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OCTOBER 14–17, 2014 • THE SHERATON DOWNTOWN DENVER, COLORADO

Systematic Program Design





Panelists and Experts

Krystal Langholz, Director of Programs at First Nations Oweesta Corporation



- Sarah Sanders, Independent Consultant
- David Castillo, Executive Director at Native Home Capital
- Tanya Fiddler, Executive Director at Four Bands Community Fund



Program Design Model

- Needs Assessment
- Planning
- Capitalization
- Evaluation Design
- Report Impacts











Needs Assessment





Methods of Documenting Needs

Advisory groups (formal and informal)



- Listening to clients
- Focus groups
- Surveys
- Listening to colleagues
- Gathering relevant statistics







Best Practices Speaker

SARAH SANDERS







Planning





Planning "Musts":

 Take stock of your current resources and restraints



- Create goals and objectives
- Assign individuals those objective tasks
- Lay timeline for doing those tasks





Your Resources

- Potential community partners:
 - Facilities?
 - Other program delivery partners?
 - Financial supporters?
- Staff and board resources
- Community volunteers
- Other programs to integrate with







Potential Partnerships

- Cooperating Agency
- Collaborator
- Strategic Partner

























Can this be incorporated into existing programming?





Your Restraints



Run Defense:

What are going to be my struggles and how can I alleviate them before they happen?









Table Conversation

- Brief Introductions
- Questions on Flipchart
- Please select someone to "record" on the flipchart and someone to "report out" at the end







Capitalization





BEFORE PROCEEDING TO NEXT STEP, ASK...

Where can I get in-kind or other creative support?

Did I include the later stages of program design (evaluation and impact reporting) in my budget?







Best Practices Speaker

DAVID CASTILLO







Evaluation Design





Ask Yourself



For whom is the evaluation?

What type of evaluation?

What resources would I need to do this kind of evaluation?





What outcomes matter to your organization?

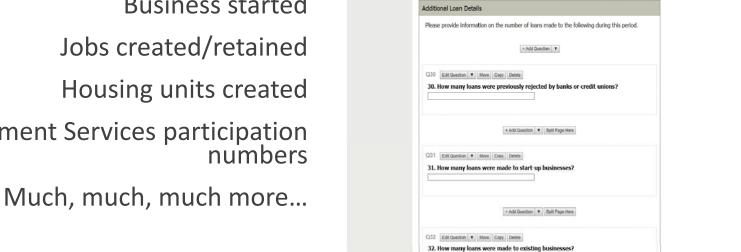
Oweesta

Loan Basics

Impacts of Capital, such as:

Business started

Development Services participation







Qualitative	Quantitative
 Deals with descriptions or feelings Data is observed, but not easily measured Gain understanding of reasons and motivation To uncover prevalent trends 	 Measurable, numerical Structured instrument (survey, etc.) is required Goal to be able to generalize about larger sample size from the data that is collected
EXAMPLES: interviews with participants, open ended questions on a survey, such as: "What helped you the most in your financial education class?"	EXAMPLES: scaled or rated questions on a survey from which you can lift statistical data on
The "stories" behind your program.	Numbers that communicate your outcomes, such as: "Adults that do credit builder loans with our organization improve their credit an average of 36 points".





BEFORE PROCEEDING TO NEXT STEP, ASK...

Is my evaluation method feasible financially and in-line with our organizational capacity?

How can I incorporate metrics into all my program materials, such as my intake forms?







Best Practices Speaker

TANYA FIDDLER







Report Impacts





Tell the program's success story

- Newsletters
- Annual Reports
- Website
- Grant Reports
- Facebook







Learn, Revise and Grow Your Program









Questions??





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