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The Outcome Measurement System (OMS)

Part One Training Webinar

Introduction to OMS and Best Practices for Collecting Surveys

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Thursday, December 13, 2018

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Today's Webinar

Webinar is recorded & you will get a copy of the slides.

It will last about one hour, depending on questions.

Phones are muted due to the large number of attendees, use the chat feature to type questions.

I will try to answer relevant, group-oriented questions at the end.

I will respond to you directly after the webinar if we run out of time or your question is specific to your center.

**Reports-related questions will be covered in the OMS Part Two Webinar: Creating Reports & Sharing Results
Tuesday, January 15th at 2:00PM Eastern.**



OMS Participation Agreements

On December 5th, we sent OMS Participation Agreements to every email address listed as the point-of-contact for each center with survey data in the Qualtrics online system. The email contained a link to the agreement.

Agreements are due back by December 31st

There are two main purposes for these agreements:

1. Ensure every CAC has a consistent understanding of roles and responsibilities as participants in OMS.
2. Ensure NCA has the correct contact information for the designated OMS point-of-contact at each CAC.

If you are the point-of-contact for OMS and you did not receive this email, please check your spam/junk folder and then contact OMScoordinator@nca-online.org for assistance if you cannot find it.



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Training Materials in Addition to Webinars

OMS Training Section on NCA Members Only Website

<http://nationalchildrensalliance.org/members/oms>



Improve Your Experience

Training materials for collecting data

Use Your Results

Telling your story through OMS

Add Your Voice

How using OMS can help your CAC

Otherwise, materials were included in your OMS Start-Up Email or can be requested by emailing OMScoordinator@nca-online.org

- Administrative Guide with screenshots & step-by-step instructions
- Two-page Quick Start Guide with most important steps
- Various special-topic guides, scripts, templates (now also included as an appendix in the Admin Guide)
- Cheat Sheet of Qualtrics Report Buttons

Paper surveys are included in your OMS Start-Up Email or you can request them by emailing OMScoordinator@nca-online.org. They are not publicly posted, as some centers have requested additions.

Reminder: If your center needs extra custom items added to your surveys (for a funder, etc.), contact the OMS Coordinator or your State Chapter. Kaitlin will program into the online system, give you an updated paper copy, and add to online reports in your account.

Why is Program Evaluation Important?

- Make improvements
 - Data-informed decisions:
 - Maintain or expand effective parts
 - Change or remove ineffective parts
 - Engage participants
 - Provide feedback to staff
- Meet accountability requirements
 - Expectation for many funders – current and potential
 - Other stakeholders: boards, donors, policy-makers
- Raise awareness
 - Promote successful practices
- Contribute to the organization & the field
 - Add to existing knowledge about what does and does not work, for both internal and external uses



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Child Advocacy Data Comes from Many Sources

- CAC Statistics - Case Management/Service Usage Data
- Data from Partners - CPS referrals, LE arrests, prosecution rates
- Financial Data (budgets, resource distribution)
- Client and Team Member Feedback
 - Satisfaction is an important outcome itself, but also leads to better engagement with services, which in turn leads to better outcomes for families.
- Demographics/Census/National Statistical Data – Who lives in your community? How does this impact your center?
- Research Studies – What does research show will be the impact of core services (forensic interviews, mental health counseling, etc.)?

Each piece provides important context. Messages are stronger when information is supported by multiple pieces of the puzzle.



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Start from the Bottom and Work Up

© Idealware



Source: "10 Tips for Measuring Programs with Data" by Idealware - <http://www.idealware.org/>

Statistics as another language

Outcome data gives CACs another “language” to communicate the success of the center.

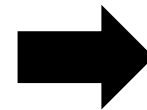
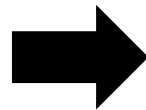
- Like any language, it may be hard to learn at first and some of us are more fluent than others.
- You must continually practice this language to effectively communicate with others who speak it.
- Bridge the gap/language barrier between CACs and funders, boards, and policy makers

Special thanks to Andrew Agatston, the Georgia State Chapter Director, for sharing this idea, which we have adapted here.



