



**WILLAMETTE**  
THE FIRST UNIVERSITY IN THE WEST

# OPPMA\* 5th Annual Performance Measurement Conference July 15, 2009 • Willamette University

Co-Sponsored by: Willamette University's Center for Governance and Public Policy Research  
Public Performance Measurement & Reporting Network

## 8:30 - 8:45 Welcome and Introduction

### 8:45 - 11:45 Concurrent Sessions:

#### a. Performance Measurement 101 — Panel: Rita Conrad, Ken Smith and Laura Wipper.

##### Participants will learn:

- Descriptions of three measurement/management models.
- To assess the applicability of the models in their working context.
- How to construct a plan on how to implement the model of choice.

#### b. Advanced Class — Panel: Drummond Kahn and Rick Gardner.

##### Participants will learn:

- The function of performance measurement and management in the budget process, including involvement of elected officials.
- The role of auditing in performance measurement and how to work with the audit function.
- How to link strategic planning with performance measures.
- How to measure complex outcomes through aggregated measures.

## 11:45 – 1:15 Lunch: Opinion/involvement session. Tom Nosack.

Participants will learn perspectives on performance measurement-related issues.

## 1:15 – 2:15 Involving the Public in Data Development — Panel: Lena Etuk, Melissa Durham, Tom Gallagher and Moderator, Laura Rose Misaras. Participants will learn:

- How to recognize opportunities to leverage the interest, demand and commitment for data at the community level (e.g. community members, foundations, academic institutions, and other stakeholders).
- Plans and details regarding the advancement of community indicators in Oregon.
- The potential crossovers of local indicators with state key performance measures (adding information to enhance analysis and inform strategic planning).
- Colleagues concerns and discuss potential workarounds, solutions, etc. to maximize the utility of volunteer and collaborative efforts.
- Opportunities, experiences, benefits and concerns with increased transparency in working with citizens.

## 2:15 – 3:15 Keynote: Public Engagement — Barbara Cohn Berman. Participants will learn:

- Systematic ways to listen to and learn from citizens as customers and stakeholders, applicable at both the local and state level.
- How to apply this learning to meet the challenges of management, including dealing with cutbacks, motivating employees and strategic leadership.
- How to connect to people and resources that add perspective to your performance measurement and management.

## 3:15 – 3:30 Break

## 3:30 – 4:45 Public Engagement Workshop — Barbara Cohn Berman. Participants will learn:

- How to create performance measures that reflect the public's priorities and point of view.

## 4:45 Networking

*Cost:* \$99 for full-day including lunch  
\$75 for half-day including lunch • \$50 for half-day without lunch

*Continuing Education Units Available*

For more information, contact Holly Carson at 503-370-6115 • [carsonh@willamette.edu](mailto:carsonh@willamette.edu)  
[www.willamette.edu/centerspublicpolicy](http://www.willamette.edu/centerspublicpolicy) • [www.oppma.org](http://www.oppma.org)

\*Oregon Public Performance Management Association



**WILLAMETTE**  
THE FIRST UNIVERSITY IN THE WEST

# OPPMA\* 5th Annual Performance Measurement Conference July 15, 2009 • Willamette University

For more information, contact Holly Carson at 503-370-6115 • [carsonh@willamette.edu](mailto:carsonh@willamette.edu)  
[www.willamette.edu/centerspublicpolicy](http://www.willamette.edu/centerspublicpolicy) • [www.oppma.org](http://www.oppma.org)

## Registration Form

### Contact Information

Name: \_\_\_\_\_  
Company: \_\_\_\_\_ Job Title: \_\_\_\_\_  
Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_  
\_\_\_\_\_ Alt. Number: \_\_\_\_\_  
E-mail: \_\_\_\_\_

### Registration Information

Participant Name	Check One (For half-days specify morning or afternoon)		
	Full Day	Half-Day (Lunch)	Half-Day (No Lunch)
Rate:	\$99.00	\$75.00	\$50.00
Quantity:			
Sub-Total (Rate X Quantity):			
<b>Total (Add column subtotals):</b>			

**Method of Payment (Circle one):**                      **Check**                      **Credit Card**

Please mail registration form and payment to:

Willamette University  
Atkinson Graduate School of Management  
Attention: Holly Carson  
900 State Street  
Salem, OR 97301

---

### Credit Card Payment Information

Type of Card (Circle one):    **Visa**                      **Mastercard**                      **Discover**                      **American Exp.**

Card Number: \_\_\_\_\_

Card Holder: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Address: \_\_\_\_\_ CID Number: \_\_\_\_\_

Amount Authorized: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_