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**Wade Norwood**

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Conference details available soon at: [www.cgr.org](http://www.cgr.org)

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*in the **Public Interest***

## **Measuring the Effectiveness of Human Service Delivery**

Using Evidence to Show Progress

June 15, 2010



**CGR**

*Inform & Empower*

[www.cgr.org](http://www.cgr.org)

## Evaluation is the touchstone of effective programs and policies

The Center for Governmental Research seeks to inform and empower leaders to achieve better program planning and decision-making. As resources are scarce and needs are great, we support efforts to effectively target the community's money and talent to ensure the best possible outcomes.

– Kent Gardner, Ph.D., President, CGR

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## How CGR can help your organization

For 95 years CGR has supported community nonprofits through short-term engagements and as a long-term evaluation partner. We help identify the **right questions to ask**, the **measurements that matter**, and the **tools necessary** to make process and program improvements.

CGR can help ensure that your scarce resources are devoted to achieving the best outcomes for your community.

Nonprofit • Nonpartisan • Independent

## Find examples of CGR's work

Please visit us online: [www.cgr.org](http://www.cgr.org)

## For more information

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## CGR Remarks

### Kent Gardner, Ph.D. – CGR

Kent Gardner is the President and Chief Economist of the Center for Governmental Research. Dr. Gardner has extensive experience in state and regional economic analysis, assessing the impacts of major developments, institutional change or public policy. He frequently comments on the New York State and regional economies both in the media and to community and civic organizations. Dr. Gardner previously served on NY Governor David Paterson's Council of Economic Advisors and is the Vice President of the Governmental Research Association.

### Donald Pryor, Ph.D. – CGR

Donald Pryor is Director of Human Services Analysis for the Center for Governmental Research. During his distinguished tenure at CGR, he has directed studies that have attracted local, state and national attention and won national research awards, including the 2007 Most Distinguished Research Award from the national Governmental Research Association. Dr. Pryor's work focuses on areas related to human services, criminal justice, children and youth services, community indicators and education. His expertise encompasses human service delivery, assessments of community needs and resources, criminal justice practices, educational reform, program evaluations, policy analysis, social indicators, and governmental management and organization.

**Presentation materials** and additional resources from today's conference are available online:

<http://publicinterest.cgr.org>

Please take our **brief online survey** about this conference:

<http://www.surveymonkey.com/s/PublicInterest>



## Agenda

8:00	<b>Registration and Breakfast</b>
8:30	<b>Welcome and Opening Remarks</b>  Sarah Liebscutz, Ph.D. – CGR Fellow
	<b>Measuring Impact: What qualifies as evidence and how is it interpreted in the human services?</b>  A. Dirk Hightower, Ph.D. – Children's Institute Jaime Saunders, M.P.A. – CGR
	<b>Practical Challenges of Measuring Impact: Balancing service delivery, program design and measurement</b>  Jeff Kaczorowski, M.D. – The Children's Agenda Dennis Richardson, M.S. – Hillside Family of Agencies Susan Aiello – Mercy Residential Services Scott Benjamin, M.A. – Charles Settlement House
	Break
	<b>Maximizing Resources: Funder accountability and expectations</b>  Jennifer Leonard, M.A. – The Community Foundation Dawn Borgeest – United Way Kelly Reed – Monroe County Department of Human Services John Urban – Greater Rochester Health Foundation
	<b>All Panel – Q&amp;A</b>
11:45	<b>Lunch and CGR Remarks</b>  Kent Gardner, Ph.D. – CGR Donald Pryor, Ph.D. – CGR
	<b>Keynote</b>  Keoki Hansen, M.A. Director of Research & Evaluation Big Brothers Big Sisters of America
1:30	<b>Adjourn</b>

## Keynote

### Keoki Hansen, M.A. – Big Brothers Big Sisters of America

As the Director of Research and Evaluation at Big Brothers Big Sisters of America (BBBSA), Keoki Hansen works with more than 400 local affiliates across the country to collect and use data as a tool for performance management and improved program outcomes. Focused on “bridging research and practice,” Ms. Hansen provides a pragmatic view of the challenges and opportunities of using frontline information to fulfill an agency’s social mission.



