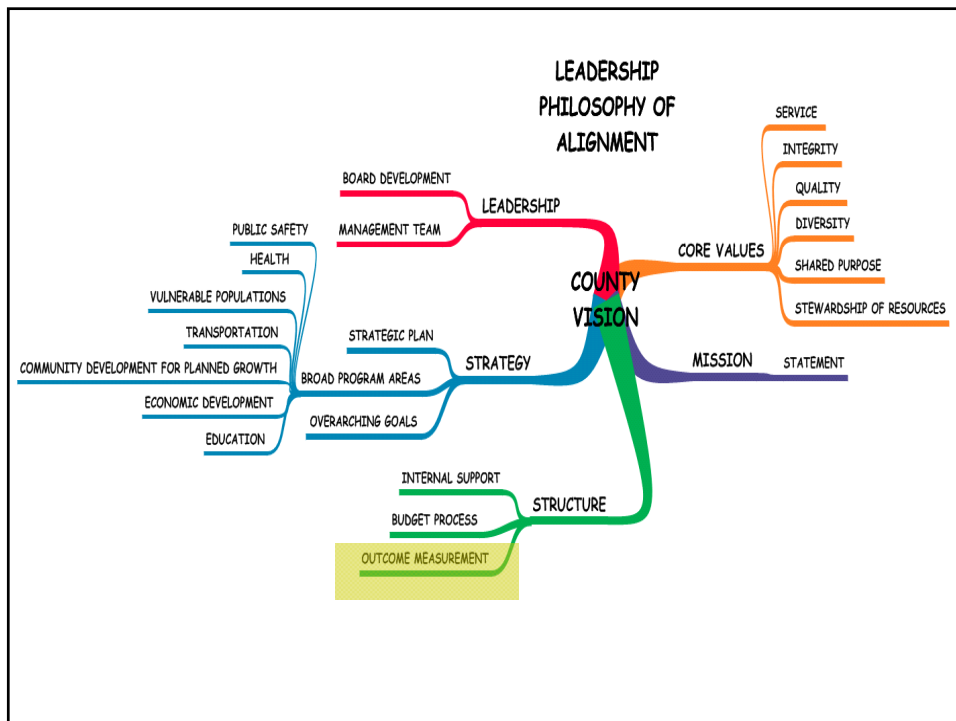


outcome measurement

A tool for performance management

Mary Kluz, Marathon County

October 4, 2010



Outcome Measurement can be a tool to answer the question:



SO WHAT?

Another way to think about that question is:

“Return on Public Investment”



Logic Model Template

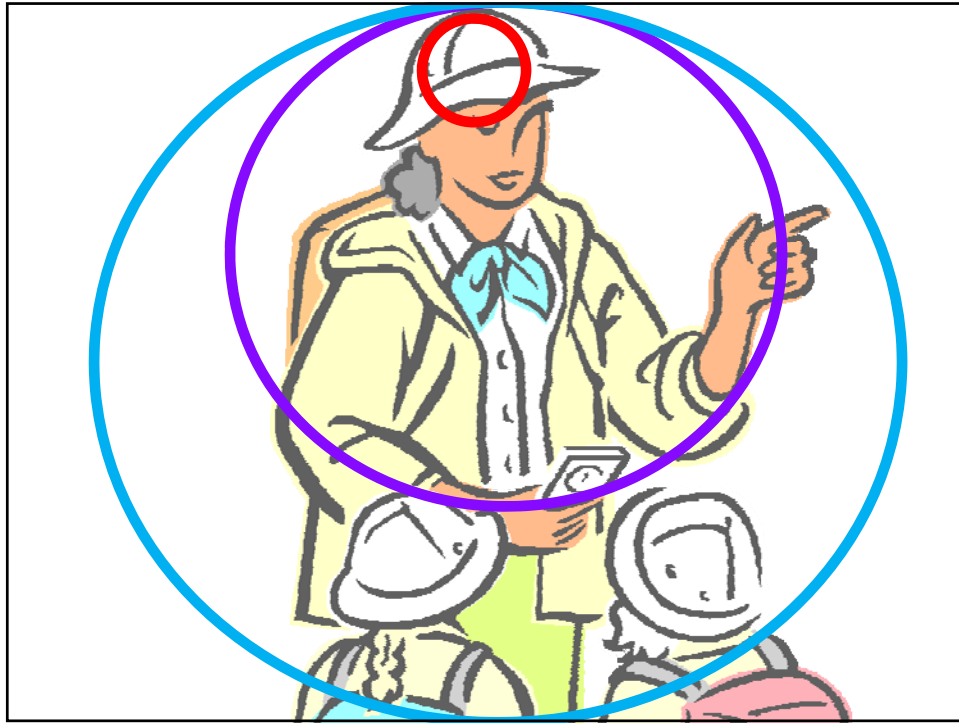


Department/Program Name:

Contact Name:

Brief program description:
Mission:
Program customer:

Inputs	Activities	Outputs	Initial Outcomes	Intermediate Outcomes	Long-term Outcomes
resources	actions	count	learning	action	community benefit
investment			return		
What we do			What customers do		
County Board's overarching goals					



Example of Logic Model: June 2010

<i>Who we are / what we invest:</i>	<i>What we do:</i>	<i>learning</i>	<i>action</i>	<i>Community benefit</i>
Sheriff's Dept	Educate and enforce	Understand consequences	Fewer violations	Marathon County maintains a safe and reasonable standard of transportation infrastructure.
Highway Dept	Educate and permit	Understand permit process	Seek more permits	
Conservation Planning, Zoning	Educate and consult	Learn about alternative practices	Change practices	

Is it clear why we might want to expand our view to include outcomes?



Administration's view: We are promoting an *expanded* view of County programs which includes outcomes --not a view that ignores inputs, activities and outputs. All are important and need to be monitored.

Administration's intention to use outcome data to...



- Respond to public's demand for accountability.
- Trigger corrective action.
- Motivate staff; use as basis for 'how are we doing' meetings; reward high performing offices or employees.
- Help in planning and budget decision making.
- Communicate better with the public, build public trust.
- Improve organizational performance.

Lessons learned on the journey



A few references

Marathon County's mission & vision

- http://www.co.marathon.wi.us/organizational_excellence.asp

Marathon County 2010 budget

- http://www.co.marathon.wi.us/is/mcf/pdf/final_2010budgetbook.pdf

Urban Institute outcome indicators project

- <http://www.urban.org/center/cnp/projects/outcomeindicators.cfm>

National Performance Management Advisory Commission

- <http://www.pmcommission.org/APerformanceManagementFramework.pdf>