Are We There Yet?
Using the Communities of Excellence Scorecard to Measure Progress

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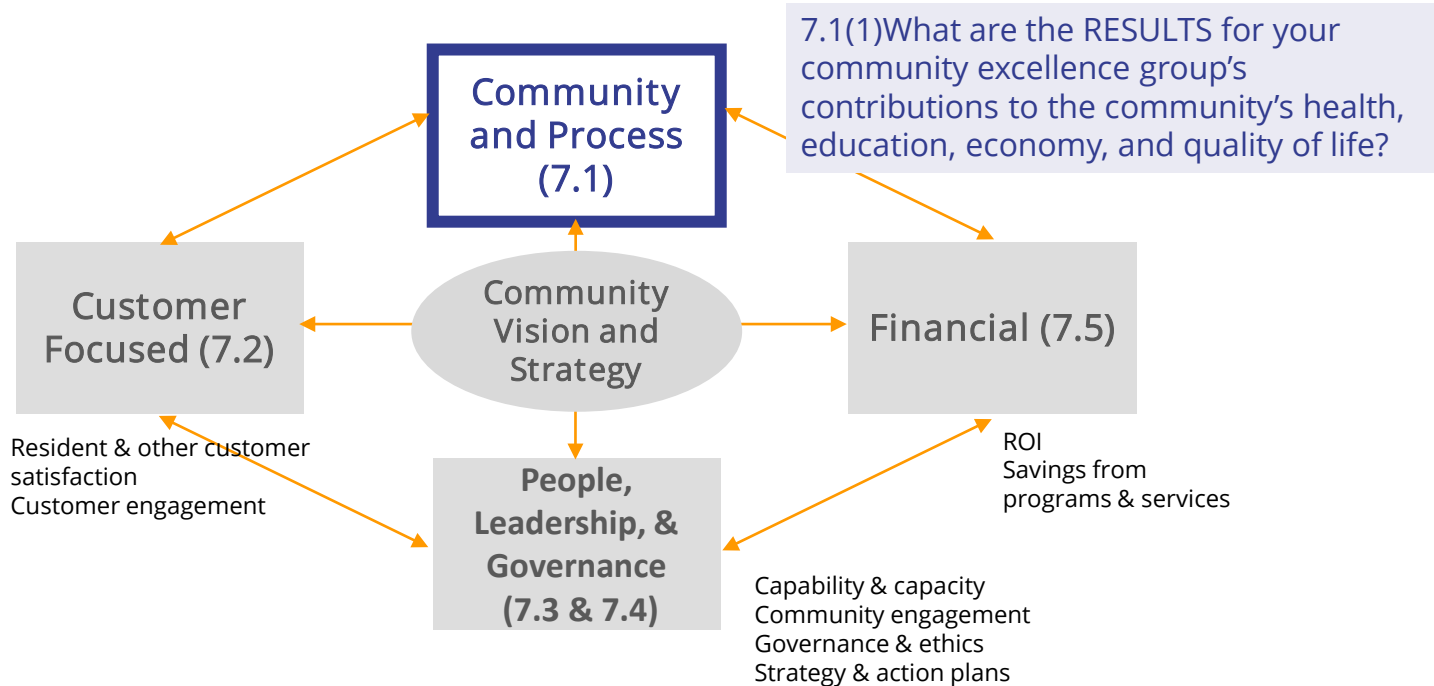
The Destination

Develop a universal scorecard for community performance excellence that is meaningful for all communities.

The Road Blocks

Data, data everywhere, but not a drop to drink.

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The Anatomy of a Balanced Scorecard

Community and Process (7.1)

7.1(1)What are the RESULTS for your community excellence group's contributions to the community's health, education, economy, and quality of life?

