Program Outcomes Resource

Definitions

- **Outcomes:** improvement and/or change in knowledge, skills, attitudes, or behavior. Outcomes may also refer to desired changes in a community in response to community-level and system-wide activities.

- **Indicators:** the specific items used to track a program's success. Indicators describe observable, measureable characteristics or changes. An indicator should include the specific characteristic measured, what data tool is used, when it is measured, and who collects the data.

Definitions

- **Activities:** what a program does with its resources to fulfill its mission.

- **Measurement plan:** states any sampling strategies, how the data is entered, how you will analyze the characteristics to assess whether you were successful, and how data reported. For example, what counts as an increase?

Program outcomes

Program outcomes state the changes in clients' knowledge, skill, attitude, or behavior.

Example: Program outcomes

- Clients increase their knowledge about how to reduce risk behaviors.
    - *An indicator could be that 80% of clients increase their knowledge about what are risk behaviors, consequences of risk behaviors, and how to reduce risk behaviors as measured by comparing post test to pretest scores on the curriculum-embedded tool.*

- Clients increase their skills in preparing healthy food.
- Clients demonstrate improved confidence toward changing behavior.
- Clients experience decreased health risk behaviors.

Organizational capacity outcomes

Organizational outcomes state changes in capacity areas such as revenue, fiscal management, board development, operations, etc.

- The organization should be able to explain – although probably not measure – how the change in capacity will impact those they serve, such as improved service quality or more clients served.

Example: Organizational capacity outcomes

- The organization increases the capacity of its board of directors.
  - *An indicator would be that the organization meets current needs on 10 benchmarks on the board development section of the Capacity Benchmarking tool (see resources).*

- The organization increases its fundraising capacity.
  - *An indicator could be that the organization achieves benchmarks on a capacity tool or that the organization (a) develops at least two new revenue streams, (b) reduces expenses by 5 percent in comparing 2010 to 2009, **and** (c) that 90% of staff report that the new system saves them time.*

Choosing outcomes: meaningful and measurable

- What we want to see:
  - Fewer youth exhibit at risk behaviors due to undiagnosed mental health problems.

- What we don't want to see:
  - Fewer youth abuse substances and show increased stability and life skill.

Creating Outcome Statements:

The Outcome Formula

- Step one: describe your client (i.e., age, gender, status)

- *Examples: at-risk middle school youth, adults with mental illness, frail seniors, Hispanic teens, adults with disabilities, low-income parents*

Creating Outcome Statements:

The Outcome Formula

- Step two: identify the issue or topic you are addressing.

- *Examples: healthy lifestyle choices, employment, substance abuse, grades, sports, self-esteem, coping skills, health status.*

Creating Outcome Statements:

The Outcome Formula

Examples:

1. At –risk middle school youth will decrease behaviors such as participating in gangs, getting in fights, and using drugs.

2. Hispanic teens will increase skills in job seeking.

Client	Verb	Adjective	Type	Example/topic
	Will	Increase	Knowledge about	
		Decrease	Skill(s) in	
		Maintain	Attitude about	
		Demonstrate	Behaviors such as	

Outputs vs. Outcomes

- Outputs answer the question "how much" .
- Outputs include number of clients, service units, hours, and appointments.

- Outcomes are client-focused.
- Outcomes relate to knowledge, skills, attitudes, or behaviors.

Indicators

Characteristics:

- Observable and measurable.
- Client-focused.
- Unambiguous.
- State a time frame.
- Match.
- Understandable.

The Indicator Formula

Tells what you will measure (see table below), how, when, and who is measuring.

For this type of outcome	Tell us….	Examples:
Knowledge	What three main things the clients learn	
Skill	What, specifically, they can demonstrate	
Attitude	What they will or will not feel	
Behavior	What they will or will not do	

Indicator Examples

Tool:

- Pick one: survey, pretest and posttest, posttest only, interview, case records, observation form, or official statistics. Tell us the name of the tool and who created it.

- *Examples: curriculum pretest and posttest, online survey created by USF, case records kept by the agency, report cards from the school, ADL checklist provided by the State Department of Elder Affairs, survey provided by DJJ.*

Target:

- Put the percentage of your clients that you think will achieve the outcome. The target is NOT the client population.

- *Examples: 20%, 30%, 40%, 50%, 60%, 70%, 80%, 90% .*

The Indicator Formula

How examples:

- *how the tool is administered.*

When examples:

- *at the end of the program, beginning, every 30 days, 90 days after completing the program, etc.*

Who examples:

- *program staff, non-program staff, outside agency personnel, other agencies.*

Indicator Examples

Knowledge:

- *[Clients] will learn <u>three elements of sportsmanship</u> as measured by an end of the program posttest administered by staff.*

Skill:

- *[Clients] will demonstrate that <u>they can prepare a resume, find an open job through the paper or online, and answer interview questions</u> as measured by non-program staff observation during the job fair at the end of the program.*

Attitude:

- *[Clients] will state that they feel <u>hopeful about a positive future</u> as demonstrated by exit interviews conducted by program staff prior to leaving the shelter.*

Behavior:

- *[Clients] will not <u>be adjudicated for gang activity, fights, or drugs</u> while they are in the program as measured by DJJ statistics collected by the School Resource Officer.*

Making It Measurable

- Direction of change.
- Area of change.
- Target population.
- Degree of change.
- Time frame.
- As measured by
- Baseline.

- Example: To decrease the percentage of 18 to 20 year old college students reporting binge drinking from 13 percent to 12 percent by 6/30/2015 as measured by the CORE survey.

Hints

- **Outcomes:** *State one outcome per row.*

- **Indicators and measurement:** *What is the specific statistic will you track to determine your success on this outcome? What data tool will you use to collect this data?*

- **Activities:** *What are the key activities that will lead to each outcome?*

- **Measurement plan:** *What is your measurement plan? For example, how often will you administer your data tool? How will you assess whether you were successful?*