Outcome Measurement - Part 2

Regional Municipality of Wood Buffalo

Intended Outcomes

Increased knowledge of:

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

Recap of 101

- What is Outcome measurement
- Why Outcome Measurement
- Definition of Program, Project and Event
- Identifying Program, Project or Event Name
- Statement of Need

- Target Population
- Logic model and it’s components (Inputs, Activities, Output and Outcomes)
- Outcomes (Short-term, Intermediate and Long-term)
- Indicators

Data Ethics

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

Common ethical considerations are:

- 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 accurate

Data Collection

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 (paper-based), e.g., pen and paper
- Digital or electronic methods, e.g., online survey

Data Collection Process

1. Determine the goals and outcomes.

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

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, participants (children) , staff (coaches), etc.

3. Develop the Data collection Methods

Survey

Focus Group

Observation

Interviews

Journal recording

Storytelling/ Sharing circles

Measurement Tools

Data Collection Tool	Types of Tool			
	Formal	Informal	Quantitative	Qualitative
Survey	X		X	
Interview Guide	X			X
Focus Group Guide	X			X
Knowledge/ Skill Test card	X		X	
Evaluation Form	X		X	
Journal Recording		X		X
Activity Log (Tracking sheet)	X		X	
Observation Notes		X		X
Documentation		X	X	

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!

Data Analysis & Reporting

Understanding Types of Data

Quantitative Data - **It's Numerical and Objective**

Describes a situation in numbers, e.g.

- # of participants
- # of volunteers

- representing relationships/change e.g.
  - % to express the rate
  - % to express positive change

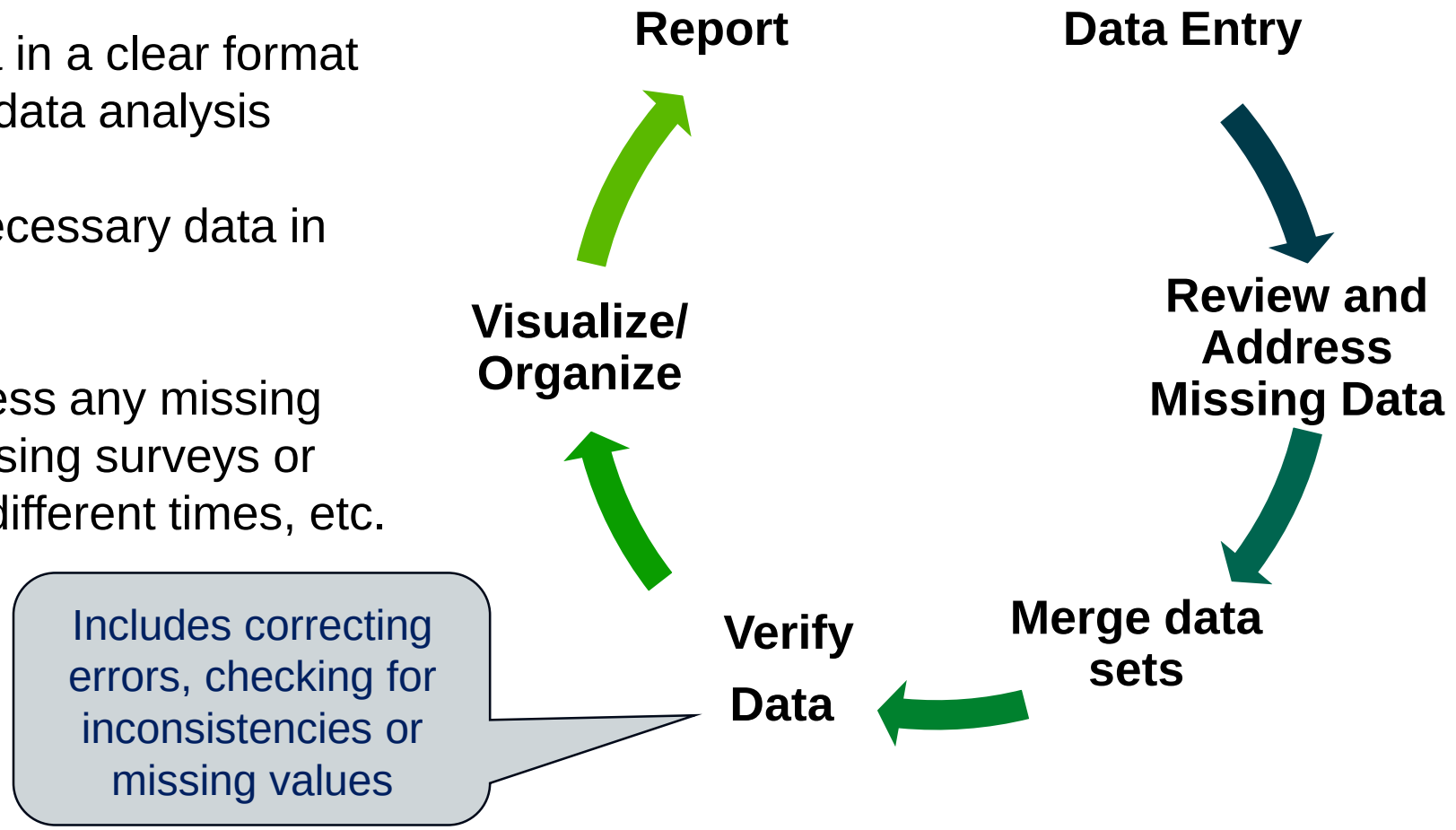
Qualitative Data – **It's descriptive and subjective.**

