

National Responsible Fatherhood Clearinghouse Technical Assistance Webinar

Telling the Story: Documenting and Disseminating Stories of Program Success

Tuesday June 21, 2011 — 2:00 – 3:45 PM (ET)

Facilitator

Nigel Vann: Senior Director of Training & Technical Assistance,
National Responsible Fatherhood Clearinghouse

Presenters

Diane Hammon Kellegrew, Ph.D, Director, Strategies Central
Region, Camarillo, CA

Andrew Freeberg, Ph.D, Director of Quality and Evaluation,
Goodwill Easter Seals, Minneapolis, MN



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Telling the Story: Documenting and Disseminating Program Success

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What is Strategies?

Training and Technical Assistance agency funded by:

- California Department of Social Service
Office of Child Abuse Prevention
- Stuart Foundation



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Strategies Supporting Father Involvement Project

- Promote agencies' father friendliness
- Supporting Father Involvement implementation
- Father engagement collaborative and network capacity building



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Presentation Objectives

- Describe ways that data can be used to meet the ‘needs’ of the **audience**
- Describe the link between ‘unit of analysis’ and **point of view**
- Describe **plot** as a narrative structure to talk about data



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Story Telling

- Audience
- Point of View
- Plot



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Who is the audience? What do they want to know?

AUDIENCES

- **Policy Makers & Executives**
- **Program Managers & Administrators**

INFORMATION

- Are the desired outcomes attained? Is the program the most effective choice? What is the cost?
- What parts of the program work well? What needs improvement? What is the cost /benefit? Are we meeting our goals?



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Who is the audience? What do they want to know?

AUDIENCES

- **Staff**
- **Beneficiaries (Fathers)**

INFORMATION

- How will this impact me? What will my experience working in the program be like? Are we meeting our goals?
- How will this impact me? What will my experience in the program be like? Will it help me? What is the cost/benefit to me?



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Types of Evaluation and Data

- **Summative – Does it work?**
 - *Desired outcomes attained?* Quantitative
 - *The most effective choice?* Quantitative
 - *Cost/benefit?* Quantitative
- **Formative – What is it? How does it work?**
 - *What parts work well?* Quantitative & qualitative
 - *What will my experience be?* Qualitative
 - *Will it help me?* Quantitative and qualitative



Point of View and Unit of Analysis

- **Point of View-** The lens through which you see the story; the vantage point the story will take
- **Unit of Analysis** – The major entity that is being studied



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Unit of analysis should build a bridge to the story one wants to tell



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Strategies Father Involvement Project

Unit of Analysis: Agency

Types of Data	Policy Makers OCAP	FRC & Program Directors	Fathers & Program Staff
#, geography, demographics	X		
Agencies' progress (outcomes)	X	X	
Implementation cost	X	X	
Timeline, process		X	X
Lessons learned; systems; voices		X	X
Case studies (agency or fathers as reported)	Illustrative	Illustrative	x



Using a *Plot* to Organize Data & Tell the Story

- Understanding what happened
- Differs from an incident
- Essential elements can include:
 - Action – Reaction
 - Exposition, Conflict, Resolution



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Strategies Father Involvement Project

Setting the Stage (Exposition)

- **Who are the characters?**
- **What is the motivation?**
- **What are the goals?**

What agencies are involved with the SFI project?

Demographic variables

What prompts agencies to participate?

Agency reports



Strategies Father Involvement Project

Action and Conflict

- **What did you do?**
- **What happened?**

What is the SFI process?

Program description; father-friendliness action plan & SFI timelines; description of TA.

What outcomes do agencies report?

% of fathers completing program; agency father – friendliness progress.



Strategies Father Involvement Project *Resolution*

- **How are things different?**
- **What will happen next?**

How have agencies changed?

Lessons learned
documentation; case studies

What are the next steps?

