

Asset Continuum Indicators: Measuring the Success of Your Project

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Presentation Outline

1. Success Measures
2. Overview of Asset Continuum Indicator Project
3. The Asset Tool Set
4. Using the tools
5. Asset Demonstration
6. Availability and Timeline

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About Success Measures

- A participatory evaluation process aligned with community development programs
- Indicators/data collection tools that measure community development outcomes
- Web-based data system to support entire evaluation and data sharing process
- Training/coaching/consulting to support evaluation cycle
- Used by more than 200 community-based organizations and 18 resource partners nationally

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Local Organizations & Communities Use Success Measures to ...

- Tell a compelling story of personal and community change
- Learn what's working and what needs to be improved for greater impact
- Build organizational capacity
- Share information with partners, funders and constituents

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The Importance of Program Level Data

- Systematically captures client outcomes and movement along key dimensions of change over time
- In a coalition, can be aggregated across organizations to tell a regional or population specific narrative
- Directly informs program change and ability to “bundle” programs more strategically to meet participants’ needs
- Builds organizational capacity to work more effectively with local data and research partners

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About the Asset Continuum Indicator Project

- Comprehensive set of outcome measures for organizations to evaluate client level changes in financial status, attitudes, behaviors and strategies related to finances.
- Designed to fill gaps in outcome measures for financial education, asset building and asset preservation
- Tool development process focused on cultural competency, finding the nexus among research, practitioner and client language, and participant feedback.
- Tools developed for Adults and Youth. Both sets available in English and Spanish.

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Asset Continuum Indicator Development Highlights

- Review of relevant literature
- Working group of 70+ practitioners, funders and researchers
- Development of common evaluation framework
- Tools developed: Core, Youth, U.S. – Mexico border
- Field tested all tools with 18 organizations in English and Spanish
- Demonstration with 10 organizations

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Purpose of Field Test

- Systematically collect participant level feedback related to:
 - Clarity
 - Sensitivity & bias
 - Knowledge & memory
 - Addition
- Test the relevancy of the tools
- Creates on-the-ground buy-in to tools/approach
- Develop real estimates for administration time

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Updated Framework

This framework has been revised to address our field test experiences, chiefly, the nexus between:

- How program participants discuss financial matters and assets;
- Language and structures used in financial education, asset development programs and asset preservation programs & activities;
- Research on the issues related to the asset continuum

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Asset Indicator Framework

- Financial Status
- Financial Behavior
- Financial Attitudes
- Non-Financial Factors Related to Asset Preparation and Asset Building
- Social Network and Informal Economy
- Foreclosure Mitigation*
- Community Assets*

* *There are no Youth tools associated with these areas*

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Data Collection Tools

- Assessment & intake forms
- Surveys
- One on one interviews
- Key informant interviews
- Secondary data template

- All tools contain in-depth instructions and considerations and credits
- Tool index being developed to assist in mix and match process
- All tools available in English and Spanish

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Using the Tools: Field Test Example

| Program Type | | Learning |
|--|--|---|
| Financial education (classroom), Homeownership IDA | Income & Expenses | Financial status over time |
| IDA Program (Homeownership, Education, Entrepreneurship) | Saving and Investing Behavior; Consumption and Spending Behavior; Response to Financial Change | Changes in client behavior, ongoing behaviors related to financial management |

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Asset Continuum Project Demonstration

- 10 organizations selected
- Technical assistance provided for:
 - Evaluation planning
 - Tool selection
 - Implementation & data collection strategies
 - Reporting & analysis
- Participant convening in Summer 2010 to discuss:
 - Real staff time required
 - How data informs program level change
 - Using data to set and move forward local and regional agendas

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Availability and Timeline

- August 2008 – First Working Group meeting in DC
- April - June 2009 – Field Test with 18 organizations
- January 2010 - Final tools available on Success Measures Data System
- January – May 2010 – Citi Foundation Demonstration
- Summer 2010 - Convening for Citi Foundation Demonstration sites
- Summer 2010 - Publication available (Includes tools in print form)

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