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Wednesday, February 6, 2008

 Mosaic

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Jobs Watch

Featured Jobs

Chief Fiscal Officer, The Lutheran Service Society of Western Pennsylvania – Pittsburgh, PA

Clerical Assistant, McCrory & McDowell LLC – Pittsburgh, PA

Director of Development, Carnegie Library of Pittsburgh – Pittsburgh, PA

Land Protection Specialist, Western Pennsylvania Conservancy – Pittsburgh, PA

Program Assistant, Western Pennsylvania Conservancy – Pittsburgh, PA

Program Director, A+ Schools – Pittsburgh, PA

[Click here to view the full list of Jobs Watch postings](#)

Save the Date

Dewey & Kaye's 10th Annual Nonprofit Symposium will be held on Friday, June 20th, 2008. More details to come.

Calendar of Events

The Art of Networking

Dewey & Kaye is pleased to offer this Career Development Center workshop for job seekers. This session is designed to help you learn the essential practice of networking. You will learn where to find contacts, how

Not Everything That is Important is Measurable

In helping organizations to demonstrate and funders to determine program effectiveness, there is a conflicting dynamic and pressure to “measure” results. In the recent past, there has been a push for nonprofits to become more accountable and for evaluation efforts to “prove” whether grants accomplish what they promise or whether an initiative has succeeded or failed. This increased pressure for nonprofits to “quantifiably” and objectively produce hard evidence was probably a necessary, corrective attempt in a field that was not always thinking about the effectiveness and cost/benefits of its services.

What was lost in the transition is the understanding that not everything that is important can be measured. Many programs’ successes cannot be highlighted through a statistical method. That is where Qualitative Evaluation can help. While academics continue to debate the various merits of these methods, practical application suggests the use of both quantitative and qualitative approaches in most program evaluations.

So if you are stuck trying to demonstrate the value of a program or understand why something is or is not working, here is a reintroduction to an old friend of the social service sector—Qualitative Evaluation.

Why: Qualitative evaluation is quite useful if you want to understand patterns, nuances, detail, depth, quality, and the character of what makes a program work. It is also important to incorporate qualitative evaluation methods for dissemination or replication purposes. As a complement to quantitative evaluation, it can tell you what is making a difference, versus just how much of a difference was made.

What: Qualitative evaluation uses different methods such as:

- Focus groups
- Case studies
- Observation
- Interviews
- Field notes
- Written documentation

and when to approach them, and techniques for presenting yourself effectively. Call to reserve your spot in this FREE upcoming workshop which will be held on Tuesday, March 11, 2008 from 12:00 – 2:00 at Dewey & Kaye. Space is limited, so please call Linsey Marshall to reserve your spot at 412-434-1335. [Click here](#) to view a schedule of upcoming workshops.

Dewey & Kaye welcomes Michelle Pagano Heck!

Michelle Pagano Heck has joined the staff of Dewey & Kaye as Senior Consultant. With extensive non-profit management experience (WQED Multimedia, The Childrens Home, The American Cancer Society and the Pittsburgh AIDS Task Force) and a successful independent consulting firm, MCP Resources, Michelle brings to Dewey & Kaye and our clients deeply rooted experience, knowledge and passion. Michelle can be reached at mheck@deweykaye.com.

Community Champions Jefferson Awards

The Pittsburgh Post-Gazette and The Pittsburgh Foundation invite you to nominate a Community Champion. Community Champions are the ordinary people who do extraordinary things without expectation of a reward. People who are committed to helping and who donate their time and energy to lend a hand and solve problems. [Click here](#) for more information.

Mosaic Subscribers

Since our last issue, 85 new subscribers have joined the Mosaic community!

- Open-ended surveys

When: Qualitative evaluation is best used if you want to discover the following:

- Content, quality, and relevance of a program—are clients applying what was learned?
- Attitudes and achievements of the clients—do clients feel program made a difference in their lives?
- Quality of services and resources—were services, etc. appropriate for community / population served?
- Efficiency of strategies and activities—do people think the program was successful? Which activities were good / not good?
- Individualized outcomes—are the outcomes will be different for different clients?
- Areas for improvement—sometimes called formative evaluation, seeks information during the delivery of a program to make adjustments.
- Not statistically significant results—results with very little quantitative difference do not always mean there were no important changes.
- Role in community-wide impact—connect your program activities to larger community impact.

Similar to conducting a quantitative evaluation, the integrity of the work depends on the skill, knowledge, and independence of the researcher. In some instances, in-house staff will be able to perform the qualitative investigation. In more complex situations, you will need to seek outside assistance. If you have questions on the evaluation methods your organization is currently using, or would like more information on qualitative evaluation, give us a call.



Anne Blose Sekula is experienced in qualitative evaluation, organizational assessments, and development. Contact Anne at sekula@deweykaye.com.

Congratulations!

Dewey & Kaye congratulates **Grant Oliphant** on his new position as President of The Pittsburgh Foundation.

Dewey & Kaye also congratulates **Jim Griffin** on his new position as Schenley Plaza Manager with Pittsburgh Parks Conservancy.

We congratulate these talented men, and thank them for their dedication to the nonprofit sector!

 Dewey & Kaye	 McCrorry & McDowell LLC
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The Dewey & Kaye division of McCrorry & McDowell LLC provides strategy development, planning, financial sustainability, facilitation, training and executive search services to help nonprofits, foundations, community collaboratives and government agencies address strategic, operational and administrative issues.

Founded in 1951, McCrorry & McDowell LLC today ranks as one of the largest accounting and consulting firms in the region, offering a wide range of services through distinct, but integrated groups that include Dewey & Kaye, Diversified Medical Management, Three Rivers Institute, and McCrorry & McDowell's accounting, tax, and business consulting practices.

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