

DATA AND EVALUATION

How will you measure your **PROGRESS**? How will you collect data? What are your milestones or benchmarks? How will you demonstrate the return on investment? How will you know when you have achieved your goal, and how will you know when to course correct if things get off track?

1

What are the **FIRST THREE ACTION STEPS** you need to take in order to move your work forward?

2

i)

ii)

iii)

2GEN STRATEGY TOOL

TWO-GENERATION PROGRAM CONTINUUM

APPROACH

A new **mindset** for designing programs and policies that serve children and parents simultaneously.

STRATEGY

Aligning and/or **coordinating** services with other organizations to meet the needs of all family members.

ORGANIZATION

Providing services to both children and adults **simultaneously** and **tracking outcomes** for both.

This tool is designed for organizations to identify next steps in their 2Gen efforts, whether you are at the Approach, Strategy or Program level of 2Gen work. Within each section you will find a set of questions to probe your thinking and consider specific next steps to strengthen your work.

FAMILY ENGAGEMENT & SERVICE INTEGRATION

What is your **2GEN GOAL**? (short- or long-term objectives broken into a set of tasks)

1

a) Is this a new goal for you or your organization or system?

b) What does SUCCESS look like for your agency/institution/organization?

c) What does this mean for children and families?

WHAT are the tasks (set of activities) that you are/will implement(ing)?

2

How are **PARENT VOICES** informing your goal, and/or what is your strategy for ensuring they inform your goal?

3

What is your **TIMELINE** to success? What will you do to build your plan and achieve success: during the Institute, within 30 days? Within 90 days? Within a year? Where do your potential partners fit into this timeline?

4

Who are the **THOUGHT PARTNERS** that will help you map out your plan? Who can give you expertise, access to resources, or a deeper understanding of how to drive your 2Gen practices? Is there a particular case study, team or individual you are following?

5

RESOURCES

What **RESOURCES** do you need to make this happen? Knowledge, tools, resources, partnerships? Public, private, existing budgets, in-kind trades, a combination of these? How will you access these resources? What knowledge and partnerships do you need to gain this access?

1

ORGANIZATIONAL CULTURE

How will you **COMMUNICATE** and embed your 2Gen work? Consider your target audiences, including potential staff, partners, funders, and families. How will you respond to potential detractors? What tools or resources do you need to effectively frame and message your plan? How will you get what you need? What specific steps can you take to start this process? Who is the best messenger for these messages?

1

What will be your greatest **OBSTACLES**? How will you meet and overcome foreseeable challenges? What resources will you need to do this? What is a lesson from a new effort in which you were **SUCCESSFUL** that you can apply to this?

2