Before joining BBBSA, Ms. Hansen taught Research Methods and Statistics at Boston College and Pine Manor College. She has been a consultant for the Army and the Center for Cognitive Neuroscience at the University of Pennsylvania. She earned her undergraduate degree in Psychology from Castleton State College, graduating Summa Cum Laude. Her masters in Cognitive Psychology is from Boston College. Ms. Hansen is a member of the National Assembly Research Council, American Evaluation Association and the National Collaboration for Youth Research Group.

## Moderator

### Sarah Liebschutz, Ph.D, CGR Fellow

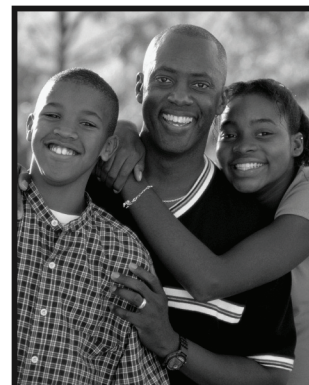
Sarah F. Liebschutz is a Distinguished Service Professor Emerita of SUNY. She taught Political Science at SUNY College at Brockport and the University of Rochester. Dr. Liebschutz has also been a research associate of the Brookings Institution, central staff member for the study of the Community Development Block Grant Program, and consultant and director for grant initiatives by nationally renowned organizations. Since 2000 she has been a member of the New York State Maternal and Child Health Block Grant Advisory Council. She is chair of the Fair Election Practices Committee of Monroe County and past chair of the Board of The Children’s Agenda.

### Kelly A. Reed – Monroe County Department of Human Services

Kelly A. Reed is Commissioner of the Monroe County Department of Human Services. She has worked with the County Executive and her administration to implement *Project Save* and *Take Back the Pride* to reduce costs while improving services. Previously, Ms. Reed served in the Monroe County District Attorney’s Office as Coordinator of the Child Abuse Bureau; Director of Planned Parenthood Rape Crisis Service; Director of YMCA Development and Community Relations; and President and CEO for the Society for the Protection and Care of Children. Ms. Reed has been the recipient of numerous awards including Woman of Influence, Girl Scouts of Genesee Valley; Woman of the Year, Rochester Area Women’s Political Caucus; Outstanding Young Woman of America; and Distinguished Citizen Award, Monroe County District Attorney’s Office.

### John Urban – Greater Rochester Health Foundation

John Urban is the President and CEO of the Greater Rochester Health Foundation, an organization devoted to improving the health and quality of life of all residents of the Greater Rochester community. The foundation grants funds in four areas: prevention, health care delivery, neighborhood health improvement, and special projects improving health care access in rural areas. Mr. Urban has more than 30 years of experience in health care in New York State. His work has included establishing programs for chronically mentally ill residents in Syracuse and serving as Deputy Commissioner in the NYS Office of Mental Health. He was most recently CEO of Preferred Care, where he served for 20 years.



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## Maximizing Resources

### Community Funders

#### Jennifer Leonard, M.A. – The Community Foundation

Jennifer Leonard is the President and Executive Director of Rochester Area Community Foundation which has grown six-fold since she assumed her present position in 1993. Last year The Community Foundation distributed more than \$17 million in grants for community purposes. Ms. Leonard is past chair of the Community Foundations Leadership Team of the Council on Foundations, her field's top policymaking body. She was selected to attend the 1999 White House Conference on Philanthropy and advise the national Panel on the Nonprofit Sector. In 2007, *Rochester Business Journal* named her one of "20 businesspeople who have made the biggest impact on Rochester over the past 20 years." Ms. Leonard is also the 2010 recipient of the Rochester Athena Award, which honors achievements of exceptional women leaders.