Implications and proposed action



Thanks from
Strategies Father Involvement Team

Diane Kellegrew, Director, Strategies
Central Region

Danny Molina, Fatherhood Project Manager

***Bobby Verdugo, Rick Pero, Samantha
Flores, Barbara Finch*** – SFI Project
Specialists



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FATHER Project

Objectives for Today

- Basic understanding of the FATHER Project service model.
- Examples of PowerPoint, written, and web-based materials.
- Examples of video projects and use of media.
- Strategies for involving participants in “telling the story” – Leadership Development.



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FATHER Project

Example 1: Visibility Presentations

- Audience is leadership and staff of partnering organizations.
- Personalize the presentation with pictures, staff, and information.
- Deliver the PowerPoint in conjunction with champions from partner organization.



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The FATHER Project:

“Empowering fathers to overcome barriers that prevent them from supporting their children economically and emotionally”



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The FATHER Project

Services Offered

- Intensive Case Management
- Parenting Groups/Classes
- Employment Services
- Child Support Services
- Legal Services
- GED Services/Education
- Father and Family Activities
- Leadership Development



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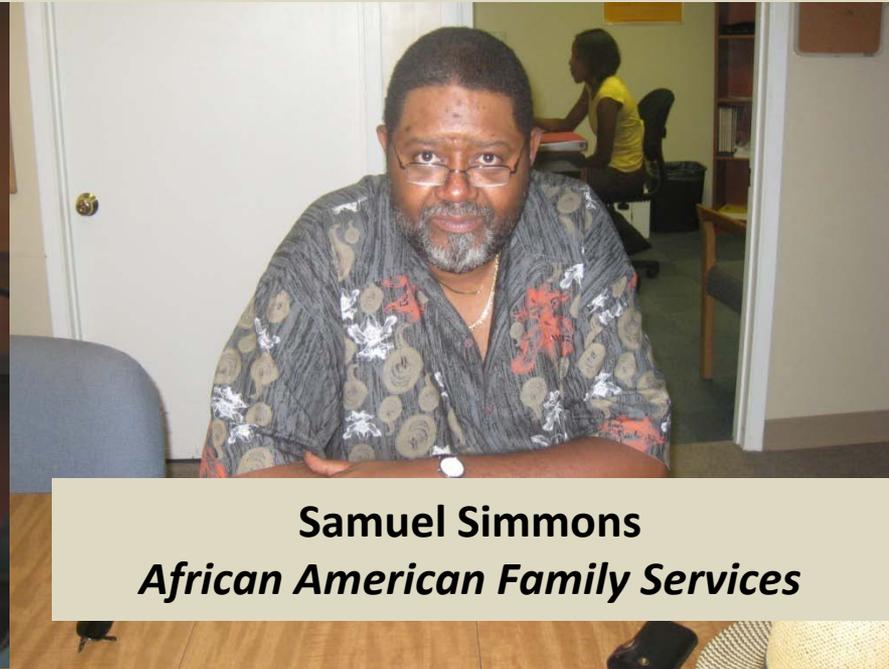


FATHER Project Team: Randy Johnson, Guy Bowling, Carmen Otero (CLUES), Michelle Bell, Robert Wesley, Ira Dixon and Dwight Vinson

FATHER Project On-Site Service Providers



Judie Haughton and Nicole Martin,
Hennepin County Child Support



Samuel Simmons
African American Family Services



Walter Burk
Central Minnesota Legal Services



Kathy Dobovsky & Willie Lorsung
GED Preparation Services

FATHER Project Partners

- Hennepin County Child Support
- Central Minnesota Legal Services
- Parents as Teachers/Meld
- African American Family Services
- Comunidades Latinas Unidas En Servicio (CLUES)
- The Division of Indian Work
- Way To Grow
- Early Childhood Family Education (ECFE)
- William Doherty, PhD, The University of Minnesota
- Minneapolis Public Schools / Adult Basic Education
- Minnesota Fathers and Families Network



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FATHER Project and Hennepin County Child Support

