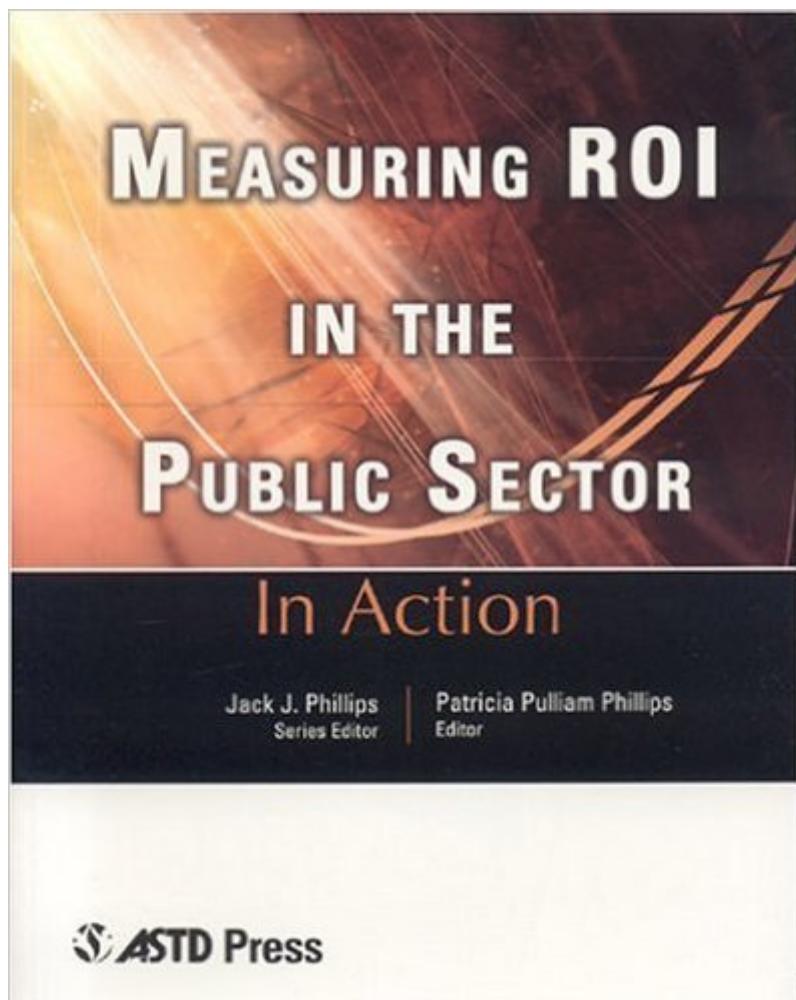


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# Measuring ROI In The Public Sector (In Action Case Study Series)



## **Synopsis**

Measuring ROI in the Public Sector shows how all types of public sector organizations are using ROI evaluation as a way to meet these challenges. The settings for ROI applications range from small local governments to state governments, to major cities, and to national and federal programs. This book should interest anyone seeking to build accountability into various specific programs, including training, education, human resources, and community development initiatives.

## **Book Information**

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## **Customer Reviews**

This book is from Jack Phillips' In Action series on measuring return on investment in human resources functions in an organization. It presents ten case studies from public sector organizations. The organizations range from city to federal government agencies and include some non-U.S. government agencies. Before introducing the case studies, Patricia and Jack Phillips discuss the pressure on government organizations to demonstrate their effectiveness. They review several factors that make public sector evaluation difficult, including the absence of revenues and profits to use as metrics, the scarcity of "hard data" on program effectiveness, and the essential nature of some government services independent of their cost. Two of the ten case studies were particularly interesting:- Ilene Gast's "Competency-Based Assessment of Managers and Supervisors" describes an evaluation of a Federal agency's internal promotion system for employees in leadership positions. Of particular interest is the large amount of qualitative data analyzed in this project.- Jack Phillips and Ron Stone's "Absenteeism Reduction Program" shows how a business case can be

made that the negative impact of unscheduled bus driver absences must be corrected. The solution is a combination of new unscheduled absence policies and improved hiring procedures. The book's target audience is "...anyone interested in building accountability into various specific programs, including training, education, human resources, and community development initiatives." The cases are a useful sample of evaluations from government organizations. Their successes and less-than successes are critically examined and clearly described. They should be helpful to their intended audience.

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