

Strength in Numbers Report – Measuring the Impact of Organizational Participation in a Youth Transitions Collaborative

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Measuring the Impact of Organizational Participation in a Youth Transitions Collaborative

The National Youth Transitions Center (NYTC) provides a single location in the nation's capital for modeling organizational collaboration with the goal of improving the transition services available to youth and young people with disabilities, their families and communities. The Youth Transitions Collaborative (the Collaborative), facilitated by The HSC Foundation, is a community of 50 regional and national organizations that share the goal of empowering youth and young adults with disabilities to create a self-directed path to adulthood and employment, and to participate in and contribute to society. The Collaborative serves as the basis for The HSC Foundation's efforts to build the capacity of nonprofit organizations serving the disability and youth communities as well as create a cohesive alliance among these organizations.

One of the initiatives within the Collaborative includes an evaluation committee called Strength in Numbers (SIN). The purpose of the SIN committee is to measure the reach and impact of the Collaborative by assessing products and services developed by member organizations as a result of their participation in the Collaborative. The Collaborative was interested in learning about the value of organizational membership in the Collaborative and the quality of Collaborative

output. This evaluation was not a measure of the organization or individual themselves. The SIN committee evaluation process was drawn from years of research focused on quality performance measures used for government programs (Bernstein, 2010). According to De Vita, Fleming, and Twombly (2001) performance measurement is important because it helps identify outcomes and impact; improves the ability to allocate resources based on needs; facilitates engagement and relationship building; supports continuous improvement; and provides the foundation to support external funding and internal investments—each of these important areas for the Collaborative as it continues to assess its organizational membership.

To reduce bias in the evaluation process, the SIN committee created independent panels to review products and services. Panels were comprised of professionals whose background was aligned with the topics important to youth transition, including in one or more of the following areas: transition, research, technical assistance, and/or evaluation. Collaborative members submitted products or services that were developed as a result of their participation in the Collaborative. Collaborative members were encouraged to submit products that have been developed since the Collaborative was launched in 2011. The independent panels evaluated the products and services using a likert scale (e.g., strongly disagree to strongly agree) to assess the quality, relevance, and usefulness of the product and service descriptions submitted by Collaborative members (see Table 1). The committee completed a pilot review as well as two rounds of review on member products and services (see Figure 1). The majority of panel reviewers found the products and/or services to be of high quality, relevant, and useful to youth with disabilities, their families, and professionals who serve them.

“Performance measurement is the regular collection of data to assess whether the correct processes are being performed and desired results are being achieved” (HRSA, 2016).

However, after careful review, panel members shared that there is room for improvement in the Collaborative products and services, particularly; in the areas quality (e.g., communication) and usefulness (e.g., replicability and ease).

Table 1 Quality, Relevance, and Usefulness Defined

Quality (defined by the following)

Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?

- 1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?
- 2) Communications: Is the presentation of the product or service description clear, well-formatted, organized?

