

9.0 PERFORMANCE MEASURES AND REPORTING STRATEGIES (EVALUATION CRITERIA 9)

Measures of success for meeting objectives that have been set for the Foundry are shown in Table 14. Measures that go above and beyond the RFP will be considered at a later date for tracking outcomes from the Foundry Consortium action groups/STEAM Roundtable.

The quantitative data will be supplemented by ethnographic studies documenting how and

in what ways positive outcomes for individuals are brought about as a result of the work of the Foundry Consortium. The studies will, among other things, develop new knowledge of what supports and constrains the efforts to advance educational and economic opportunities for underrepresented youth, families and seniors (our primary audience).

Table 14: Foundry Consortium Objectives and Measurements of Success for Foundry Operations

Overarching Goal: Create a “self-sustaining center for creativity and collaboration for the Cambridge community” in East Cambridge

Objectives for Foundry Operations	Foundry Performance Measures
1) Foster a center of creativity and innovation through the shared use of space populated with complementary uses that are accessible to all	a) Revenue generation and financial sustainability of the Foundry b) Number of Foundry tenant program offerings, number of participants in those offerings, and outcome data c) Frequency of Foundry tenant participation in committees, fundraising efforts, or other program management structures d) Experience surveys of residents who visited the Foundry in the prior year, including new partnerships arising from participation in offerings
2) Create mentorship, internship, apprenticeship, workforce training, and educational programs for Cambridge residents that can directly benefit and engage the surrounding community	a) Number of offerings and attendance at hosted events, workshops, and classes (# educators, # attendees, repeat participation, survey data and qualitative studies of outcomes from participation for educators and attendees) b) Number of offerings and participation in internships, apprenticeships and workforce training (# educators, # attendees, repeat participation, survey data and qualitative studies of outcomes from participation for both educators and attendees) c) Documented instances of Cambridge residents gaining access to employment or education attributable to Foundry tenants, program offerings at the Foundry, and/or program offerings by partners in the Roundtable

3) Include significant training opportunities in the areas of science, technology, engineering, arts, and math (STEAM) fields that can effectively introduce and prepare Cambridge residents for the existing and growing professional fields that have emerged in the Kendall Square area over the past several years

a) Number of offerings and attendance at hosted events, workshops, and classes (# educators, # beneficiaries, repeat participation, survey data and qualitative studies of outcomes from participation for both types of participants)
b) Documented instances of Cambridge residents gaining access to employment or education attributable to Foundry tenants, program offerings at the Foundry, and/or program offerings by partners in the Roundtable

4) Capitalize on the commercial success of Kendall Square's redevelopment to create a unique collaborative environment as a citywide resource, with a diverse mix of cultural, educational, and commercial uses emphasizing youth and senior engagement, with a particular focus on under-represented, lower income households

a) Length of tenancy of both for- and non-profit tenants in relation to Foundry specifications on lengths of stay
b) Demographics of those in attendance at hosted events, workshops, and classes (coupled with other forms of data shown for objective 2 and 3)
c) Annual survey of Foundry tenants to determine ways the Foundry Operations team have added value to their efforts and/or new partnerships attributable to the Foundry
d) Media/social media hits on ongoing Foundry programs

Reporting Strategies: Data collection methods will be designed and implemented by the Foundation Consortium during the initial months of operation. The LMIT Program will provide a mid-year report to the Foundry Consortium and will work with partners to address any needs for mid-year corrections to ensure the success of Foundry operations. Annual reports will be provided to the CRA, with copies to the City of Cambridge and the Cambridge Public Schools' STEAM Advisory Committee.