Professor Megan Golden  
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Office Hours: Tuesdays 4 - 5 p.m.  
or by Appointment  

**Course Description**  

This course focuses on how performance measurements are becoming increasingly important in public, non-profit and healthcare settings. It will ground students in the fundamentals of performance measurement systems and demonstrate how they are critical from a mission, strategic, funding, transparency and accountability perspective. It will cover not only how to select appropriate measures, but also how to implement a performance measurement system and use performance measures in managing an organization. In addition, the course will highlight the need for leadership and management acumen to ensure success in achieving meaningful, significant and lasting results.  

**Class Format**  

Class learning will be primarily through case studies and supportive readings along with lectures and group work. It is essential and required that students be prepared for each class. In addition, it is highly recommended that students identify a study partner to prepare for class. The class sessions will consist of listening to our colleagues, offering our perspectives, and reflecting on the discourse.  

**Course Readings**


The case study and the readings for each class are incorporated in the syllabus. In addition, articles, study questions, the mid-term examination and general announcements will be posted on Blackboard.

Course Requirements

Grades will be based on the following criteria:

Class Participation (20%) - This includes both classroom participation and the team presentation. Students are expected to attend all classes (with no more than one excused absence during the semester). Please email your professor before the class if you will be absent.

Mid-term Examination (30%) – The mid-term examination will be distributed on March 5th and due on March 22nd

Team Project (50%) – The Team Project will consist of three elements:
- a 2 to 3 page abstract outlining your project (15%);
- a presentation to the class of your project, and,
- a 10 to 15 page paper excluding references and appendices (35%).

Students will work in teams of two to three. A description of the Team Project will be posted on Blackboard and discussed on January 30th. The abstract will be due on March 5th and the Team Project will be due on May 14th. Both assignments should be placed in Professor Golden’s mailbox in the Puck Building.

Course Schedule and Assignments

1. Introduction (January 23rd)
   This class will enable the students and the professor to share their expectations and desires for the class. The syllabus will be distributed and reviewed. In addition, there will be a lecture/discussion about how to read, analyze and discuss cases.

   Morino: pp. 1-74 (read by March 5th)

2. Performance Measurement and Management Basics (January 30th)
This class will cover audiences for and uses of performance measures, the process of developing performance measures and key types of performance measures. The Team Project will be distributed and discussed.


Hatry: Chapters 1, 2, 3 & 12

Morino: pp. 111-116

3. Performance Measures and Nonprofit Strategy (February 6th)
This class will focus on how performance measurements can be used by an organization’s various stakeholders, including the Board of Directors and management.


Hatry: Chapters 4, 5 & 6

* Teams should be identified by this class.

4. Developing and Implementing a Performance-Based Contracting System (February 13th)
This class will highlight the challenges associated with developing and implementing an equitable and results-oriented performance-based contracting methodology.


5. The Nuts and Bolts of Measuring Performance (February 27th) (Joint Class for Both Sections Taught by Megan Golden. Location TBA)
This class will delve into what organizations need to do--what processes they can put in place and what resources they need--to produce performance measures.

Vera Institute of Justice Adolescent Portable Therapy Program Plan (Posted on Blackboard)

Adolescent Portable Therapy Video on Vera Institute of Justice Website: http://www.vera.org/videos/adolescent-portable-therapy-apt

Malcolm Gladwell, The Tipping Point, pp. 99-110 (Posted on Blackboard)

Hatry: Chapter 7

6. Measuring Outcomes from a Healthcare Perspective (March 5th)
   This class will examine the importance of measuring ultimate outcomes (as opposed to inputs or outputs) and strategies for doing so. The case examines the complexity of developing realistic and meaningful outcomes from the perspective of patients, physicians, hospitals and researchers.


   Hatry: Chapter 10

   Morino: pp. 95-132 (read by April 9th)

   *Team Project Abstract Due

   *Mid-Term Examination Distributed

   This class will illustrate the challenges associated with creating, implementing and sustaining a performance management system that resonates with various stakeholders, enhances individual performance and furthers the organization’s objectives.


8. Performance Measurement from a Funder’s Perspective (March 26th) Joint Class for Both Sections Taught by Gordon Campbell. Location TBA
This class will focus on how funders decide which programs and initiatives to support with a particular emphasis on measuring social performance.


9. Developing and Implementing an Agency-Wide Indicator, Reporting and Accountability System (April 2nd)
This class will explore how an agency-wide focus on selected outcomes has the potential of dramatic results, while at the same time raising serious questions and concerns.


Listen to Part Two, This American Life, #414, Right to Remain Silent (41 minutes) http://www.thisamericanlife.org/radio-archives/episode/414/right-to-remain-silent?act=2


Hatry: Chapters 8 & 14

10. Using Benchmarking to Achieve Social Goals (April 9th)
This class will enable students to understand benchmarking, its application and its ability to achieve social goals, particularly in a political context.

Hatry: Chapters 9 & 15

11. **Using Performance Measures as a Management Tool (April 16th)**
   This class will focus on how organizations use performance measures to improve outcomes. We will identify effective performance management and leadership strategies.


12. **Hearing and Learning from Practitioners/Trends in Performance Measurement (April 23rd)**
   This will be an opportunity for the class to learn about trends in the field of performance measurement and management.

   Hatry: Chapter 16


   Social Impact Bonds: Social Finance, Rethinking Finance for Social Outcomes (Posted on Blackboard)

13. **Team Project Presentations (April 30th)**
   Each team will present its project which will be followed by a class discussion and critique.

14. **Team Project Presentations (May 7th)**
   Each team will present its project which will be followed by a class discussion and critique.

15. **Team Project Due – No Class (May 14th)**
   Team projects should be placed in Professor Golden’s mailbox by 5:00PM.