

Collecting High Quality Performance Data



Promoting Excellence in
Program Performance

Virtual Conference

August 6-7, 2014



Objectives

- Describe how to plan for the data collection process
- Obtain high quality data for progress reports, compliance monitoring visits, and ongoing program improvement

Agenda

Activity	Duration
The Data Collection Process	15 minutes
Instrument Design Challenges	10 minutes
Wrap Up	5 minutes

Planning for the Data Collection Process



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Case Study: Hancock County

- **Community Need**
 - 16.3% of population in families with incomes below poverty line
 - Area prone to natural disasters
 - Number of families requesting emergency food assistance has grown 40% since 2010



Case Study: Hancock County (cont'd)

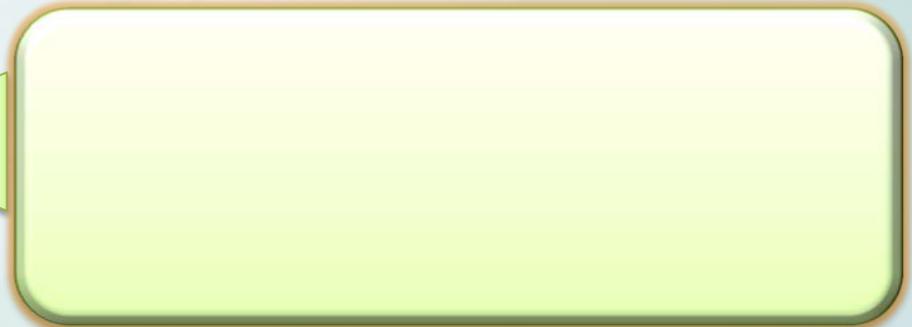
- **Service Activity**

- 64 RSVP volunteers serve at 12 Hancock County food distribution sites
- Perform duties to sustain the daily operations of emergency feeding



Case Study: Hancock County (cont'd)

**Anticipated
Output**



**Anticipated
Outcome**

H12. Number of individuals that reported increased food security of themselves and their children (household food security) as a result of CNCS-supported services.

Questions to Consider

What will help Hancock County collect data to understand their program's effectiveness?

What is CNCS looking for and how can Hancock County ensure their project is in compliance with data collection and performance measures?

What is Hancock County's key measurement question?

Hancock County: Measurement Question

**Has Hancock County
increased food security?**

Community Need

Emergency
food
assistance

Food Distribution

RSVP
volunteers
serve at food
distribution sites

Anticipated Output

Number of
individuals who
receive
emergency food
assistance

Anticipated Outcome

Number of
individuals who
reported
increased food
security

Doing Data Collection: Identifying Your Source

- List pros and cons of possible data sources
- Identify a preferred data source
- Consider back-ups



Required Source

Performance Measure H12

Number of individuals that reported increased food security of themselves and their children (household food security) as a result of CNCS-supported services.

Goal 1: Healthy Futures: Obesity and Food

Definition of Key Terms

Food security: "Access at all times to enough food for an active, healthy life for all household members. Food security includes at a minimum: (1) the ready availability of nutritionally adequate and safe foods, and (2) an assured ability to acquire acceptable foods in socially acceptable ways (e.g., without resorting to emergency food supplies, scavenging, stealing, or other coping strategies)." [USDA website](#)

How to Calculate/ Measure/ Collect Data

Data collection for H12 will be based on a survey of the adult family member who received the food services.

Survey questions could be modeled after those used to assess household food security for the Department of Agriculture Food and Nutrition Service. The Household Food Security Survey is administered annually as a supplement to the Monthly Current Population Survey conducted by the U.S. Census Bureau. The questionnaire includes about conditions and behaviors known to characterize households having difficulty meeting basic food needs.

CNCS Performance Measurement

CNCS Performance Measurement home



AmeriCorps State and National



AmeriCorps NCCC



Senior Corps

Foster Grandparents

RSVP

Senior Companions



VISTA



911 Day of Service

Coming Soon...

Social Innovation Fund

Martin Luther King, Jr. Day of Service

** VISTA projects will not report data on Goal 1 Performance Measures, but they will*

Source must be an adult family member who received the services

Comparing Hancock County Data Sources

	Pros	Cons
Program Beneficiaries	<ul style="list-style-type: none">• In best position to describe family's food security	<ul style="list-style-type: none">• May not be open to answering questions about personal situation
Volunteers	<ul style="list-style-type: none">• May observe number of individuals receiving food assistance	<ul style="list-style-type: none">• May not know food security situation of those receiving assistance• May only observe a subset of beneficiaries

Doing Data Collection: Considering Methods

- Survey
- Interviews
- Observation
- Standardized tests
- Tracking sheets
- Focus groups
- Diaries or journals
- Secondary data

Knowledge Check

What data collection method would be best for Hancock County to use?

A. Survey

B. Focus Group

C. Standardized Test

D. Interview

Method Requirements

HOME

ABOUT THE KNOWLEDGE NETWORK

KNOWLEDGE NETWORKS

CREATE ACCOUNT | LOGIN

Performance Measure H12

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The report on Household Food Security in the United States (2007) measures the food security status of households by determining "the number of food-insecure conditions and behaviors the household reports. Households are classified as food secure if they report no food insecure conditions or if they report only one or two food-insecure conditions. (Food-insecure conditions are indicated by responses of "often" or "sometimes" to questions 1-3 and 11-13, "almost every month" or "some months but not every month" to questions 5, 10, and 17, and "yes" to the other questions.) They are classified as food insecure if they report three or more food-insecure conditions." The referenced question items can be found in the report (PDF).