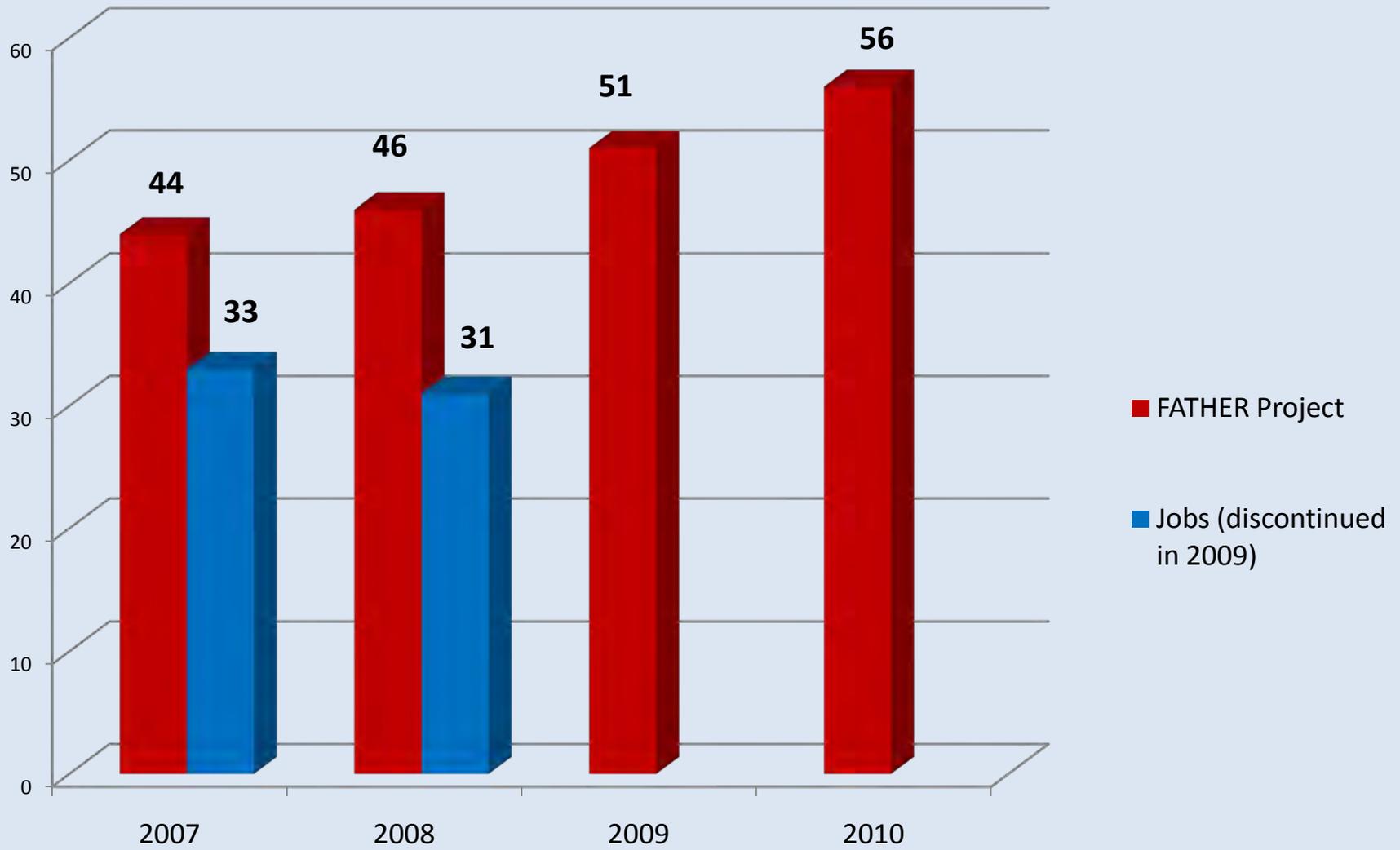
- Collaborative involvement at leadership and management levels is essential.
- Integrating child support services is critical to successful outreach, recruitment, and retention.
- Child Support Enforcement Officers and Case Managers work cases collaboratively.
- Dedicated, committed child support staff work on-site at the FATHER Project office, helping participants overcome child support barriers.
- Together, we provide a common message that reflects our shared mission and objectives.



