

Using Messaging and Data to Inform Program Operations

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Public Strategies

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Understanding the Value of Program Evaluation



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to Inform Program Operations



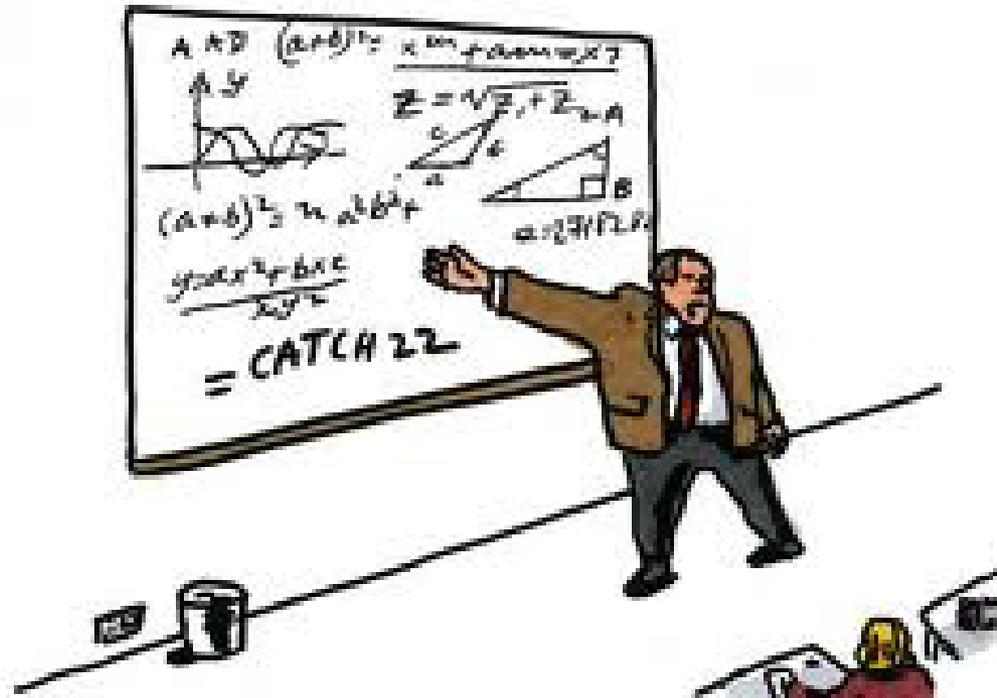
Research and Evaluation

Why are you involved?

- To provide resources so some people can get the support of HPOG services
- To learn what really helps people get jobs and be successful
- To learn along-side other people and organizations grappling with the same challenges and strategies
- To participate in a nation-wide project - a rare opportunity!

Career Pathways...

A Complex Concept!



158

Some Things Are “Better Together”

- Proven approaches to best understand your current skills/needs
- New ways to learn skills to help you be successful in your career
- Great training to help you get ahead
- Capable and experienced career coaches/navigators help you prepare for, find and keep a good job
- Support for dealing with life challenges
- Connection to employers, with career jobs, who want to hire people just like you!



2

You Can't Hit A Target You Don't Own

- Once your targets for an outcome are set, own it!
- Everyone has to own it, not just the program manager.
- Debt is a problem with both credit cards and program goals.

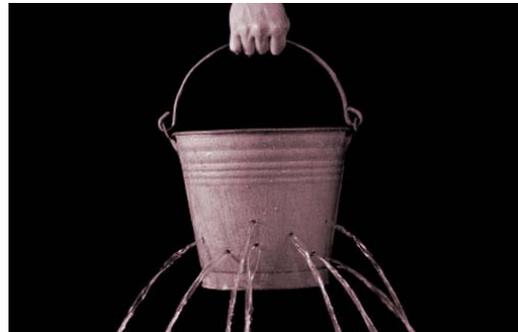


<u>Month</u>	<u>Monthly Goal</u>	<u>Adjusted Goal</u>	<u>Actual Intakes</u>	<u>+/-</u>
March	40	0	20	-20
April	40	60	15	-45
May	40	85	40	-45

Managing Attrition During Every Step

Calls	25	42	76
Not Interested	2	4	6
Eligible at prescreen	23	38	70
Scheduled	21	34	64
Attended	4	6	10
Eligible after orientation	4	6	10
Enrolled in program	4	6	10

84.4%



Getting Your Message Heard



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Research Speak → People Speak

Research → Don't study me!

Treatment Group → What treatment? I came for training!

Control Group → No one controls me. I'm my own person!

Dose → The amount of medicine I take when I'm sick.

Cohort → What's that?

Contamination → You made me sick!

Condition → Do I have a problem?

Target Population → Don't profile me.

Track → You're watching me.

Program Speak → People Speak

Intake & Enrollment → Sign up!

Assessments & Tests → Am I ready?

Screening & Eligibility → Is this for me?

Curriculum → What will I learn?

