**Session Name:** Measuring the Effectiveness of State Wildlife Grants: Developing a Performance Measures System for State and Federal Fish and Wildlife Agencies

**Speaker:** Mark Humpert, Association of Fish and Wildlife

Nick Salafsky, Foundations of Success

**Session Date/Time:** 6/23/2011 1:15 PM

**Notetaker:** Katelyn Cummings

**Main Themes:**

* Purpose of this session:
  + To show how they have developed performance measures for fish and wildlife grants
  + To highlight the new conservation program database that they are establishing
* By using performance measures, state and federal wildlife grants can demonstrate that their programs are effective or find ways to improve them.
* Having one database where people can post what conservation programs they are working on will reduce duplication, give individuals an archetype to go by, and demonstrate both the successes and failures that individuals face when doing said program.

**Detailed Notes:**

Speaker 1: Mark Humpert

* Established an 18 month project to develop effectiveness measures for fish and wildlife grants, wanted programs to be able to demonstrate that their programs are successful
* State and tribal wildlife grant program gives money to areas where a species has become endangered, funding helps stop the species downward spiral
* About two dozen examples where the programs can prove that their actions improved the species numbers, (e.g. Lake Erie Water Snake delisted as an endangered species)
* Reasons to use measures for grants
  + Improve conservation work
  + Improve accountability
  + Increase public support
  + Stay in good graces with policy makers who expect results
* Created work group to develop and test measures
* Steps of process
  + Define generic conservation actions
  + Use results chain to describe the theory of change
  + ID a limited set of effectiveness measures
  + Develop and test data collection questionnaires
* Criteria for measures
  + Linked
  + Measureable
  + Precise
  + Consistent
  + Sensitive
  + Overarching
  + Achievable
* End goal is to build steps between actions and end outcomes, resulting in species restoration
* Use the objectives and ask for actual data
* Create questions to help guide grantees in creating measures

Speaker 2: Nick Salafsky

* Wanted to create a database where many different organizations can submit the reports from programs that others are currently doing
* Created Wildlife TRACs, a data base where environmental organizations can upload their program
* Gives everyone a chance to see what everyone else is doing, creates a “conservation project cloud”
* Can create a unified, global classification system to describe conservations actions and threats
* Database can be used to report both successes and failures to eliminate duplication
* Currently too many databases
* Create the Conservation Project Information Management Cloud, one resource for all information
* Organizations can use these archetypes to use as reference for their own programs
* Ways to establish these standards?
  + Biggest guy on the playground (i.e. the most influential organization)
  + Everyone agrees
  + Multiple, big organizations agree on standards - the front runner

**Points of Discussion:**

* Were these worked into the grant criteria?
  + It’s the next step in the process.
* Where did the 11 conservation categories come from?
  + The team looked at the grants and established what they had in common.
* Couldn’t you use these systems with other fields? Or for other reasons, such as policy?
* To what degree do you think you can get nonprofits to adopt these standards?
  + Standards don’t dictate which ideas are good ones, but they can create an expectation that there is “theory of change.” They volunteer the information because it puts their non-profit in a stronger position.
* Is the work to input that information required by grants?
* What’s the timeline for developing these measures?

Websites/Programs Used or Mentioned:

[The Conservation Measures Partnership](http://www.conservationmeasures.org/)

[Wildlife TRACs](http://www.fws.ekosystem.us/)

[Miradi](https://miradi.org/)