A TOOL FOR CHOOSING A COMMON LANGUAGE

(and constructing a meaningful glossary)

Framework Idea	Choices---		Chosen Word or Phrase
	Common Labels for each idea (Each line represents a separate choice.)	**Motifiers - if you must** (and some notes)	PICK ONE!! (Each word or phrase can be used only once.)
A. The Basics			
1. A condition of well being for children, adults, families or communities (stated in plain language).	Result Outcome Goal Vision	Population Total population Whole population Community-wide (For "client results" see D3 below)	1.
2. A measure that helps quantify the achievement of a result.	Indicator Benchmark		2.
3. A coherent set of actions that has a reasoned chance of working (to improve results).	Strategy		3.
4. A measure of how well a program, agency or service system service is working.	Performance measure Performance indicator	Program Agency System	4.
B. Other Important Ideas - Part 1			
1. A picture of a desired future, one that is hard but possible to attain.	vision desired future	Often contains one or more results.	1.
2. The purpose of an organization.	mission purpose		2.
3. A person or organization who benefits from program or agency service delivery.	customer client		3.
4. A person or organization who has a significant interest in the performance of a program, agency or service system.	stakeholder constituent		4.
5. A person or organization who has a role to play in improving results	partner	current potential	5.
6. A visual display of the history (where we've been) and forecast(s) (where we're headed) for a measure.	baseline trendline		6.
7. An analysis of the conditions, causes and forces at work which help explain why a baseline looks the way it does.	story behind the baseline epidemiology		7.
8. Possible actions that could make a difference on a result or performance measure.	what works options strategy	research based asset based	8.
9. A description of proposed actions.	action plan stratetgic plan strategy		9.
10. The components of an action or strategic plan.	planned accomplishments goals and objectives		10.
11. A description of the funding of existing and/or proposed actions.	budget funding plan		11.
12. A document that describes what new data is needed or where existing data needs to be improved.	data development agenda		12.
13. A document that describes what new information is needed about causes, conditions, and/or what works to improve results.	information and research agenda		13.
14. A desired level of achievement for an indicator or performance measure	target goal standard	realistic arbitrary insane	14.

Framework Idea	Common Labels for for each idea	Motifiers - if you must	Chosen Word or Phrase PICK ONE!!
C. Other Important Ideas - Part 2			
1. A description of why we think an action or set of actions will work.	Theory of change Logic model	Used at both the population and performance levels.	1.
2. A structured, disciplined analysis of how well a program is working or has worked.	Program Evaluation		2.
3. A system or process for holding people in a geographic area responsible for the well-being of the total population or some defined subpopulation.	Results Accountability Outcome Accountability Results-based Accountability Outcome-based Accountability	"Results Accountabilty" is sometimes used to describe all of 3 thru 7 combined.	3.
4. A system or process for holding managers and workers responsible for the performance of their programs, agencies and/or service systems	Performance Accountability	program agency service system	4.
5. A system or process of working from ends to means, using (population and/or program) results to drive decisions about what to do.	Results-based decision making Outcome-based decision making		5.
6. A system or process of working from ends to means, using (population and/or program) results to drive the budget.	Results-based budgeting Outcome-based budgeting		6.
7. A system or process of working from ends to means, using (population and/or program) results to drive grantmaking decisions.	Results-based grant making Outcome-based grant making		7.
D. Types of (or ways to categorize) Performance Measures			
1. Measures of the quantity or amount of effort, how hard did we try to deliver service, how much service was delivered.	How mach did we do? input output resources process measure product measure		1.
2. Measures of the quality of effort, how well the service delivery and support functions were performed.	How well did we do it? efficiency measure unit cost staffing ratios staff turnover staff morale access waiting time & waiting lists worker safety customer satisfaction process measure		2.
3. Measures of the quantity and quality of effect on customer's lives.	Is anyone better off? customer outcome measure customer result measure impact measure effectiveness measure cost benefit ratio return on investment value added customer satisfaction output outcome product measure	program or client program or client	3.
E. A BASKETFUL OF MODIFIERS to use with any of the above...		Measurable Positive Urgent Negative Priority Short term Targeted Intermediate Incremental Long term Systemic Powdered Core Granulated Qualitative Homogenized	