the 2007

social services performance summit

Implement Measures to Improve Your Agency's Effectiveness and Service Delivery

June 18–20, 2007
Arlington, VA

Featuring Four Comprehensive Tracks:

- Performance Measurement
- Program Evaluation & Reporting
- Performance-Based Contracting & Grants Management
- Human Capital Management

PLUS Two Interactive Workshops!

The Performance Institute









dear social services manager

Social service reforms in the twenty-first century mean that social service organizations have been charged with improving operational efficiency and service delivery. Recent mandates and federal funding requirements have reinforced this trend by demanding that social service organizations measure program performance and report results to their stakeholders.

In order to ensure that your organization achieves full compliance and successful implementation of the performance management reforms in social services, The Performance Institute invites you to join us at the 2007 Social Services Performance Summit, being hosted June 18–20 in Arlington, VA.

Implement Performance Measurement Best Practices

Performance measurement tools provide your agency with a concrete way to improve program effectiveness and enhance agency efficiency. The Social Services Performance Summit provides comprehensive coverage of performance management, bringing the most experienced and successful experts and social services performance managers together to share innovations, best practices and implementation strategies.

Employ Performance-Based Contracting and Grants Management Strategies

One of the most important challenges facing social services agencies today is the need to implement performance-based service acquisition that align with mission goals. At The Social Services Performance Summit, you will walk through the seven-step framework for devising, implementing and maintaining a performance-based service contract and learn proven methods to identify and win performance-based grants.

Manage Your Human Capital

Employee burnout can lead to decreases in productivity and quality of service delivery. In order to be ready today for tomorrow's challenges, agencies must implement the best human capital management strategies to recruit and retain high performers. At The Social Services Performance Summit, you will hear tips and tricks to engage employees and cultivate your agency's future leaders.

We invite you to be part of the 2007 Social Services Performance Summit—the most comprehensive social services performance management event of the year. Register today by calling 703-894-0481 or visit us at www.PerformanceWeb.org. I look forward to seeing you in June!

Sincerely,



Ian Faigley,
Director
Center for Social Policy

Stay Ahead of New Performance Mandates and Criteria

who should attend?

- Federal, State and Local Human Services Officials
- Federal, State and Local Contract Administrators and Officers
- Procurement Officials
- Acquisition Managers
- Program Managers
- Grants Managers
- Grantees
- State Workforce Development Agencies and Liaisons
- Workforce Development Staff
- One-Stop Administrators and Operational Staff

for programs including:

- Youth Services
- Welfare to Work
- Substance Abuse
- Mental Health
- Workforce Development
- Child and Family Services
- Nonprofit Organizations

day one: june 18, 2007

8:30	Conference Registration & Continental Breakfast	
9:00	Keynote Address: Developments In Performance Management for Social Services	
10:30	Integrating Planning, Evaluation and Performance Measurement	
11:30	Break & Refreshments	
11:45	Performance Measurement Database and Government-Wide Survey: Are We Seeing Results in Social Services Performance?	
12:30	Networking Luncheon	
	track a performance measurement	track b program evaluation & reporting
1:15	Selecting the Right Measures for Your Programs	Designing Effective Program Evaluations
2:15	Break & Refreshments	
2:30	Budgeting and Performance: Aligning Your Measurement System with Your Budget	Using Measures to Drive Change in Service Delivery
3:30	Model Performance Measures for Social Services	Reporting Outcomes to Clients, Stakeholders and the Public
4:30	Adjourn	

day two: june 19, 2007

8:30	Continental Breakfast	
9:00	Keynote Address: Establishing Lasting Partnerships for Social Services	
10:00	Case Study: Program Evaluation—the Dane County Self-Directed Services Program	
11:00	Break & Refreshments	
11:15	Developing Performance Measures for Social Services Programs and Contracts: The "Logic Model" Approach	
12:15	Networking Luncheon	
	track c performance-based contracting & grants management	track d human capital management
1:15	Implementing Performance-Based Contracting	Strategies for Talent Cultivation
2:30	Break & Refreshments	
2:45	Performance-Based Grants for Social Services	Increasing Employee Engagement
4:00	Adjourn	

workshops: june 20, 2007

8:30	Workshop Registration & Continental Breakfast	
9:00	workshop a developing performance measures for social services programs: the logic model approach	workshop b measuring and improving program data collection and program evaluation
12:00	Workshops Adjourn	

comprehensive coverage of

- Developing Performance Measures to Link Resources to Results
- Best Practices in Performance-Based Contracting and Grants
- Key Strategies for Reporting and Evaluating Performance
- Winning Performance-Based Contracts and Grants
- Effective Case Management Strategies
- Reporting Your Agency's Performance
- Communicating Results to Stakeholders
- Partnership Strategies for Social Services
- Strategies for Cultivating and Engaging Talented Employees

