

Outcome Measurement - Part 2

Spring 2024



REGIONAL MUNICIPALITY
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Intended Outcomes

Increased knowledge of:

- Data collection process
- Data collection methods
- Measurement tools
- Data analysis
- Reporting



What is Outcome Measurement?

Outcome measurement focuses on assessing the **change** that occurs for people as a **result** of their participation in our programs, events or services.



Data Ethics

The values and guidelines that govern the responsible use, management and sharing of data.

Common ethical considerations in research and evaluation:

- Getting permission to collect and use information (informed consent)
- Informing participants that their participation is voluntary
- Protecting confidentiality and privacy of information
- Avoiding harm to participants
- Remaining neutral or unbiased in the data collection process
- Ensuring the data collected is as accurate as possible



What is Data Collection?

Data collection is the process of gathering and recording of information.

Data can be collected in different ways, mainly:

- manual methods, e.g., pen and paper
- digital or electronic methods



Steps to Data Collection Process

1. Determine the goals and outcomes.

- Develop the statement of need and program outcomes
- Be clear about why you are collecting the data
- Review previous reporting feedback or cycles of data collection
- Clarify the program need and intended program outcomes
 - From the outcomes, indicators and measures can be developed



2. Identify Your Data Sources

Identify where and from whom you will collect the data.

For Community Investment Program Outcome Measurement reporting, primary data is requested. **Primary data is information you collect directly from participants or first-hand engagements.**

e.g., Sports programs for children aged 5 -14 years

Data sources: Volunteers, parents, children, staff (coaches), etc.



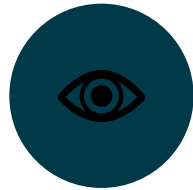
3. Develop the Data collection Methods



Survey



Focus Group



Observation



Interviews



Case Study



Forms



4. Design and Test Measurement Tools

- Design the measurement tool
 - Identify the indicators and measures related to the outcomes
 - Include relevant measures in the measurement tool, including relevant rating scales (Always-Sometimes-Never, Agree-Neutral-Disagree, etc.)
- Execute data collection plan (who, when, where and how to collect data)
- Measurement tools can be tested with a small group of people or an individual before being administered. Consider refining and adjusting questions based on their input.

Tip: if you won't use it, don't collect it!



5. Data Collection



Outcome data: Use a survey or other tool to ask questions that are aligned to outcomes and relevant to the target population.

Output data: It's crucial to collect this data promptly, often at the time of the program or event, through forms and other administrative tools.

