

ROMA and Baseball

Baseball and ROMA have a lot in common!

Here are the examples from the video:

Baseball

You own a baseball team that is struggling to win games. You can invest countless dollars in new coaches, better bats, different baseballs, but if the team isn't winning some games, it's harder to get supportive fans.

Community Action Agency

As an executive director, you can invest many grants on more programs and hiring talented employees, but if poverty still exists in your area, then the community is going to wonder if tax payer dollars are really helping people become more self-sufficient.

So what can Community Action learn from baseball? How do we explain our successes to the community?

Baseball began collecting statistics around 1876. In these 136 years, baseball has developed standards of performance. They learned, by recording data and observing successes, that even superstar baseball players, only hit the bat and get on base successfully 30 percent of the time. Every baseball fan knows that a 30 percent batting average is success, no one expects someone to hit the ball and get on base 100 percent of the time.

Just like baseball, we shouldn't expect all of our clients in a program to achieve an outcome. It's just not going to happen. That's okay! Maybe only 20 or 30% of your clients achieve the outcome your program defines. That's STILL success!! **However, if you don't explain why or how you determined that success percentage, it won't make sense to anyone else.**

Baseball can help us understand ROMA because it illustrates how important it is to analyze our performance, set targets, develop benchmarks, and publicize what success is to the public.

ROMA can help your agency define successful results, just like baseball has!