PROGRAM Accountability:

Program_____

7 Performance Accountability Questions

Date;_____

1. Who are our customers?	**DESCRIPTION & TIPS**

1. Who are our customers?

2. How can we measure if our customers are better off?

3. How can we measure if we are delivering services well?

4. How are we doing on the most important of these measures?

5. Who are the partners that have a role to play in doing better?

6. What works to do better? (Include low and no-cost ideas)

7. What do we propose to do?

DESCRIPTION & TIPS

1. Give a brief statement/phrase to describe who the program serves. Who is meant to benefit from this program? Examples:
   - *Low income families with young children*
   - *Young adults without a HS education*
   - *Homebound seniors*

Note: Key stakeholders and secondary beneficiaries are not customers.

2. If you have already gone through the performance quadrant exercises and data prioritization process, you have identified these measures. If not, *Is anyone better off?* = measure of EFFECT, *intended outcomes* for participants. Examples: improved knowledge/skills, change in behavior, change in status/situation.

3. If you have already gone through the performance quadrant exercises and data prioritization process, you have identified these measures. If not, *How well?* Is a measure of program EFFORT. How can you demonstrate the quality of activities/how well service is provided? Examples: licensing; oversight; external evaluations; use of best practices; adherence to standards; staff training. *Client satisfaction* goes here:.

4. If you have already done the Turn the Curve exercise, you've got this information. If not , include historical data, anecdotal information or your gut feeling to get a sense of how things are going and where they are headed. It is important to get a mix of how well and is anyone better off headline . What is working and what isn't? Identify where you might need more or better data.

5. Think internal and external. Push beyond your usual cast of characters and comfort zone.

6. *What works?* Draw on best practice, research/theory, understanding of program participants. Gather ideas for maximizing the program's performance. Include low and no cost ideas.

7. Program planning: From the list generated in question 6 what actions will you take to improve/strengthen/sustain your work? What do you need to do that? By whom and by when?