Two different approaches to administering the survey could be used.

(1) "Pre/post" questionnaire. The same questionnaire would be administered to the adult family member at the

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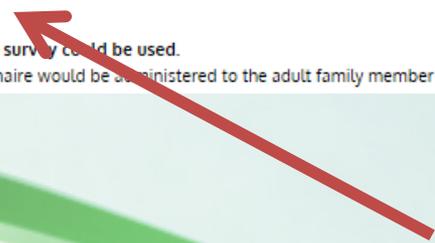
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** VISTA projects will not report data on Goal 1 Performance Measures, but they will indicate Goal 1 Performance Measures with which the organizations that the projects support align. For example, a VISTA project supporting an organization that conducts programs that help children succeed in school would be aligned with the appropriate Education: K-12 Success Performance Measures.*

** AmeriCorps grantees participating in the FY2010 or FY2011 National Performance Measures Pilots should continue to*



Sample questions are provided for the required survey

Doing Data Collection: Creating a Schedule

- Identifies who will collect data, using which instrument, and when
 - Include stakeholders in planning
 - Include time for collecting, analyzing, and reporting data
- Share with team to keep everyone informed

DATA COLLECTION SCHEDULE

Program Name: _____ *Program Director:* _____

Data To Be Collected	Training Data Collect	Data Analysis Schedule	Report Due Dates	Reflection Meeting Dates And Attendees
Instrument: _____	Training Date(s): _____	Date (1) : _____		
Method: _____	Data Collection Dates: Date (1) : _____	Date (2) : _____		
Data Source: _____	Date (2) : _____	Date (3) : _____		
Data Collectors: _____	Date (3) : _____	Date (4) : _____		

Doing Data Collection: Selecting a Final Measurement Instrument

- For CNCS priorities and performance measures, look for instruments by goal and focus area
 - Go to <https://www.nationalservicerresources.org/npm/home>
- Programs and projects can look anywhere they like to find instruments:
 - Use Internet search engines
 - Leverage experience and known best practices in your field
 - Talk to others within you professional network to find out what they are using

Instrument Design Challenges



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Instrument Design Issues

- Crowded layout
- Double-barreled questions
- Biased or “leading” questions
- Questions that are too abstract
- Questions that use unstructured responses inappropriately
- Response options that overlap or contain gaps
- Unbalanced scales

Crowded Layout

Problem: Crowded layout

Which of these statements best describes the food eaten in your household in the last 12 months: Enough of the kinds of food we want to eat Enough but not always the kinds of food we want Sometimes not enough to eat Often not enough to eat No answer

Solution: Don't use crowded layouts

Which of these statements best describes the food eaten in your household in the last 12 months:

- Enough of the kinds of food we want to eat
- Enough but not always the kinds of food we want
- Sometimes not enough to eat
- Often not enough to eat
- No answer

Double-Barreled Question

Problem: Asking two questions in one

In the last 6 months, I worried about whether my food would run out and how I would feed my child.

Often true

Sometimes
true

Never true

No answer

Solution: Break out questions separately

In the last 6 months, I worried whether my food would run out before I got money to buy more.

In the last 6 months, I couldn't feed my child/the children a balanced meal because I couldn't afford that.

Biased or “Leading” Question

Problem: Biased or “leading” questions

How much did your food consumption improve as a result of support provided by the organization?

- A lot
- Some
- A little

Solution: Use neutral questions

In the last 6 months, did (you/member of your household) ever not eat for a whole day because there wasn't enough money for food?

- Yes
- No
- No Answer

Abstract or Broad Question

Problem: Questions are too abstract or broad.

Did you enjoy the food provided?

Yes

No

Not Sure

Solution: Make questions more concrete and specific.

Would you recommend the program to others?

Yes

No

Not Sure

Not Using Structured Responses

Problem: Using unstructured responses when structured responses are appropriate

What types of food best describe the food eaten in your household in the last 6 months?

Solution: Provide structured responses when appropriate

Which of these statements best describes the food eaten in your household in the past 6 months?

- Enough of the kinds of food we want to eat
- Sometimes not enough of the kinds of food we want to eat
- Often not enough of the kinds of food we want to eat

Response Options with Overlaps or Gaps

Problem: Response options that overlap or contain gaps

In the last 12 months, how often did (you/you or other adults in your household) ever not eat for a whole day because there wasn't enough money for food?

- Once
- 0-3 times
- 4-5 times
- More than 5 times

Solution: Scale with no overlaps or gaps

In the last 12 months, how often did (you/you or other adults in your household) ever not eat for a whole day because there wasn't enough money for food?

- 0-1 times
- 2-3 times
- 4-5 times
- More than 5 times

Unbalanced scales

Problem: Using unbalanced scales

Poor

Average

Good

Very Good

Excellent

Solution: Use balanced scales

Very Poor

Poor

Average

Good

Very Good

Summary

- Describing how to plan for the data collection process
- Obtain high quality data for progress reports, compliance monitoring visits, and ongoing program improvement