

**Starting with the End in Mind:  
Outcome Focused-Program  
Planning and Evaluation**

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***Starting with the End in Mind***

- Understanding Evaluation
- Learning about Outcome-Focused Planning
- Learning steps to creating outcome measures
- Benefits to outcome driven programs and projects

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***Changing Evaluation's Image***

- Evaluation is not about...



- Evaluation is about measuring influence and effectiveness of activities in your program/project

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**Evaluation needs outcomes**

- Outcomes are the changes individuals achieve by participating with your programs.
- Outcomes measure behavior, skills, knowledge, attitudes, values, condition, status or other attributes
- Outcomes are the "so what" of evaluation

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**What is Outcome-Focused Planning?**

Outcome-focused planning is a strategic planning process that begins with the end result in mind, and identifies the specific action steps required to make that intended result a reality

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**Benefits of outcome-focused planning**

- Participatory in nature
- Creates a realistic plan with a likelihood of success
- Disciplined step-by-step process
- Provides a concrete plan of action
- Encourages a fact-based approach

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### **Implementing an outcomes-focused program plan**

- What is your goal?
- What must be true of the program if it is to contribute to the achievement of that goal?
- Who are the key groups that will play an essential role in our success?
- What must be true of each group if it is to fulfill its intended role?
- What changes must occur first?

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### **Commit to the time the process requires**

- What strategies will you use to produce those changes?
- What action steps will have to be taken for those strategies to be successful?
- Who will do what, when, and with whom?
- What resources will be required?
- How will we know the plan is working?

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### **Evaluation: Tracking, measuring, improving programs**

#### **Outputs**

The evidence resulting from our activities... the proof!

- # of participants
- # of events
- # of materials created and distributed
- Etc...

#### **Outcomes**

- The demonstrated changes among participants resulting from our activities
- Awareness - Increase in knowledge, attitudes, skills
- Actions – changes in behavior

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**Developing Outcomes: Questions to ask yourself**

- What do we want to be true of participants because of their involvement with our program? ... What do we want to be able to say about them?
- If we succeed with a participant (or don't), what has changed (or hasn't)?
- If we conduct this activity, then what do participants believe, know, have, or do as a result? ... And what benefit or change flows from that?

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**Measuring Outcomes: Eight Steps to Success**

1. Get Ready
2. Choose the Outcome You want to Measure
3. Specify Indicators for your Outcomes
4. Prepare to Collect Data on Your Indicators
5. Try Out your Outcome Measurement System
6. Analyze and Report Your findings
7. Improve Your System
8. Use Your Outcome Findings

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**Benefits of Evaluation: Measuring performance**

- Define success
- Set performance expectations
- Provide accountability
- Reduce uncertainty
- Enhance decision making
- Improve program quality
- Market your organization and program
- Score extra points with funders

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Thank You!

Questions

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**Resources**

- <http://www.wkcf.org/resource-directory/resource/2010/w-k-kellogg-foundation-evaluation-handbook>
  - *Evaluation Handbook*
  - *Logic Model Development Guide*
- Measuring Program Outcomes: A Practical Approach
- <http://www.madisoncommunityfoundation.org/Document.Doc?id=324>
- <http://managementhelp.org/evaluation/outcomes-evaluation-guide.htm#anchor29824>

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