

# EASTERN AREA PROGRAM TEAM

“Strategies for a Winning Program Report”

# AGENDA

- Welcome Link Spady
- Purpose of Webinar
- Discuss Strategies for a Winning Program Report
- Review Service Delivery Model and how it relates to the Report Form
- Overview of Program Report Form
- Q & A



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# NATIONAL PROGRAMS CO-DIRECTORS

Link Barbra Ruffin-Boston

Link Delores Bolden Stamps



**EASTERN AREA DIRECTOR  
LINK DIANNE S. HARDISON**

**“Leveraging the Legacy of Friendship  
and Service”**

# Proposed Strategies

- Review Cascading Eastern Area Goals
- Demonstrate how they directly relate to Chapter programming
- Introduce Links Inspire to Hire-concept of integrational and transformational programs
- Review Service Delivery Model and how it relates to the Report Form
- Overview of Program Report



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# Introductions...

- The National Program Team is led by Link Barbra Ruffin-Boston from the San Francisco (CA) Chapter and Link Delores Bolden Stamps (Jackson (MS) Chapter.
- The information we will share is in alignment with the National Program.
- Our Area Director is Link Dianne S. Hardison



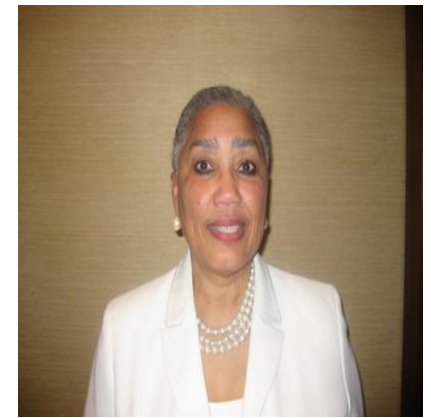
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# Introductions....

- Our EA Program Team is enthusiastic and dynamic and eager and willing to serve you. Together we bring a wealth of experience and professional talents to the table.



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Michelle Morgan Spady  
EA Program Chair  
Old Dominion (VA) Chapter



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Jeanette Brummell  
Chair, The Arts  
North Jersey Chapter



# Kimberly Newman- McCown

Chair, Health & Human Services  
Penn Towne Chapter



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# Cassandra Butler Chair

International Trends & Services  
Farmington Valley Chapter



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Patricia Patterson Lee  
Chair, National Trends  
and Services  
Harrisburg Chapter



# Kimberly Mumby Green

## Chair, Services To Youth Fairfield County Chapter



# Key Communicator Format

- As you are aware we will work in groupings of 12 , with an Area Facet Chair as the leader, called the “Key Communicator”. Or “KC”
- Communication of your issues will best be resolved through your “KC” as she is prepared to make sure you get answers to your questions and can forward concerns to the appropriate person.
- Please do not call the National Program Staff at the headquarters as that may delay your response.



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# The Links, Inc.

- **National Priority for Programming**

**Deliver and Sustain  
Transformational Programs**



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# Underlying Principles

- The Links, Inc.'s vision is that all Chapters will have transformational programming by 2014.
  - Programs that are community relevant
  - Transformational programming changes the entity forever and changes cannot be reversed.



# Underlying Principles

- Integration among facets is stressed
  - Will be able to leverage problem-solving and resources
  - Less Chapter member burnout
  - Not dependent on an individual person
  - Chapters can focus more



# Underlying Principles

- Alignment with National priorities is key
  - Review the National Program Chart for menu of Signature Programs, Initiative, Partnerships, and Committees
- Ultimate goal is umbrella programming in each chapter



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# Underlying Principles

- Ultimate goal is umbrella programming in each chapter
  - Umbrella programming involves all five facets working together with a common theme
  - The activities of the Facets are relative to the goals of the program



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# Eastern Area Programming Goals

- **Goal 1:** By April 2013, utilizing the Service Delivery Model, monitor the progress of all chapters to ensure that they have programs that are integrated and in alignment with Area and National Strategic Goals.
  - **Products or Processes:** All Chapters will use the Service Delivery Model tool for program planning, implementation and evaluation.



