

Assessing Financial Education Outcomes: The Success Measures Approach

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Success Measures™ at NeighborWorks America

- Success Measures: A social enterprise
- Participatory outcome evaluation method and shared metrics
- Web-based data system
- Training/Technical Assistance for nonprofits and funders
- Used by more than 220 NGOs and 20 foundations
- Enhances capacity and understanding in the field

Asset Continuum Framework

- Core dimensions of change along the asset continuum
- Mix of quantitative and qualitative measures that capture:
 - Individual/Family/Household Background Information
 - Individual/Family/Household Financial Status
 - Financial Behavior
 - Financial Attitudes
 - Non-financial Characteristics
 - Informal and Communal Assets
 - Foreclosure Mitigation
 - Community Assets

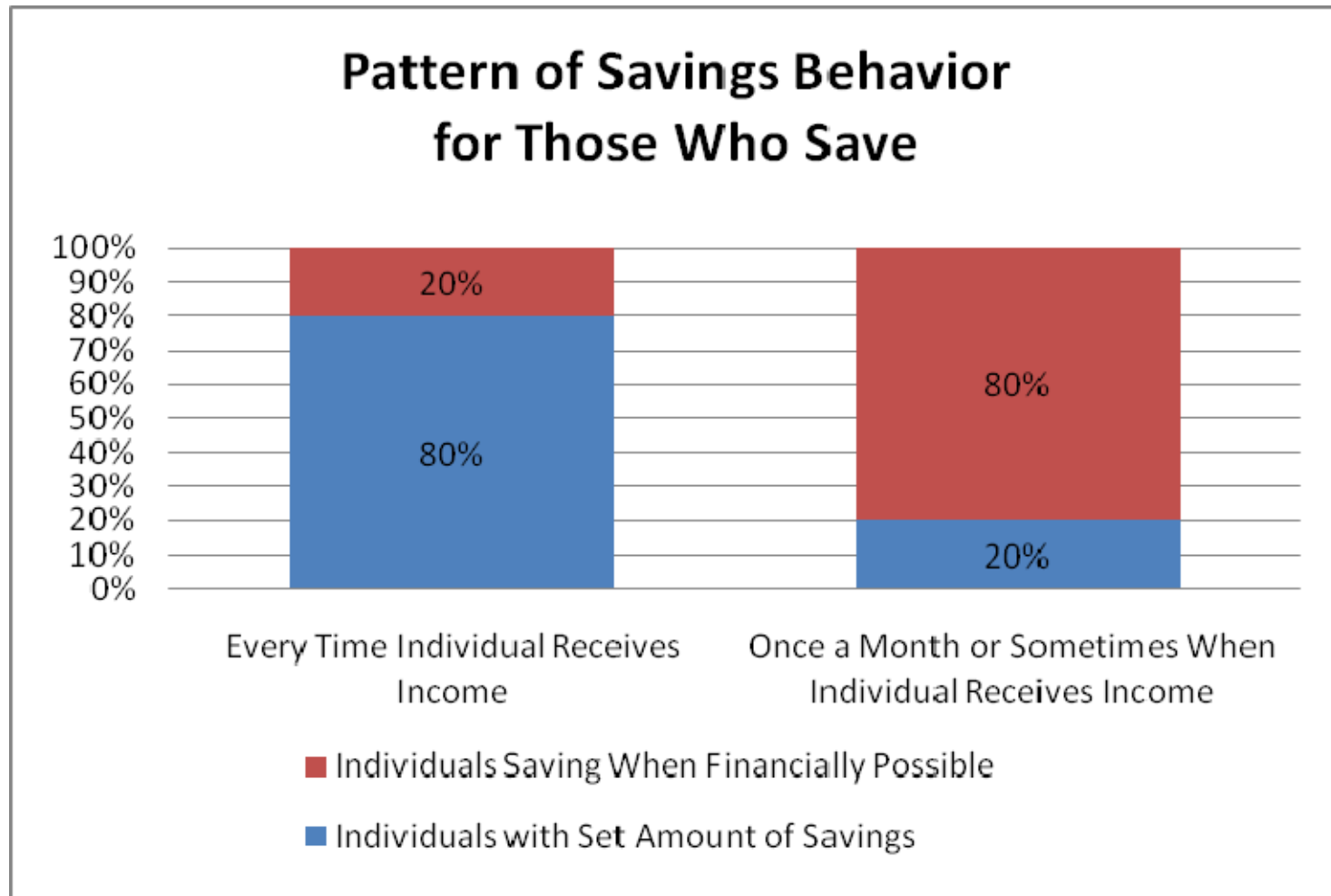
Using the Tools

Program Type	Survey Name	Learning
Financial education (basic classroom)	Income & Expenses	Financial status over time
	Strategic use of formal financial resources	Application of new learnings
Financial education as part of microenterprise program	Savings Behavior	Changes in client behavior, ongoing behaviors related to financial management
	Response to Financial Change	

