

Purpose:

By utilizing your outcome measurement training, work through these exercises to help better establish your understanding of the terms you will see in your grant application. Each of these exercises will better help your own program and match each piece to your correct process when designing your own outcome measurement model.

Objective:

In a group or by yourself, work through each of the examples and categorize them according to how they fit into the outcome measurement model. Once complete, go through the answers together and discuss why each answer is correct.

Expectation:

Each of you should be able to work through each of the exercises with confidence and have a basic understanding of the terms used within the grant application. For many of you this material is new and working with it will take some time. Use the training materials given to you as a reference as work through each of these exercises to remind yourself of each of the components of an outcome measurement model.

Exercise 1 : Getting to know the Language

Read the situation, then consider the list of program components. Determine whether each component is an input, output, outcome, assumption, external factor, and check the corresponding box.

Situation: High school youth lack basic skills in management of their personal finances. Many are unable to balance a check book and most have little knowledge of basic principles of earning, spending, saving and investing. Many young people fail in managing their first consumer credit experience and establish bad financial management habits that follow them through life.

Program Component	INPUTS	OUTPUTS - ACTIVITIES	OUTPUT- PARTICIPATION	OUTCOME - SHORT TERM	OUTCOME - MEDIUM TERM	OUTCOME - LONG TERM
Youth establish sound financial Habits					X	X
Increase motivation to live within a budget					X	X
High School Youth	X					
Review research		X				
Required funding for program delivery	X					
Increase abilities to manage and use checking account				x		
Staff/Volunteer Time for program delivery	X					
Back ground research base	X					
Increasing their understanding of credit and debt				X		
Save money regularly					X	
Reduce unnecessary spending					X	
Youth increase their knowledge of money management				X		
Assess needs	X					
Partnership of local financial institutions, schools, etc.			X			
Keep track of spending					X	
Develop and deliver age appropriate curriculum		X				
Pay bills on time					X	

Exercise 2 : What does the statement really convey?

Program	Statement	Output Outcome
Economic Development	After a series of six seminars on starting a small business, participants opened 10 businesses, providing employment opportunities for 27 individuals.	Outcome
Comprehensive Planning	Evaluations showed that participants gained a better understanding of Smart Growth and comprehensive planning, and were more confident in their ability to make good decisions about how to approach comprehensive planning. The program helped to strengthen ties between Extension, Regional Planning and Zoning offices.	Outcome
Food Security	Over 50 community officials and interested citizens attended a poverty simulation in June that focused on specific County data surrounding the issue of poverty and food security.	Output
Land use and Agriculture	1400 farmers were provided agricultural land use statistics by township. 35 elected county officials received agricultural land use statistics by township.	Output
Basin initiative	Evaluations at the end of the drinking water testing program showed 93% of respondents agreed that the program increased their understanding of groundwater and the potential for groundwater contamination. Intended actions as a result of the program included: future water testing, drilling a new well, checking into well abandonment, and updating teaching materials for a high school class.	Outcome
Developing leaders and organizations	Three agencies partnered to design and deliver a program.	Output
Tobacco control	Training and technical assistance on the logic model are being provided to the Division of Public Health and the Wisconsin Tobacco Control Board who are adapting the model for their long-term planning and evaluation initiatives.	Output & Outcome
Strategic planning	Faculty members presented information regarding Strategic Planning Training at a national Community Resource and Economic Development Conference in Orlando, Florida. The juried presentation was made to Community Development Educators from across the country.	Output
Health and Physical activity	After nearly 2 years of planning by multiple agencies, the 19 mile bike/walking trail was unveiled amid enthusiastic applause during the mid-summer community festival.	Output
Environment	Two hundred and five people attended the Land Stewardship Conference, including eight children who took part in a new "Kids' Corner" educational offering.	Output
Parenting education	Sixty-five percent of families that participated in the Wisconsin Bookworms program used recommend activities with their child at home; 81% read to their children more often and 50% visited the public library more often.	Outcome

Exercise 3 : Outcome Measurement Lingo

1 - Input

2 - Output: Activity, Participation

3 - Outcome

a. Short - Learning

b. Medium - Action

c. Long-term - Ultimate benefit

3a	Teens learned leadership skills
2	A new curriculum was developed
3a	Students reported increased confidence in negotiation skills
2	Training programs included seminars and workshops
2	Parents from around the province attended
3b	Operators applied their new skills on the job
1	Two agencies partnered to design the program
1	Volunteers provided over 300 hours of support to the project
2	Teen mentors were trained
3a	Owners learned how to develop a woodland management plan
2	Sessions were held in 10 locations
3c	Reported cases of abuse declined
2	Food Safety skills were taught to food vendors and restaurant workers
2	Books were distributed to children
3a	Parents increased their employment skills
3c	Increased numbers of high school students graduate
2	We helped the community assess the needs of families
2	Specialists educated owners about effective production methods
3b	Youth serving agencies increased their collaboration
2	3 two-day workshops were conducted in each area
2	Newsletters are distributed in three languages
3a	Teens learned to counsel other teens on tobacco prevention
3b	Town enacted a policy for youth curfew
3c	More kids walk to school
2	30 listeners per week tune into the radio broadcast