FAQs for Performance Management Initiative (PMI) Measures

This document provides information for the Performance Management Initiative (PMI) measures that are reported quarterly by Office of Victim Services and Justice Grants (OVSJG) Victim Services Division grantees. This document contains clarifying information regarding terms used in the PMI questions as well as step-by-step instructions for collecting and reporting social media (i.e. Twitter and Facebook) outreach measures.

If you have any questions or concerns, please reach out to consultant Paige Allmendinger at paige.allmendinger@gmail.com.

Documentation of Performance Measures

This is a reminder that OVSJG reserves the right to conduct a site visit at any point during the grant period and request back-up documentation of all data measures and performance outcomes. All sub-grantees are required to demonstrate the ability to collect data to support all services performed and all outcomes achieved.

Please ensure that you have sufficient documentation of the outcome measures that you submit in your quarterly PMI reports. This includes, but is not limited to, completed pre and post-test evaluations for Training activities and Prevention and Community Engagement activities, T1 and T2 testing documentation for Case Management and Mental Health Services, and tracking documents for Outreach measures (i.e. Outreach materials distributed, social media metrics, etc.).

Formalized, Multidisciplinary Systems of Care

Q1: What is a formalized, multidisciplinary system of care?

A1: A multidisciplinary system of care is an agreement among at least two partners (but optimally more than two) to collaborate so that certain identified victims are served in a seamless manner. These systems of care should be formalized by a Memoranda of Understanding or Agreement, a shared or joint protocol or policy, or an otherwise written agreement among the parties to the system of care that established a standard concept of operations, protocol, roles and duties of the members, and/or policy that governs how the agencies will cross-refer, cross-train, share data, and/or work collaboratively together to serve the holistic needs of the victims.

Q2: When is the Baseline number of Formalized, Multidisciplinary Systems of Care established?

A2: The Baseline is established during Quarter 1 of each new fiscal year. The baseline number remains the same throughout the fiscal year. If the organization joins new Formalized, Multidisciplinary Systems of Care during the course of the fiscal year, they will report that

under "(New) Number of formalized, multidisciplinary systems of care…" For example, during FY17Q1, my organization participated in 5 formalized, multidisciplinary systems of care. During FY17Q2, we joined 1 new formalized multidisciplinary system of care. For PMI reporting, my organization would report (Baseline)=5 and (New)=1. During FY17Q3, my organization joined two formalized, multidisciplinary systems of care in addition to the one we joined during FY17Q2. For FY17Q3 PMI reporting, my organization would report (Baseline)=5 and (New)=3 (the total number of new formalized, multidisciplinary systems of care we have joined since establishing the baseline in FY17Q1).

Third Party Testimony

Q1: What is considered "third party testimony" to advance the interest of a victim or collective group of victims?

A1: Third party testimony can include, but is not limited to, activities such as testifying in front of the Council of the District of Columbia or presenting to an agency on a proposed change or amendment to their policies and/or procedures with the goal of improving the outcomes for victims of crime.

Location of Residence

Q1: Which victims' location of residence should I be reporting?

A1: Only the new primary and new secondary victims' location of residence should be reported. Continuing victims, both primary and secondary, should not have their location of residence reported.

Q2: What if the zip code of the victim I worked with is in the District of Columbia but is not one of the available options?

A2: You will list that victim as having a location of residence "Other (DC)."

Campus Victims, Military Victims, LEP clients

Q1: Which victims (new, continuing, primary, secondary) should I be reporting for these measures?

A1: For all three categories--Campus victims, Military victims, and Limited English Proficient (LEP) victims-- organizations should report new and continuing, primary and secondary victims.

Demographic Information

Q1: Which victims' demographic information (i.e. gender, race(s)/ethnicit(y/ies), age) should I be reporting?

A1: Only the new victims (both new primary and new secondary) demographic data should be reported each quarter. Demographic data for continuing clients should not be reported.

New Versus Continuing Clients

Q1: A client who is a primary victim of crime previously received program services (in another quarter and/or another fiscal year). This reporting quarter they received services for a new crime where they are the primary victim and/or after an extended period of time having not received any services from this program. Do I count this client as new or continuing?

A1: The client would be considered a continuing client. A client does not need to have received services in the previous quarter to be considered a continuing client. A "continuing victim" is any client who has received services from the program before. This could be the continuation of a previous case or a new case altogether.

If the victim is a primary victim and they received services as a primary victim in the OVSJG funded program, you will count them as a continuing primary victim. If the victim is a secondary victim and they sought services as a secondary victim previously, you will count them as a continuing secondary victim.

If a client sought services as a secondary victim and they are now seeking services as a primary victim, you will count them as a new primary victim. If the client sought services as a primary victim previously and is now seeking services as a secondary victim, you will count them as a new secondary victim.

Q2: It is a new fiscal year. Are all victims considered new?

A2: No. You will continue to differentiate clients as continuing or new based on the client's engagement with the program funded by the Victim Services Division of OVSJG in previous fiscal years.

Q4: What if the victim I am working with is seeking services as both a primary and secondary victim?

A4: If the victim identifies that they are seeking services for both a primary and secondary victimization, you will report them as a primary victim for the purposes of collecting their demographic data. You will report both primary and secondary victimization types in the question titled "Categories of Crime Victim."

Training, Continuing Education, and Outreach

Q1: What are DC based-campuses?

A1: DC-based campuses are colleges and universities in the District of Columbia. This includes, but is not limited to, the University of the District of Columbia, American University, Catholic University, Trinity Washington University, Howard University, Gallaudet University, the George Washington University, and Georgetown University.

Q2: What is the difference between a training event and an outreach event?

