

Social & Economic Vitality Short, Medium and Long-term Outcomes							
a	Outputs	Short-term Outcomes (Individual)		Medium-term Outcomes (Individual)		Long-term (Community-Level)	
		Outcomes	Indicators	Outcomes	Indicators	Outcomes	Indicators
Economic Mobility	Middle Class Express	<ul style="list-style-type: none"> # attending workshops # attending coaching sessions # being connected to services 	<ul style="list-style-type: none"> Individuals build confidence and skills to make positive changes in their lives Individuals increase awareness of community resources and opportunities related to employment, housing, entrepreneurship, childcare, transportation, healthcare, etc. 	<p>SEV could potentially track:</p> <ul style="list-style-type: none"> Participants... Increase access to information to improve their lives Feel empowered or motivated to make changes and achieve life goals Set goals related to employment, housing, finances, etc. 	<ul style="list-style-type: none"> Individuals improve employment, housing, assets, etc. 	<p>SEV could potentially track:</p> <ul style="list-style-type: none"> Participant's change in employment status, asset ownership, housing status, reliance on social services, change in income 	<p>Publicly Available Data already monitored by Planning Dept.</p> <ul style="list-style-type: none"> Median household income Employment status Poverty Decrease in likelihood that Wake residents born in poverty remain in poverty
	SEV & Partner Programming	<ul style="list-style-type: none"> # attending programming 	<ul style="list-style-type: none"> Individuals increase awareness of community resources and opportunities related to employment, housing, entrepreneurship, childcare, transportation, healthcare, etc. 	<p>SEV could potentially track:</p> <ul style="list-style-type: none"> Self-reported change in knowledge and/or behavior around each of these areas 	<ul style="list-style-type: none"> Individuals improve employment, housing, assets, etc. 	<p>SEV not collecting; need data agreements with partners : may need to build partner capacity (participant's self-report changes in employment, asset ownership, housing, etc)</p>	

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Educational Attainment	Middle Class Express	<ul style="list-style-type: none">• # attending workshops• # attending coaching sessions	<ul style="list-style-type: none">• Individuals build confidence and skills to increase their educational attainment	SEV could potentially track: Participants... <ul style="list-style-type: none">• Increase access to information to increase their educational attainment• Set goals related to education	Individuals advance their education	SEV ideally with formalized partnership with Community College and other trade schools: <ul style="list-style-type: none">• Participants make progress toward educational goals• Participants attain GED, Associate’s degree, college degree, etc.	Increased educational attainment county-wide; reduction in disparate outcomes for people of color within County	Data available & tracked through American Public Community Survey: <ul style="list-style-type: none">• Educational attainment
	SEV & Partner Programming	<ul style="list-style-type: none">• # attending programming	<ul style="list-style-type: none">• Individuals increase awareness of community resources and opportunities related to furthering their education	SEV could potentially track: <ul style="list-style-type: none">• Self-reported change in knowledge and/or behavior to increase education	Individuals increase education level	<ul style="list-style-type: none">• SEV not collecting; need data agreements with partners: may need to build partner capacity (participants self-report changes in education)		

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Health & Wellness	Middle Class Express	<ul style="list-style-type: none">• # attending workshops• # attending coaching sessions• # receiving electronic communications	<ul style="list-style-type: none">• Individuals build confidence and skills to make positive changes in their lives• Individuals increase awareness of community resources and opportunities related to health	SEV could potentially track: Participants... <ul style="list-style-type: none">• Increase access to information to improve their health• Set goals related to health	Individuals make changes to improve their health and increase access to healthcare	SEV could potentially track: <ul style="list-style-type: none">• Participants change in diet, physical activity, mental health, health screenings, immunizations, etc.• Participants change in access to health insurance, health care, etc.	Improved access to preventive healthcare and improved health outcomes for low income individuals, countywide	Data is available; need support to determine best source; with strongest relationship to efforts <ul style="list-style-type: none">• Preventive care (screenings, insurance, etc.)• Health outcomes (diabetes, obesity, stroke, asthma, etc.)
	SEV & Partner Programming	<ul style="list-style-type: none">• # attending programming• # SEV Newsletter Click and Open Rate	<ul style="list-style-type: none">• Individuals increase awareness of community resources and opportunities related to health	SEV could potentially track: <ul style="list-style-type: none">• Self-reported change in knowledge and/or behavior to improve health	Individuals make changes to improve their health and increase access to healthcare	<ul style="list-style-type: none">• Not tracking and will be difficult to track without partners agreeing to shared indicators of progress (participants self-report changes in health)		

Indicates Ongoing/Consistent Data Collection (sign-in sheets and communications data)

Indicates Some Data Collection Less Consistent (sign-in sheets, coaches' notes not in a system, referrals and email)

Indicates No Data Collection/Potential for Tracking (must have data collection system and shared data agreements with internal and external partners)

Justification:

It is often challenging to balance stakeholder and consumer expectations for services with the need to collect and maintain sufficient data for demonstrable results. Program evaluation that compares participant results before and after an intervention or while they are engaged in a program is expected and ultimately doable for a finite group of people. It is very different to engage in a measurement system that seeks to track the experience of hundreds of individuals over time, across a series of strategies being provided by multiple partners and harder still to establish credible correlation between these efforts and changes in community level outcomes. These challenges are compounded when the target population is experiencing cyclical poverty and living in disenfranchised neighborhoods experiencing rapid gentrification. Authentic engagement takes time; but is necessary before individual or community level transformation can occur. Leadership has been intentional in placing priority on this work during the initial phases of the initiative. Admittedly, authentic engagement and trust is difficult to measure. Given our intentionality in this area over the past year, we should have worked harder to capture progress in some more concrete and measurable way. And, perhaps we should have given greater priority to conceptualizing the overall measurement framework for this very important effort. What we are saying is that this effort is massive. Staff need greater access to expertise, potential technology solutions, data

sharing and business process expertise. In addition, we do not have the sufficient human resources for data collection, management and ultimately data-use/analysis that are required to produce measurable results.

We need a multidisciplinary team with the expertise to establish a measurement system for our efforts in vulnerable communities. In addition, at least one additional FTE that will support data collection, data entry and database management is critical in order to establish measurable results that illustrate advancement of Social and Economic Vitality outcomes. The position would support the daily operations of the Crosby Garfield Center with alternative program hour scheduling, data collection and reporting and ensuring excellence in customer service. The system and FTE will be also be integral support for capturing the ongoing engagement and measurable community level change facilitated through the work of Crosby Advocacy & Residents Groups in addition to the Racial Equity and Social Justice, Training for Upward Mobility and Labor Market Value and Community Leadership Development Action Teams.