

Outcome Measures

What to measure:

- What are your mission, your objectives and your clients?
- What service do you offer to achieve those objectives?
- What results do you want to see?
- What will you measure and how will you know that you have been successful? (Use numerics such as the number of people improving in _____, the percentage of people improving in _____)
- How will you capture that information?

Methods:

- Surveys on client satisfaction
- Focus groups
- Organization's records
- Pre and Post knowledge tests
- Observations of behavior
- Condition of clients before and after

Analyze the data:

- Chart where the outcomes are better than expected
- Chart where the outcomes are not as expected and learn the causes
- Use the data to improve programs and services

Example:

Objective: To reduce the school drop out rate

Service: Parenting classes that include information on child development and how parents can help their children to succeed academically

Intermediate Outcomes: Parents graduate from the program
Parents encourage their children to read and do homework
Parents engage children in enjoyable educational activities
Children have improved attendance
Children have fewer behavioral problems in school
Children have improved grades

End Outcomes: Fewer children drop out