A2: Training events are defined as events that are conducted by your organization or agency for the purpose of increasing knowledge, skills, or abilities of allied professionals. **Pre and post assessment evaluations should be distributed, collected, and evaluated for all training events.** Outreach events or activities are conducted by your organization or agency for the purpose of increasing awareness in the community about your services, your organization or agency, or about the crimes to which you respond. **Organizations should track the number of events conducted and the number of participants served by the events for both training *and* outreach events.**

Q3: What is ASK/UASK?

A3: ASK/UASK are apps for tablets and/or smartphones. Visit www.assaultservicesknowledge.org for more information on ASK and www.assaultservicesknowledge.org/UASKDC for more information on UASK.

The PMI measures ask how many ASK/UASK downloads your organization facilitated. This can be tracked by documenting how many discussions your organization's staff members has with individuals about the apps at outreach events. It can also be tracked based on outreach materials on ASK/UASK that your organization distributes at outreach events.

Q4: How do I determine how many unique visitors went to my organization or agency's webpage this quarter?

A4: Your organization or agency's website may already have embedded analytics that can track this data. If you have a website manager, check to see if they have access to this information.

If your organization or agency's website does not have an embedded analytics tool, you can update your website to include Google Analytics https://www.google.com/analytics/). To embed Google Analytics, see this Wiki How.

Q5: What are the number of application "app" downloads facilitated?

A5: The application or "app" referred to in this question is the ASK/UASK application.

Q6: How do I determine the number of new Twitter followers?

A6: Visit https://analytics.twitter.com/. Log in using your organization's Twitter handle. On the right side of the screen, you will see a monthly break down of Twitter analytics. You will want to add the new followers your organization accumulated for the three months that comprise the current reporting quarter (for example, Q1 you'll add the New Followers from October, November and December).

Q7: How do I determine the number of Twitter engagements?

A7: Visit https://analytics.twitter.com/. Log in using your organization's Twitter handle. On the right side of the screen, you will see a monthly break down of Twitter analytics. You will want to add the mentions your organization accumulated for the three months that comprise the current reporting quarter (for example, Q1 you'll add the mentions from October, November and December).

Q8: How do I determine the number of Twitter impressions?

A8: Visit https://analytics.twitter.com/. Log in using your organization's Twitter handle. On the right side of the screen, you will see a monthly break down of Twitter analytics. You will want to add the Tweet impressions your organization accumulated for the three months that comprise the current reporting quarter (for example, Q1 you'll add the Tweet impressions from October, November and December).

Q9: How do I determine the number of new Facebook likes?

A9: Please follow these instructions:

Step 1: At the top of your organization or agency's Facebook page, you will see five tabs. Click on the tab "Insights."
Step 2: On the left side of the screen, you will see a selection of page options. Click "Likes."
Step 3: At the top of the page, you will have the opportunity to choose start and end dates for the Facebook analytics. Choose the last day of the previous quarter (for example, if you are reporting for Q1, you would have your Start Date as September 30th). The end date should be the last date of the current reporting quarter.
Step 4: Below the date selection area, you will see a chart titled "Total Page Likes as of Today: #." Use your mouse and scroll over the area above the last date of the previous fiscal quarter. Write down this number. Use your mouse and scroll over the area above the last date of the current reporting quarter. Write down this number. If your organization or agency gained followers, this number should be reported as a positive number (ex. 3). If your organization or agency lost followers, this number should be reported as a negative number (ex. -3).

Q10: How do I determine Facebook page reach?

A10: Please follow these instructions:

Step 1: At the top of your organization or agency's Facebook page, you will see five tabs. Click on the tab "Insights."
Step 2: On the left side of the screen, you will see a selection of page options. Click "Reach."
Step 3: At the top of the page, you will have the opportunity to choose start and end dates for the Facebook analytics. Choose the first day of the current reporting quarter. The end date should be the last date of the current reporting quarter.
Step 4: At the bottom of the page, you will see a chart titled "Total Reach." Use your mouse and scroll over the area above the first date of the fiscal quarter. Write down this number. Use your mouse and scroll over each date throughout the fiscal quarter. The Facebook page reach for the quarter is the sum of the Total Reach for each day throughout the quarter.

Q11: How do I determine Facebook engagement?

A11: Please follow these instructions:

Step 1: At the top of your organization or agency's Facebook page, you will see five tabs. Click on the tab "Insights."
Step 2: On the left side of the screen, you will see a selection of page options. Click "Posts."
Step 3: Find the chart "All Posts Published." You will see seven columns. Facebook engagement is the sum of the 6th column. This includes Post Clicks and Reactions, Comments & Shares for each day throughout the reporting quarter.

Prevention and Community Engagement

Q1: I am funded for both Training, Education, and Outreach and Prevention and Community Engagement. What is the difference between these two categories?

A1: Prevention and Community Engagement activities are those whose primary purpose is to build a collective vision or movement in a community that is designed to prevent violence or crime. Prevention and Community Engagement activities can fall under the umbrella of Training, Education, and Outreach activities and events; however, they should be tracked and reported separately for the purposes of OVSJG Victim Services Division PMIs. Each event should be reported as a Training, Education and Outreach event **or** a Prevention and Community Engagement event or activity. **An event or activity should not be reported under both Training, Education, and Outreach and Prevention and Community Engagement. Each event should only be reported under one of these categories.**

Hotline and Crisis Intervention

Q1: Who are considered third party requesters for service via hotline?

A1: A 3rd party requester is a person who calls for assistance on behalf of a victim. For example, a victim service provider or law enforcement agency may call a hotline to get services for a victim with whom they are working. A friend or family member may also call a hotline to get resources for a victim. A 3rd party caller could also be a person who calls for general information not specific to an individual victim.