Participation → It's important that I show up.

Retention → To learn, I have to keep showing up.

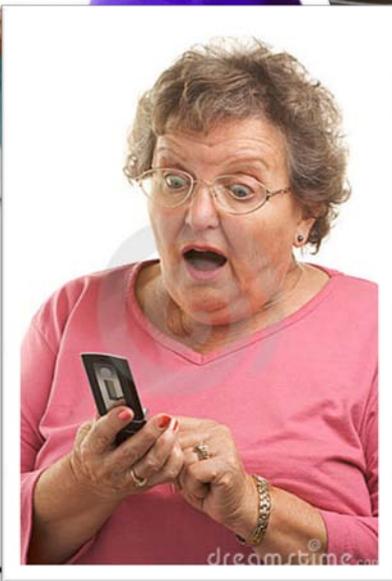
Advancement → Get ahead!

Job Readiness, Placement, Retention → Prepare for, find, and keep a good job!

Background Checks → Are there things in my past that make this training not useful to me?

Orientation → Let's get a group together to learn how the program helps people just like you.

Communicating With Participants From Generations X, Y, Z



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Are You My Customer?

(How do you see your prospects)

Clients

- I have services to give you
- You have a case number
- I'm your provider
- It's about my rules
- Have to come back



Customers

- Customers first
- You have a name
- We have a relationship
- It's about what you need
- Want to come back



What Waiting Area Experience Are You Creating For Your Prospects?



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What Is The Tone Of Your Presentation?

It's All About Us

- Fill out forms we need
- Need you to complete intake process
- I have info to give you

**IT'S ALL
ABOUT ME**

It's All About Them

- Provide us with info to help us help you
- Help you navigate doing things it takes to be a part of HPOG
- I have info and I want to help you know and understand



Using Orientation To Ensure Message Consistency

- Ability to use **high impact** materials
- Ability to create a **great experience**
- Opportunity to practice strategies that **engage peers** in communication
- Opportunity for **in-person contacts** with your capable and caring staff
- Test people's **commitment** to show up



“It’s Nice To Meet You”

- There is no substitute for looking someone in the eye, watching how they breathe, how they move, and hearing the tone of their voice.
- These are the metadata that inform our gut feelings-- and are the same that will inform prospective employer interactions.

Messengers Matter



Students / Participants



Professional Staff

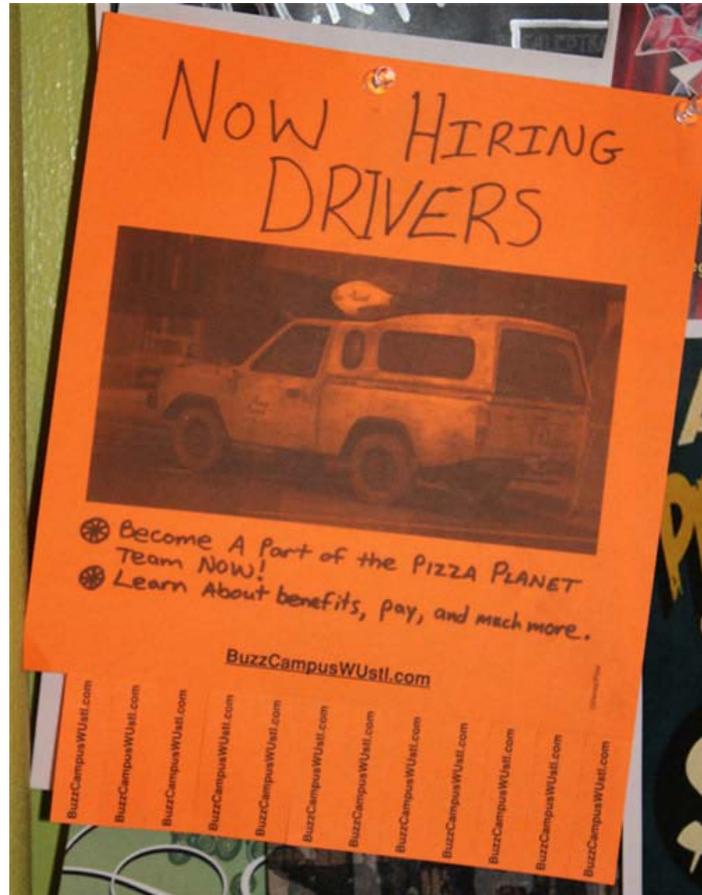


Industry Representatives

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“I Can’t Hear You Through All The Noise!”



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Building Effective Partnerships



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Understanding The Important Role Partners Play In Your Program

- No one cares about your program goals as much as you do
- Partners are your best opportunity to create a consistent stream of prospects
- It's up to you to engage partners in ways that help them take ownership of your goals
- A deeper commitment from a fewer partners will save you valuable time and money

All Partner Relationships Are Not The Same

Willing



Supportive



Engaged



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Questions?

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