Program & Initiative Visioning

Step 1

Select specific programs, initiatives, projects, etc.

This guide can help you plan for new programs/initiatives, or allow you to assess those already in place.

Step 2

Reflect on the "why" behind the program/initiative.

Consider what the true purpose is –why is it important and who will it help?

Step 3

Identify how you will measure success.

Identify the vision "theme" and use the guide to work through identifying success metrics.

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Feeling / Awareness

People understand and feel supported around the issue itself

Example: Youth feel supported

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- People expressing greater understanding of the issue (“I understand this better,” “I know how to get help,” “I feel less alone”)
- Reduced stigma, more open conversations
- Increased confidence in navigating support systems

Possible Success Metrics

Identify how you will measure success.

- Community surveys (awareness, attitudes, confidence)
- pre/post awareness assessments
- Stigma reduction indicators
- Help-seeking behavior trends

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Participation / Engagement

More involvement in efforts addressing the issue

Example: Foster Parents utlizice trauma-informed trainings

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- More individuals and partners actively engaging in programs, initiatives, or advocacy related to the cause
- Increased participation in events, services, and community efforts.

Possible Success Metrics

Identify how you will measure success.

- Participation/referral rates
- Number of individuals served
- Volunteer and partner engagement
- Event attendance

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Improvement / Quality

Stronger systems, services, and experiences related to the issue
Example: Families receive services the same day they are needed

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- People experiencing more accessible, effective, and coordinated services
- Providers and stakeholders noting improved processes, fewer barriers, and more consistent quality across the system.

Possible Success Metrics

Identify how you will measure success.

- Service quality indicators
- Access metrics (e.g., wait times, availability)
- Client outcomes
- System efficiency measures/Reduction in barriers or service gaps

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Sustainability / Growth

Efforts addressing the issue are stable and expanding over time

Example: Youth accross the state can access the same resources

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- Services and initiatives continue reliably, with strong infrastructure and long-term investment
- Expansion to new communities or populations while maintaining quality

Possible Success Metrics

Identify how you will measure success.

- Continuity of services
- Funding stability/diversification
- Workforce/Participant retention
- Expansion to new areas or populations

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Collaboration / Coordination

Aligned, collective efforts across stakeholders

Example: Families utilize the state-wide request form

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- Organizations, partners, and community members working together with shared goals and consistent messaging
- Increased coordination across systems supporting the issue

Possible Success Metrics

Identify how you will measure success.

- Number of active partnerships
- Referral network strength
- Shared initiatives
- Alignment in messaging and strategies

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Program & Initiative Visioning

Vision/Outcome

Why is this program/initiative in place?
What is the purpose?

Impact / Outcomes

Meaningful change in the issue itself

Example: Housing opportunities are equitable across all race and ethnicities

What You Might See/Hear

What signs will show the program/initiative is working towards the vision?

- Demonstrated improvements in the underlying issue (e.g., healthier communities, reduced disparities, improved well-being)
- Stories/data reflecting change

Possible Success Metrics

Identify how you will measure success.

- Outcome & impact metrics
- Population-level data trends
- Equity measures
- Community feedback

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Program & Initiative Visioning Tool

Vision/Outcome *Why is this program/initiative in place? What is the purpose?*	**What You Might See or Hear** *What signs will show the program/initiative is working towards the vision?*	**Possible Success Metrics** *How will you measure success of the pragram/initiative?*
Feeling / Awareness *People understand and feel supported around the issue itself*	• People expressing greater understanding of the issue (e.g., "I understand this better," "I know how to get help," "I feel less alone") • Reduced stigma, more open conversations • Increased confidence in navigating support systems	• Community surveys (awareness, attitudes, confidence) • pre/post awareness assessments • Stigma reduction indicators • Help-seeking behavior trends
Participation / Engagement *More involvement in efforts addressing the issue*	• More individuals and partners actively engaging in programs, initiatives, or advocacy related to the cause • Increased participation in events, services, and community efforts.	• Participation rates • Number of individuals served • Volunteer and partner engagement • Event attendance • Inquiry and referral rates
Improvement / Quality *Stronger systems, services, and experiences related to the issue*	• People experiencing more accessible, effective, and coordinated services • Providers and stakeholders noting improved processes, fewer barriers, and more consistent quality across the system.	• Service quality indicators • Access metrics (e.g., wait times, availability) • Client outcomes • System efficiency measures • Reduction in barriers or service gaps
Sustainability / Growth *Efforts addressing the issue are stable and expanding over time*	• Services and initiatives continue reliably, with strong infrastructure and long-term investment • Expansion to new communities or populations while maintaining quality	• Continuity of services • Funding stability/diversification • Workforce retention • Expansion to new areas or populations • Participant retention
Collaboration / Coordination *Aligned, collective efforts across stakeholders*	• Organizations, partners, and community members working together with shared goals and consistent messaging • Increased coordination across systems supporting the issue	• Number of active partnerships • Referral network strength • Shared initiatives • Alignment in messaging and strategies
Impact / Outcomes *Meaningful change in the issue itself*	• Demonstrated improvements in the underlying issue (e.g., healthier communities, reduced disparities, improved well-being) • Stories/data reflecting change	• Outcome and impact metrics specific to the issue (e.g., health, education, stability indicators) • Population-level data trends • Equity measures • Community feedback