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Percentage of Child Support Paid: FATHER Project and Hennepin County JOBS Participants (2007 - 2010)



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FATHER Project and CLUES

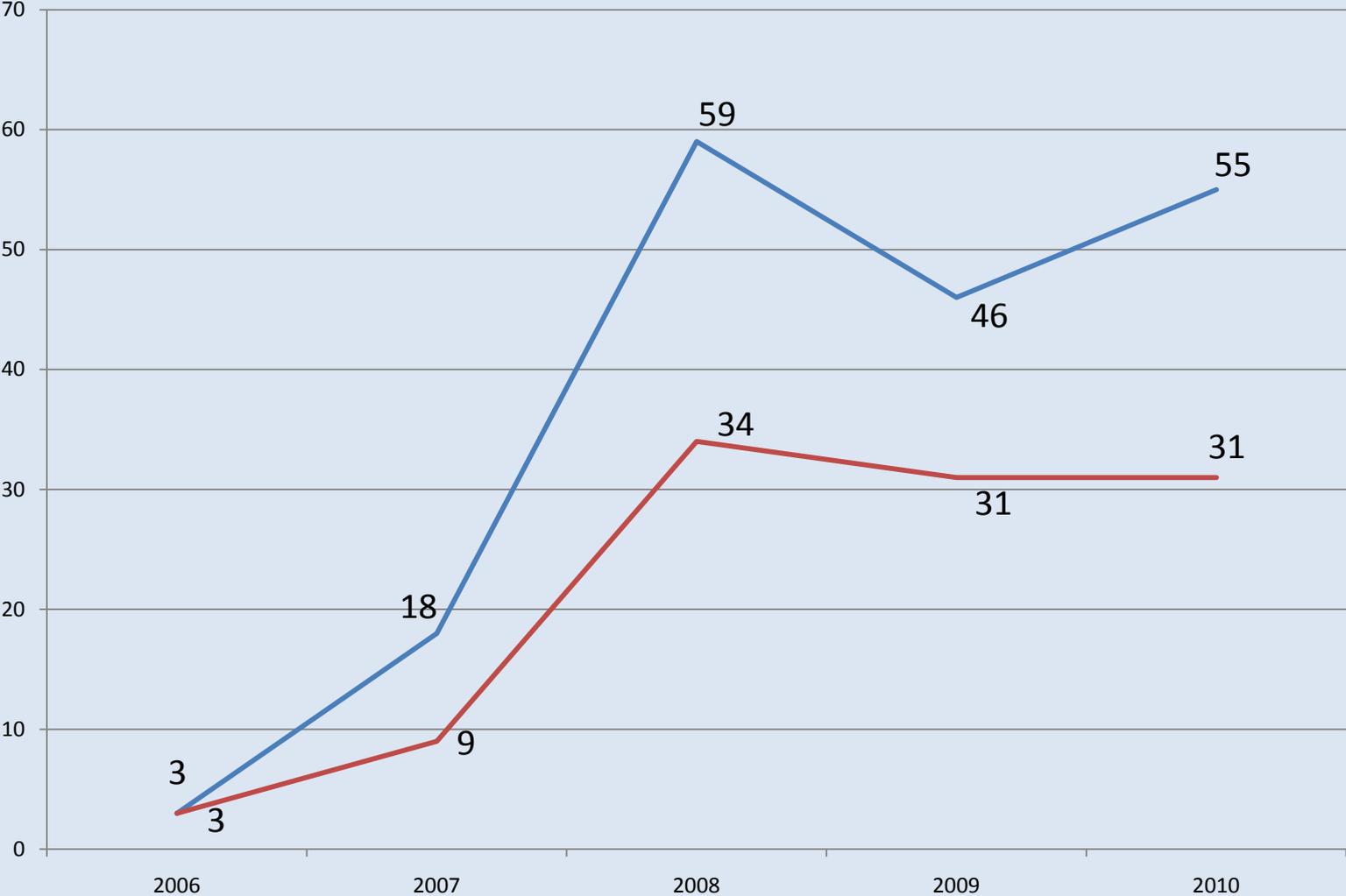
- CLUES established a Latino Father Advocate position to work on-site at the FATHER Project.
- G/ES hired Spanish-speaking Employment Counselor to serve FATHER Project participants.
- Translated materials, implemented outreach plan, and began enrolling Latino dads in FATHER Project.
- Together, launched *new* Latino parenting group.
- CLUES and GES sharing expertise to support Latino fathers and their families.