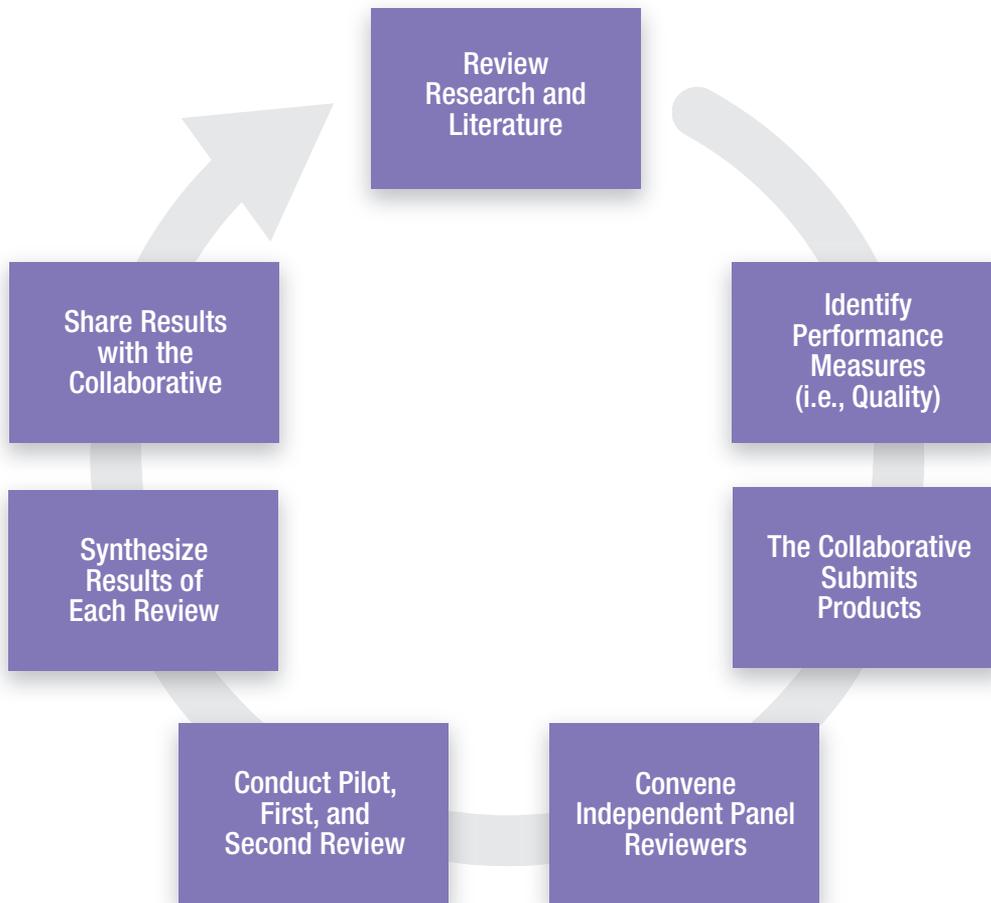
Relevance (defined by the following)

- 1) Need: Does the product or service solve an important problem or address a critical issue?
- 2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?
- 3) Reach: Does the product or service apply to diverse populations within the target group?

Usefulness (defined by following)

- 1) Ease: Is the product or service description easily understood, providing guidance and direction?
- 2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?
- 3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?

Figure 1
Strength in Numbers Performance Measurement Process



The Pilot Review

The pilot review was conducted in the fall of 2015 with two independent panel reviewers. The reviewers were special education practitioners whose work focused on youth transitions. To reduce bias, the reviewers were not members of the Youth Transitions Collaborative. As stated earlier, reviewers completed the product review on Survey Monkey using a likert scale (e.g., strongly disagree, disagree, agree, strongly agree) to assess the quality, relevance, and usefulness of the product (see Appendix A). If a reviewer disagreed or strongly disagreed, the question was presented to the reviewer on why and what could be changed to increase the likelihood of replicability of that particular product or service. The reviewers shared their feedback on these products:

- 1) Product A: Product A reported on the results of a polling project to begin defining and describing the political preferences of Americans with disabilities. Reviewers consistently agreed (3.25) that this product met the definition in quality, relevance, and usefulness (see Appendix B).
- 2) Product B*: Product B was a career and health checklist for youth and young adults with disabilities. Reviewers strongly agreed (3.94) that this product met the definition in quality, relevance, and usefulness (see Appendix C). (Note*: Product B and E are the same product.)

“Excellent Resource!”

3) Product C: Product C was a fully accessible curriculum focused on the independent living. The majority of reviewers agreed and strongly agreed (3.63) that this product met the definition in quality, relevance, and usefulness. However, there were a couple of outliers, stating disagree, in the review in the areas of quality (e.g., communication) and usefulness (e.g., ease) with regards to the particular product (see Appendix D).

First Independent Panel Review

The first independent panel review was conducted in spring 2016 with six independent panel reviewers. The reviewers were professionals with a background in transition, research, technical assistance, and/or evaluation. Again, the reviewers were not members of the Youth Transitions Collaborative. As shared earlier, reviewers completed the product or service review on Survey Monkey using a likert scale (e.g., strongly disagree, disagree, agree, strongly agree) to assess the quality, relevance, and usefulness of the product (see Appendix A). If a reviewer disagreed or strongly disagreed, the question was presented to the reviewer on why and what could be changed to increase the likelihood of replicability of that particular product or service. The reviewers shared their feedback on these products:

“These three videos are excellent. They are SHORT, which is terrific. They get the point across. They use REAL people and emphasize the importance of work experience, whether you like the work or not.”

