



Understanding Community Through **Success Measures**

Background

Success Measures is a nonprofit evaluation and learning strategy consulting team operating as a social enterprise within NeighborWorks® America.

For over 20 years, Success Measures has supported community-based organizations, funders and national nonprofits in all 50 states and Puerto Rico to better understand their outcomes and impact. The team has worked with over a thousand organizations focused on improving the places, systems and conditions needed to create healthier and stronger communities.

Success Measures supports improving lives and strengthening communities by enabling organizations to gain insight into their impact through a holistic community development focus that includes housing, neighborhood revitalization, community engagement, arts and culture, health outcomes, financial capability and resident leadership.

Services

- ▶ Full range of evaluation consulting and technical assistance services from planning through communicating findings and helping clients use the results.
- ▶ Strategic learning processes that facilitate real-time reflection and application of learning to respond to and adapt strategies.
- ▶ Thought partnership and advisory services for evaluation, learning and grantmaking strategies.
- ▶ Tailored tool sets including surveys, observation checklists and interview guides.
- ▶ Technology support for community data collection through the Success Measures Data System.

“The Community Impact Measurement Project is one of the most important things we do in the community. It’s a vehicle for residents to share how they feel about their community.”

– Enrique Rivera,
Director of Neighborhood Development
at the Saint Joseph’s Carpenter Society
in Camden, New Jersey

Success Measures by the Numbers

- **1,100 organizations served**, including nearly 250 NeighborWorks network organizations participating in Community Impact Measurement (CIM).
- **60 grantmaking organizations** and their grantees.
- **Over 100,000 resident surveys collected** to measure community impact across the nation.

Case Study

Since 2013, Success Measures has supported the Community Impact Measurement (CIM) project, one of the largest longitudinal (same individuals over time), multi-site efforts to assess the quality of life in communities. In addition to delivering services to other clients, Success Measures provides individualized evaluation support to NeighborWorks network organizations to help them learn and understand the outcomes and impacts they are making in their communities.

Every three years, participating organizations conduct a resident survey and observations to understand the quality of life and physical conditions in their community. CIM provides a common evaluation framework, measurement tools, and a deep set of training and technical assistance support. Using a common set of evaluation tools allows NeighborWorks to see how its investments in local strategies make a difference across the country.



“By working together with the residents, we’ve learned a lot over the past 10 years. We can now see how NewVue’s programs and investments have helped bring new life to the neighborhood. Residents are proud to make this place their home and have played a big part in creating a stronger community. The buildings are more attractive, and people feel more connected. The job isn’t finished yet, but it feels good to know we’re on the right track.”

– **Marc Dohan**, Executive Director of NewVue in Fitchburg, Massachusetts

<https://www.neighborworks.org/blog/celebrating-20-years-success-measures-neighborworks-america>