#### Dawn Borgeest – United Way

Dawn Borgeest is Senior Vice President and Chief Corporate Affairs Officer for the United Way of Greater Rochester. Ms. Borgeest oversees the investment of more than \$18 million annually for human service programs in the Rochester community. She also leads the communications and marketing strategies that support United Way's annual fundraising campaign. Ms. Borgeest previously served as President and Chief Executive Officer of the Advertising Council of Rochester, and Vice President for Marketing and Resource Development at the former St. Mary's Hospital. She has taught marketing, business writing, and public relations at Rochester Institute of Technology and St. John Fisher College, and was named to the inaugural class of *Rochester Business Journal's* "Forty Under 40."

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## Measuring Impact

### Evaluation Experts

#### A. Dirk Hightower, Ph.D. – Children's Institute

Dirk Hightower has been Executive Director of Children's Institute, Inc. since 1991. He is also a Senior Research Associate at the University of Rochester. Previously, Dr. Hightower served as Research Director for Children's Institute and the Center for Community Study from 1982 to 1991. His primary interests include social and emotional assessment, promoting healthy skill development, evidenced-based prevention interventions for young children, community collaboration and the use and development of web-based decision support systems to enhance the translation and use of information. Dr. Hightower helped initiate and continues to have significant involvement with the Rochester Early Childhood Assessment Partnership (RECAP), a multi-agency collaborative.

#### Jaime Saunders, M.P.A. – CGR

Jaime Saunders is a Senior Research Associate at the Center for Governmental Research (CGR) with a focus on program evaluation, human service management, government management, strategic planning and facilitation, and organizational development. She is currently developing a community profile for the Greater Rochester region to evaluate progress and identify challenges in critical areas such as supporting children and youth and meeting basic needs. Earlier in her career Ms. Saunders was Vice President of Operations for Foodlink, the regional Feeding America food bank which provides more than six million pounds of food annually to 550 agencies in a 10-county area.



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# Practical Challenges of Measuring Impact

## Service Providers

### Jeff Kaczorowski, M.D. – The Children’s Agenda

Jeff Kaczorowski, M.D., a pediatrician, is Associate Professor of Pediatrics at the University of Rochester, as well as Executive Director of the local independent, nonpartisan advocacy organization, The Children’s Agenda, which focuses on achieving effective programs and policies for children. Dr. Kaczorowski is National Director of the American Academy of Pediatrics Community Pediatrics Training Initiative, and co-founder and current Co-Director of the nationally award-winning Pediatric Links with the Community (PLC) program at the University of Rochester.

### Susan Aiello – Mercy Residential Services

Susan Aiello joined Mercy Residential Services as Executive Director in 2002, following many years of nonprofit work in Rochester with adolescents and families in crisis. Founded in 1980, Mercy Residential Services provides emergency shelter and transitional housing for pregnant and parenting teens. The organization has both a group home and community apartments, and provides advocacy, parenting education and independent living skills to approximately 80 young mothers annually.

### Dennis M. Richardson, M.S. – Hillside Family of Agencies

Dennis M. Richardson is the President and CEO of the Hillside Family of Agencies, where he is responsible for the overall leadership and administration of one of New York State’s largest, most diversely funded and geographically diverse family and children’s services agencies. Services include community-based primary prevention through residential treatment facilities, education and non-secure detention centers. Responsibilities also include providing leadership for six affiliated corporations: Hillside Family of Agencies, Crestwood Children’s Center, Crestwood/Hillside Children’s Foundations, Hillside Work-Scholarship Connection, and Snell Farm Children’s Center.

### Scott Benjamin, M.A. – Charles Settlement House

Scott Benjamin is President and CEO of Charles Settlement House, which provides evidence-based practices and curricula for all ages. Programs are based on respectful, trustful relationships created through generations of serving the same northwest Rochester neighborhoods since 1917. Charles Settlement House provides youth development programs for elementary students and teens, family services, a senior center and neighborhood capacity building. Previously, Mr. Benjamin served 10 years as the Salvation Army Rochester Area’s Services Director of Operations and Communications. Currently, he is also President of the Rochester Northwest Rotary Club and a member of the Catholic Courier Board of Directors.

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