# Eastern Area Programming Goals

- **Goal 2:** By the end of 2013, all Chapters will develop integrated, sustainable, transformational, chapter programs that involve at least three or more facets and include health and/or STEM, that will have a long term effect on the community.
  - **Services:** Sustainable programs that address healthy living and/or education, and specifically STEM.



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# Eastern Area Programming Goals

- **Goal 3:** Increase the number of umbrella programs in the East by 25% by 2013 as a result of effective and sustainable chapter programs.
  - **Services:** Program expansion with increased visibility in the community service areas.



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# Examples of Eastern Area Transformational Program Initiatives

## Links Inspire to Hire Young Masters Writers Competition Program



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# What were some of the qualities of the award-winning programs?

Under budget

Sustainable

High percentage of member participation

Impact in the community

Collaboration

Part of a signature program



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# Know the Answer

What is the difference between a project and a program?



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# Know the Answer...

\*A project is a series of episodic events.

Activities with no real purpose.

\*A program is “A comprehensive approach to solving a problem or addressing an issue or need in a chapter’s community.”

It is long term and has specified outcome-oriented objectives.



# Warning: *Be careful about pet projects/programs!*

Release, retain or revise for impact

Membership buy-in and participation key



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# Service Delivery Model



# Service Delivery Model Overview

- The Situation
  - Same as the Problem Statement: What Problem Does Your Program Address?
  - Include the Mission and Vision: What Drives Outcomes?

# Service Delivery Model Overview

- **Priorities / Goals**
  - Long Term Outcome: What is Overall Purpose?
  - List the Goals for the Program.
    - Use SMART Goals

# Service Delivery Model Overview

- S.M.A.R.T. Goals are:
  - **S**pecific
  - **M**easurable
  - **A**ttainable
  - **R**ealistic
  - **T**imely

# Service Delivery Model Overview

- Resources / Inputs
  - What do you have/need to work with?
  - Include, financial, volunteers, facilities, research, technology, supplies, materials, equipment, staff, time, trainers, partners, all stakeholders

# Service Delivery Model Overview

- **Activities** (Part of Outputs)
  - What will you do with your resources?
  - Teach classes, provide seminars/counseling, facilitate support groups, host workshops, perform health screenings, etc.

# Service Delivery Model Overview

- Participation (Part of Outputs)
  - Who do we reach?
  - Participants, clients, customers, agencies, decision-makers

# Service Delivery Model Overview

- Outcomes / Impact
  - Short Term: Changes in Learning-motivation, awareness, attitudes, skills, opinions, aspirations (1-2 years)
  - Medium Term: Changes in Action-behavior, practice, decision-making, policies, social action (2-4 years)
  - Long Term: Changes in Conditions-social, economic, civic, environmental (4+ years)

# Service Delivery Model Overview

- Assumptions
  - Conditions you expect to be present
  - It is often these underlying assumptions that hinder success or produce less-than-expected results

# Service Delivery Model Overview

- External Factors
  - Institutional, Community, Public Policy, Physical Environment
  - Beyond your control

# Service Delivery Model Overview

- Evaluation
  - Assessment of expected outcomes based on expected input, specific activities and participation
  - Should relate to SMART goals

# Service Delivery Model Overview



# Biennium National Program Report

Online submission is required for  
all Chapters



# Tips for BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- Complete the SDM!
- Use S.M.A.R.T. goals
- Start early
- Value input from your entire Chapter-should be team effort
- Solicit help of a good writer
- Gather all information needed
- Submit on time!!!!



# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

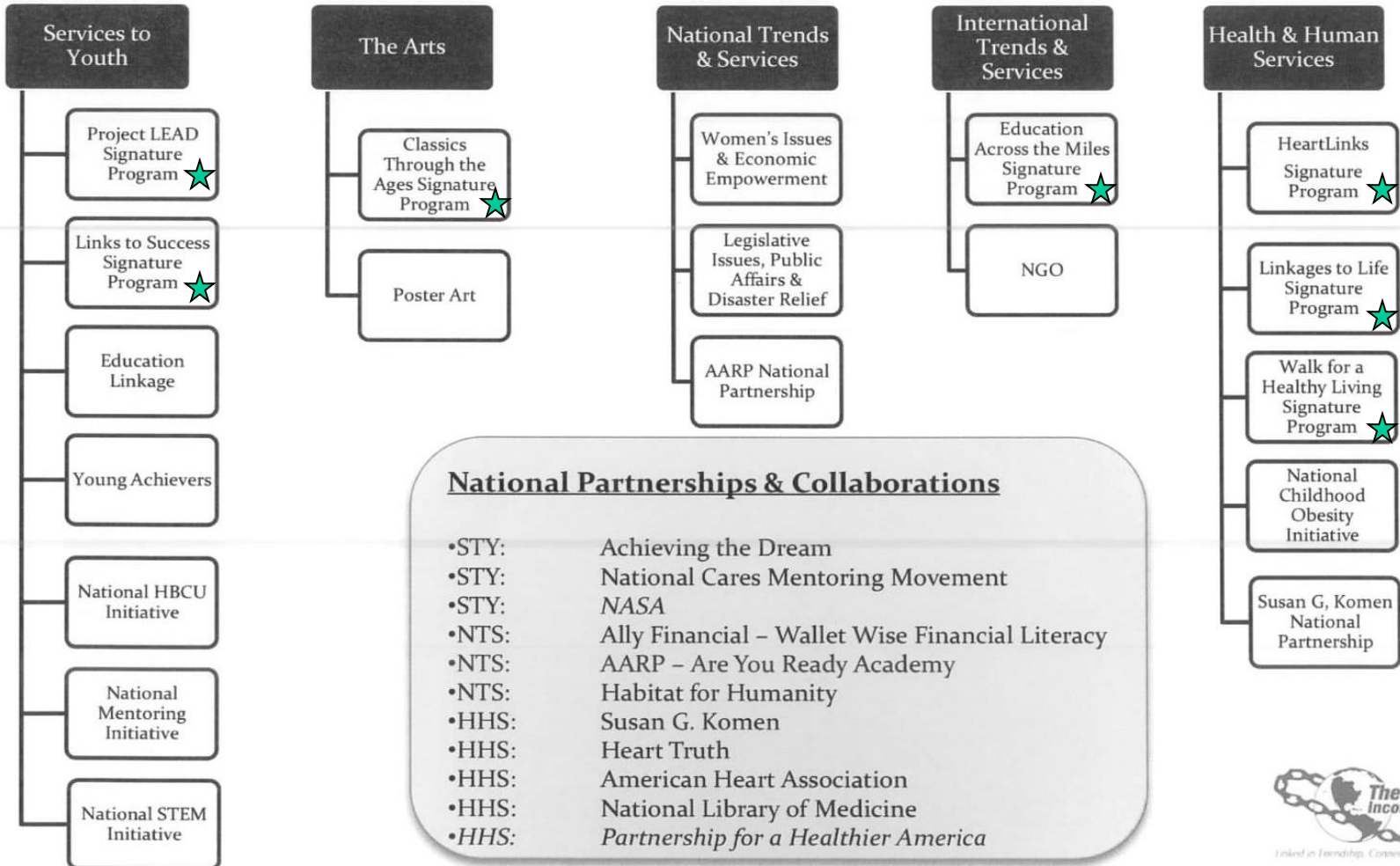
- **PROGRAM DATE:** February 1, 2012
- **TO BE CONSIDERED FOR AN AWARD:**
  - YES or NO
- **SINGLE FACET OR UMBRELLA (Fully Integrated) PROGRAM?**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **SINGLE FACET OR UMBRELLA (Fully Integrated) PROGRAM?**
  - **Single Facet – Select lead facet and all that apply to program**
  - **If Umbrella – Must select all 5 facets**

# National Programs

## Facets, Committees and Partnerships



# Single Facet or up to 4 Facets

**The Arts**



**NTS**

**HHS**



**STY**

**ITS**



# Umbrella or Fully Integrated Program – All 5 Facets



# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **GOAL(S)/OBJECTIVE(S) OF PROGRAM  
(INDICATE NO MORE THAN FIVE)**
  
- **PROBLEM/SITUATION ADDRESSED**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **A. DESCRIPTION OF PROGRAM/PROJECT**

