

# Impact Measurement: Moving the Sector Forward



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**creating community  
through the arts**

Last Revised: March 13, 2013

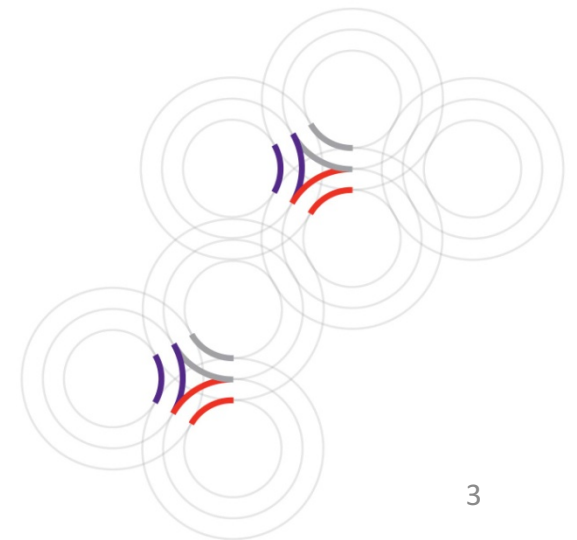
# Objectives

At the end of this workshop you will possess:

- A basic understanding of the concepts of impact measurement
- A methodology for understanding how your organization “works”
- A tool for assessing your organizational readiness

# Agenda

- Overview of impact measurement
- Hands-on activity
- Discussion about organizational readiness



# What is Impact Measurement?

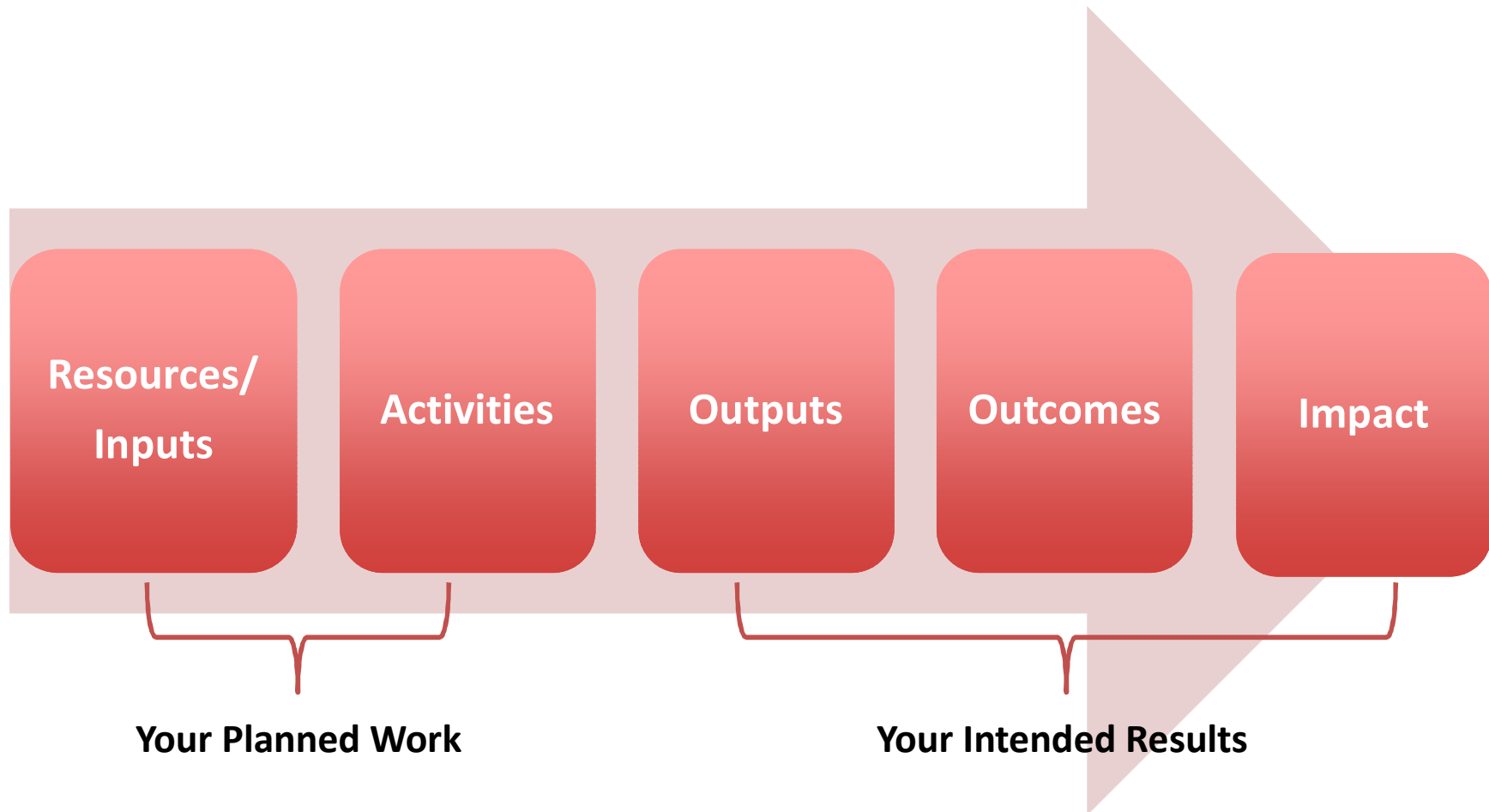
Study Rank Determine  
Examine Consider  
Rate Review Monitor Gauge  
Analyze Investigate Measure  
Judge Evaluate Estimate  
Validate Assess Weigh