1) Product D: Product D was a video campaign that highlighted the importance of work and work-based experiences in an individual's transition to adulthood. Reviewers strongly agreed (3.90) that this product met the definition in quality, relevance, and usefulness (See Appendix E).

2) Product E*: Product E was a career and health checklist for youth and young adults with disabilities. The majority of reviewers agreed and strongly agreed (3.50) that this product met the definition in quality, relevance, and usefulness. However, there were a few reviewers who disagreed in the areas of quality (e.g., substance & communication) and usefulness (e.g., ease & replicability) (see Appendix F). (Note*: Product B and E are the same product.)

“The Transition QuickGuide is a user friendly document that is easy and quick to read. It can be used as a fact sheet for students in high school expecting to graduate and be out on their own. It's easy to read, format is attractive and can be easily duplicated and disseminated.”

The information in the report is useful and based on my experience with employers is on target. While the survey sample is small, the results are consistent with the feedback and issues that have been raised by employers for years.

3) Product F: Product F was an employer survey to more clearly define expectations when working with the job developers to hire people with disabilities. The majority of reviewers agreed and strongly agreed (3.54) that this product met the definition in quality, relevance, and usefulness. However, there were a couple of reviewers who disagreed in the areas of quality (e.g. communication) and usefulness (e.g., ease, replicability, & sustainability) (See Appendix G).

Second Independent Panel Review

The second independent panel review was conducted in summer 2016 with four independent panel reviewers. The reviewers were professionals with a background in transition, research, technical assistance, and/or evaluation. Again, the reviewers were not members of the Youth Transitions Collaborative. Again, reviewers completed the product or service review on Survey Monkey using a likert scale (e.g., strongly disagree, disagree, agree, strongly agree) to assess the quality, relevance, and usefulness of the product (see Appendix A). If a reviewer disagreed or strongly disagreed, the question was presented to the reviewer on why and what could be changed to increase the likelihood of replicability of that particular product or service. The reviewers shared their feedback on these products:

1) Product G: Product G was a replication guide that focused on creating youth transition fairs with career exploration programming. Reviewers strongly agreed (3.88) that the product met the definition in quality, relevance, and usefulness (See Appendix H).

“Easy to implement and thoroughly presented—concise and clear... content is perfect.”

2) Product H: Product H was an electronic toolkit that facilitates student use of work incentives in the school to work transition; in order to maximize student career connections upon graduation from high school or college. The majority of reviewers agreed and strongly agreed (3.38) that product met the definition in quality, relevance, and usefulness. However, there were a couple of reviewers who disagreed in the areas of relevance (e.g., reach) and usefulness (e.g., replicability) (See Appendix I).

“I think the information in this toolkit is very important and I could absolutely see having teachers and transition specialists and job developers using this information.”

“I enjoyed reviewing this resource... I think the testimonies and the b-roll from the leadership classes were particularly engaging. I would definitely recommend this in my transition classes and I would also recommend it to young people with autism that I know.”

3) Product I: Product I was a model education and training initiative, including a curriculum, to improve the empowerment of autistic college students and their inclusion among non-autistic peers. Reviewers agreed (3.19) that the product met the definition in quality, relevance, and usefulness. However, half of the reviewers disagreed in the areas of quality (e.g., communication), relevance (e.g., need & reach), and usefulness (e.g., replicability & sustainability) (see Appendix J).

Areas for Improvement in the Products and Services

Reviewers consistently identified several key components that would cause a product or service to receive lower marks, especially if it was found to be:

- Too dense
- Not accessible (e.g., background color, text) in different contexts (e.g., website, publication)
- Not appropriate for intended audience (e.g., vocabulary, visuals) or lack of knowledge of who the audience is supposed to be for the product/service
- Less text, more visuals (e.g., photos, graphs)

Specific examples of areas for improvement follow:

- **Product C:** “I disagreed in terms of communication and then ease. My thinking is that the product is way too dense, particularly if the audience is young people. There is so much amazing substance, especially the activities; however, they are not easily accessed.”
- **Product D:** “It would have been nice to see some employees doing some of the work that the employers mentioned in the videos. For example, an employee actually doing job of scanning.”

