

# Strengthening Outcomes The Top 10

***Urgency of Now!***  
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# Learning Outcomes

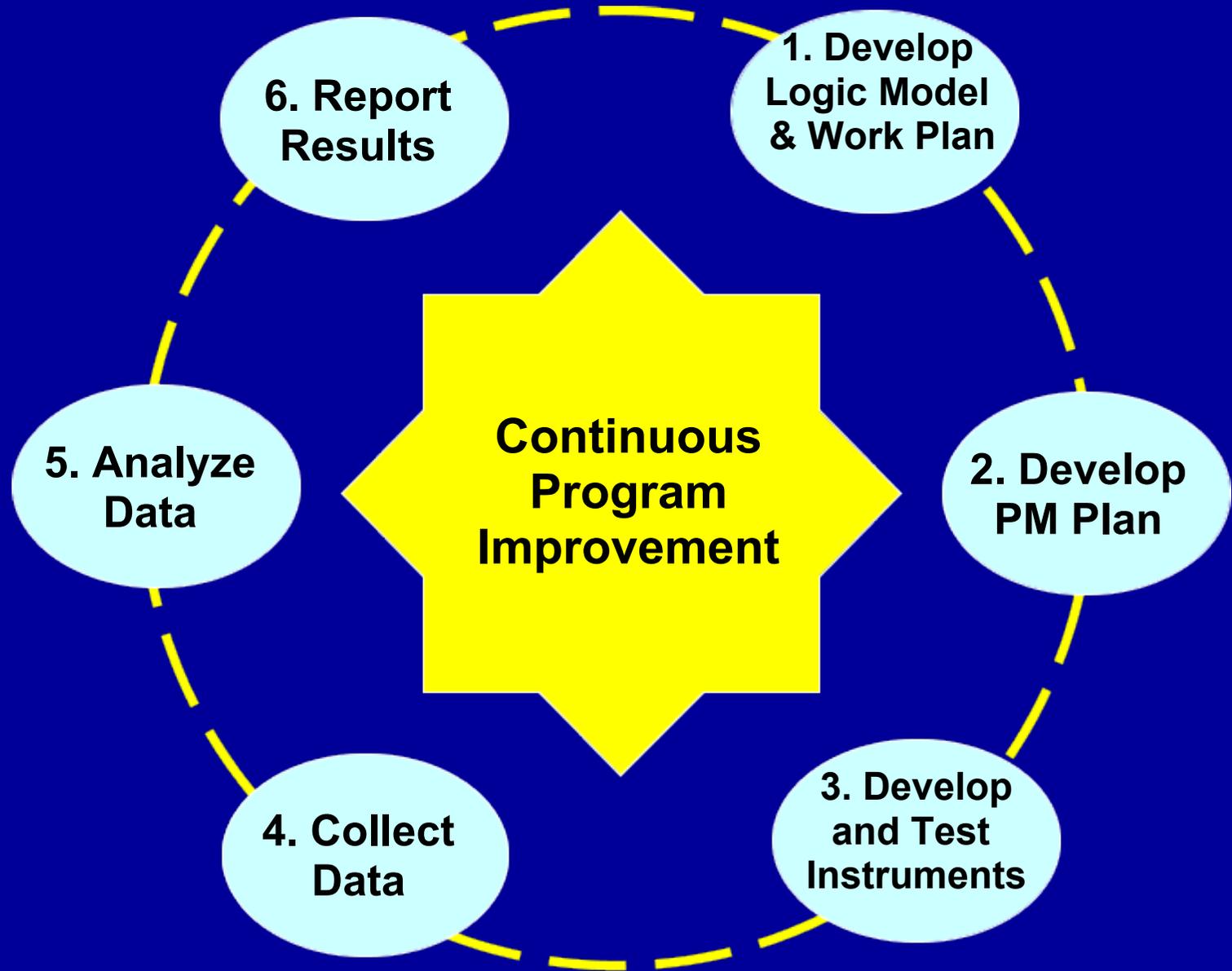
In today's sessions you will:



- Review the top 10 strategies to strengthen outcomes
- Review key terminology
- Practice identifying strong outcome results and share ideas on refining project outcomes

# Performance Measurement Six Steps

*Performance measurement is a six-step process for regularly measuring your project results.*



# 1. Make sure it's really an outcome

## What to Do

- Understand results: Review definitions
- Create a logic model



# Output

A simple statement about the services, work, or products volunteers have created or delivered.