It takes the form of words, texts, ideas, and stories.

- Collected through:
  - informal conversations,
  - interviews,
  - focus groups
- Presented as themes, patterns and concepts

Preparing Data for Analysis

- 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 – Output Data

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

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

Example: Output data for the Snow Angel's Program

- 60 Volunteers recruited
- 80 Seniors served
- 1200 Volunteer hours
- 65 feedback or satisfaction surveys from participants (seniors)

Data Analysis – Outcome Data

Outcome data refers to the data that you get from adding up the responses in the 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
80	65	60	92%

Each participant is only counted once

i.e., answered the outcome measure question directly

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

(60/65) x 100 = 92%

Reporting

Producing a report is one way to communicate the program's impact to your stakeholders, such as project funders, decision-makers, project managers, and board members.

Reporting is crucial in:

- making decisions on the future of the project,
- attract funding for other projects,
- facilitate strategic planning.

CIP Reporting

- The following information will be requested:
  - Overview of the Program, Project, Service or Event 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.
  - Output data (# of participants by location, # of sessions, etc.)
  - Primary data in the Results and Outcomes table
  - 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 target population & location (Fort McMurray, Anzac, etc.).
- Total Participation (count of participants (new and returning) each time they are engaged in program activities or events)
- # of volunteers & # of volunteer hours

Outcome Data (Schedule B of contract agreement)

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

Number of Participants

- Participant - Anyone who formally or informally uses or takes part in an activity of the funded program, project, service or event.
    - Participant is anyone who registers and participates in specific programming.
- Census data – the number of participants should not be higher than the census data of a community.
- First Nations Reserve Participation – If you have participants from a First Nations Reserve (Indigenous Reserve Land), please indicate the number in the direct output section.
- Total number of participants in direct output section should equal to the number in pop-up table.
- Pop-up table is to disaggregate participants by target population and location.

Unique Participants

- Report data for unique participants only - meaning each participant is counted once. For instance, if participant A attends multiple events, they should only be counted the first time they participate. Here's an example to help clarify:
- If 12 seniors and Elders attend your first activity, "Medicine Walk & Bannock on a Stick," you'll count all 12 and record them. Then, when organizing a new activity, like "Self-Care & Energy," you'll ask if any of the participants attending are new (i.e., haven't attended before). If 2 are new, you'll add those 2 to the original count, so you'll have a total of 14. If all have already attended, the total remains 12. Please continue this process throughout the grant year, counting only those who are attending for the first time.

