Meetings and Training – Eugene, OR

One of the advantages of our long-standing involvement in performance measurement is that staff who have been here for any length of time are well versed in the basics of measurement. Traditionally, one our primary opportunities to teach staff about performance measurement is as part of our service area strategic plan (service profile) updates, when we lead teams of staff through a process that includes the development of a set of performance measures they agree to track and report for the next four years. We make a concerted effort to help staff understand the myriad uses of performance measures, such as providing information to help manage their services, communicating with elected officials or the public, or building a case for resource allocation, so they can identify and adopt measures that they will find useful.

Each year, we train groups of staff to effectively present performance data to prepare them for presentations to the budget committee. The training also focuses on identifying a couple of key messages they’d like the committee to come away with, and then tailoring their presentation to emphasize those points.

What’s new this year is the engagement of teams of staff from across the organization to work on defining measures for outcomes related to each of our five council goals. Rather than just focusing on how and what to measure from the insider perspective (“What information will help me do a better job?”), participants are collaborating with teammates from a range of fields to identify measures that will be meaningful to the public. The teams are using the following criteria to guide their development of measures:

• Answers the question **“Are we making progress toward achieving this outcome?”** for one of the specific outcomes under your team’s council goal.

• Is **straightforward and understandable** to decision-makers and community members alike.

• Will be seen by the community as a **credible and honest** way of demonstrating performance.

The conversations these five groups are having (they had their first group work sessions this week so you’re getting real-time, hot-off-the-presses information) are substantive, very interesting and fruitful. The difference between the measures participants developed for an initial written assignment and the measures that are just starting to take form in this week’s work sessions is tremendous, and I’m expecting participants savvy to increase even more over the next couple of weeks. At the end of this inaugural cycle of Eugene Counts, our already-savvy staff will be significantly more sophisticated.

[See Attachment A1-A6 for the materials used to orient team members to the assignment: <http://public.me.com/terriemonroe>]

We train new staff about performance measurement as their work intersects with our performance measurement and reporting processes. So some staff might get a quick overview while others get in-depth training in developing or reporting performance measures.

We also include a segment on performance measurement in the orientation process for new elected officials and budget committee members, so they will be able to use the information effectively to learn about and track the effectiveness of the City's work.