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FATHER Project: Latino and Native American Enrollments (2006-2010)



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In 2010, the FATHER Project implemented 33 “Play and Learn” sessions, the skill-building parenting group. 26 dads, 15 moms, and 62 children attended.

Summary of Example 1: Visibility Presentations

- Primary objective is to engage partner organizations.
- Personalize through use of participant photos, staff photos, and logos.
- Engage partner by co-presenting the material with their staff members.
- Utilize existing data to update annually, customized for dissemination in other formats.
- Use materials/pictures for other marketing and communication purposes...(annual update, brochures)



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“It’s nice to know there’s a place to go that’s going to say ‘thank you for being a dad.’”

- Ben, FATHER Project participant



The mission of the FATHER Project is to assist fathers in overcoming the barriers that prevent them from supporting their children economically and emotionally.

The FATHER Project is a program of Goodwill/Easter Seals Minnesota, a nonprofit organization that assists people with disabilities and disadvantages in achieving their education and employment goals. Funds from our Goodwill stores support employment and training programs and services.



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a program of **GOODWILL·EASTER SEALS®**
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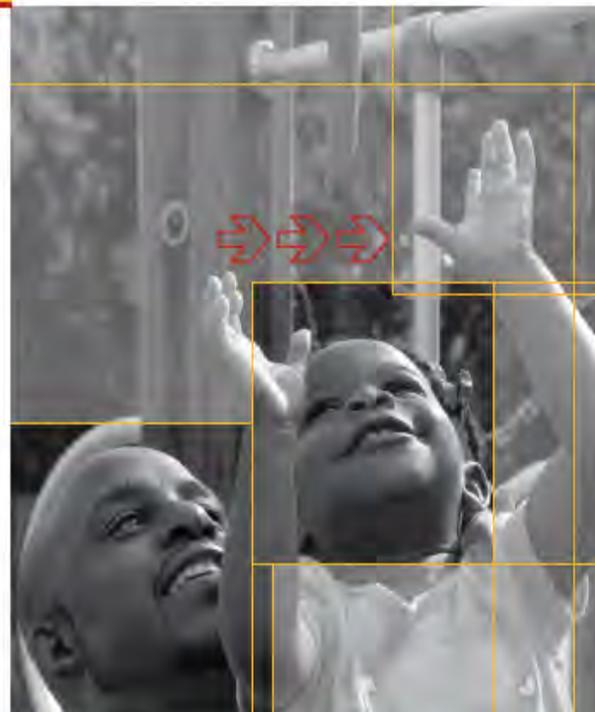


Community Partner



Funding is provided by the United States Department of Health and Human Services, Administration for Children and Families, Grant: 90FR0068.

These services are available to all eligible persons regardless of race, gender, age, disability or religion.



OUR HISTORY:

Founded in 1999 as one of 10 national "Partners for Fragile Families" demonstration projects, the FATHER Project was originally administered by The Minneapolis Youth Coordinating Board. The FATHER Project became a program of Goodwill/Easter Seals in 2004, making it possible to continue assisting young fathers in the community. In 2006, the FATHER Project received a five-year federal grant to expand our proven collaborative service model.



ARE YOU ELIGIBLE?

As a father or father-to-be, you may enroll in the FATHER Project if you are:

- 17 to 35 years old
- Unemployed or underemployed



OUR SERVICES:

PARENTING SUPPORT

You'll learn practical parenting skills and receive support from other peer fathers in similar circumstances.

CHILD SUPPORT SERVICES

Hennepin County Child Support provides staff on-site at the FATHER Project. From paternity to payment issues, we help you understand and improve your situation.