The Bigger Picture

- ❖ Statistics and results from programs like OMS are also included in aggregated state, regional, and national reports.
- ❖ **NCA and Chapters use this data to advocate for CACs**
 - We need this data to show why CACs are so important
 - This allows us to fight for the resources CACs need to survive and thrive
 - Helps CACs stand out from other programs
- ❖ This is why we need ALL centers to follow best practices in data collection and make the best use of this valuable resource.



The Basics - What is OMS?

- ❖ A standardized, research-based system of surveys designed measure CAC performance based on stakeholder satisfaction.
 - Items are based on issues of most importance to CACs, MDTs & families.
- ❖ Purpose of OMS is to help CACs evaluate their programs in order to:
 - Increase the quality of services provided to children and families.
 - Improve the collaborative efforts of MDTs.
- ❖ First developed by the CACs of Texas from 2006 to 2009, adopted by NCA in 2010/2011 and began to expand nationally in 2012.
- ❖ All members are eligible to participate, but are not required to do so in most cases.
 - Some states have linked participation to state funding streams.
 - Some CACs may use results for other projects, funding, etc.
 - NCA Accreditation – See next slide



OMS and Accreditation

Two components in the 2017 edition of the NCA Accreditation Standards for CACs focus on collecting feedback and specifically mention OMS in the “Statement of Intent” in the accreditation handbook.

MDT Standard, Component F: The CAC provides routine opportunities for MDT members to give feedback and suggestions regarding procedures and operations of the CAC/MDT. The CAC has a formal process for reviewing and assessing the information provided.

Case Tracking Standard, Component E: CAC has a mechanism for collecting client feedback so as to inform client service delivery.

To meet these two standards, you must provide documentation of how you collect this information. Centers can use other surveys, but must show what and how. The case tracking standard requires that any instrument must be valid and reliable.

Centers are assured to be found in compliance when participating in OMS and following best practices for collecting surveys and using results.



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The Basics - What is OMS?

- ❖ OMS is a free NCA membership benefit: No separate enrollment costs or annual fees for NCA members in good standing.

New Policy for Non-Members Joining OMS - Effective June 2018

- Non-member CACs can either join NCA as members (Accredited, Associate, Affiliate, or Satellite) or pay \$300 annual fee to participate in just OMS.
- Must get a letter of support from the Chapter and must join as NCA members within 5 years of account creation date.
- Only impacts NEW accounts for non-member centers interested in joining OMS for the first time.
 - Non-members that requested accounts prior to the new policy are “grandfathered” in, but we still strongly encourage becoming members with NCA and accessing the many other benefits we provide to CACs.





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The Basics - What is OMS?

- ❖ Participating centers must use core OMS survey items for national comparisons (existing items cannot be deleted or reworded), but may request to add extra items relevant to their particular center.
- ❖ Most customizations and other administrative functions are done by NCA staff, so you can focus on collecting surveys & using results.
- ❖ OMS offers an advanced system, without the expense or technical expertise that would be required for an individual CAC to develop such a system. It also connects you to a national network for benchmarking.
- ❖ Results are automatically compiled into state, regional, and national reports, without any need for you to manually send reports to those organizations.

OMS by the Numbers

- ❖ 780 CACs have participated in OMS as of December 2018.
- ❖ As of June 2018, approximately 82% of all NCA members participated in OMS, with at least one center in all 50 states, plus locations in Canada and Australia.
- ❖ Surveys collected to-date (January 2012 to December 2017):
 - 184,000 Initial Visit Caregiver Surveys
 - 46,000 Caregiver Follow-Up Surveys
 - 58,000 Multidisciplinary Team Surveys

In 2017, approximately 14% of all families served by CACs provided feedback through the OMS Initial Visit Caregiver Survey.

(Approximately 46,000 surveys out of about 335,000 kids served)

The goal is to expand feedback opportunities to all families!



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Why should CACs collect feedback?

