

Activity A: Coaching for Outcome Selection

Purpose: This activity will help build awareness of how to select appropriate outcomes for measurement.

Working with a partner, role play the selection of outcomes from two points of view:

- ◆ Partner 1: program staff
- ◆ Partner 2: program funder or board member

Pick one of the case studies provided or choose another program that you know about.

If you are playing the role of the funder or board member, use the questions on the following pages to guide your coaching and discussion.

Guiding questions to assist in the selection of outcomes

Questions for the funder to pose to the program representative:

I. What sphere of life does your program affect?

- ◆ Community level, e.g., community norms, community connectedness, community infrastructure, policies and laws, public or private space.
- ◆ Organizations, e.g., linkages among organizations, improved referral system, improved collaborations, improved case management methods
- ◆ Family, e.g., family functioning, family management, family bonding, family survival, self-sufficiency
- ◆ *Individuals, e.g., self esteem, school performance, stable housing, level of functioning, view of future*

2. What is the one thing you would most like to be different for the individuals, families, organizations, or communities that you serve as a result of your program?

- ◆ What else?
- ◆ What else?
- ◆ Anything else?

3. Which of these are short-term and can be achieved in less than one year? Which will take longer?

4. What part of this change can your program directly influence or cause to happen?

5. How will you know when this outcome occurs? What will you see, hear, or read that will provide evidence of the occurrence of the outcome?

6. Do you know how much change is realistic to expect? Do you have baseline information (your own or other programs) which gives you the basis for setting targets or benchmarks? For example, can you be successful with 80 percent or more of your families? Can you increase scores or assessments by ten percent over last year's scores or assessments?