

## **Brainstorming Activity**

Spend some time with your workgroup really thinking through all the possibilities for these questions. Many of your responses here will inform your work in later steps as you determine what to measure and how to demonstrate your impact. Remember, effective brainstorming involves everyone-no idea is rejected or ignored at this stage, and everyone's ideas are valid and written down. You can refine ideas later, but first you need ideas to refine!

### **Impact:      What do you do well?**

- What does your organization do well?
- What impact does the service have on individuals/families/youth?
- What are the benefits of using the service?
- Why do individuals/families/youth seek out this service?
- What have individuals/families/youth told you about what they get out of your services?
- Why do other service providers refer to you?
- What have other service providers told you about what you do well?
- What would the alternatives be if this service didn't exist (for individuals/families/youth/other service providers)?
- What outcomes are you most proud of?
- What do your staff and volunteers say about what they do well?

### **Measurement:      How do you know?**

- For the answers above, how do you know?
- What data do you have that could demonstrate that impact (surveys, pre/post data, clinical outcomes, attendance, client satisfaction, referrals, etc.)?
- What information are you already tracking?
- What is included on intake forms or other paperwork?
- What is collected in an electronic health system or tracking spreadsheet?
- Does data already exist "out there"? (Think state/national data sources)
- If you don't have current data, what information would you need to be able to know for sure that the service is having the impact described above (be as detailed as possible)?
- If you know mostly from anecdotes or personal testimonials, what types of information could you collect to get at the main themes from these stories?
- Where is your data stored?
- How accessible is your data (easy/simple, time consuming)?

## Learning: What do you do with that information?

- What is done with any information that is gathered?
- What reports are generated from this work?
- What reports would be helpful to look at and why?
- Who looks at current reports?
- Who should be looking at reports?
- Who do you collaborate with on this data?
- Who could/should you collaborate with on this data?
- Are there actionable steps that are informed by reports, or are they reviewed once and never discussed?
- How is information from reports or about the individuals served disseminated throughout the organization?
- Who do you currently share your information/data with? (i.e. staff, board members, funders, consumers, other service providers, governing bodies, MCOs, etc.)
- Who could/should you be sharing your information/data with?