Elements of Program Evaluation

Program: NCJW Leadership Series

1. **Program Goals:**
   - Cultivate new and emerging leaders to advance the mission of NCJW.
   - Increase NCJW's visibility in the community as a "go to" organization for leadership development.

2. **Program Outcomes:**

   External Outcomes – those that affect an individual, our local community or state.
   - Participants recognize who they are as leaders and identify their strengths and opportunities for growth.
   - Participants build leadership skills e.g., creating clarity of purpose and shared goals; volunteer management; leading meetings, etc.
   - Participants define leadership within the context of social justice.

   Internal Outcomes -- those that affect NCJW.
   - Participants become NCJW leaders at the Board, committee and/or volunteer level.
   - Participants participate in more NCJW programs, activities, calls to action, etc.
   - Participants build connections, a network and an NCJW cohort group.

3. **Program Outputs**:
   - Four training sessions are held over the course four months.
   - 15 women complete the leadership series with at least 75% attendance.
   - At least four communications are sent to a variety of audiences via social media and electronic communications.
   - At least 4 leadership training participants are offered connections to current section projects.

4. **Activities:**
   - Convene a planning committee to create the leadership series.
   - Conduct a four session leadership series over the course of four months.
   - Distribute communications pieces about the training to a variety of audiences via a variety of digital platforms.
   - Follow-up with participants for six months after the end of the series to ensure they stay engaged with NCJW

5. **Measures of Success (with evaluation tools)**:
   - % of participants are more engaged in NCJW programs activities, calls to action, and other volunteer activities, short term (i.e., three months) and long term (i.e., six months or longer) (tracking of NCJW participation).
   - % of participants who report a personal connection after the program ends (survey)
   - % of participants who feel this was time well spent and would recommend to others (interviews)

- % of participants who drop out of the program or do not attend 75% of the sessions as originally committed; determine why people did NOT show up (survey)
- % of participants who indicate that they reached program outcomes for their growth as a leader (participant survey)
- % of participants who become Board members or take on other leadership role within 1 year of the program (via database or spreadsheet)
- Pre evaluation regarding expectations and post program evaluation (survey)
- Track program outputs (multiple sources)
- Track Impact on broader Jewish community such as building bridges, broadening reach
- Gauge participants' response to program content after each session (survey) and at end of all sessions (survey)