Using the Tools

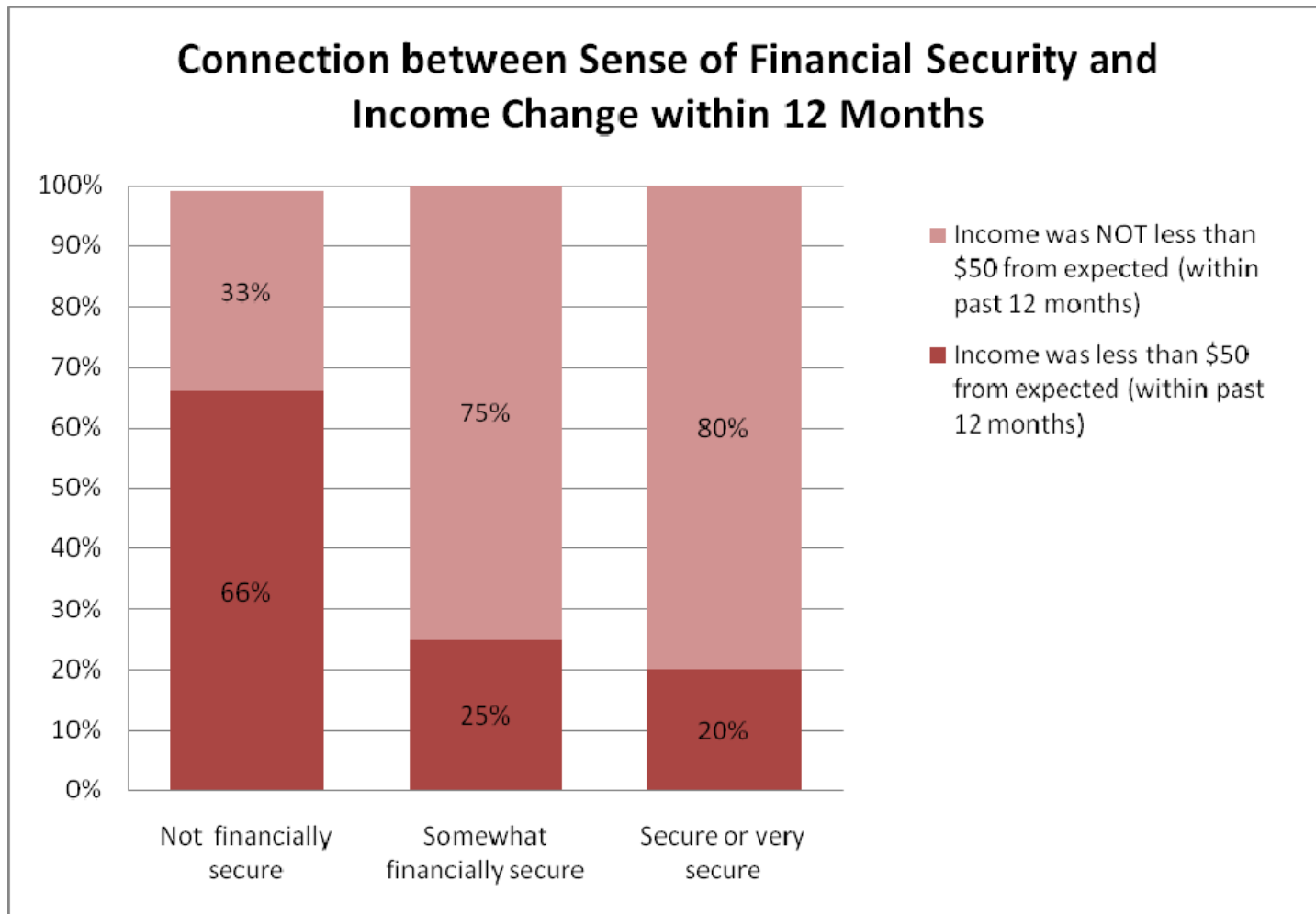
Program Type	Performance Data	Learning	Outcome Measure	Learning
Financial Education (Class)	<ul style="list-style-type: none"> •# of attendees •Pre- and post-tests (knowledge) 	<ul style="list-style-type: none"> •Retention •Change in knowledge 	<p>Income & Expenses</p> <p>Strategic Use of Formal Financial Resources</p>	<p>Financial status over time</p> <p>Application of new learnings in formal banking system overtime</p>
Financial Education (Part of Micro-enterprise Program)	<ul style="list-style-type: none"> •\$s saved •Skills acquired to manage finances 	<ul style="list-style-type: none"> •Ability to save •Change in financial skills 	<p>Savings Behavior</p> <p>Response to Financial Change</p>	<p>How ongoing savings behavior impacts their ability to manage financial changes over time.</p>

Illustrative Uses of Data: Savings Behavior



Illustrative Uses of Data:

Factors to Assess Sense of Financial Security



Illustrative Uses of Data: Sense of Financial Security and Duration of Decreases in Income



Asset Data Collection Tools

- Assessment & intake forms
- Surveys
- One-on-one interviews
- Key informant interviews
- Secondary data template
- All tools available in English and Spanish

Updated Framework

The framework has been revised to address our field test experiences, chiefly, the nexus between:

- How program participants discuss financial matters and assets;
- Language and structures used in financial education, asset development programs and asset preservation programs & activities;
- Research on the issues related to the asset continuum

Success Measures Data System (SMDS)

- Simple to use, sophisticated in design and scale
- Uses technology to democratize impact measurement
- Provides:
 - Success Measures indicators
 - Data collection tools
 - Data tabulation and aggregation
 - Data storage
 - Data export to excel
 - Options to add custom indicators and data tools

NGOs and Foundations Use Data Collected on SMDS to ...

- Tell a compelling story of personal and community change
- Inform program level change
- Build organizational evaluation capacity
- Better understand the impact of targeted investments
- Advance local and regional agendas
- Save resources over custom evaluation

Relevance of Success Measures for an International Audience

- Participatory Process/Cultural Competency Lens
- Web-based evaluation system
- Research-based and field-tested content
- Promotes collective learning and action

Next Steps

- Demonstration Phase (January – May 2010)
- Final tools available on SMDS (January 2010)
- Convening to share lessons learned (Summer 2010)
- Publication (Summer/Fall 2010)

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