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

Credit Union

Tribal Nations
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
  - Jobs created/retained
  - Housing units created
  - Development Services participation numbers
  - Much, much, much more…
<table>
<thead>
<tr>
<th>Qualitative</th>
<th>Quantitative</th>
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<tr>
<td>- Deals with descriptions or feelings</td>
<td>- Measurable, numerical data</td>
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<td>- Data is observed, but not easily measured</td>
<td>- Structured instrument (survey, etc.) is required</td>
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<td>- Gain understanding of reasons and motivation</td>
<td>- Goal to be able to generalize about larger sample size from the data that is collected</td>
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<td>- To uncover prevalent trends</td>
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**EXAMPLES:** interviews with participants, open ended questions on a survey, such as: “What helped you the most in your financial education class?”

The “stories” behind your program.

EXAMPLES: scaled or rated questions on a survey from which you can lift statistical data on

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?
Report Impacts
Tell the program’s success story

- Newsletters
- Annual Reports
- Website
- Grant Reports
- Facebook
Learn, Revise and Grow Your Program

- Report Impacts
- Needs Assessment
- Program Design
- Evaluation Design
- Planning
- Capitalization
Questions??

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