- **Product E:** “While the product is well researched and organized and has links to excellent products, it needs work to reach out to the intended audience of transitioning youth and young adults with disabilities... The product is a good research document but to be useful and used by target audience, individual fact sheets need to be developed with less text and more visuals.”
- **Product F:** “To insure its usefulness, a slide deck is needed that is not simply copying and pasting the text of the research paper onto slides. The slide deck needs to have brief bullets and no more than 3 or 4 per slide. It needs visuals, graphs and other add ons to make it interesting and impactful.”
- **Product H:** “It was not clear who the targeted audience was or was it generally “all students with disabilities”? It would be more clear if there was some sort of statement that addresses various populations of youth.”
- **Product I:** “The content of this product is very specialized; while it addresses a specific problem/concern identified by a portion of the population of people with Autism/Autistic people, it may be challenging to replicate all of its content.”

Based on reviewers’ remarks and suggestions, a communications toolkit is being developed to assist Collaborative members in ensuring that their products/services are more user-friendly and engaging to youth and young adults with disabilities and their families. The toolkit will include content related to how to make products more meaningful to diverse audiences and how to align the content of products with the informational and learning needs of targeted audiences. It will include tips on initial planning, identification of goals, audience, strategies and tactics, and advice on measuring impact. As the toolkit is rolled out, the Collaborative will provide technical assistance and supports to members to facilitate their use of the information.

Summary

The purpose of the Strength in Numbers committee is to measure the reach and impact of the Collaborative by assessing products and services produced by members that were developed as a result of being part of the Collaborative. Overall, the independent panel reviewers rated the products and/or services to be of high quality, relevant, and useful to youth with disabilities, their families, and professionals who serve them. In addition, independent panel reviewers highlighted areas for improvement in the Collaborative products and services, particularly; in the areas quality (e.g., communication) and usefulness (e.g., replicability and ease). Moving forward, it is important to learn about the specific aspects that enabled reviewers to agree that a product or service met high quality, relevance, and usefulness. The information will inform Collaborative members to focus on key features that are most effective to make a product(s) more useful to youth with disabilities, family members, and professionals who serve them.

References

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Appendix A:

Strength in Numbers Pilot Independent Panel Review

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
<p>Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization’s participation in the Collaborative of high quality?</p> <p>1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?</p>						
<p>2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?</p>						
<p>Q6: Relevance (defined by the following)</p> <p>1) Need: Does the product or service solve an important problem or address a critical issue?</p>						
<p>2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?</p>						
<p>3) Reach: Does the product or service apply to diverse populations within the target group?</p>						
<p>Q7: Usefulness (defined by the following)</p> <p>1) Ease: Is the product or service description easily understood, providing guidance and direction?</p>						
<p>2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?</p>						
<p>3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?</p>						

Appendix B:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product A

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?				2 100%	2	4.00
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?			2 100%			3.00
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?			1 50%	1 50%	2	3.50
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?			2 100%			3.00
3) Reach: Does the product or service apply to diverse populations within the target group?			2 100%			3.00
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?			2 100%			3.00
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?			1 50%	1 50%		3.50
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?			2 100%			3.00

Appendix C:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product B

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			1 50%	1 50%	2	3.50
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?				2 100%	2	4.00
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?				2 100%	2	4.00
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?				2 100%	2	4.00
3) Reach: Does the product or service apply to diverse populations within the target group?				2 100%	2	4.00
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?				2 100%	2	4.00
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?				2 100%	2	4.00
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?				2 100%	2	4.00

Appendix D:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product C

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
<p>Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization’s participation in the Collaborative of high quality?</p> <p>1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?</p>			1 50%	1 50%	2	3.50
<p>2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?</p>		1 50%		1 50%	2	3.00
<p>Q6: Relevance (defined by the following)</p> <p>1) Need: Does the product or service solve an important problem or address a critical issue?</p>				2 100%	2	4.00
<p>2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?</p>				2 100%	2	4.00
<p>3) Reach: Does the product or service apply to diverse populations within the target group?</p>				2 100%	2	4.00
<p>Q7: Usefulness (defined by the following)</p> <p>1) Ease: Is the product or service description easily understood, providing guidance and direction?</p>		1 50%		1 50%	2	4.00
<p>2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?</p>			1 50%	1 50%	2	3.50
<p>3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?</p>				2 100%	2	4.00

