

Outcome & Measurement Plan Checklist

1. WHO is the Target Group: Who in the Community are you trying to Benefit? Describe one of...

- Who is the population and of these people whom are you serving?
- Who is the sample from the population? (target group)
- Who will you approach to measure?
- Can you find or identify a list of people to ask about the benefit of your program?

2. WHAT is the Outcome: What is the Benefit or Result of your Activity?

Look for change in: Knowledge, Behaviour, Feelings, Thoughts/Attitude, Acquisition, and change in Characteristics. Choose one of...then describe it...

- Knowledge,
- Behaviour,
- Feelings,

- Thoughts/Attitude,
- Acquisition of Resources, or
- Characteristics.

Keep it simple, use only a few words. Use “✓ ...will change in the (target group)”;
i.e. “Knowledge about _____ will change in the _____ group.”

Check your wording, are you describing Activities, Inputs, or Outputs? For example, if you hear...

- Action Words and Verbs
- “Teach”
- “Provide Resources”
- “Provide Support”
- “Identify Needs”
- Job Description
- Work Plan

...then it's very likely an Activity and NOT Outcome.

3. WHERE is the Success: Where will you find the Indicator; and how will you know when success occurs? Choose one of...and describe how you will know when success occurs.

- Increase...____,
- Decrease...____, or
- Maintain...____.

4. HOW will it be Measured: How will you measure the outcome; what is the Measurement tool? Choose one of...then describe it...

- Survey...,
- Survey Question Item...,
- Needs Assessment...,
- Goal Attainment...,
- Standardized Test...,
- Other Measurement Tools

5. WHEN: When will the measurement tool be used? Choose one of...

- Before your Activities (pre only; this is not an outcome, but is it an input?),...
- After your Activities (post only; it could be a short-term, but is it an output?),...
- Both Before and After your Activities (pre to post comparison; best short-term),..., or
- 1 to 12 Months After your Activities (follow-up comparison; is it mid-term)?
- Years After your Activities (follow-up comparison; is it long-term)?