- Does not answer the question, “what changed as a result of our service?”
- Does not provide information on benefits or other changes in the lives of beneficiaries.
- Outputs generally count things, like units of service delivered or number of people served

## ***Examples:***

- *Family members assisted*
- *Elderly use transportation*
- *Students mentored*

# End Outcome

A simple statement that answers the question:  
What significant change will occur for beneficiaries you serve (by end of year)?

- Makes sense given the activities you described
- Shows how you're solving the problem identified in your community need statement.

## ***Examples:***

- *Mentored youth increase developmental assets*
- *Elderly maintain health*
- *Seniors improve ability to live independently*

# Intermediate Outcome

A simple statement that answers the questions:

What change will occur in beneficiaries you serve?

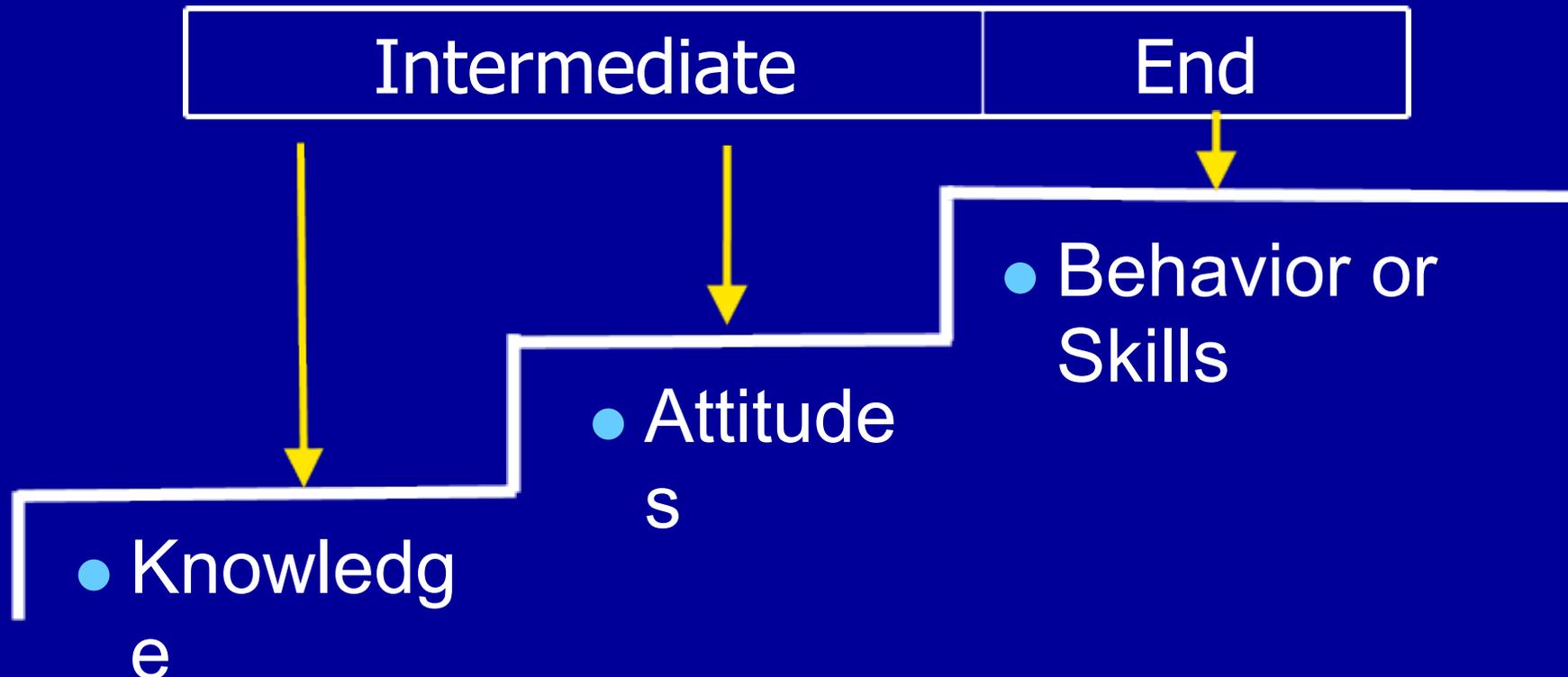
- Not the final (end) result
- Likely preconditions for more significant changes
- Can let you know if your project is on track

## ***Examples:***

- *Seniors will eat a more varied diet*
- *Decrease in social isolation*
- *Youth improve positive school behaviors*

# Possible Beneficiary Changes

- Outputs: Number of People Served
- Outcomes: How People Changed



## 2. Make sure it's an important and doable outcome

### What to do

- Outcome should be significant and compelling
- Reasonable to expect the outcome given the services



