Professor Natalie Privett
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Office Hours: Tuesdays, 3:00-4:00PM
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 October 9th and due on October 25th

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 four. A description of the Team Project will be posted on Blackboard and discussed on September 17th. The abstract will be due on October 22nd and the Team Project will be due on December 17th. Both assignments should be placed in Professor Privett’s mailbox in the Puck Building.

**Course Schedule and Assignments**

1. Introduction (September 10th)
   This class will enable both 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
2. **Performance Measurement and Management Basics (September 17th)**
   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.


   Morino: pp. 111-116

3. **Performance Measures and Nonprofit Strategy (September 24th)**
   This class will focus on how performance measurements can be used by an organization’s various stakeholders, including the Board of Directors and management.


   * Teams should be identified by this class.

4. **Developing and Implementing a Performance-Based Contracting System (October 1st)**
   This class will highlight the challenges associated with developing and implementing an equitable and results-oriented performance-based contracting methodology.


   Hatry: Chapters 1, 2, 3 & 12

5. **The Nuts and Bolts of Measuring Performance (October 8th)**
   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

- **Note: October 15th – Fall Recess**

6. **Measuring Outcomes from a Healthcare Perspective (October 22nd)**
   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

7. **Performance Management from a Human Capital Perspective: Using Performance Measures to Determine Compensation (October 29th)**
   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.


Hatry: Chapters 4, 5 & 6

* Mid-Term Examination Due October 25. Put hard copy in Professor’s mailbox in the Puck Building.

8. Performance Measurement from a Funder’s Perspective (November 5th)
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 (November 12th)
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 (November 19th)
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** /Trends in Performance Measurement (November 26th)
   This class will focus on how organizations *use* performance measures to improve outcomes. We will identify effective performance management and leadership strategies.


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

12. **Hearing and Learning from Practitioners and first Team Project Presentations (December 3rd)**
   This will be an opportunity for the class to hear and learn from practitioners who will offer different perspectives on performance-based contracting, scaling to impact, outcome driven performance and trends in the field.

   Hatry: Chapter 16

13. **Team Project Presentations (December 10th)**
   Each team will present its project which will be followed by a class discussion and critique.

14. **Team Project Presentations (Wednesday, December 12th)**
   Each team will present its project which will be followed by a class discussion and critique.

   *Classes on Wednesday December 12th will follow a Monday schedule for all of NYU.*

15. **Team Project Due – No Class (December 17th)**
   Team projects should be placed in Professor Privett’s mailbox by 5:00PM.