

Evaluation

A Systematic Approach

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Chapter 5: Measuring and Monitoring Program Outcomes

Program Outcomes

(1 of 4)

- Assessing a program's effects is the most important evaluation task.
- Measuring outcomes is a key component of all impact evaluations.

Program Outcomes

(2 of 4)

- Outcomes
 - Focus on the target population or social condition
 - Not outputs
 - Change may not have occurred

Program Outcomes

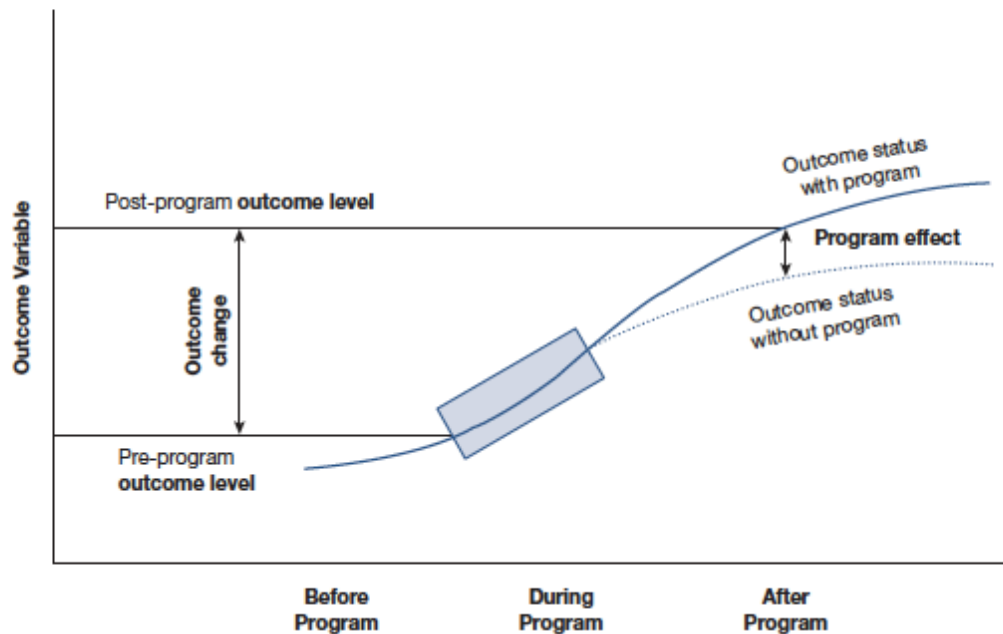
(3 of 4)

- Outcome level
- Outcome change
- Program effect

Program Outcomes

(4 of 4)

EXHIBIT 5-A
OUTCOME LEVEL, OUTCOME CHANGE, AND PROGRAM EFFECT



Identifying Relevant Outcomes

(1 of 4)

- Stakeholder Perspectives
 - Outcomes may differ among stakeholders.
 - Must be something the program is expected to change

Identifying Relevant Outcomes

(2 of 4)

- Program Impact Theory
 - Useful for identifying outcomes
 - Proximal outcomes
 - Distal outcomes

Identifying Relevant Outcomes

(3 of 4)

- Prior Research
 - Examine evaluation research on similar programs
 - Determine how outcomes have been defined

Identifying Relevant Outcomes

(4 of 4)

- Unintended Effects
 - Can be positive or negative
 - Difficult to anticipate

Monitoring Program Outcomes

(1 of 10)

- Prioritization of outcomes may be necessary.
- Outcomes measurement
- Most outcomes are multidimensional.

Monitoring Program Outcomes

(2 of 10)

- Measurement Procedures and Properties
 - Observations
 - Records
 - Responses to interviews and questionnaires
- Operationalize to become a measurement

Monitoring Program Outcomes

(3 of 10)

- Reliability
 - Measurement error
 - Nature of measurement instruments
 - Test-retest reliability

Monitoring Program Outcomes

(4 of 10)

- Validity
 - Face validity
 - Comparison required

Monitoring Program Outcomes

(5 of 10)

- Sensitivity
- Two main ways in which outcome measures can be insensitive:
 - Unrelated elements
 - Developed for diagnostic purposes

Monitoring Program Outcomes

(6 of 10)

- Choice of Outcome Measures
 - Invest time and resources
 - Must properly represent the goals and objectives of the program being evaluated
 - Must be reliable and sensitive

Monitoring Program Outcomes

(7 of 10)

- Outcome monitoring
- Measures must be identified for important program outcomes.

Monitoring Program Outcomes

(8 of 10)

- Indicators for Outcome Monitoring
 - Should be as responsive as possible to program influences
 - Best outcome indicators are those that only the program is likely to have affected

Monitoring Program Outcomes

(9 of 10)

- Pitfalls in Outcome Monitoring
 - Must be appropriate
 - Must cover important outcomes
 - Corruptibility of indicators
 - Interpretation of the outcome indicator data

Monitoring Program Outcomes

(10 of 10)

- Interpreting Outcome Data
 - Must include other information
 - Include information about program process and service utilization