GED SERVICES

We provide intensive GED support and other educational services.

LEGAL SERVICES

Central Minnesota Legal Services partners with us to provide family and civil legal services, including visitation rights, custody and child support.

EMPLOYMENT TRAINING SERVICES

We offer comprehensive employment services, including:

- Job skills evaluation and short-term training
- Job search support and résumé development
- Job placement support

LIFE SKILLS/EMPOWERMENT

We offer self-development and personal growth empowerment groups.



Contact us!

FATHER Project

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Minneapolis, MN 55407

612-724-3539 TEL

651-379-5803 FAX

Guy Bowling

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Andrew Freeberg

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OUR SUPPORTING PARTNERS:

African American Family Services

Central Minnesota Legal Services

City of Minneapolis Employment and Training Program

C.I.U.E.S.

The Division of Indian Work

Early Childhood Family Education (ECFE)

Hennepin County Child Support Division

Minneapolis Public Schools/ABE

Parents as Teachers/MELD

Project for Pride and Living

Way To Grow

William J. Doherty, Ph.D. and the Citizen Professional

FATHER Project

Example 2: ROI Research Project

- Contracted with Wilder Research to conduct this economic “Return on Investment” Study.
- Compiled list of economic and social impact areas of the FATHER Project.
- Identified and obtained source data.
- Analysis and dissemination.



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ROI Analysis: Estimated Benefits of the FATHER Project

- \$ of increased child support paid to mothers
- \$ of increased take-home pay for participants
- \$ taxes paid to state and others
- \$ value of fringe benefits received by working fathers
- \$ expected additional future lifetime earnings for participants completing GEDs as result of program
- \$ value of volunteerism by some participants
- \$ estimated impact on child development



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ROI: Data Sources/Partners

- **Minnesota Department of Employment and Economic Development (DEED)**
 - Total wage and hours data for cohorts of participants
- **Hennepin County Child Support**
 - Total support payments/percentage payment for groups
 - Paternity establishment data
- **Internal records, Goodwill/Easter Seals**
 - GED completions
 - Employment placement records and follow-up
 - Volunteer/leadership contribution by fathers



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ROI Results: Economic Impact of the FATHER Project

- Results were presented in two parts.
- For the actual ROI, results showed \$3.41 returned in the long-term for each \$1 spent to run the program annually.
- When factoring in additional “prospective” benefits, results showed an additional \$6.03 returned on the \$1 investment.
- Overall, results show a strong economic return on dollars invested, with the long-term social impact being even greater.



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Summary of Example 2: ROI Research Project

- Primary objective was to show the economic impact of FATHER Project services.
- Required substantial resources, time and \$\$\$, from the organization to complete the project.
- Results show strong economic impact, but many of the most important impacts are not quantified.
- Paints part of the picture (economic return), potentially an effective tool to communicate with policy-makers and potential funders.



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Example 3: Video Projects

- OFA Video documentary (formal, higher budget)
- Local media (opportunistic)
- In-house video projects (less formal, less costly)



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OFA Video Documentary Project

- Description of the project and process
- Preparing staff and participants
 - Selecting participants
 - Awareness of project objective, aligning participant experiences with objectives
- Coordinating with partners / logistical considerations
- Example: McKnight Foundation video project
- Example: Use of local media
 - <http://www.clarityfacilitation.com/fp/recognition.html>



