

The United Way of America Standards of Excellence

The new Standards of Excellence Self-Assessment Tool from the [United Way of America](#) web site is a diagnostic tool, not a pass-fail test or competition. It measures perception of the local United Way's performance relative to the 34 standards outlined in the [United Way of America Standards of Excellence](#).

This developmental tool is designed to assist the organization to:

- gauge current status relative to the Standards
- assess current capacity to take on the transformation to become a Community Impact United Way
- identify areas of strength where expertise can be shared with others
- determine where to focus organizational development and improvement areas

NOTE: The United Way of Seneca County survey was completed in November 2007, with participation from almost 50 staff, members of the board of directors, community partners, funded partner agencies and representatives from the community at large.

Results have been returned to our United Way and will be used to assist as the "Managing Change" committee begins the process of local strategic planning. Standards where our United Way ranks the highest (score of 4) are an opportunity to celebrate, while Standards where the organization ranks lower are areas for growth and improvement.

We are proud to announce that of the 5 areas surveyed, the highest scores are for both Community Engagement and Vision and for Impact Strategies, Resource and Results. Strong performance is noted for Relationship Building and Brand Management and in the area of Organizational Leadership and Governance. The lowest scores have been noted in the area of Operations but comments about those questions from the survey participants suggest lack of knowledge about internal practices, not the absence of those procedures.