**IF AN UMBRELLA PROGRAM, STATE HOW EACH OF THE FIVE FACETS  
WAS INVOLVED:**

**– LIST ACTIVITIES (OUTPUTS) IMPLEMENTED:**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **TARGETED GROUP(S) (PLEASE CHECK ALL THAT APPLY)**
  - WOMEN
  - CHILDREN
  - SENIOR CITIZENS
  - FAMILY
  - OTHERS (PLEASE LIST)
  
- **METHODS USED TO DETERMINE THE GROUP(S) (E.G. NEEDS ASSESSMENT):**
  
- **NUMBER OF MEMBERS IN CHAPTER**
- **NUMBER OF MEMBERS WHO PARTICIPATED IN THIS PROGRAM**
- **NUMBER OF PEOPLE SERVED**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **DID YOU COLLABORATE WITH OTHER COMMUNITY GROUPS TO PLAN AND/OR IMPLEMENT THIS PROGRAM? YES or NO**
- **IF YES, GIVE NAMES OF GROUPS AND DESCRIBE THEIR INVOLVEMENT**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **B. COST OF THE PROGRAM/PROJECT**
  - **PROJECTED BUDGET:           \$**
  - **ACTUAL COST:                \$**
  - **WAS A GRANT OR UNDERWRITING OBTAINED?  
YES or NO**
  - **IF YES, GIVE AMOUNT AND FUNDING SOURCE(S)  
NAME(S) AND ADDRESS (ES).**
  - **TOTAL AMOUNT UNDERWRITTEN**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- WERE ANY IN-KIND DONATIONS/SERVICES PROVIDED? YES or NO**
- IF YES, GIVE AMOUNT AND FUNDING SOURCE(S) NAME(S) AND ADDRESS (ES).**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **C. OPERATION AND SUSTAINABILITY**
  - **LENGTH OF TIME THAT THE PROGRAM WAS IN OPERATION (INCLUDING DATES)**
  - **MOST OUTSTANDING QUALITIES OF THIS PROGRAM (UP TO THREE)**
  - **HOW WILL THIS PROGRAM BE SUSTAINED AND/OR INSTITUTIONALIZED?**

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- **D. MARKETING AND EVALUATION**
  - METHOD OF COMMUNICATING AND PUBLICIZING THE PROGRAM/PROJECT
  - **METHODS AND RESULTS OF PROGRAM EVALUATION**
    - (BRIEFLY DESCRIBE HOW EACH GOAL/OBJECTIVE WAS MET AND LIST THE OUTCOMES.)

# BIENNIUM NATIONAL PROGRAM REPORT – 2010-2012

- PROGRAM SUMMARY/IMPACT STATEMENT PROVIDE A ONE-PAGE (OR LESS) SUMMARY OF THE CHAPTER PROGRAM THAT CAN BE USED FOR PUBLICATION.
  - INCLUDE INFORMATION ON HOW THE PROGRAM MADE AN IMPACT ON YOUR COMMUNITY.

# Summary

- In summary, we covered the EA Program Team goals that cascaded from the National priorities and are in alignment with the National goals
- We gave you a preview into the proposed Links Inspire to Hire Chapter initiative that will recognize chapters that are involved in integrated, transformational programs that include employment placement.

# Summary.....

- We talked about the SDM which is a user-friendly tool to assist you in program planning and evaluation
- Finally, we reviewed the Program Report Form.

# Closing Remarks and Questions

- Remember- the core of the criteria for Promising Practices and Program Awards is the evidence of:
  - Needs Assessment
  - Clearly defined goals
  - Outcomes oriented objectives
  - Activities/Strategies designed to achieve the objectives

# Closing Remarks and Questions

- Implementation framework
- Formative evaluation-monitoring and redirection as necessary
- A high ratio of Chapter involvement
- Budget-Chapter funding and other sources
- Evaluation-Summative impact statement

# Credits

- **Eastern Area Program Team**
- **Portions of Presentation produced by Link Diane Scott, Western Area Program Chair in collaboration with her WA Program Team**
- **Excerpts from Evaluation Workshop in Detroit- Submitted by Link Cassandra Butler**
- **National Program Team**

**Thank you for your time tonight!**