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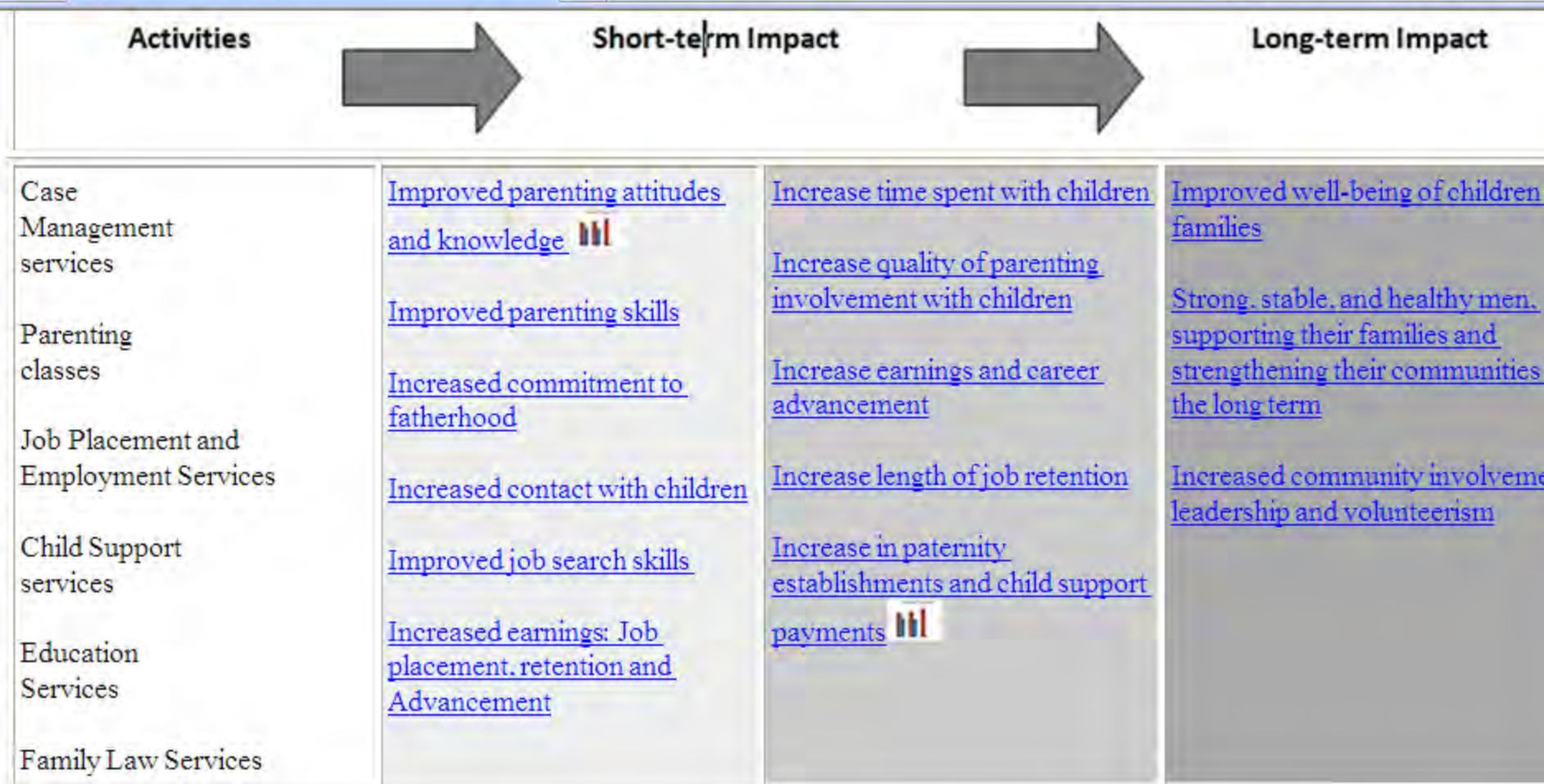
“In-House” Video Projects

- Selecting the right consultant for the job
 - Social media
 - Interactive logic model
 - Editing and various web-based formats
- Highlight participant progress to show impact through smaller video projects
- Example: Logic Model
 - <http://www.clarityfacilitation.com/fp/recognition.html>



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If you click on the text description of each outcome in the chart that is above, you can watch a video of a FATHER Project participant describing the impact of the program in that impact area. If you click on the chart images  you can see graphs of preliminary qualitative measures of this outcome. You may also download this [more extensive logic model](#) for the program.