Total Participation

- **Total Participation** - The cumulative number of times participants engage in sessions, activities, or events within a funded program, project, service, or event.
- Participation is typically recurrent or ongoing, where participants attend more than once.
- Participants are accounted for in **every engagement**.
- For example, if two participants register for a program consisting of five sessions, each participant will be counted for each session attended, resulting in a total of ten participations (2 participants x 5 sessions = 10 total participations).

Volunteers & Volunteer hours

- Volunteers are counted only once – i.e. unique
- E.g., if volunteer A supports multiple events, they should only be counted the first time they volunteer.

- Volunteer hours – cumulative
- Each volunteer hour is added each time they do volunteer.

Results and Outcomes Table

- Report on Funded Program **-** your report should focus on the funded program outlined in Schedule B of your grant agreement.
- Report on approved Outcomes – Focus on the outcomes listed in Schedule B of your grant agreement.
- The number of participants experiencing positive changes should not exceed the number of participants who completed the measure.

CIP Results and 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

Common Reporting Mistakes

Outputs

- Double counting - #s higher than census/organization capacity
- Mismatch between the direct outputs and pop-up table
- Non-targeted demographics
- Missing data (Incomplete table)

Outcomes

- Mismatch with output data
- Program name vs Activities
- Misalignment with Schedule B outcomes
- # experiencing positive change higher than # completing the measure

Data Management - Outputs

A template to help with program monitoring and data management

Monitoring Tool: Activity Tracking Log

Organization: E.g. SpringBoard Wood Buffalo

Title of program/project: E.g. Mentorship Program

No.	Type of activity/Event	Date	Time		Location(s)	Community	Number of Participants		Target population	Age range	Gender				Volunteers		Volunteer hours	Comments
			Start	Finish			New	Returns			Male	Female	Transgender	Other	New	Returns		
E.g.	Career Discusssion workshop	2025-04-23	1:00:00 PM	3:00:00 PM	Janvier Youth Centre	Janvier	36	0	Youth	13-19 years	12	24	0	0	4	0	8	Worskhop was for 2 hours

Number of Participants Column

New = total for new is the total number of unique participants

New + Returns = Report this as total participation.

Data Management - Outcomes

Outcomes Reporting Template

Name of the organization:_____
Name of funded Program, Project, Service or Event:_____
Number of Participants:_____
Number of People Given the Survey:_____

Outcome Statement	Indicator of Success	Measure (Question Asked)	# of People who Answered	# Experienced Positive Change	% Positive Change

Photos - Optional

- **Storytelling:**

Photos should tell a story, demonstrating the program's positive impact in a tangible way.

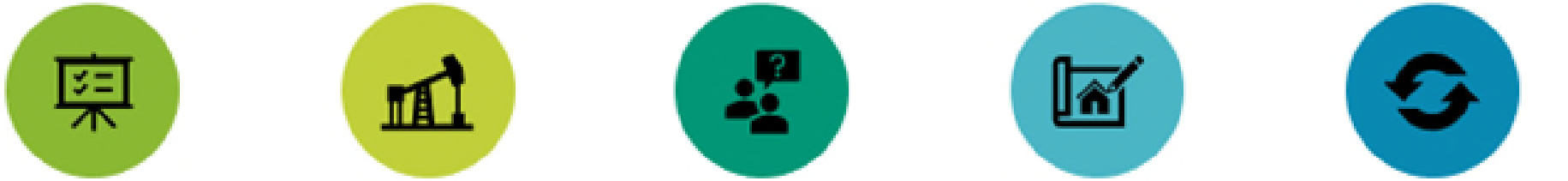
- **Focus on Service delivery:**

Look for moments that express program service delivery, such as expressive faces, genuine gestures between individuals, or people assisting one another.

- Focus on the Program's Specific Goals and Outcomes.

Photo Credit: Anzac Recreation and Social Society, 2024.

Continuous Improvement



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.

Capacity building

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.