# 3. Community Need informs outcome

## What to do

- Clearly identify the need/problem
- Cite the sources (and dates)
- Connect outcome to need statement



# Community Need

## *What is Community Need?*

Identified local need the program is trying to address with its resources

## *Examples:*

*There was a 22% increase in property crimes in neighborhoods of Ferndale city according to the 2007 Annual Police Report. The Police Department contacted the RSVP of Rosewood County to assist in establishing neighborhood watch programs in 20 neighborhoods, identified as having high rates of property crime.*

4. Service Activity produces a compelling and appropriate outcome

## What to do

- Service Activity addresses an important need in the community.
- Significant resources and effort invested (number of volunteers)
- Compelling activity for organization.

# Activities

## *What are Activities?*

What the program does with its resources to address community needs and make a difference.

## *Examples:*

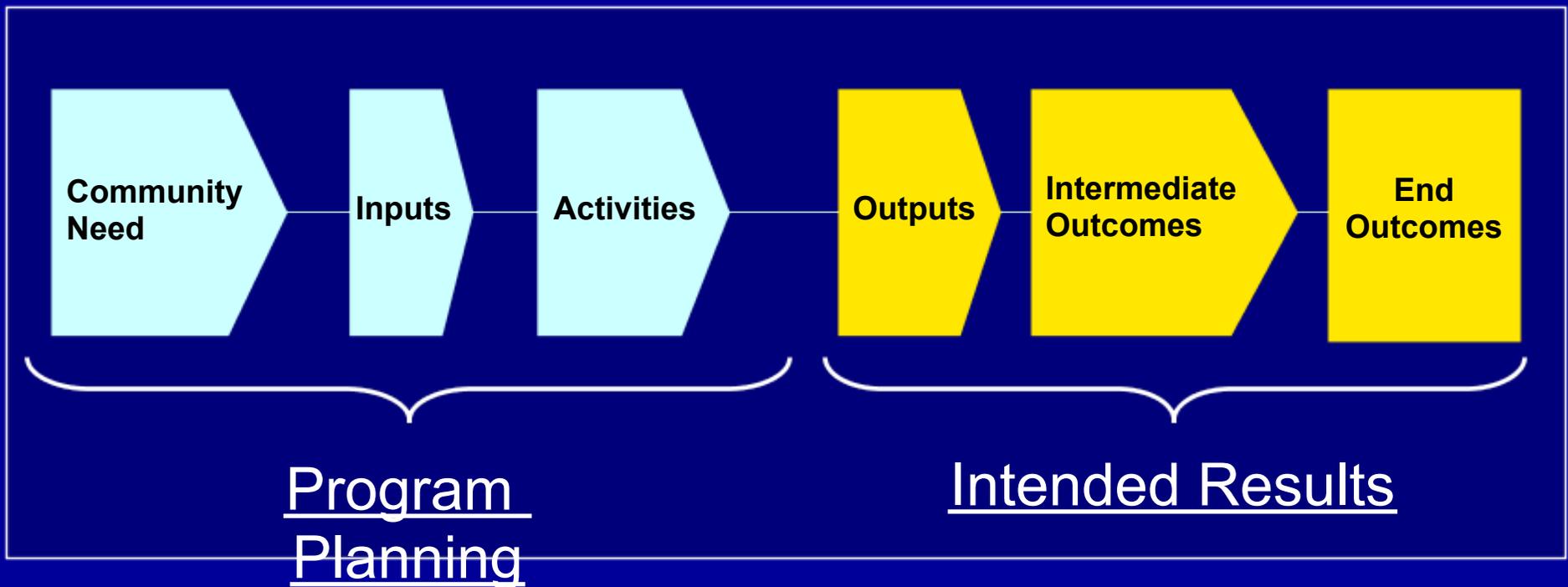
*15 Senior Corps volunteers will tutor children one-on-one in reading in the classroom 3 times per week for 20 minutes each time using teacher identified curriculum during the 9 month school year.*

# 5. Keep revisiting Alignment

## What to do

- Connect: result • indicator • target • instrument.
- Ensure links between the output, intermediate outcome, and end outcome
- Tie outcome back to the need and service.
- Output and outcomes measure the same beneficiary (e.g. students only)

# Alignment Tool for Work Plan: Logic Model



# *Strong Outcome Exercise*



## 6. Make sure the instrument is “right” for measuring outcomes

### What to do

- Check access to data, or ability to develop an instrument. Find out if site instrument already exist
- Ensure instrument responds to outcomes.
- Lower burden (shorter instrument, understandable, appropriate method)
- Accept balance between “Best and “manageable instrument

# 7. Plan data collection: Connect it to reality

## What to do

- Identify data source you can access (beneficiaries, organizations)
- Collect data from significant # of sites/stations and beneficiaries
- Select and train helpers (data collectors) early
- Share data collection and other tasks AND findings with partners
- Collect data in a timely and standardized manner

# 8. Analyze the data correctly for the outcome.

## What to do

- Create an analysis plan
- Keep it simple (frequencies, ranges, percents, means)
- Summarize qualitative data (i.e., what are the major themes?)