Customer Focused (7.2)

Resident & other customer satisfaction
Customer engagement

Community Vision and Strategy

Financial (7.5)

ROI
Savings from programs & services

People, Leadership, & Governance (7.3 & 7.4)

Capability & capacity
Community engagement
Governance & ethics
Strategy & action plans

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A Closer Look

7.1(1)	Most Everything Else
• Outcome measures that show overall impact • Snapshot of overall health and well-being of a community • Often referred to as lagging indicators • Big picture • Of interest to the many stakeholders	• Mostly process measures • Helps understand how well a process, program, or action plan is performing • Often referred to as leading indicators • Impacts the big picture

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Minimum Criteria for Selection

❑ Available at the neighborhood level (Census tract)

❑ Connects to other indicators

❑ Measure meaningful dimensions of community life,

    universal to all communities

❑ Must be derived from a credible data source

❑ Updates must be at consistent intervals

❑ Must be comparable at the local, state, and national level

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The Indicators

	Health	Life Expectancy
	Education	HS Graduation Rate
	Economy	Median Household Income
	Quality of Life: Social and Community	Adults with 14+ "Not Good" Mental Health Days Per Month
	Quality of Life: Housing	Homes with Suboptimal Conditions

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Health

Life Expectancy: Do people live a healthy, full life?

Why It Matters: Life expectancy refers to the average number of years a person can expect to live, based on the year of their birth. Many factors like economic stability and access to quality education, housing, and healthcare impact our overall health and life expectancy.
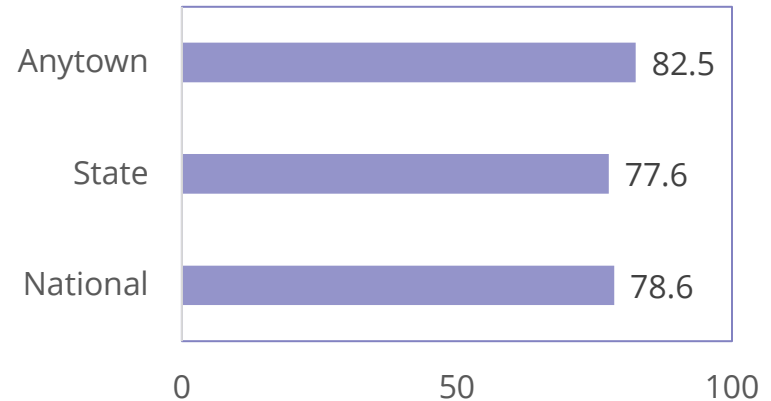
Life expectancy is calculated by the National Center for Health Statistics.

Learn more at rwjf.org.

Source: National Center for Health Statistics. U.S. Small-Area Life Expectancy Estimates Project (USALEEP): Life Expectancy Estimates File for {Jurisdiction}, 2010-2015]. National Center for Health Statistics. 2018. Available from: https://www.cdc.gov/nchs/nvss/usaleep/usaleep.html.

Life Expectancy in Years
(2010-2015 Data Estimates)

Desired Trend ↑

Anytown	82.5
State	77.6
National	78.6

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Health

Domain

Life Expectancy: Do people live a long, full life?

Context

Why It Matters: Life expectancy refers to the average number of years a person can expect to live, based on the year of their birth. Many factors like economic stability and access to quality education, housing, and healthcare impact our overall health and life expectancy.

Context

Life expectancy is shared by the National Center for Health Statistics.

Data Source
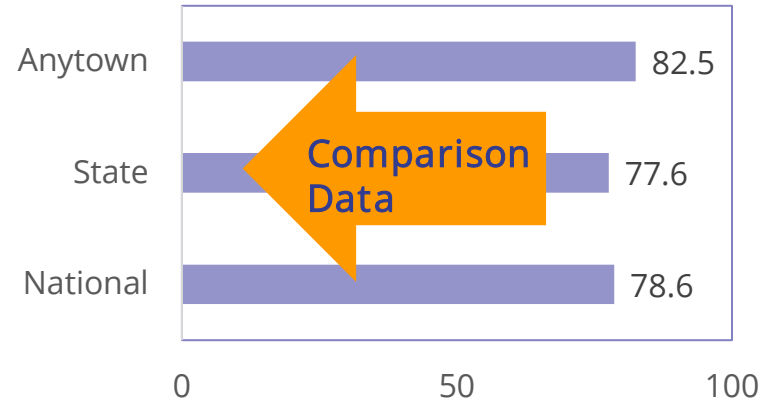
Learn more at rwjf.org.

