



First 5 Alameda County Rating Tool for Potential Strategic Outcomes

Introduction

This rating tool was designed to help the First 5 Alameda County Commissioners to apply the decision criteria adopted at the May 22, 2008 Commission meeting to the strategic outcomes described in the Situation Analysis report. Each Commissioner is requested to fill out the rating sheet, as described in the instructions below. The ratings from individual Commissioners, along with all comments, will be tabulated and used as a starting point for discussion at the July 24 planning retreat.

Structure of the Rating Tool

The Rating Tool has three main components: "Cover & Instructions", "Main Sheet", and "Issues". You may navigate among this Excel workbook's *worksheets* by using the *worksheet tabs*. For more information on Excel workbooks and worksheets, press the F1 key and type "workbook" in the "type keywords" search box; click the "search" button; and select the "about workbooks and worksheets" from the "choose a topic" results box.

The "Cover & Instructions" worksheet explains the purpose, structure and instructions for using this tool.

The "Main Data Entry" worksheet is where rating scores are entered. Commissioners are asked to enter four scores for each potential outcome contained in the Situation Analysis report, based on the information presented in that report and other available background information. The scores are based on the decision criteria and rating scale adopted by the Commission for the 2009-2013 strategic planning process.

The "Issues" worksheet allows Commissioners to enter additional comments for each potential outcome. As data is entered in the "Main Data Entry" worksheet, the "Issues" worksheet is automatically updated.

Decision Criteria and Rating Scale

Ratings should be based on the decision criteria for selecting strategic outcomes (adopted by the Commission on 5/22/08) and the rating scale adopted by the Commission on 6/26/08. The decision criteria and rating scale are shown on the following page for your reference.

DECISION CRITERIA			
<p>Extent of Need. The extent to which children age 0 to 5 and their families have needs that are not currently being met, as evidenced by:</p> <ul style="list-style-type: none"> * The degree to which disparities or gaps exist in addressing the need (disparities may be evaluated by geographic area, linguistic or demographic group) * The degree to which existing services meet the need * The number of people (or groups, in the case of issues affecting organizations) with the need 	<p>Impact on Those Affected. The degree to which people and communities are affected by the condition/issue, as determined by:</p> <ul style="list-style-type: none"> * Impact on communities, such as but not limited to costs incurred by communities because of the unmet need * Impact on people's lives: children, parents, family units and others * Impact on service providers 	<p>Ability to Have an Impact. The extent to which investments by First 5 Alameda County are likely to have a measurable impact on reducing the level of unmet need and creating positive results, as determined by:</p> <ul style="list-style-type: none"> * Whether the degree of impact can be measured * The presence of community assets/strengths to help address the need * The presence of proven approaches or potential innovative approaches to address the need * Level of investment (costs) needed to have an impact * The presence of external forces (e.g. state/federal policies, funding shifts, political movements, etc.) that support or inhibit the ability to have an impact 	<p>Sustainability Over Time. The extent to which positive results that are achieved are expected to be sustainable for years beyond the 2009 - 2013 time period covered by the strategic plan, as determined by:</p> <ul style="list-style-type: none"> * The potential to effect systems change * The presence of other partners that are committed to the issue * The potential to "go to scale" - to expand beyond pilot projects to address a larger portion of unmet need - and to sustain efforts on a larger scale * Opportunities to produce economic savings that can be reinvested to sustain efforts related to the issue * The level of public will - the priority placed on the issue by the community

Rating	RATING SCALE AND CRITERIA GUIDE			
1	No or insignificant unmet need exists	No or insignificant impact on people and communities affected	No or insignificant ability exists to have an impact on the level of unmet need	No or insignificant potential to sustain results
2	Some unmet need but relatively small compared to other outcomes being considered	Some impact on people and communities affected but relatively small compared to other outcomes being considered	Some ability to have an impact on the level of unmet need but relatively small compared to other outcomes being considered	Some potential exists to sustain results, but relatively small compared to other outcomes being considered
3	Moderate level of need compared to other outcomes being considered	People and communities are affected to a moderate degree compared to other outcomes being considered	Moderate ability to have an impact on the level of unmet need compared to other outcomes being considered	Moderate potential exists to sustain results compared to other outcomes being considered
4	Significant level of need compared to other outcomes being considered	People and communities are affected to a significant degree compared to other outcomes being considered	Significant ability to have an impact on the level of unmet need compared to other outcomes being considered	Significant potential exists to sustain results compared to other outcomes being considered
5	Extremely high level of need compared to other outcomes being considered	Extremely high impact on people and communities affected, compared to other outcomes being considered	Extremely high ability to have an impact on the level of unmet need compared to other outcomes being considered	Extremely high potential exists to sustain results compared to other outcomes being considered

Instructions for Completing the Rating Tool

Only enter data and information in the yellow shaded cells. All other cells are protected and will not allow data to be entered.

On the "Main Data Entry" worksheet, click on a yellow-shaded cell to begin entering data. Type a score between 1 and 5 into each cell to reflect your assessment, based on the decision criteria and rating scale contained in these instructions. Please use whole numbers; decimal values (such as 2.5) are not allowed. The tool will check to make sure that each value is between 1 and 5, and will display an error message if an invalid value is entered.

Because the ratings are intended to be **relative across the list of potential outcomes being considered**, the "Main Data Entry" worksheet was designed so that Commissioners can see all of their scores at a glance.

If you would like to provide additional comments for a particular outcome, left-clicking on the outcome name (hyperlink) on the "Main Data Entry" sheet will take you to the appropriate area of the "Issues" worksheet to enter comments. You may return to "Main Data Entry" via hyperlink as well.

Please see the examples below and on the following pages for more information.

Example ("Main Data Entry" worksheet)

Goal category	(1 - 5) Extent of Need	(1 - 5) Impact on Those Affected	(1 - 5) Ability to Have an Impact	(1 - 5) Sustainability Over Time
Goal 1: Support Optimal Parenting, Social and Emotional Health and Economic Self-Sufficiency of Families				
Children are Safe from Abuse and Neglect				

TRY IT! Enter a value between 1 and 5. Try entering an invalid value to see what happens.

Goal category

Potential outcome to be evaluated. Left-clicking on the outcome name will send you to the "Issues" worksheet where you can add additional comments.

TRY IT! Enter a value from 1 to 5 in these cells. Try entering an invalid value to see what happens.

Example ("Issues" worksheet)

Goal category

Potential outcome

Values for the four decision criteria are linked from the "Main Data Entry" worksheet. In this example, the values are linked from the previous example.

TRY IT! Change values from the previous example (above) and see how they are updated here.

Goal 1: Support Optimal Parenting, Social and Emotional Health and Economic Self-Sufficiency of Families

Children are Safe from Abuse and Neglect

Extent of Need:	0
Impact on Those Affected:	0

Ability to Have an Impact:	0
Sustainability Over Time:	0

Additional Comments:

[Return to Main Data Entry Sheet](#)

Total Rating:	0
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As values are input, the "Total Rating" calculation is performed and updated. This value can only be changed by changing ratings for the individual decision criteria on the "Main Data Entry" worksheet

TRY IT! Commissioners may type additional comments in this yellow-shaded box.

Left-clicking here will return you to the "Main Data Entry" worksheet.

Submitting Completed Ratings

Completed Rating Tools may be submitted electronically.

- 1) Complete the Rating Tool.
- 2) Save the file to your hard disk or network drive.
- 3) Email the file as an attachment to Social Entrepreneurs, Inc.: <mailto:kmarschall@socialent.com>

Please contact Mike Smith or Kelly Marschall at SEI, (775) 324-4567, with any questions or problems in using this tool.