Show Stakeholders you Value their Opinions

- Give caregivers a voice in the process and show them you care about their children and family.
 - Simply asking for feedback can help caregivers feel more engaged.
 - OMS allows caregivers to take a step back and consider their experience with the CAC as a whole, possibly reminding them to ask questions or seek out additional services, which will ultimately benefit the children.
 - **All** caregivers should have the opportunity to give feedback, even if they decide not to participate. Flexible options will encourage participation.
- Give MDT members a structured, anonymous way to provide feedback – in a unique position to see results/progress made.
 - Be sure to review the results with the team and collaborate to find solutions to any issues raised in the surveys
 - Shows the team you are listening and will help them feel engaged as partners at the CAC



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Children's Advocacy Center Outcomes



Two primary outcomes, measured by three surveys:

Outcome #1: The Children's Advocacy Center facilitates healing for the children and caregivers.
Initial Visit & Follow-Up Caregiver Surveys

Outcome #2: The multidisciplinary team approach results in more collaborative and efficient case investigations.
MDT Survey

Highly recommend using all 3 surveys!

Also 2 optional surveys: used by 5-10% of centers, no national reports
Case-Specific MDT Survey & Individual Client Needs Assessment

Best Practices for All Surveys



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- ❖ **All CAC staff and MDT members should know about OMS and why you are participating**
 - Practical benefits (i.e. outcomes are often a requirement for funders)
 - Mission-based benefits (i.e. collecting surveys gives stakeholders a voice in the process)
- ❖ **Share results with CAC staff and MDT members**
 - Feedback outcomes are important to everyone's work
 - Highlight strengths of the CAC/MDT
 - If areas for improvement emerge, mention these to the team and (depending on the nature of the issue) either inform the team how you plan to address the issue or brainstorm solutions with the team.
- ❖ **Be flexible and try multiple methods until you find one (or more) that work for your center**

Initial & Follow-Up Caregiver Surveys

Similar questions at two time points: Initial visit & follow-up approx. 2 months later

Child Demographics: Gender, Race, Age

Four Areas of Measurement – 1 to 3 multiple choice items in each group

Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree, Don't Know

The Child's Experience (caregiver perspective)

Interactions with Center Staff / Overall Impression of Center

Caregiver Access to Information & Services

Preparing Caregivers for Challenges/Future Possibilities

Open-Ended Questions – Examples:

“Would you have liked additional services (for your child/for yourself) that were not offered?”

“What did you appreciate the most about your experience at the center?”

“Was there anything that the center staff could have done better to help you or your child?”

Additional Service-Specific Questions on the Follow-Up Survey:

Satisfaction with specific services, including...

Forensic interview, Mental health services, Medical exam, Case info/updates



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Best Practices for Initial Visit Caregiver Surveys

- ❖ Review surveys with all staff members that interact with caregivers
- ❖ Make it a standard part of the process - Offer the survey to every caregiver!
 - Inform caregivers about the surveys from the beginning of their visit, just like any other standard procedures
 - Avoid saying things like “If you want” or “If you have time” – this makes it sound like you don’t really care whether they complete the survey.
 - Focus on the benefit to caregivers, an opportunity for a voice in the process, which they often do not have with other agencies.
- ❖ If they decline or say they do not have time, have a back-up method ready to use.
 - Offer to email the survey or give a printed hand-out with the link.



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Introducing the OMS Initial Visit Caregiver Survey to a Potential Participant

At the beginning of the visit (or in the phone call to families before their appointment):

“We’ll wrap up the visit today with an opportunity for you to share feedback. This will only take 5 or 10 minutes of your time and it will give you a voice in the process at the center. We really want to hear your honest opinions about what we are doing well and what we could improve.”

What do we do if there are multiple children?

Caregiver surveys include questions about the child, such as demographics, which are geared toward one child. After discussion with the researchers, this was not changed in the revisions. Instead, the following guidelines (which are included in the Admin Guide) should be used:

- If a caregiver comes to the center with multiple children, they should be asked to complete the survey with regard to the child of primary concern (i.e. involved in the allegation).
- If multiple children are of equal concern (i.e. both children required full interviews), the caregiver should be asked to fill out a survey for each child, since the experience could be significantly different for one child compared to another.
- Your center may also choose to use a random selection technique for families with multiple children when it is not feasible to complete multiple surveys. In this case, one example commonly used in research settings is to select the child with the most recent birthday and fill out one survey based on that child's experience.
- For the Follow-Up Survey, the caregiver should be reminded to complete the survey about the same child as the Initial Survey or if they did not complete the Initial Survey (or cannot recall which child they selected), the instructions above can be used again.