Resources

Source: National Center for Health Statistics. U.S. Small-Area Life Expectancy Estimates Project (USALEEP): Life Expectancy Estimates File for {Jurisdiction}, 2010-2015]. National Center for Health Statistics. 2018. Available from: https://www.cdc.gov/nchs/nvss/usaleep/usaleep.html.

Life Expectancy in Years
(2010-2015 Data Estimates)

Visualization

Desired Trend ⬆

	Years
Anytown	82.5
State	77.6
National	78.6

Scale: 0 — 50 — 100

Comparison Data

Economic Vitality

Median Household Income: Do people have resources to meet their basic needs?

Why It Matters: The median household income is the point at which half of the households in an area earn more and half earn less. Higher incomes lead to greater economic stability and reduce pressures associated with meeting basic household needs such as buying healthy foods or paying bills. Lower incomes can also limit a person's access to physical and mental healthcare.
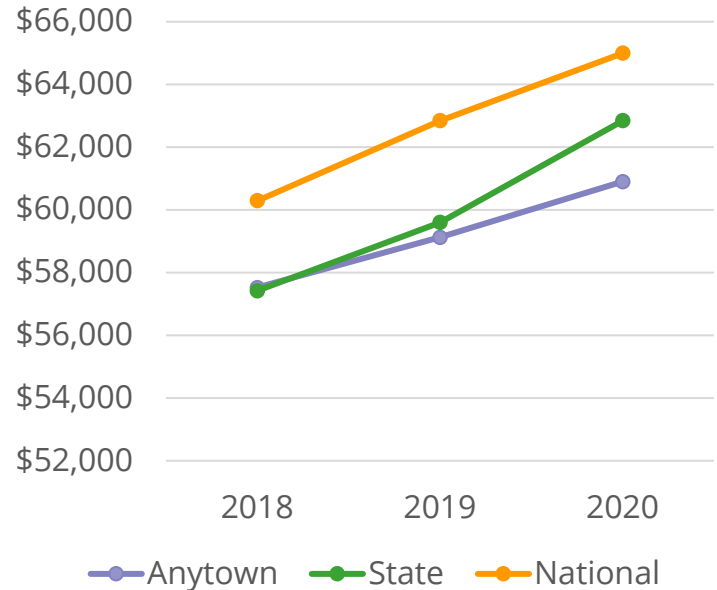
Median household income is reported by the US Census Bureau.

Learn more at winmeasures.org.

Median Household Income

Desired Trend ↑

Legend: Anytown — State — National

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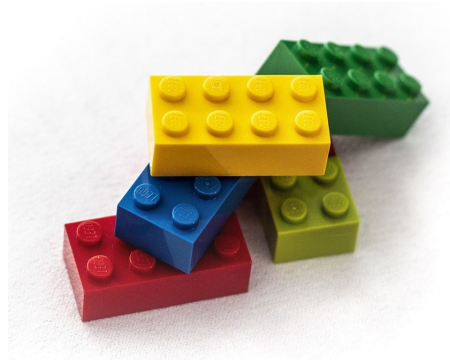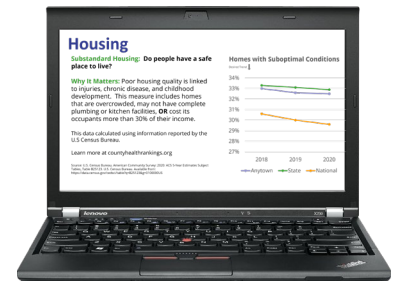
That's great. So what?

Tool for comparison to complement existing measures

Community data resource

Building blocks for your balanced scorecard

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The Limitations

- Federal agencies my not record and report data the same as state agencies

- Data is not "real time" data

- Some data sets are only released every few years

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What's next?

April 2022: Release *Scorecard Template* and *Guide to Data Visualization*

June 2022: *Special Session: Using the COE Universal Community Scorecard*

July 2022: Release *Guide to Selecting Cascading Metrics*

Submission deadline for voluntary community reporting

October 2022: Release *Guide to Data Literacy for Resident and Community Stakeholders*

January 2023: Guide to *Using Data for Storytelling*

April 2023: Learning collaborative survey

Release Tool #5 - TBD

October 2023: Release scorecard and toolkit updates

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Questions?

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