

What Does Success Look Like? *Evaluation & Planning Strategies*

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Why Program Evaluation?

- Public Relations/Witness
- Donor Expectations
- Substantiating Fund Raising Claims
- Good Stewardship
- Improved Client Services/Follow-up
- Increased Staff Satisfaction
- Opportunity of “Charitable Choice”

The Mission Statement

- Brief Statement of Overarching Organizational Goals
- Embodies the “Reason for Being”
- Serves as a “Measuring Stick” for Success
- Use It to Develop a List of Measurable Results
- Must Be Current - Updated Regularly

Revisiting Mission Statement

- How well are we doing in fulfilling it?
- What measurable results (objectives) can be derived from it?
- Are you maintaining documentation (written records) that serve as the factual basis for accurate evaluation?
- Is there a system in place for collecting records and creating reports on them?

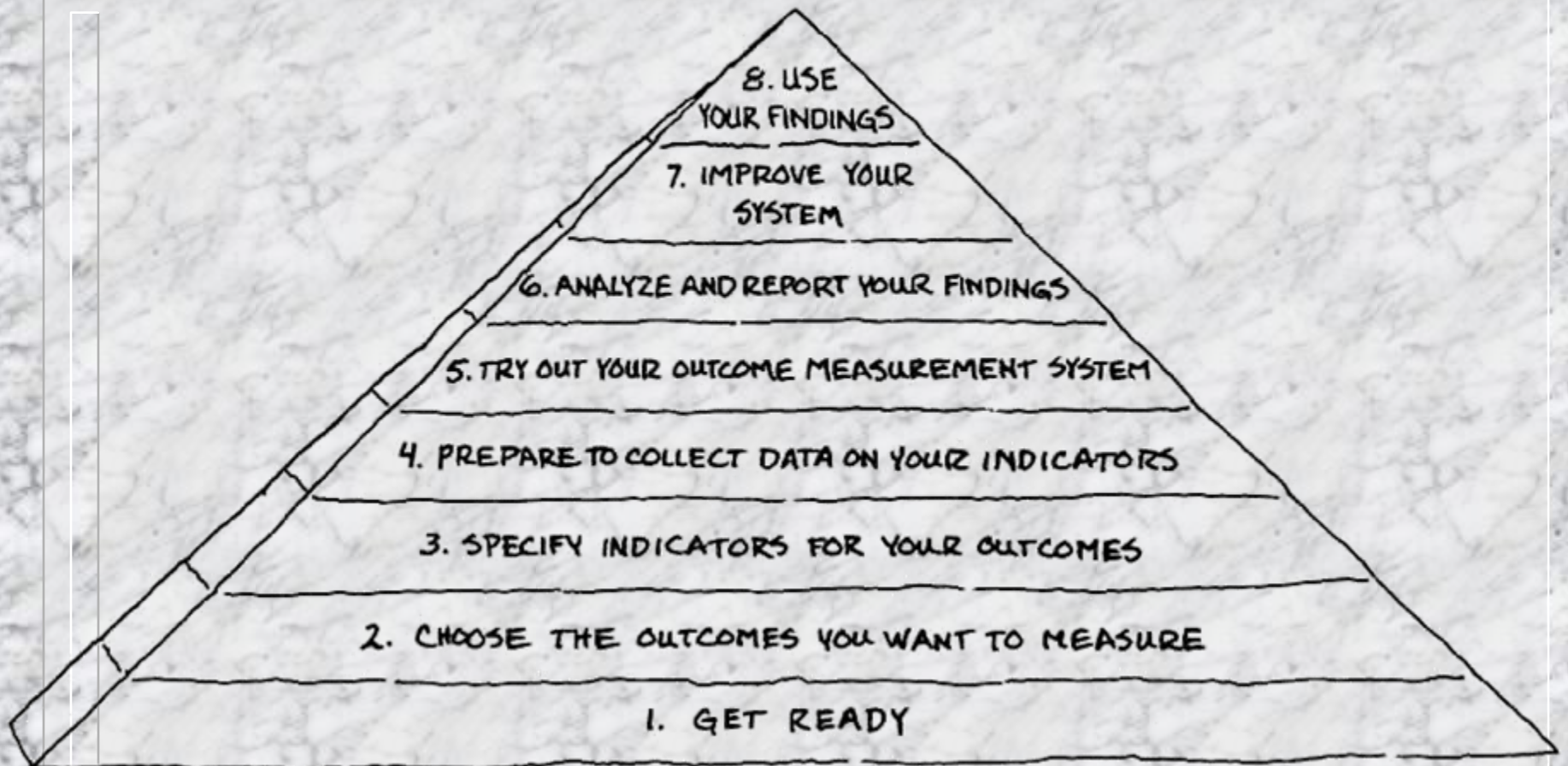
Mandate of Great Commission

- Salvation is the starting point
- Discipleship is the main emphasis
 - Spiritual Growth
 - Lifestyle that Honors Christ
- Changing demographics require a more comprehensive approach.

Tracking Outcomes - Internal

- Decisions for Christ in Chapel Activities
- How many of them enter the program?
- Other Referral Sources
- How many who stay 30 days or more eventually complete the program?
- Contact Hours per Client
- Participation in other program activities

Measuring Program Outcomes: Eight Steps to Success



Tracking Outcomes - External

- Continuous sobriety after graduation
- Employment/Employability
- Spiritual Involvement & Growth
- Stable Housing Arrangements
- Improved Relationships
- Improved Financial Condition
- Improved Self-image

Follow-up Techniques

- The simpler the system the greater the likelihood of success
- Limit efforts to program graduates
- Annual mail/phone contacts
- Alumni events

Success Factors

- Gainfully Employed/Continuing Education
- Free of Primary Life-Controlling Problems
- Secured Stabilized Housing
- Maintaining Healthy Relationships
- Achieving Financial Stability
- Content with Quality of Life
- Involved in a Local Church

Why Focus on Graduates?

- They represent the individuals whom you have recognized as having fully accepted the principles you espouse
- They are the ones you will most likely be able to contact
- Much more manageable numbers

Using the Results of Evaluation

■ Client/Staff Ratio

- Staffing that allows for enough one-on-one time

Using the Results of Evaluation

■ Facilities

- Are the buildings and their environment conducive to a life-changing program?

Using the Results of Evaluation

■ Policies & Schedule

- Are they promoting responsibility while maintaining a therapeutic environment?

Using the Results of Evaluation

■ Curriculum

- Does the instructional component cover all the bases?

Using the Results of Evaluation

■ Program Scope & Activities

- Offering instruction and activities that prepare residents to be successful after they graduate?
- Education, employment readiness, addiction-specific programming?

Using the Results of Evaluation

■ Program Length & Process

- Is it long enough to prepare residents to live a new life on their own
- Is there a system for measuring their progress while in the program?

Conclusion

■ Yogi Berra

- If you don't know where you're going, any road will get you there.

7 Identified Success Factors

- Gainfully Employed or Actively Involved in Continuing Education
- Free of Primary Life-Controlling Issues Identified During the Mission Program
- Secured Stabilized Housing
- Maintaining Healthy Relationships
- Achieving Financial Stability
- Content with Quality of Life
- Involved in a Local Church