Best Practices for Caregiver Follow-Up Surveys

- ❖ Timing is flexible - Ideally 2 months, but any time after one month is fine
 - Allow enough time for caregiver to connect with services, but do not wait so long that contact information is outdated
- ❖ Inform caregivers at the first visit, ideally after the Initial Survey.
 - You may need to collect contact information (i.e. email addresses).
- ❖ The 2 surveys are not connected - they are both anonymous and un-trackable
 - Caregivers do not need to complete the Initial Survey to be eligible to take the Follow-Up Survey, so it should be offered to everyone.
- ❖ Be flexible – try multiple/hybrid approaches
 - Example – centers call and offer to send survey by email or do over the phone
- ❖ Incorporate the survey as part of existing follow-up routines (esp. phone calls).
- ❖ Use volunteers and interns – limited staff time and provides neutral 3rd party



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Multidisciplinary Team (MDT) Member Survey



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Background Information:

Professional Discipline

Number of Years Working with the CAC Model at the Center

County/Jurisdiction

Areas of Measurement: 14 multiple-choice items

Strongly Agree, Somewhat Agree, Somewhat Disagree, Strongly Disagree, Not Applicable

Communication

Collaboration

Structure (Environment/CAC Setting)

Overall Effectiveness of the MDT

Open-Ended Responses

Optional comment boxes on multiple-choice items

“Please share any additional observations, opinions, concerns and/or recommendations.”

Best Practices for MDT Surveys



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- ❖ The survey is ideally given twice a year, approximately 6 months apart.
 - Preferably once between Jan. and June & once between July and Dec.
- ❖ Inform MDT members about the surveys ahead of time.
 - Focus on the importance of their feedback
 - Emphasize that you plan to share results with them (and actually do this!)
- ❖ Email is the most efficient way to collect surveys from team members.
 - Increases the scope of people who will be able to participate
 - Eliminates the need for manual entry of responses from paper surveys
- ❖ Give a deadline for completing the survey - 2 to 3 weeks works well for most teams
- ❖ **SHARE RESULTS WITH TEAM MEMBERS**
 - This is VERY important – unlike caregivers who may never return to the center, team members will know if you are actually using their feedback.
 - Highlight strengths of the team, acknowledge what is working well
 - If areas for improvement emerge, mention these to the team and either inform the team how you plan to address the issue or brainstorm solutions with the team, depending on the nature of the issue.

Making Time for Surveys

You may encounter caregivers, team members, or even other CAC staff who feel they do not have time to contribute to OMS.

- Making time to do something is usually a combination of two things:
 1. Feeling the activity is important.
 2. Having flexibility for when and how to do the activity.
- Any activity is more likely to succeed when both of these elements are met. If one or both are missing, it is understandable why someone would not proceed. OMS surveys are no different.
- Importance:
 - Explain why the surveys are important. Give examples of how the information is used. Show genuine enthusiasm for the process.
- Flexibility:
 - There is no “one size fits all” approach, so offer a variety of options. If one approach is not working, try something different or add back up options.



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Sensitivity to Challenging Situations

If you find yourself thinking, or you hear from other staff, “The families I work with are in crisis. They don’t want to fill out surveys during this difficult time.”

Ask yourself (or this staff member) some important questions:

- **Is this all families or just the “worst case scenarios”?** In difficult situations, you can use professional judgment to offer the surveys at a later time (this is why flexible options are important). Most centers find that the majority of caregivers are willing to participate when staff convey the importance of sharing their voice and provide adequate time for caregivers to participate.
- **Is this something caregivers are telling you or are you making assumptions about how caregivers feel?** We know in all other aspects of our work that we need to ask questions before we can truly understand someone’s experience or opinions. If caregivers are declining on a regular basis, might this be related to how the survey is being presented to them?
- **What are the benefits for caregivers?** Benefits include feeling engaged with the center and empowered to meet the needs of their children, by having a voice in the process. Your center also benefits from the helpful feedback, but **ultimately it is the families that benefit from improved services.**