JuVane and Gina - the FATHER Project and co-parenting

by [Guy Bowling](#)

1 year ago

JuVane and Gina
FATHER Project participants

FATHER PROJECT
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- diversity of the FATHER Project**
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1 year ago
- 13. Darryl - the FATHER Project community**

Summary of Example 3: Video Projects

- Be opportunistic in pursuing and responding to opportunities to highlight your program.
- Seek outside consultants that understand your program, willing to work on smaller video projects.
- Multiple potential uses for shorter video clips (social media outlets, web page, logic model).
- Opens possibilities for participants to tell their story.



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Example 4: Leadership Development

- Means of “telling the story” of fatherhood and reaching more sectors of the community, including potential participants or funders.
- Engaging participants and staff.
- Integrates multiple goals: program engagement and retention, participant goals, and program exposure.
- Example: The Citizen Father Project.



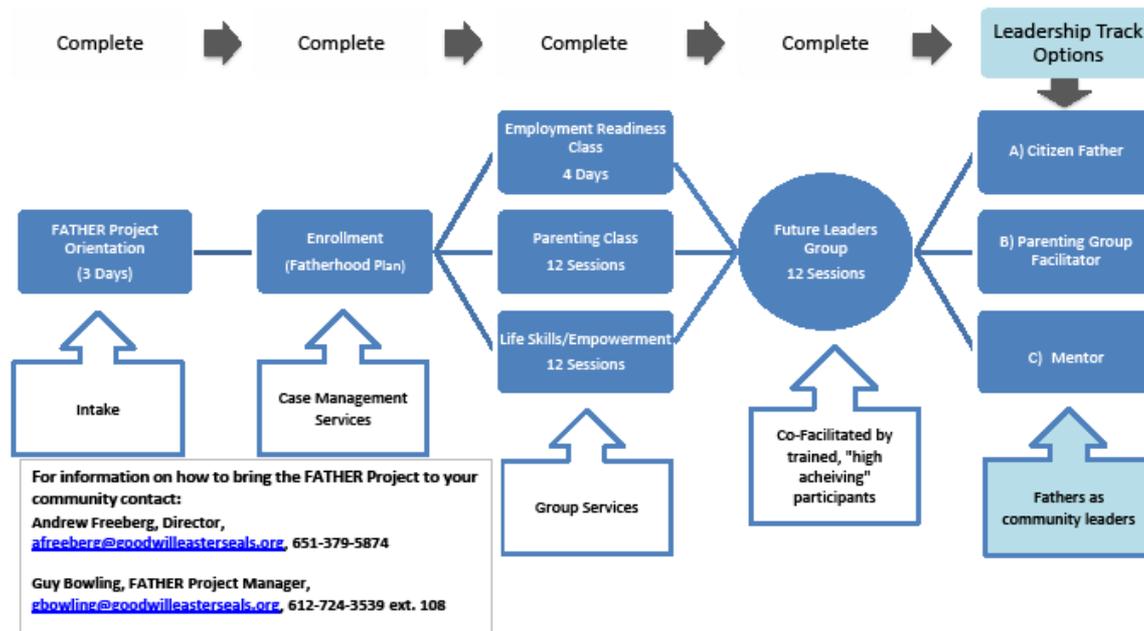
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Leadership Track Diagram

FATHER Project Leadership Program:

Committed Fathers Strengthening Our Community



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The Citizen Father Project: History and Background

- Partnership with the Citizen Professional Center at the University of Minnesota (Bill Doherty).
- Families and Democracy Model: Community Action on a specific community issue.
- Flattening the hierarchy: Professionals and community members each bring skills, abilities, and knowledge.
- Action-oriented approach.



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Citizen Father Project: Community Action Project

- Our projects: Community Action and Video Documentary.
- Audiences: How we chose our key audiences.
- Our approach to presentations: How we structure presentations (self introduction / messages → personal / public issue).
- CFP in action: Video Clip examples available.



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Summary of Today's FATHER Project Examples

- Example 1: Visibility Presentations (and other written and web-based formats)
- Example 2: Return on Investment Research Project
- Example 3: Video Projects
- Example 4: Leadership Development



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