largely consisting of nonprofit organizations as well as educational and government institutions, play a pivotal role in working towards these shared results.

### What Do We Mean By Outcomes-Driven Programs?

In a climate of scarce resources, our various organizations' planned work must be driven by the outcomes we aim to achieve. Our strategies must directly contribute to these outcomes and require us to answer not only how much we did, but also how well we did it, and whether it made a difference. Through a synthesis of the literature on existing approaches to outcomes-driven work, SA2020 has defined outcomes-driven programming as: programs, services, or initiatives that demonstrate an observable change that can be heard, seen, felt or read. The observable change is a way to determine if the program has achieved its goal.

### KEY COMPONENTS

SA2020 defines outcomes-driven programs as those that share the following five core elements:

1. **Demonstrated Evidence of Need** – Outcomes-driven programs begin with a clear understanding of the needs they are intending to meet. This evidence may come from data collected through community mapping, surveys, focus groups, research studies, and more. Knowing local assets is also critical.
2. **Strong Theoretical Framework** – Outcomes-driven programs are marked by a strong theoretical framework or foundation, guided by research that help determine what things you will measure and what relationships you make among your actions, outcomes, and measures of success.
3. **Programs Are Intended for a Developmentally Appropriate Population** – Programs and services include evidence-based practices that have demonstrated effectiveness with the population you intend to serve – be it a population defined age race or ethnicity, geography, health or other characteristics etc.
4. **Quality Data Collection Processes for Continuous Improvement** – Organizations that take an outcomes-driven approach to programs have effectively implemented the infrastructure for the ongoing collection, analysis, and use of data collected to demonstrate results and promote continuous improvement.
5. **Evidence of Effectiveness – Ultimately, the proof of effectiveness is in the data.** Organizations that implement outcomes-driven programs can provide strong evidence that the results are the direct result of the activities of their program. While our definition of outcomes-driven programs does not call for the type of evidence-based program requirements such as comparison groups or appropriate sample sizes, it does mean that while programs can have aspirational visions and missions, it must at a minimum provide a clear connection between what they do and the immediate results of those activities, services or interventions. Organizations that have adopted nationally recognized evidence-based programs benefit from an even greater level of confidence to their results if implemented appropriately.

### How Can SA2020 Support Me Doing Outcomes-Driven Work?

Because SA2020 recognizes that no one organization can move the needle on the SA2020 community vision outcomes alone, we are dedicated to supporting partners committed to achieving tangible results through their work in one or more of those 11 cause areas. SA2020 is willing and prepared to provide SA2020 Partners tools, information, connections, and supports to enhance the great work you are already doing. We will do this throughout the year through: monthly updates of tools and information in outcomes-driven programming as well as other related topics identified by partners; semi-annual convenings and workshops to share effective practices among partners, and virtual tools and opportunities to highlight your success to the community.

SA2020 Partner Application Scoring Sheet							
#	Criteria for Partnership	Not Fulfilled (0 points)	Minimally Fulfilled (1 points)	Adequately Fulfilled (2 points)	Completely Fulfilled (3 points)	Criteria Weight	Range of Potential Points To Be Awarded
1	Is the partner application complete?	No			Yes	X 1	0 or 3 points
2	Can the organization demonstrate its connection to at least one SA2020 cause area?	No SA2020 cause areas are reflected in any of the organization's: 1) mission; 2) SA2020 alignment summary; or 3) are marked on the application.	One or more SA2020 cause areas are remotely reflected in only one of the following: 1) organizational mission; 2) SA2020 alignment summary; or 3) are marked on the application	One or more SA2020 cause areas are clearly reflected in two or more of the following: 1) organizational mission; 2) SA2020 alignment summary; or 3) are marked on the application	One or more SA2020 cause areas are clearly reflected in all three of the following: 1) organizational mission; 2) SA2020 alignment summary; or 3) are marked on the application	X 3	0 to 9 points
3	Did the organization upload and submit an outcomes evaluation (logic model, evaluation report, tool, etc.?)	No			Yes	X 1	0 or 3 points
4	Do the outcomes in the organization's outcomes evaluation align with any of the SA2020 outcomes?	None of the organization's outcomes align with any of the SA2020 outcomes	At least one of the organization's outcomes remotely aligns with any of the SA2020 outcomes	At least one of the organization's outcomes aligns with the SA2020 outcomes	Two or more of the organization's outcomes clearly aligns with the SA2020 outcomes	X 2	0 to 6 points
5	Is there a clear connection between the internal process and expected results reflected in the organization's outcomes evaluation?	There is no connection between the internal process and expected results reflected in the organization's evaluation	There is a minimal connection between the internal process and some of the expected results reflected in the organization's evaluation	There is a logical connection between the internal process and most of the expected results reflected in the organization's evaluation	There is a clear and logical connection amongst all of the elements of the organization's evaluation	X 3	0 to 9 points
6	Does the organization provide opportunities for community to engage with the organization (i.e. charitable giving, volunteering, board service, attendance to events, etc.)?	The organization does not provide opportunities for engagement in any of the following areas: organizational website; at least one social media platform; lists at least two community events; and reflects existing community engagement activities in their outcomes evaluation	The organization provides opportunities for engagement through one of the following: organizational website; at least one social media platform; lists at least two community events; and reflects existing community engagement activities in their outcomes evaluation	The organization provides opportunities for engagement through two of the following: organizational website; at least one social media platform; lists at least two community events; and reflects existing community engagement activities in their outcomes evaluation	The organization provides opportunities for engagement through three or more of the following: organizational website; at least one social media platform; lists at least two community events; and reflects existing community engagement activities in their outcomes evaluation	X 3	0 to 9 points
7	Does this organization participate in any cross-sector coalitions or collaborative working groups?	The organization is not a partner in any cross-sector coalition or collaborative groups	The organization is a partner in at least one cross-sector coalition or collaborative group, but it is not aligned with any SA2020 cause areas	The organization is a partner in at least one cross-sector coalition or collaborative group aligned with one or more SA2020 cause areas	The organization is a partner in at least 2 cross-sector coalitions aligned with at least one SA2020 cause area OR serves as the lead agency in at least one aligned with one or more SA2020 cause areas	X 2	0 to 6 points
Minimum Total Points Available							0
Maximum Total Points Available							45
Minimum Points Required to Become a Partner (if meeting the adequately fulfilled category average)							32