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Surveys are Important, but also Voluntary

- Your role is to offer a reasonable opportunity for a family or team member to share feedback about the CAC process.
- Respect when someone declines to participate.
 - “I don’t have time” is an invitation to describe why the survey is important and offer flexible options for participating.
 - “I don’t want to give feedback” is a firm “No” and should be respected.
 - If this is on the Initial Visit Caregiver Survey, you can say “I understand. We would really appreciate your feedback, so if you change your mind, there will still be a Follow-Up Survey in a couple months.”
 - Do not pester families or team members for participation. Reminder emails and/or phone calls should be limited to 3 total outreach attempts at most per survey/participant.





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Multiple Ways to Collect Surveys

Recommend using a **variety of methods**: Be flexible, all go to one account

On-site Options:

- **Computers/Tablets** (recommended)
- **Paper Surveys** (responses must be entered manually)

After Visit Options:

- **Handout with survey link** (and QR code)*
- **Email Surveys** (esp. recommended for MDT Surveys)
- **Telephone Calls** (esp. recommended for Follow-Up Surveys)
- **Paper Surveys** (with postage paid envelope)
- **Texting Survey Links***

*Transform your links into short links (Bitly, TinyURL, etc.) and/or QR codes for handouts & texting (free, third party systems – suggestions available).

Multiple ways to Collect Surveys

On-Site Electronic options

Tablet / Computer on-site at the CAC – guidelines available

- Set up a tablet or a computer in a private area – close to staff for questions, but remote enough for privacy.
- Only basic equipment is needed
 - NCA does not supply tablets, but many tablets now cost under \$50 on average (for example, Amazon's Kindle Fire).
 - Many funders/grants will cover devices for OMS. You can also check with your State Chapter or Regional CAC for resources in your area.
- Works through any up-to-date **web browser** (no special software/apps)
 - The most common reason for display issues is outdated web browsers. Check that your web browser is up-to-date, with the assistance of your IT department if needed.

Pros:

- Higher response rates compared to after-visit options
- Very little staff time
- More anonymous
- Cost-effective in the long-term

Cons:

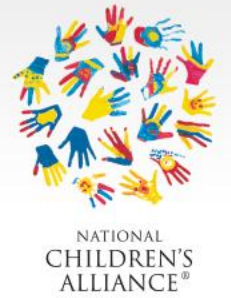
- Higher up-front cost (but grants or donations can eliminate this)
- Center must have Internet access, WiFi for tablets
- Discomfort with technology (staff or participants)



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Multiple ways to Collect Surveys

Links



Distribute the Link as Part of Take-Home Materials: Examples available

- Templates are available. Use short links and/or QR codes generated through free third-party systems.

Send the Survey Link by Email: Templates/suggestions available

- There is no longer an email invitation feature built in to the online system, due to a variety of drawbacks. Instead, simply copy and paste your center's custom link into an email in your own system
 - Remember to use blind/BCC if you are sending to multiple people, especially caregivers
- We have templates for what you could say in the email, but we encourage you to make it your own!

Pros:

- Fewer requirements for families/MDT while on-site
- No special equipment needed
- Very low cost – only a few minutes of staff time to send the emails, print handouts

Cons:

- Lower response rates than on-site (may not check email, easy to ignore)
- Not accessible for caregivers without Internet access

Multiple ways to Collect Surveys

Telephone Calls



- Incorporate into existing phone calls whenever possible
 - Will NOT replace general check-ins or case updates
- Great task for interns and volunteers (surveys do not include sensitive questions or case-specific information); **refer caregivers to staff if questions come up.**
- Recommend typing responses directly into the online survey – writing the responses on paper and then entering into the online system at a later date is time-consuming, increases chance of data-entry errors, and delays reporting.
- Guidelines, sample script, and call record are available, but you are free to develop your own process depending on what works best for your center.

