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?
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

- Resources/Inputs
- Activities
- Outputs
- Outcomes
- Impact

Your Planned Work

Your Intended Results

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Moving Beyond Outputs

• Outputs = What we do
• Outcomes = What difference is there
• Outcomes help to answer the question, “So what?”
## Logic Model: Theory of Change

<table>
<thead>
<tr>
<th>Activities</th>
<th>Outputs</th>
<th>Short-Term Outcomes</th>
<th>Medium-Term Outcomes</th>
<th>Long-Term Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>What happens in our organization?</td>
<td>What are the tangible products of our activities?</td>
<td>What changes do we expect to occur in the short-term?</td>
<td>What changes do we want to see occur after that?</td>
<td>What changes do we hope to see over time?</td>
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Logic Model: Theory of Change

If.....

Resources Then Activities Then Outputs Then Outcomes
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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