# The *What* and *Why* of Logic Models



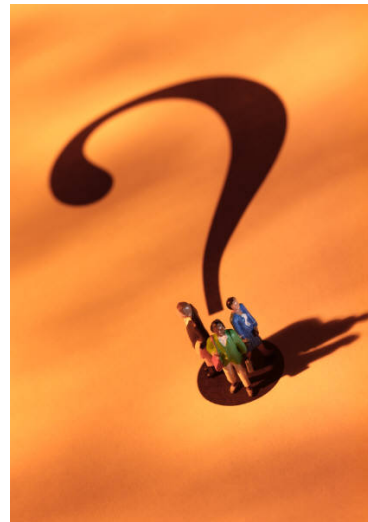
- **What?:** A road map of your organization, highlighting how it is expected to work, what activities need to come before others, and how desired outcomes are achieved
- **Why?:** Helps you visualize and understand how human and financial investments can contribute to achieving your intended goals and can lead to improvements

# Basic Logic Model Components

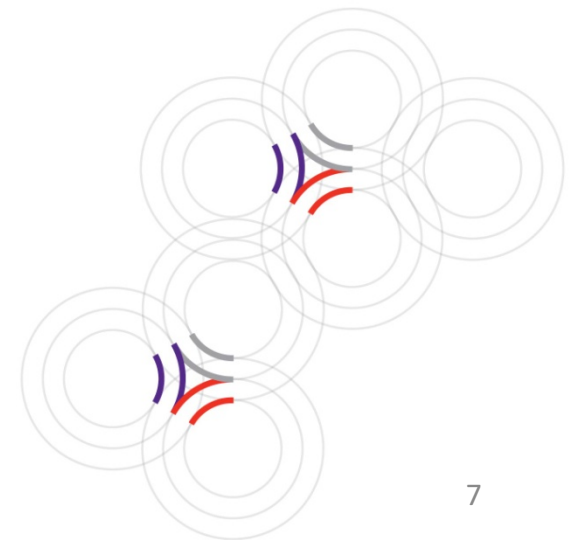


# Moving Beyond Outputs

- Outputs = What we do
- Outcomes = What difference is there
- Outcomes help to answer the question, “So what?”



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# Logic Model: Theory of Change

