Glossary of Terms

Agency-Wide Performance Measure: One of a set of [16 National Performance Measures](#) aligned with the 2011-2015 Strategic Plan that allows us to assess the individual and collective results of programs, continue to enhance program effectiveness, and tell the national story of service.

Capacity Building: A set of activities that expand the scale, reach, efficiency, or effectiveness of programs and organizations. Activities may also leverage resources for programs and/or organizations. For example, capacity building activities may expand services, enhance delivery of services, or generate additional resources. These activities achieve lasting positive outcomes for the beneficiary populations served by CNCS-supported organizations.

CNCS: Corporation for National and Community Service.

Economically disadvantaged: Must be receiving or meet the income eligibility requirements to receive: TANF, Food Stamps (SNAP), Medicaid, SCHIP, Section 8 housing assistance OR have a poor credit score OR are at least 60 days behind on one or more personal/family accounts.

Focus Area: The 2009 Serve America Act directs CNCS to focus national service on a core set of six priority issue areas, as follows: Disaster Services, Economic Opportunity, Education, Environmental Stewardship, Healthy Futures and Veterans and Military Families.

Objective: A more specific focus and action plan within each Focus Area.

Outcome: A type of measure that indicates progress toward achieving the intended result of a program, which usually represents a change in the situation of beneficiaries of service, such as educational achievement or housing.

Output: A type of measure that tabulates, calculates, or records the actual products or services delivered by a program, such as students receiving tutoring or houses built.

Performance Measure: A value or characteristic that measures progress toward goals, and also used to improve progress, reduce risks, or improve cost-effectiveness.

Program/strategy intervention: A plan of action that will address the poverty-related need and will lead to the final planned anti-poverty outcomes. This can include a description of the design, frequency, and intensity of the proposed intervention.

Service Activities: See Appendix

Strategic Goal: CNCS' performance measurement framework provides a common focal point for CNCS' work across all programs and initiatives. CNCS has a focused set of Agency-Wide Performance measures derived from the 2011-2015 Strategic Plan. These Performance measures fall under 4 strategic goals:

> Goal 1 (Community Resources): Increase the impact of national service on community needs in communities served by CNCS-supported programs
> Goal 2 (Member Experience): Strengthen national service so that participants engaged in CNCS-supported programs consistently find satisfaction, meaning and opportunity
> Goal 3 (Capacity Building & Leverage): Maximize the value we add to grantees, partners and participants
> Goal 4 (Infrastructure): Fortify management operations and sustain a capable, responsive and accountable organization

Target: Target number you expect to reach for the project year.

Unit of Measure: The population you intend to count (children, clients, miles).

Appendix

Service Activities

Chart from the Corporation for National and Community Service AmeriCorps VISTA Project Application Instructions.

Service Activity	Description	Examples of VISTA Activities
Community Assessment	Environmental scan of community context and need	–Help design a community assessment plan – Help complete a survey of neighborhood or a report of need/recommendations based on findings – Help incorporate into program service delivery – Help update community assessment to monitor the most pressing community challenges
Community awareness and engagement	Expand community knowledge and support of the program effort	– Help complete a public relations media plan – Help conduct community outreach or organizing meetings – Help develop presentations, newspaper articles and PSAs
Expand/strengthen partnerships/networks	Initiate efforts with other organizations, for example, through applying jointly for funding, collaborating on programming or referrals, sharing staff and resources, developing training and materials that are shared	– Identify potential collaborators and plan informational meetings – Help improve communication about community projects among partner organizations – Help establish intra-organization systems (e.g. linked database, common forms) – Help develop commitments among collaborators to the project and formalize partnerships, e.g. MOUs, budgets
Financial Resources	Develop/expand a diversified funding stream	– Develop fundraising plan – Recruit fundraising committee – Help establish fundraising unit – Identify resources for fundraising

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		– Help develop capital campaign or approach donors – Draft and submit proposals – Plan ongoing fundraising
Material Development	Improvement or expansion of materials that support programming (e.g. toolkits, curricula, worksheets)	– Assess current materials – Develop or modify materials to strengthen programming – Develop and/or training materials – Develop manuals – Train staff in the use of newly developed materials
Outreach	Participant Recruitment	– Develop an outreach plan for target beneficiaries/ participants – Help ensure program is relevant to potential participants – Develop/improve presentations, communication tools and methods of conducting outreach to potential participants
Performance Measurement	Assessing results of program offerings	– Help develop or improve a performance management system for the anti-poverty programming – Help train staff to use performance management system routinely to continually improve measures – Help staff use findings from performance measurement efforts to inform improvements of existing and new program offerings
Program Development and delivery	Improvements or expansion	– Help expand existing program or develop new program design – Help implementation of new/expanded program
Technology use	Develop systems for organizational	– Develop, pilot, revise database (volunteer, client) or internal or external knowledge

	effectiveness	management system – Develop social media tools – Pilot new tools – Train staff to do updates and maintain database or knowledge management system – Develop on-going staff/volunteer/community technology resource
Volunteer recruitment and management system	Establish or expand pool of volunteers to assist with service delivery	– Help organization and other stakeholders recognize need for and use of volunteers – Help clarify volunteer roles – Develop volunteer generation plan – Develop partnerships for recruiting volunteers – Develop volunteer unit, volunteer manual/training/curriculum – Recruit/manage volunteers – Develop/pilot volunteer training – Develop volunteer intake/tracking/recognition system – Train staff to manage volunteer plan – Resource plan for ongoing support of systems (recognition, training, supervision)