Pros:

- More personal
- May fit into existing follow-up routine
- No special equipment required
- Accessible to clients without Internet

Cons:

- Much more staff time compared to email
- May be unable to reach caregivers (phone numbers change, etc.)
- Much less anonymous, potential for bias

Multiple ways to Collect Surveys

Paper Surveys



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- Three options for paper surveys:
 1. Collect on-site in a private location, 5 or 10 minutes at end of visit.
 - Collect surveys in a box, rather than handing directly to a staff person.
 2. Provide survey to caregivers at the beginning and have them complete it throughout the visit and hand it in prior to leaving the center.
 - This MAY be better for families rushing to leave at the end, but often caregivers will forget to fill it out if a specific time is not dedicated to the survey.
 - Reduces benefit of survey as a wrap-up/summary of the visit.
 3. Send the survey home with clients (in their take-home packet with a postage-paid envelope)
 - In general, this is the least effective and most time-consuming method.
 - Combines the low likelihood of receiving a response since it is not on-site with the drawbacks of staff having to enter in responses from paper surveys.

Multiple ways to Collect Surveys

Paper Surveys

- Good option for centers without WiFi and/or back-up for caregivers uncomfortable with technology, but be sure to ask – don't make assumptions!
- Responses should be entered on a regular basis, ideally within 2 weeks of survey being completed or at least monthly.
- **Please do not wait until the end of a collection period to enter surveys!**
 - From NCA and your Chapter's perspective, it looks like you are not participating.
 - Limits your ability to prepare accurate reports if paper surveys have not been entered.
- Remember to allocate enough time to enter paper surveys regularly and be very careful when entering responses – this option increases the risk of data entry errors due difficulty reading participants' handwriting, typos, etc.
 - Even though entering paper surveys generally takes 5 minutes or less per survey, that adds up over time
 - **100 surveys = 500 minutes = over 8 hours, an entire workday!**



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How to Enter Paper Surveys

- There is no need to log in to the account! All survey collection is done through direct links to each survey type. Go directly to the same link you would use to open the survey on a tablet, send in an email, etc.
- In the first item on the survey “How did you reach this survey?” select **“(Center Staff Only) – Paper & Pencil”**

How did you reach this survey? Please choose one of the options from the list below.

- Computer or tablet at the center
- Scanned a QR code with a smart phone at the center
- Center emailed me the link to the survey
- Link on the center website
- Other (please describe)
- (Center Staff Only) - Paper & Pencil**
- (Center Staff Only) - Over the Phone

Next



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How to Enter Paper Surveys

Once selected, another item will appear to enter the date the **participant** completed the survey on paper.

You can either select the first of the month (if you only know the month) or select the exact date, if known.

The date must be in the format of MM-DD-YYYY.

Staff: For paper surveys, enter the date this survey was completed by the participant. If you know the exact date, please select it. If you only know the month and year, please select any day within that month.

← March 2017 →						
Su	Mo	Tu	We	Th	Fr	Sa
26	27	28	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

03-07-2017

Fill in the responses entered by the participant and press submit. That's it!

Differences Between Accounts & Links

- Links to each of the survey types for your center – use for collecting surveys themselves (on a tablet, entering paper surveys, etc.).
 - There is no login required. The links can be opened on any device connected to the internet.
 - The code at the end of each link is how the system knows that results belong to your center, so surveys results will show up in your reporting dashboards above, as well as state, regional, and national aggregated reports, all automatically.

Please be careful when typing in links – consider using short links.

- Qualtrics accounts are for viewing results in reporting dashboards.

There are NO survey administration functions in accounts themselves.

Login Page: <https://nca.az1.qualtrics.com/vocalize/login>

Username/Email: email@example.com

Password: Use “Forgot Password?” button if needed

Each CAC has one account – share login information with all staff at your center who will be working on OMS. Passwords can be changed using the Forgot Password? button, but usernames must be changed by NCA.



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The Part Two OMS Training Webinar: Creating Reports & Sharing Results will be held on Tuesday, January 15, at 2:00PM EST. Registration information will be included in the follow-up email you will receive (with a recording of this webinar and a copy of the slides) and will also be distributed by your Chapter as the webinar approaches.



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QUESTIONS?

For more information, technical support, or any other questions, please contact:

Kaitlin Lounsbury at klounsbury@nca-online.org or

OMScoordinator@nca-online.org

(202) 548-0090 Ext. 211

Please complete the webinar feedback survey in your follow-up email!

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