Developing the Way Forward:
How Effective Program Planning Can Help You Achieve Your Goals

Kathy Wilson, PMFO Senior TTA Associate

Session Objectives

• Become better planners over the five-year project period
• Learn to effectively use the *Foundations for Excellence: Planning in Head Start* series
• Learn the differences between goals, objectives & outcomes and be able to develop them
• Explore ways you can create a strong action plan that will help you measure progress
Change...

It’s All Around Us

What’s Changed For Head Start at a National Level?
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<td>Lemoine, Keri, 3/17/2015</td>
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Conduct or Update Community Assessment

Evaluate Progress through Self-Assessment

Continually Respond with Course Corrections

Develop an Action Plan and Budget that Reflect Goals

Implement an Action Plan

Evaluate Progress through Ongoing Monitoring

Every 5 Years: Decide on Broad Goals and Initial Short-Term Objectives
Annually: Review Goals and Revise if Necessary. Generate Objectives and Expected Outcomes

Program Planning Cycle

September 2014

Linking Planning, OGM, and SA

Data

Program Planning

Decide on goals
• Review and analyze Community Assessment & other relevant data
• Review recommendations from SA report
• Develop long-term program goals

Develop objectives
• Set short-term program & fiscal objectives

Develop plan of action (work plan)
• Develop action steps for objectives
• Identify measures to monitor (prepare for data collection)
• Plan for regular progress reports to staff, GB and PC
• Develop service plans assuring they reflect new goals/objectives

Ongoing Monitoring

Collect:
• Collect data (PIR, child outcomes data, results of OGM for all systems, services, goals & objectives)

Analyze:
• Review & analyze data with managers
• Make course corrections
• Determine new data measures

Act:
• Evaluate & follow up on course corrections
• Verify accuracy of and summarize OGM data for review by SA team
• Request SA team to analyze persistent systems issues

Self-Assessment

Prepare:
• Design Self-Assessment process
• Orient & train Self-Assessment participants

Analyze:
• Analyze information presented (OGM summaries, OHS monitoring results, other info needed)
• Determine and request if further info is needed

Recommend:
• Identify strengths and make recommendations for improvement & enhancement
A Scavenger Hunt!

Frequently Asked Questions

- What is the difference between goals and objectives?
- What is the expectation of programs to show progress?
- How should programs determine the number of goals to develop?
- How do the different types of program plans relate to each other?
- How does family engagement relate to program goals?
- Do outcomes and impact mean the same thing?
Answers

• What is the difference between goals and objectives? (1)
• What is the expectation of programs to show progress? (1)
• How should programs determine the number of goals to develop? (3)
• How do the different types of program plans relate to each other? (2)
• How does family engagement relate to program goals? (5)
• Do outcomes and impact mean the same thing? (1)
Did You Catch It?
Program Goals and Objectives

**Program goals are:**

*BROAD Statements (Your Destination)*
- Bold. Beyond Current Expectations
- Responsive
- Organization-wide
- Aspirational
- Dynamic

**Objectives are...**

*SMART parts of Goals (Your Mile Markers)*
- Specific
- Measurable
- Attainable
- Realistic
- Timely

Carried out through an *Action Plan (Your Road Map)*

Recognized and Accepted as Important by All

Take Me Out to the Ballgame
Goals, Outcomes, Impact

*What’s the difference?*
What is meant by progress?

2 Types of Goals
That’s all that’s required!

School Readiness Goals  Program Goals
Microsoft Office Image-purchased with software
Lemoine, Keri, 3/17/2015

IL
Lemoine, Keri, 3/17/2015

IL-given permission
Lemoine, Keri, 3/19/2015
Sorting Goals, Objectives and Outcomes and Action Steps

What About Family Engagement?
ALL of US TOGETHER will partner with families and community partners to support families’ progress to improve well-being and financial stability. We will focus on families impacted by job loss and changes they will experience in the next 2–5 years.

**Outcome:** Parents and families are safe, healthy and have increased financial security.
All of Us Together will upgrade its facilities to make sure that they all are safe, healthy, welcoming to children, and family-friendly.

Create a “family room” to allow for increased opportunities for parents to bond with and breast feed their infants. Family room will be open this winter and will be used by 50% of our EHS families by the end of the school year.

**Outcome:** Parents will develop warm relationships that nurture their infants’ learning and development.
Children will engage with literature in developmentally appropriate ways.

**Action/Strategy**

Partner with families to create and use “book bags” to send back and forth between home and EHS/HS or to share with families on home visits.
Slide 23

LK23 IL
Lemoine, Keri, 3/17/2015

Slide 24

HK1 Morguefiles (search under backpack)
Hoag, Kelly, 5/14/2015
Are These Goals BROAD?

Understanding the “Why”...

✓ **Articulates** the program’s hopes and aspirations
✓ **Leads** to more effective buy-in
✓ **Keeps** the expected outcome at the center of our work together
✓ **Helps** others identify their role in supporting the achievement of the goals
✓ **Recognizes** how it makes roles pivot in response to change
Thinking About Goals Through a Systems Lens

Prioritizing Program Goals

• Are you prioritizing the most urgent child, family, and community needs?

• How have you developed your goals? Did you include both internal and external stakeholders?

• How will you share and discuss your goals internally and externally?

• How are you going to track, monitor, and evaluate your program’s activities and progress?
# Results-Based Accountability™

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<tr>
<th>Effort</th>
<th>Quantity</th>
<th>Quality</th>
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<tr>
<td>How much did we do?</td>
<td>How well did we do it?</td>
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<tr>
<td>Effect</td>
<td>Is anyone better off?</td>
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Trying Hard Is Not Good Enough – Mark Friedman

## Taking It Back Home
### Integrated Action Planning

**Program Goal:**

**Objective:**

**Outcome(s):**

**School Results Goal:**

<table>
<thead>
<tr>
<th>Program Activities (that support both goals and objectives)</th>
<th>WHO</th>
<th>WHEN</th>
<th>FINANCIAL SUPPORTS</th>
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### Action Planning

**Action Plan**

- **Program Goal:**
- **Objective:**
- **Expected Outcome(s):**

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<th>Action/Strategy</th>
<th>Person(s) Responsible</th>
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### Final Reflection

#### Up Up and Away

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<td>Raises a question or I want to know more</td>
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<td>Something I can use</td>
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Any Questions?

Thank You!!

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(1-855-763-6647)

PMFOinfo@edc.org