

Program Description Form Guidance

❖ Program Description Form

- **Users/Audience:** Cabinet members, General Assembly, House/Senate/Budget and Planning Staff, the General Public
- **Strategic Priority:** Align with organizational themes.
 - See department placemats: <https://strategicchange.mo.gov/>
- **Program Description:** The description should point the way to the right measures and vice versa
 - Start with your program description. It should clearly and succinctly describe what the program does – how the program works. If done well, the description will lead you to performance measures that will answer/illustrate:
 - What did I do? (Activity)
 - Did I do it well? (Quality)
 - Did I achieve the expected outcome (Impact)
 - Were resources optimized? (Efficiency)
 - Ensure that the description is written for a lay audience, without acronyms and jargon
 - Clarify how the program helps to achieve the department’s overarching goals and delivers impact to Missouri citizens
 - Utilize formatting (bullets, spacing, underlining, etc.) to make narrative easier to read
- **Activity:** Is the organization doing what it said it would do in the program description?
 - Output, frequency, rates, numbers of actions completed, clients served, etc.
 - Include activity measures that are of interest to the legislature
- **Quality:** Is the activity done well?
 - Satisfaction levels, quality of service provided, assessment against benchmarks, etc.
- **Impact:** Is the activity achieving meaningful impact for the program or organization? Is the program achieving what it said it was established to do (program description)? Does it deliver?
 - Outcomes, effectiveness, return on investment, reduction in risk factors, change in behavior, compliance with standards and regulations, proportion of clients or customers showing improved well-being, and success in a targeted population, etc.
- **Efficiency:** Is it worth it? How much effort is invested to achieve the impact?
 - Measure of the ratio of outputs to inputs; productivity; cost to provide
 - Efficiency measures target how departments can deliver a service with the least amount of expense and time and with the least number of errors. Common efficiency measures include cost per unit, cycle times (how long did it take to produce the product or deliver the service), and accuracy rates (how many units of the product or service were produced without error; with no rework required).