



# **MEASURING AND MAINTAINING SUCCESS**



## Course Overview:

This course equips participants with frameworks for methodically encouraging recruitment and ongoing participation in neighborhood initiatives and groups.

## Purpose:

- Documenting and sharing the results of neighborhood group efforts
- Inspiring people to contribute their effort for the long-term
- Ensuring the continuity of neighborhood groups

## Content:

- How to prepare for and deliver impact reports, including telling a narrative, incorporating data, formatting, and addressing diverse audiences
- Preparing a succession plan for neighborhood association boards
- Documentation for current and onboarding board members, from a calendar of events to asset inventories

## Follow-up:

- Organize a project or initiative to include an impact report.
- Prepare a succession plan for your neighborhood association leadership.



## Preparation Stage:

### Data:

How will we measure progress towards reaching our goals?

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### Narrative:

Why is it important we pursue these goals?

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### Media:

How will we document the project with images or video?

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## Implementation Stage:

### Data:

Are we collecting data according to plan? Is there new data we might also want to collect?

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### Narrative:

What have we learned so far? In what ways are we adjusting course?

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### Media:

Are we documenting events and results according to plan?

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## Reporting Stage:

### Data:

How should we visualize data to illustrate our impact?

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### Narrative:

How have we made a difference?

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### Media:

Are we on track to edit, incorporate, and archive our documentation?

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## Preparation Stage:

## Data:

How will we measure progress towards reaching our goals?

*Number of trash bags collected*

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## Narrative:

Why is it important we pursue these goals?

*To beautify the neighborhood and reduce littering*

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## Media:

How will we document the project with images or video?

*1. Before and after photos  
2. Video interviews with volunteers and neighbors*

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## Implementation Stage:

## Data:

Are we collecting data according to plan? Is there new data we might also want to collect?

*Areas where trash is being collected*

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## Narrative:

What have we learned so far? In what ways are we adjusting course?

*After seeing some results, people are asking how they can help!*

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## Media:

Are we documenting events and results according to plan?

*Folks who are shy on camera are giving testimonials instead.*

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## Reporting Stage:

## Data:

How should we visualize data to illustrate our impact?

*Bar graph showing number of bags collected in different areas*

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## Narrative:

How have we made a difference?

*People are walking more and littering less!*

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## Media:

Are we on track to edit, incorporate, and archive our documentation?

*Transcribe interviews.  
Upload photos to shared drive.*

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