OUTCOMES AND OUTCOME INDICATORS

Outcomes

Outcomes express the *results* that your project aims to achieve if implemented as intended. Outcomes answer the question: "What *difference* will the project make?" These differences are often expressed in terms of changes in learning, action or conditions of individuals, families, households, organizations, or systems. When identifying outcomes, consider the entire scope of the project, not just the portion funded by the Endowment. Note as well that Opportunity Grants are typically one year in duration so outcomes should reflect what the project seeks to accomplish in that timeframe.

Outcome Indicators

An indicator is the quantitative or qualitative measure(s) that tells you whether you have accomplished your outcome. Indicators are measurable and observable and answer the question: How will we *know* it? Some find it helpful to think about indicators as the "evidence" that outcomes are or are not being achieved. Outcomes may have more than one indicator. Where appropriate and possible, you should also identify numeric target for your indicator(s). It is important to consider feasibility and cost of data collection when deciding on indicators—some desirable indicator data may simply be unrealistic to collect.

Examples:

- *Outcome:* Increase the capacity of medical providers to conduct social/emotional screenings of young children
- *Outcome Indicator(s):*
  - At least 24 medical providers trained
  - 80% of providers conduct screenings

- *Outcome:* Program participants will demonstrate lifestyle behavioral changes that decrease medical risk factors for Type 2 Diabetes.
- *Outcome Indicator(s):*
  - 80% of participants maintain 150 minutes of activity per week.
  - 65% of participants decrease and maintain their body weight by 7% or more.

- *Outcome:* Development of a regional plan for early childhood which reflects needs of stakeholders and best practices.
- *Outcome Indicator(s):*
  - A plan is developed
  - Plan is endorsed by key stakeholders from business, child care, and family support

Additional information about outcomes and outcome indicators can be found at:

W.K. Kellogg Foundation Logic Model Development Guide: http://www.wkkf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide

Outcome Indicators Project: http://www.urban.org/center/cnp/Projects/outcomeindicators.cfm