

Taking the Next Step: Using Data to Drive Strategic Change



Increasing Capacity &
Building Connections:
Bridging to the Future

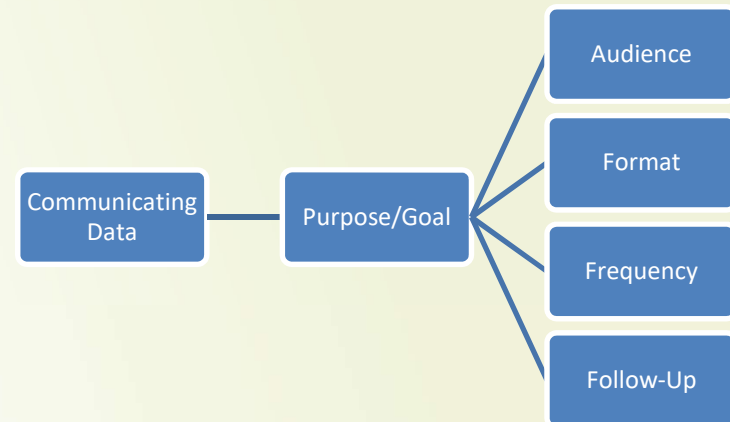


Overview

- Communicating Data: Overview
- Using Data in Program Improvement: Case Studies
- Using Data in Program Design: Case Studies
- Using Data in Fundraising: Case Studies

Communicating Data

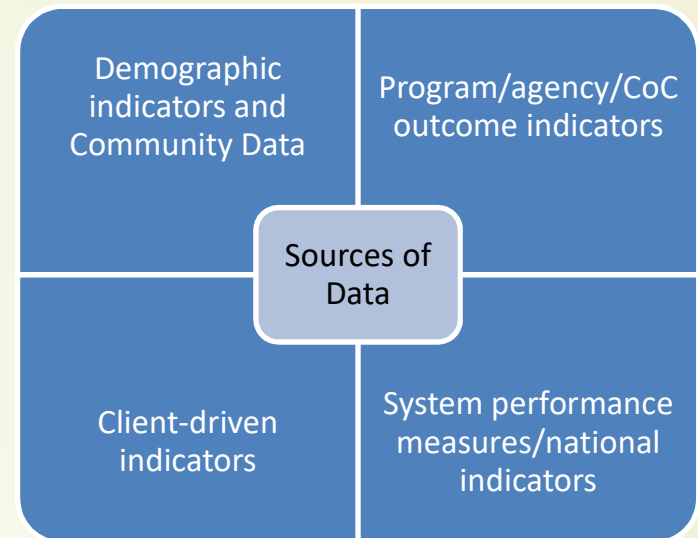
- Ideally, the purpose of communicating the data drives the audience, format, frequency and follow-up
 - Audience
 - Community stakeholders; CoC members; program leadership, program staff
 - Format
 - Electronic, paper or interactive report (shared or train individuals to access and run); large presentation; smaller meeting
 - Frequency
 - Weekly; monthly; quarterly; annually
 - Follow-Up
 - Action plan for program improvements; development of new programs or initiatives; additional training or resources needed





What Data is Available?

- Demographic indicators
 - Point in time counts; Community data
 - Unmet needs
 - Local challenges in Palm Beach County
- Program/agency-wide/CoC-specific outcomes
- Client-driven indicators
 - Satisfaction surveys; focus groups; advisory boards
- System performance measures
 - Homeless for the first time; exits to stable housing; income and benefits; returns to homelessness





Using Data in Program Improvement

- Case Study: The use of data in Quality Assurance
 - Palm Beach County Continuum of Care
 - HMIS Oversight Subcommittee
 - Monthly Dashboards
 - Ad hoc reports
 - Follow up: Decisions are integrated into CoC and Agency policies, procedures, and practices
 - The Lord's Place
 - Weekly capacity reports, monthly data quality reports, quarterly outcome reports
 - Quality Assurance Committee
 - Follow up: Reviewed weekly within programs, data is reviewed agencywide quarterly

