

Outcomes Based Evaluation: Measuring the Impact of Asset Building Programs in the Bay Area

June 15, 2009
10am-11:30am

Hosted by the Asset Support Center
www.assetpolicy.org/asc

Attendee Audio Call In: 916-233-3089 Access Code 209-566-611
For Technical Assistance Call: 800-263-6317

Webinar Agenda

I. Introduction

- Christi Baker, Consultant, Asset Support Center

II. Presentations

- Overview of Outcomes Based Evaluation for Asset Building Programs
Christi Baker, Asset Support Center
- EARN's Evaluation Process
Emily Waterbury, Asset Services Director
- Mission Asset Fund's Evaluation Process
Daniela Salas, Asset and Savings Program Director
- Promising Practices and Lessons Learned
Christi Baker, Asset Support Center

III. Question and Answers

- Christi Baker/moderator will accept written questions from participants as panelists are presenting

Overview of Asset Support Center ASC

Regional initiative to expand asset-building opportunities for low- and moderate-income residents of Bay Area communities

ASC Services

- Pro bono technical assistance
- Searchable database of asset-building services
- Webinars

www.assetpolicy.org/asc

Asset Building Movement

- Asset building movement is focusing on advancing strategies to help families build financial assets
- Started with a focus on one strategy, Individual Development Accounts (IDAs)
- Over time, it has grown to include a full range of strategies to help families save, invest and preserve financial assets

Christi Baker, Overview

Outcomes Based Evaluation for Asset Building Programs

- Outcomes-based evaluation looks at impacts to clients as a result of programmatic efforts
- Since 2000, a limited number of outcomes-based evaluations have been conducted in asset-building field
- Many indicators, tools and systems are used to evaluate impact of asset-building programs

Christi Baker, Overview

Leading National Projects and Systems

- 2 indicator projects
- 7 automated systems often combined with CRM and/or service delivery integration

Christi Baker, Overview

Measuring the Impact of Asset Building Programs in the Bay Area

Key questions to be addressed:

- What is your organization's outcomes-based evaluation process?
- What systems or tools are used to support the process?
- What are the key indicators for measuring success?
- What innovative/promising practices have you used?
- What are the key lessons learned?

Christi Baker, Overview

Introduction of Panelists

- **Emily Waterbury**
Asset Services Director, EARN