8:30
Conference Registration & Continental Breakfast

9:00
Keynote Address: Developments In Performance Management for Social Services

The 21st century mandate to social services organizations is clear: operate more efficiently and serve stakeholders more effectively. From the recent wave of management reforms sweeping across the government, social services organizations at all levels are increasingly under pressure to measure the performance of their programs, contract and award grants more efficiently, and report results to their stakeholders. Learn the current and future trends in performance management for social services agencies and examine the case studies of Baltimore, MD, Detroit, MI and the State of Virginia.

Samuel Chambers, Jr., Director, Baltimore City Department of Social Services
Dottie Wells, Director, Strategy Management and Research, Virginia Department of Social Services

10:30
Integrating Planning, Evaluation and Performance Measurement

- Establish clear program goals and objectives in order to plan effectively
- Hear common mistakes agencies make in evaluation and performance measurement and how to avoid them
- Develop consistent and mutually supportive approaches to evaluation, planning and performance measurement

Thomas Chapel, Past President, American Evaluation Association
Senior Health Scientist, OD/OSI, Centers for Disease Control and Prevention

11:30
Break & Refreshments

11:45
Performance Measurement Database and Government-Wide Survey: Are We Seeing Results in Social Services Performance?

- Hear the results from the National Survey on Performance Management that reveal the latest opinions and perceptions from managers about the current state of performance management in agencies and organizations
- Get an inside look into the Performance Measurement Database that contains the most effective performance measures and metrics being used in agencies today.
- Learn to tailor these results to your agency

Jon Desenberg, Senior Consultant, The Performance Institute

12:30
Networking Luncheon

1:15

track a performance measurement
Selecting the Right Measures for Your Programs

- Find and implement the measures that permit you to demonstrate performance and transparency
- Utilize performance measures that allow you to monitor processes and outcomes while improving the quality of your programs
- Align your performance indicators so that they are consistent with the long-term goals of your agency or organization

Walter Sachs, Assistant Director, Florida Department of Children and Families

track b program evaluation & reporting
Designing Effective Program Evaluations

- Learn how central a good "program description" is to a strong evaluation
- Discover how to identify the appropriate focus for an evaluation of your program at any point in its life
- Design evaluations so that the data and information produced is meaningful to a variety of stakeholders

Thomas Chapel, Past President, American Evaluation Association
Senior Health Scientist, OD/OSI, Centers for Disease Control and Prevention

2:15
Break & Refreshments

2:30

track a performance measurement
Budgeting and Performance: Aligning Your Measurement System with Your Budget

- Use performance information to determine optimal resource allocation for your public health programs and services
- Effectively link performance measures to the budget creation and management process
- Communicate success stories through reporting performance information to key decision makers

Bobby Boyd, Director, Catawba County Department of Social Services (NC)

track b program evaluation & reporting
Using Measures to Drive Change in Service Delivery

- Continually monitor program performance through implementing measures
- Promote good program management and improvement
- Implement change through continual performance improvement using measures

Walter Sachs, Assistant Director, Florida Department of Children and Families

3:30

track a performance measurement

Model Performance Measures for Social Services

- Hear from a high performing agency that consistently demonstrates performance, accountability and transparency
- Upgrade your performance measurement methods with innovative techniques
- Customize and apply these model measures to your agency

Walter Sachs, Assistant Director, Florida Department of Children and Families

track b program evaluation & reporting

Reporting Outcomes to Clients, Stakeholders and the Public

- Ensure that performance reports are comprehensive and accessible
- Demonstrate to the public that your agency is spending tax dollars and grant funding efficiently and with accountability
- Make sure that partners and stakeholders are informed of program successes and failures

Daniel Horgan, Executive Director, Pittsburgh Cares

4:30

Adjourn



"Innovative ideas for handling issues I encounter daily."