Appendix E:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product D

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			2 33.34%	4 66.68%	6	3.67
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?				6 100%	6	4.00
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?				6 100%	6	4.00
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?				6 100%	6	4.00
3) Reach: Does the product or service apply to diverse populations within the target group?			1 16.67%	5 83.35%	6	3.83
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?			1 16.67%	5 83.35%	6	3.83
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?			1 16.67%	5 83.35%	6	3.83
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?				6 100%	6	4.00

Appendix F:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product E

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
<p>Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization’s participation in the Collaborative of high quality?</p> <p>1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?</p>		1 16.67%	2 33.34%	3 50%	6	3.33
<p>2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?</p>		1 16.67%	1 16.67%	4 66.68%	6	3.50
<p>Q6: Relevance (defined by the following)</p> <p>1) Need: Does the product or service solve an important problem or address a critical issue?</p>			2 33.34%	4 66.68%	6	3.67
<p>2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?</p>			2 33.34%	4 66.68%	6	3.67
<p>3) Reach: Does the product or service apply to diverse populations within the target group?</p>			3 50%	3 50%	6	3.50
<p>Q7: Usefulness (defined by the following)</p> <p>1) Ease: Is the product or service description easily understood, providing guidance and direction?</p>		1 16.67%	2 33.34%	3 50%	6	3.33
<p>2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?</p>		2 33.34%	1 16.67%	3 50%	6	3.17
<p>3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?</p>			1 16.67%	5 83.35%	6	3.83

Appendix G:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product F

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			3 50%	3 50%	6	3.50
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?		1 16.67%	3 50%	2 33.34%	6	3.17
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?				6 100%	6	4.00
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?			1 16.67%	5 83.35%	6	3.83
3) Reach: Does the product or service apply to diverse populations within the target group?			2 33.34%	4 66.68%	6	3.67
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?		1 16.67	2 33.34%	3 50%	6	3.33
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?		1 16.67%	1 16.67%	4 66.68%	6	3.50
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?		1 16.67%	2 33.34%	3 50%	6	3.33

Appendix H:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product G

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			1 25%	3 75%	4	3.75
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?				4 100%	4	4.00
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?			1 25%	3 75%	4	3.75
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?				4 100%	4	4.00
3) Reach: Does the product or service apply to diverse populations within the target group?			1 25%	3 75%	4	3.75
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?				4 100%	4	4.00
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?			1 25%	3 75%	4	3.75
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?				4 100%	4	4.00

Appendix I:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product H

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			1 25%	3 75%	4	3.75
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?			3 75%	1 25%	4	3.25
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?			2 50%	2 50%	4	3.50
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?			2 50%	2 50%	4	3.50
3) Reach: Does the product or service apply to diverse populations within the target group?		1 25%	1 25%	2 50%	4	3.25
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?			3 75%	1 25%	4	3.25
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?		1 25%	2 50%	1 25%	4	3.00
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?			2 50%	2 50%	4	3.50

Appendix J:

Strength in Numbers Pilot Independent Panel Review

Product/Service: Product I

	Strongly Disagree	Disagree	Agree	Strongly Agree	Total	Weighted Average
Q5: Quality (defined by the following) Are the materials and services produced as a result of the organization's participation in the Collaborative of high quality?						
1) Substance: Does the product or service reflect an evidence-based approach or one grounded in current legislation or policy and aligned with the mission and values of the NYTC?			2 50%	2 50%	4	3.50
2) Communication: Is the presentation of the product or service description clear, well-formatted, organized?		1 25%	1 25%	2 50%	4	3.25
Q6: Relevance (defined by the following)						
1) Need: Does the product or service solve an important problem or address a critical issue?		1 25%	2 50%	1 25%	4	3.00
2) Pertinence: Does the product or service relate directly to the problem or issue facing the targeted group?			3 75%	1 25%	4	3.25
3) Reach: Does the product or service apply to diverse populations within the target group?		1 25%	1 25%	2 50%	4	3.25
Q7: Usefulness (defined by the following)						
1) Ease: Is the product or service description easily understood, providing guidance and direction?			2 50%	2 50%	4	3.50
2) Replicability: Based on your experience, would you expect this product or service to be used by the target group to achieve the benefit intended?		1 25%	2 50%	1 25%	4	3.00
3) Sustainability: Based on your experience, would you expect this product or service eventually be used in more than one setting and over time?		2 50%	1 25%	1 25%	4	2.75