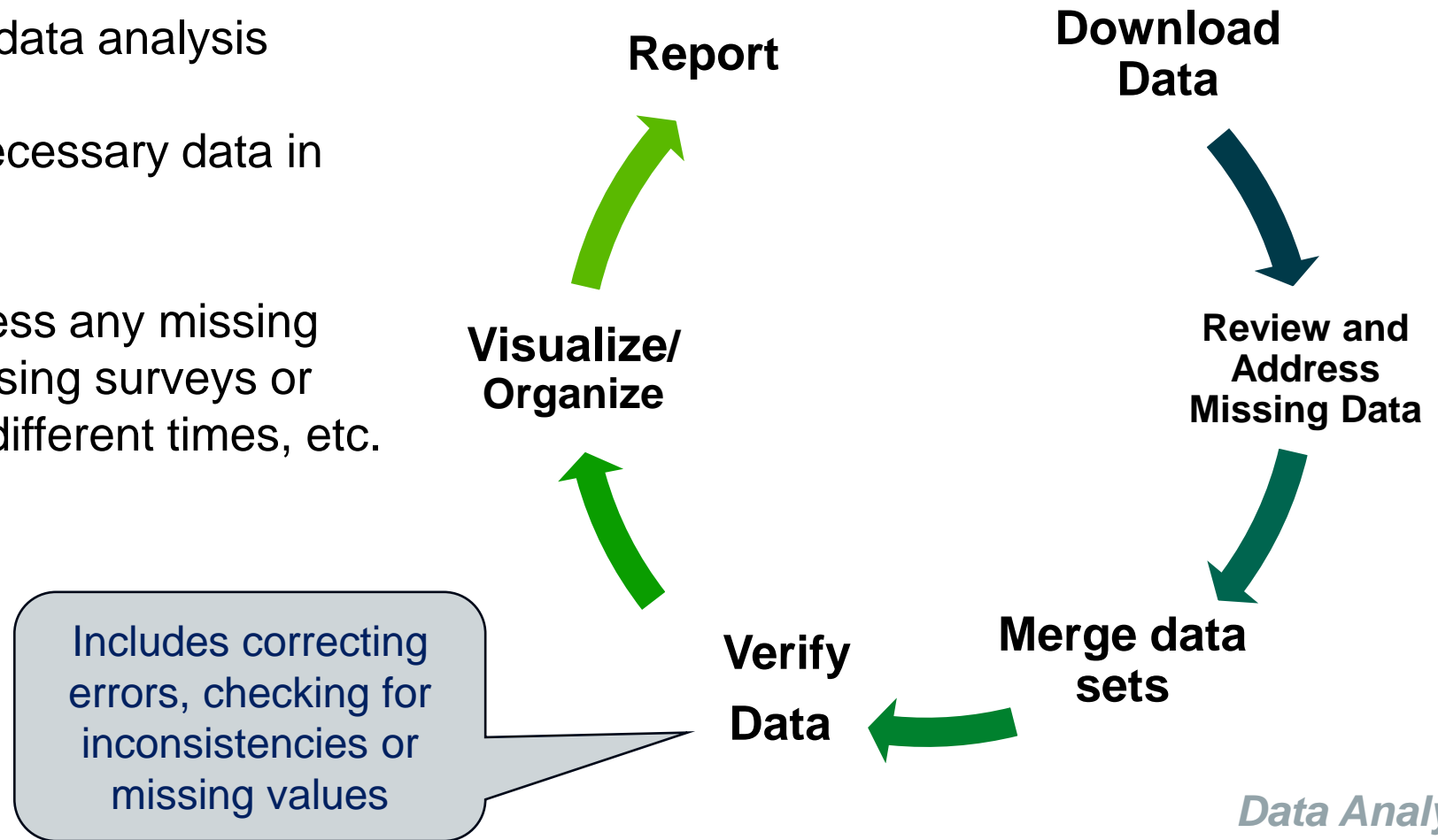


Data Analysis & Reporting



Clean and Organize The Data

- Organize the data in a clear format before beginning data analysis
- Compile all the necessary data in one location
- Review and address any missing data, such as missing surveys or data collected at different times, etc.



Data Analysis

To analyze data means to transform it in different ways into formats that are useful to us.

Output data refers to the numbers of products delivered or people who attended can be added up from whatever forms or documents they were collected on.

Example: Outputs from the 2024 CIP Outcome Measurement 101 workshop

- 23 participants participated
- 17 organizations participated
- 23 outcome measurement resources distributed



Data Analysis

Outcome data refers to the data that you get from adding up the responses in the measurement tools

Sum up responses from measurement tools, including:

- The number of people who answered the measurement question
- The number of people experiencing positive change

The number of people experiencing positive change may include:

- Total of people who gave a specific response with the outcome statement (e.g., all who answered “strongly agree” or “agree”)
- Comparing responses before and after a program to see how many participants experienced a change (pre and post survey). Or comparing the average score before, and the average score after.



Data Analysis - Example

Outcome: Increased connection among individuals to their community.

Measure: Because of the Snow Angels program, I am more connected to my community.

(5-point scale rating: strongly agree, agree, neutral, disagree, strongly disagree)

# of participants	# of participants that completed the measure	# of participants experiencing positive change	% change
23	20	18	90%

Each participant is only counted once

i.e., answered the outcome measure question directly

e.g., # of people who selected "strongly agree" or "agree".

$(18/20) \times 100 = 90$



CIP Reporting

- The following information will be requested:
 - Overview of the Programs, Events, and Services delivered, as stated in the Grant Agreement or Letter of Agreement.
 - Logic models including program inputs, activities, outputs, and outcomes.
 - Indicators and Measures for each outcome.
 - Outcome and Output data (# of people reporting change, # of sessions, etc.)
 - Primary data in the Outcomes table (see slide 7)
 - Blank templates of all measurement tools used. This includes all tools listed by the organization in the Outcomes table.

Measurement tools should be appropriate for the program context and target population.



CIP Reporting

Output Data

- # of unique people who participated in each program (without double counting the same people more than once), by community (Fort McMurray, Anzac, etc.).
- # of volunteers & # of volunteer hours

Outcome Data

- # of participants that completed the measure (i.e., # of people who responded to survey, # of people who answered the question in group discussion)
- # of people reporting positive change
- Success stories that may demonstrate outcomes qualitatively



CIP Outcomes Table - Example

Program/Event Name	Target Population	Intended Outcome for Participants	Indicator of success (if FCSS must align)	Measure (Question on the tool, i.e., survey)	# of participants completing the Measure	# of participants experiencing positive change	Measurement Tool Used (i.e., survey etc.)
Outreach program	Adults	Individuals have improved personal wellbeing.	Increased resilience	This program has helped me to feel more confident in handling life's challenges.	61	49	Survey
Outreach program	Adults	Individuals are better connected to social services that benefit them.	Individuals report increased access of services.	This program has connected me to services that benefit me.	31	28	Focus group



Continuous Improvement



**Critical Review
Of Results
Achieved**



What Went Well?



**What Could Be
Improved?**



**Do Any Changes
Need To Be
Made?**



Update the PLM

Outcome measurement is an ongoing process of continuous improvement. It is a way of thinking about the long-term sustainability of a program or service, and how that program can be improved upon. Outcome measurement can provide key insights and inform program development. Following the outcome measurement cycle, review the data and the program and make any necessary changes.



Resources

- RMWB Census for population/demographics

<https://www.rmwb.ca/en/permits-and-development/resources/Documents/Census/Census-Report-2021.pdf>

- Regional Plans - Strategic Plan, Culture Plan, Age Friendly Workplan , Diversity Plan, etc.

<https://www.rmwb.ca/en/mayor-council-and-administration/plans-reports-and-studies.aspx>

- Logic Model Template (contact CIP@rmwb.ca)

- Government of Alberta Family and Community Support Services Measures Bank

<https://open.alberta.ca/publications/fcss-measures-bank-with-provincial-priority-measures-and-instructions>

The RMWB Community Investment Program offers individual support for organizations on logic models, measurement tools, data collection, analysis and reporting. To request a meeting or for more information, please contact CIP@rmwb.ca.



Thank you!



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