– Darla Horman,
Missouri State Department
of Economic Development

in-house training

The Performance Institute can adapt this course to your organization, agency or business' specific social services management needs. In-house training provides a customized, cost-efficient vehicle for educating your staff with a hands-on, educational forum that facilitates team-building and project-planning. Instead of making the training match with "cookie-cutter" training, our in-house offerings are matched to the specific workforce needs of your organization and community. We offer training in the following areas:

- Evaluating and Reporting Performance
- Developing Performance Measures
- Human Capital Planning
- Change Management
- Performance-Based Grants Management
- Strategic Planning

For more information, please contact Blake Zach at 703-894-0481 or Zach@PerformanceWeb.org



8:30
Continental Breakfast

9:00
Keynote Address: Establishing Lasting Partnerships for Social Services

In order to maximize community outreach and effectiveness, social services organizations need lasting partnerships. In this session, you will learn how to target private organizations that can help you reach your goals as well as focus on methods of fostering these relationships to ensure that the partnership is a lasting one. You will learn ways to prove to stakeholders that your organization or agency is sustainable and achieves results.

Stuart Oppenheim, Executive Director, and Danna Fabella, Linkages Director, Child and Family Policy Institute of California

10:00
Case Study: Program Evaluation–the Dane County Self-Directed Services Program

- Learn about implementation and execution challenges and solutions for program evaluation
- Ascertain the importance of evaluation in marketing human services to gain support, funding, etc.
- Learn how collaborating with program partners to align performance measures can bring success to your agency or organization

Lynn Green, Director, Dane County Department of Human Services

11:00
Break & Refreshments

11:15
Developing Performance Measures for Social Services Programs and Contracts: The "Logic Model" Approach

- Develop a framework for measuring and reporting the performance of social services programs
- Design, implement and effectively use performance indicators consistent with long-term development aim of social services
- Use "logic modeling" as a tool for establishing clear end and intermediate-outcome goals and measures

Jon Desenberg, Senior Consultant, The Performance Institute

12:15
Networking Luncheon

1:15

track c performance-based contracting & grants management
Implementing Performance-Based Contracting

- Walk through the step-by-step framework for devising, implementing and maintaining a performance-based service contract
- Establish a plan to apply this framework to your social service agency
- Learn to create a performance work statement or a statement of objectives

Francine Delgado and Evelina Berman, Senior Program Managers, Seedco & the Non-Profit Assistance Corporation

track d human capital management
Strategies for Talent Cultivation

- Create a talent management plan to meet your agency's succession goals
- Develop new strategies to meet agency objectives through talent management
- Establish a performance oriented culture amongst employees through executive coaching

Dr. Michael Leiter, Vice President, Acadia University

2:30
Break & Refreshments

2:45

track c performance-based contracting & grants management
Performance-Based Grants for Social Services

- Develop a framework for measuring and reporting the performance of the social service programs your agency provides
- Target agencies that can help you reach your goals as well as focus on methods of fostering these relationships to ensure that the partnership is long-lasting
- Link performance-based grants to organizational performance measures
- Anticipate performance audit questions about data quality and reliability

Jayme Sokolow, The Development Source

track d human capital management
Increasing Employee Engagement

- Identify the factors that cause an employee to engage, perform and stay satisfied
- Recognize and reach out to unengaged employees
- Boost and maintain employee engagement through incentives and empowerment

Jon Desenberg, Senior Consultant, The Performance Institute

4:00
Adjourn

"I learned what I expected to learn—and more!"

– Wanda Jensen, Workforce Development

Workshops at The Performance Institute's events offer interactive, hands-on training that focus with great detail on effective strategies to implement national best-practices. Workshops give you the opportunity to devise and take home a complete plan or scenario. Each workshop is a unique opportunity to work closely with a national expert to improve your department.

8:30
Workshop Registration & Continental Breakfast

9:00

workshop a
Developing Performance Measures for Social Services Programs: The Logic Model Approach

In this hands-on workshop, you will develop a framework for measuring and reporting the performance of social services programs. Align your performance indicators so that they are consistent with long-term development goals of social services. Use logic modeling as a tool for establishing clear intermediate and final outcome goals and measures, while linking resources to results. Identify and implement the elements of effective social services programs.