# 9. Anticipate how you want to report on outcomes

## What to do

- Use a report template as a guide
- Write a draft outcome report at beginning of program year
- Report on your output and outcome results, including procedures or “how measured”
- Never miss an opportunity to report

# So...What Do I Report?

## Reporting Template

*Progress this reporting period*

### **How Measured?**

1. What instrument did you use and who administered it?
2. When and how often were data collected?
3. Number of completed instruments.
4. Were data collected as planned?

### **Results/Target**

1. What were the results?
2. Did you meet your target?



# What do you report when you have nothing to report?

## We are:

- Introducing instrument to stations
- Gaining access to data
- Training data collectors
- Challenges and proposed solutions
- Development/piloting of instruments
- Administering pre-survey data. (If you have baseline data, report it early!)



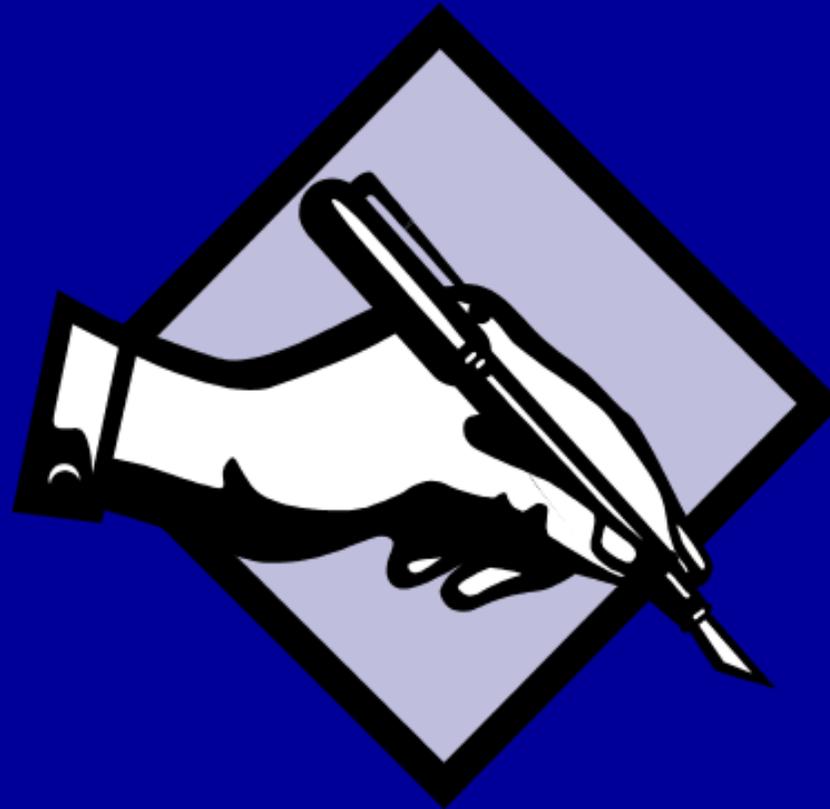
**Say something! Don't delay.**

# 10. Use outcome data for project improvement and decisions

## What to do

- Establish annual (or more frequent) meeting - consider how to use data for program decision-making, reporting, recognition
- Reflect on the outcome results in relationship to service activity and need
- Take stock of what worked and what didn't
- Take action based on the outcome results

# Peer Coaching: Strengthening Your Outcomes



# Top Ten Re-Cap



1. Make sure its really an outcome.
2. Make sure it's an important and doable outcome
3. Community need informs outcome.
4. Service activity produces a compelling and appropriate outcome
5. Keep revisiting alignment
6. Make sure the instrument is "right" for measuring outcomes
7. Plan data collection: Connect it to reality
8. Analyze the data correctly for the outcome.
9. Anticipate how you want to report on outcomes
10. Use outcome data for project improvement and decisions

# For further assistance...

## Contact Project STAR:

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