Using Data in Program Improvement

- Case Study: The use of data to integrate Supportive Services
 - Major Outcomes: Housing Stability and Increasing Income and Benefits
 - Local data: A need to identify viable strategies for long-term “stayers” who are ready to move on
 - The Lord’s Place PSH (Housing + Case Management)
 - Weekly reporting on cross-program participation
 - Housing Stability
 - Care Coordination
 - Peer Support
 - Increasing Income and Benefits
 - Employment Services/Social Enterprise
 - SOAR





Using Data in Program Design

- Case Study: New Permanent Supportive Housing
 - In 2017 and 2018, The Lord's Place began operating two new PSH programs for the chronically homeless within the Palm Beach County CoC
 - Demographic indicators
 - Population (PIT Counts, Community Data)
 - Consideration to be given to "high utilizers" in coordinated entry/participation in FUSE evaluation
 - Client-driven indicators (Surveys, Focus Groups, Previous Outcomes)
 - Plans for social inclusion, client choice and harm reduction Curriculum for integrating ADL's into service planning
 - Performance measures (APR, System Performance)
 - Case management and supportive services to promote housing stability and increased income/benefits



Using Data in Program Design

- Case Study: PATH Outreach and Case Management
 - In 2018, The Lord's Place became the PATH (Projects for Assistance in Transition from Homelessness) provider for Palm Beach County
 - Data on unmet needs and local challenges aligns with the need for these services
 - Provide street engagement and case management to individuals who are unsheltered or at imminent risk of homelessness and have a mental illness or co-occurring disorder
 - Connecting individuals to mental health, substance use, income, housing, and other mainstream resources
 - Program design: focus on peers and WRAP
 - Future: use outreach data to identify “hotspots” and service gaps



Using Data in Fundraising

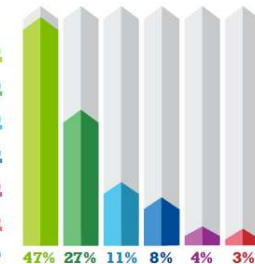
The Lord's Place secures funding from diverse sources in order to adapt and expand our services to address unmet needs.

THE LORD'S PLACE ANNUAL REPORT FINANCIAL DATA

Fiscal Year: July 1, 2017 – June 30, 2018

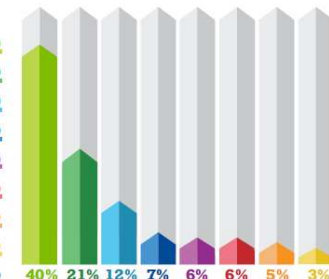
REVENUE

Contributions	\$4,166,132	47%
Government Grants	\$2,439,462	27%
Social Enterprises	\$1,008,137	11%
Special Events	\$751,863	8%
Services & Materials	\$373,917	4%
Other	\$292,114	3%
TOTAL INCOME	\$9,031,625	100%



EXPENSES

Housing	\$3,471,725	40%
Social Enterprises	\$1,772,036	21%
Job Training & Employment	\$1,059,423	12%
Re-entry	\$583,689	7%
General & Administrative	\$537,157	6%
Fundraising	\$545,009	6%
Clinical Services	\$437,962	5%
Community Engagement	\$290,767	3%
TOTAL EXPENSES	\$8,697,768	100%



The Lord's Place is audited by the independent CPA firm of Templeton & Company, LLP which conducted its examination in accordance with Government Auditing Standards. Templeton & Company, LLP rendered an unqualified opinion (typically called a "clean opinion") on The Lord's Place's financial statements for the fiscal year ending June 30, 2018. Highlights of The Lord's Place's financial position and results of operations are presented here.



Using Data in Fundraising

Case studies:

- Return on investment
- Using data in storytelling



Presenters

Cristina Lucier, Ph.D.

VP of Research, Evaluation and Quality Improvement

The Lord's Place

Clucier@thelordsplace.org

Diana Stanley

CEO

The Lord's Place

Dstanley@thelordsplace.org