

Measuring Program Outcomes

Competition for resources in both the profit and non-profit sectors have forced organizations to take a hard look at the products and services they offer and to concentrate on the ones that are proven to have the most impact. In addition, organizations are accountable to customers, boards of directors, and other stakeholders to find ways to measure the success of their products and services. So how can your organization meet these challenges? One way is to identify and implement a process to measure program outcomes.

What

Program outcome measures are the benefits, changes or results that individuals or populations experience during or after receiving a given service or product. Outcomes may relate to skills, a behavior change, knowledge, attitudes, values or some other attribute. They are a clear measure of the success of the program or service and measure what is *different* or changed as a result of the program or service.

Why

Program outcomes are critical because they measure the results of the program or service offered to the customer. More specifically, they:

- ◆ help the organization select opportunities that have the most impact.
- ◆ enhance accountability.
- ◆ strengthen existing products or services.
- ◆ identify staff and volunteer training needs.
- ◆ support long-range plans.
- ◆ help show stakeholders that a program or service produces results.

In turn, the focus on results can help the organization recruit and retain talented staff, garner support for further efforts, retain or increase resources and gain favorable recognition.

How

Cornerstone offers consulting and training services developing and implementing outcome measures.

Consulting Services to Measure Program Outcomes

Topic	Snapshot
Measuring Program Outcomes	a series of (4) half-day modules in which participants create outcome measures and key indicators, collect data, analyze and report findings, and use the findings to improve their organization. Includes with pre- and post-session support.