- Manage case workers and staff
- Harness the power of technology
- Devise performance measures for partnerships, contracts and grants for services

P. Neal Ritchey, Associate Professor, Sociology, University of Cincinnati
Roger Ward, Project Manager, Office of Research, Assessment & Accountability, Ohio Department Job & Family Services

workshop b
Measuring and Improving Program Data Collection and Program Evaluation

Social service programs and agencies must comply with program outcomes to sustain funding. Develop and implement performance and outcome measures for effective program management and build a framework for measuring and reporting the performance of social service programs. Establish and utilize performance measures to develop a plan to improve outcomes

- Examine common goals and outcomes across social service programs nationwide
- Develop a framework for assessing the relationship between program goals and outcomes
- Improve outcomes by utilizing tools that measure reliable data
- Identify tools to implement data collection that are useful and comprehensive
- Demonstrate service impact and clear accountability

Mansoor A. F. Kazi, PhD, Research Associate Professor & Director, Program Evaluation Center, Buffalo Center for Social Research, School of Social Work, University at Buffalo (The State University of New York)

12:00
Workshops Adjourn



"Topics, information and networking– all relevant and invaluable!"

– Tracy Buckingham, Department of Social Services

key reasons to attend

- Use performance measurements and evaluations to ensure continual program growth and improvement
- Implement performance-based contracts to increase accountability and transparency of services
- Establish a performance evaluation system to manage grants and contracts
- Understand how implementation of performance measures will positively affect your organization
- Forge effective public/private partnerships to enhance service delivery
- Align your performance measures and program results to your budget

Venue & Hotel

The 2007 Social Services Performance Summit will be held at The Performance Institute in Arlington, VA.

A limited number of rooms have been reserved at the Arlington Rosslyn Courtyard by Marriott at the prevailing rate of $178.20 until June 17, 2007. Please call the hotel directly and reference code Social Services Performance Summit when making reservations to get the discounted rate. The hotel is conveniently located three blocks from the Rosslyn Metro station. Please ask the hotel about a complimentary shuttle that is also available for your convenience.

venue
The Performance Institute
1515 N. Courthouse Road
Arlington, VA 22201
703-894-0481
www.PerformanceWeb.org

hotel
Arlington Rosslyn Courtyard by Marriott
1533 Clarendon Blvd
Arlington, VA 22209
703-528-2222
www.CourtyardArlingtonRosslyn.com

Exhibiting & Sponsorship Information

To learn more about exhibit and sponsorship opportunities at the 2007 Social Services Performance Summit contact Jessica Ward at 703-894-0481 or email her at Ward@PerformanceWeb.org.

Tuition & Group Discounts

Tuition rates for attending the 2007 Social Services Performance Summit are as follows:

Conference Only	$995*
One Workshop	$295

*Public/Nonprofits: Register by March 23, 2007 to receive your early bird discount of $895!

The Performance Institute offers reduced tuition to groups of three or more. If you think your colleagues would benefit from attending this year's conference, please contact Jessica Ward for group rates at 703-894-0481 or Ward@PerformanceWeb.org.

cancellations & quality assurance

A $150 service fee will be charged on cancellations received less than three weeks from the date of the event. A credit memo will also be sent reflective of that amount, which can be used for a future conference. If you do not cancel your registration before the day of the event, you will be charged for the full conference amount. As speakers are confirmed six months before the event, some speaker changes or topic changes may occur in the program. The Performance Institute is not responsible for speaker changes, but will work to ensure a comparable speaker is located to participate in the program.

how can I register?

1. online at www.PerformanceWeb.org
2. via fax to 703-894-0482
3. via phone to 703-894-0481

☐ Yes! Register me for the 2007 Social Services Performance Summit.

☐ Yes! Register me for the 2007 Social Services Performance Summit AND a Workshop
Please circle: A B

☐ Please call me. I am interested in a group discount.

delegate information

NAME _____ TITLE _____

OFFICE _____ ORGANIZATION _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

TELEPHONE _____ FAX _____

EMAIL _____

payment information

☐ Training Form/Purchase Order ☐ Check (Accepted by mail only) ☐ Credit Card

CREDIT CARD NUMBER _____

NAME ON CARD _____ EXP. DATE _____

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