## LOGIC MODEL TEMPLATE

Organization Name: \_\_\_\_\_

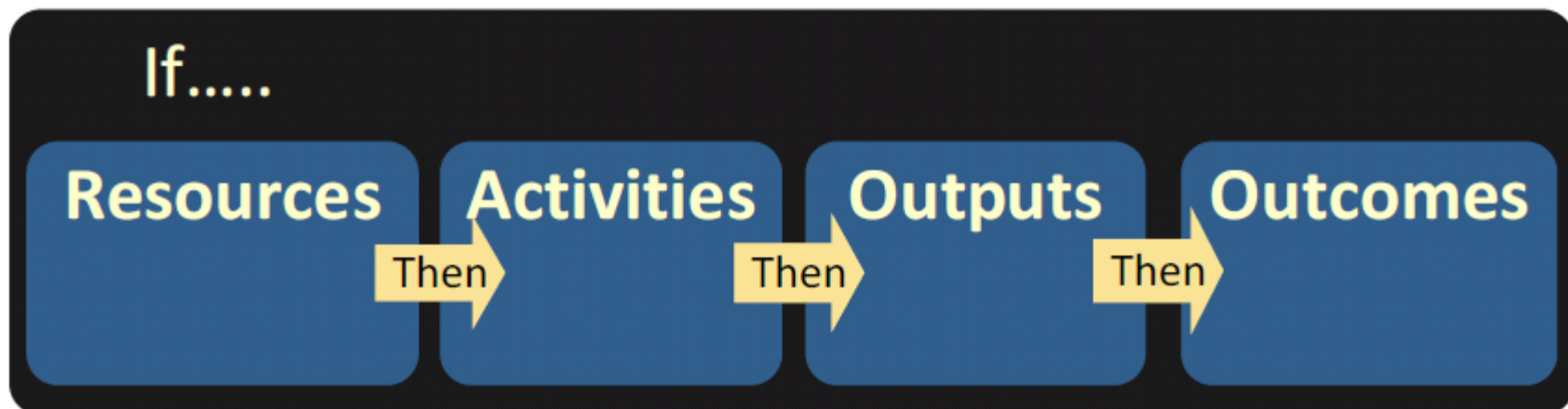
**Organizational Goal(s):**

**Resources**  
*What resources do we have to work with?*

<b>Activities</b> <i>What happens in our organization?</i>	<b>Outputs</b> <i>What are the tangible products of our activities?</i>	<b>Short-Term Outcomes</b> <i>What changes do we <u>expect</u> to occur in the short-term?</i>	<b>Medium-Term Outcomes</b> <i>What changes do we <u>want</u> to see occur after that?</i>	<b>Long-Term Outcomes</b> <i>What changes do we <u>hope</u> to see over time?</i>



# Logic Model: Theory of Change

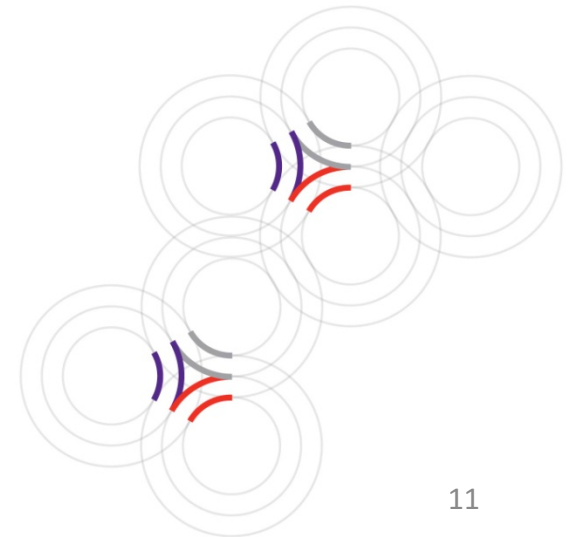


# Reviewing your Logic Model

- Do you have adequate resources?
- Does it reflect the entire scope of your work?
- Do the components relate to each other logically?
- Is it within your reasonable sphere of influence?
- Have you elicited and included other perspectives?

# Which one are you?

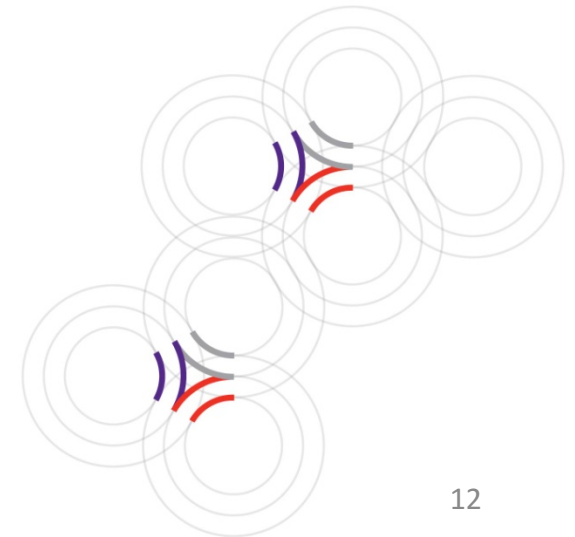
- The Naysayers
- The Complacent
- The Compliant
- The Cynics
- The Frightened and Anxious
- The Enthusiastic
- The Sophisticates
- The Offended
- The Politicos



# Are You Ready?

“Reality isn’t the way you wish things to be, nor the way they appear to be, but the way they actually are.”

- Robert J. Ringer  
American entrepreneur and author



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