

ROMA/OUTCOME MANAGEMENT CAA BOARD TRAINING

**Sponsored by:
MA Dept. of Housing and Community Development
Bureau of Neighborhoods**

AGENDA

- 1. What is ROMA?**
- 2. Why ROMA?**
- 3. An Outcome Framework**
- 4. Roles and Responsibilities of Board Leaders**
- 5. Possible Steps for Board and Executive Consideration**
- 6. Final Thoughts and Go Around**
- 7. Addendum: Board Leader Questionnaire**

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ROMA

RESULTS ORIENTED MANAGEMENT AND ACCOUNTABILITY

Community Action Agency
Board Orientation and Training

Sponsored by:
MA Department of Housing and Community Development
Bureau of Neighborhoods

Prepared by:
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NOTE: This workbook is intended to assist you in recording and retaining key points, ideas, and suggested practices that may be applicable to your organization.

1. What is ROMA?

- GPRA 1993
- OCS - CSBG
- National Task Force
- 6 National Goals
- Family/Individual, Community, Partnerships and Agency Capacity
- Direct Measures (for Programs, Services, etc. of CAAs)

2. Why ROMA?

- Accountability: Funders Becoming Investors
- ROMA = Outcome Management

- Outcome Management: Benefits of Outcomes
 - i. Clarity
 - ii. Data Use
 - iii. Drive Results and Learning
 - iv. Management
 - v. Marketing

- Demonstrate and Document Results

3. An Outcome Framework

- Change in Customers/Community Conditions or Behaviors

- Targets and Milestones

- Data Use: Results and Learning

- Program Design

- Management

- Marketing

ROMA Goal:			
Outcome Statement:			Number to be Served:
Program:			Fiscal Year:
Performance Target:			
Milestones	#	Product Steps	Verification
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			

4. Roles and Responsibilities of Board Leaders

- Internal Investors
- Converting Needs to Outcomes
- Making Assumptions and Choices
- Examining what and/or whether programs, services and Approaches Best Impact Needs
- Partner in Assessing Impact of Programs
- Marketing and Resource Development

5. Possible Steps for Board and Executive Consideration

i. Needs Assessment

- Interviews
- Focus Groups
- Studies
- Retreat
- Annual Reports

ii. Outcomes

- Mission
- Making Assumptions and Choices
- Longer Term Impact (with Numbers
- Calling for Annual Targets

iii. Reviewing and Approving

- Annual Targets

iv. Checking in along the way

- Results and Learning on some key milestones
- Examining Assumptions

v. Revisiting Longer Term Outcomes

- Annual Reports*
- Retreats
- Program Updates

vi. Marketing

- Interviews
- Public Relations
- Liaison to
- Promoting Agency & Community Action
- Other

vii. Resource Development

- Other Revenue Sources
- Fund Development
- In-kind, volunteers, other

6. Final Thoughts and Go Around

- Focusing on a few key areas
- Using Data
- Integrating outcomes into how you do business

- Outcomes for Boards, for Financial Strength, for Related Initiatives
- Q&As and Go Around

ADDENDUM: Board Leaders' Questionnaire

Q. What are the outcomes (customer/community change in condition or behavior) that should result from the CAA programs/services?

- Employment Services
- Permanent Housing Program
- Child Care (Kids and Parents)
- Weatherization
- Homebound Senior Meals/Personal Care Program
- Head Start (Kids and Parents)
- A Youth Educational Tutoring Program
- An advocacy effort regarding a living wage
- Crisis Intervention Services
- Referral Services
- Individual Development Account (IDA)
- After school prevention program for teens

Q. If you had to describe some of the impacts of your CAA on the lives of individuals, families, your community, and systems, what would you say?

1.

2.

3.

Q. What would you need to know to determine if your agency was effective in positively changing lives and community conditions?

1.

2.

3.

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