

MEASURING OUTCOMES

PURPOSES & BENEFITS

Measuring outcomes sounds complex, but it doesn't have to be. This tool helps the collaborative group to further consider other possibilities for evaluating successful process and outcomes in addition to those identified and being measured in the collaborative group's community organizing strategic plan developed and implemented.

HOW TO USE THIS TOOL

The collaborative group can use this tool to measure and demonstrate its positive outcomes and successes regarding:

- The collaborative group's process
- Capacity to do the community organizing work
- Community organizing work results

In addition, these changes can be measured on different levels within the context of the local community, including individual group members, the collaborative as a group, organizational and the larger community.

MEASURING OUTCOMES

In addition to evaluating the results of your collaborative group's strategic plan measurable outcomes, there are other ways to measure the positive outcomes and successes of the collaborative group's process, capacity to do the community organizing work and community organizing work results. These changes can be measured on different levels within the context of the local community.

Individual Group Member Level Change

Some of the ways to measure change amongst collaborative group members includes:

- Gains in knowledge, attitudes, beliefs and/or behaviors regarding capacity to collaborate, conduct community-organizing work and on the issues of sexual and domestic violence.
- An increase in the number and/or an enhanced level of beneficial relationships developed.
- Increased involvement in the community – you can even measure the types of involvement.
- Increase in leadership roles.

Collaborative Group Level Change

Outcomes to measure could include:

- Increase in capacity to perform as a group (i.e., the process is the product) and/or to do the community organizing work.
- Increase in social capital/networks, collaborative partners and supportive stakeholders.
- An increase in the number of and/or an enhanced level of beneficial relationships developed.
- Increased leadership opportunities for collaborative group members provided.
- Increased and more visible community involvement.

Community Level Change

- Increased awareness of and concern about the issues of sexual and domestic violence and their impact on the community by community members, including key stakeholders, issue influencers, policy makers, etc.
- Increased visibility/recognition of the collaborative group by community members, including key stakeholders, issue influencers, policy makers, etc.
- An increase in the number of community members, including issue influencers, key stakeholders, policy makers, etc. supportive of and/or involved in the issues of ending sexual and domestic violence and the work of the collaborative group.
- Policy changes accomplished (this can also be measured at an organization level when the policy change involves an organization, such as a school, for example).
- Policy changes put into practice (this can also be measured at an organization level when the policy change involves an organization, such as a school, for example).

Measuring your outcomes can be as simple or complex as you choose to make it (or as a funder requires). For more complex evaluations, it is best to consult with someone with specialized knowledge or KCSDV can serve as a resource.

For individual and collaborative group levels, simple evaluation methods could include a survey, key informant interviews (i.e. interviewing members of the collaborative), listening meetings (i.e. group discussions), recording your observations, or tracking the results from using some of the tools in this toolkit, such as the "Collaborative Group Assessment" provided in Section 1-C Tools for Determining How You'll Work Together. Regardless of the method you select, focus on aspects of the outcome you are attempting to measure.



Community level changes are always more difficult to assess because of the scale of the outcome. One way to do measure some of the community level outcomes mentioned above, such as increased awareness and increased visibility, is to keep track of media coverage related to your collaborative group or your community organizing efforts. Policy changes are simple to document since the change is the evidence of the success.

Adapted from GrantCraft (2008). *Funding community organizing: Social change through civic participation*. © GrantCraft.