

# Community Impact and Outcome Evaluation



**MORE ON OUTCOMES**

# Community Impact and Outcome Evaluation



## Community Impact:

Long-lasting positive change in community conditions; change that gets to the heart of the matter.

**Outcomes for individuals** are changes in people's lives that result from their participation in specific **programs**.

- People are 'better off' as a result of participation.

**Community level outcomes** are lasting changes in the way a community functions. They can only be achieved when lots of different people work together.

- Everyone benefits whether they participate in a program or not. Ex. Reduced poverty or increased volunteerism in a community

# Typical Outcomes



## Typical Short-Term Outcomes

- Changes in **Knowledge** as a result of participation (e.g., where to go for help, what others in your situation have experienced, what helps)
- Changes in **Skill** (e.g., interviewing, homework completion, falls prevention)
- **Reduced Crisis** (e.g., access to emergency food or shelter)

# Typical Outcomes



## Typical Intermediate Outcomes

- Changes in **Behaviour** (e.g., less acting out, more exercise)
- Changes in **Psychological state** (e.g., confidence, stress level)
- **Social interaction** (e.g., social support, family functioning)

# Typical Outcomes



## Typical Long-term Outcomes

- Changes in **conditions, social situation or ongoing access to resources** (e.g., housing, employment, health )

# The importance of short-term outcomes



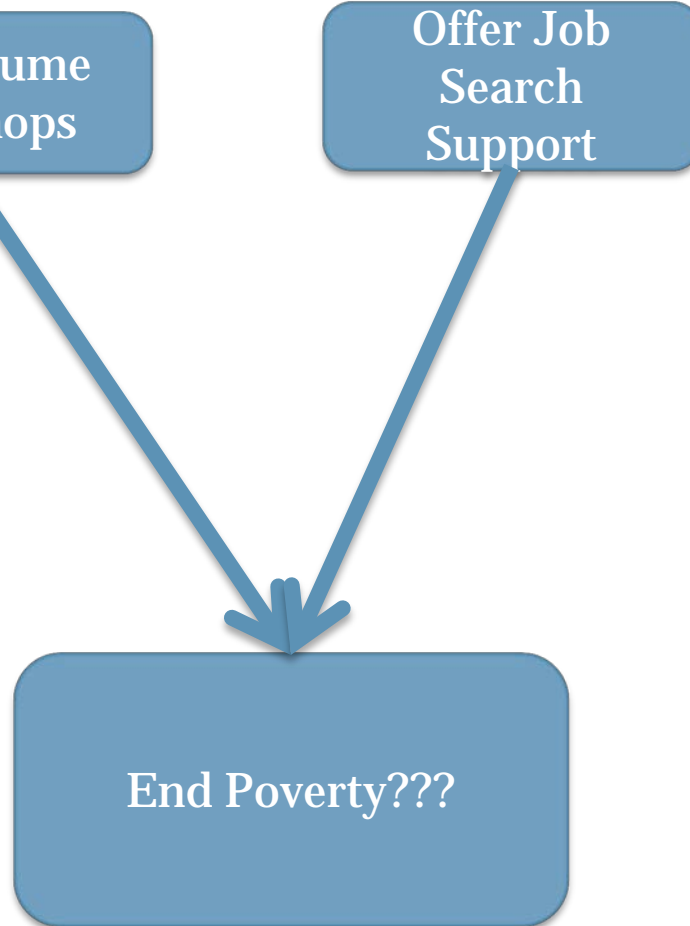
**Program Activities**

Run resume  
workshops

Offer Job  
Search  
Support

End Poverty???

**Long-Term Outcome or Goal**



# The importance of short-term outcomes



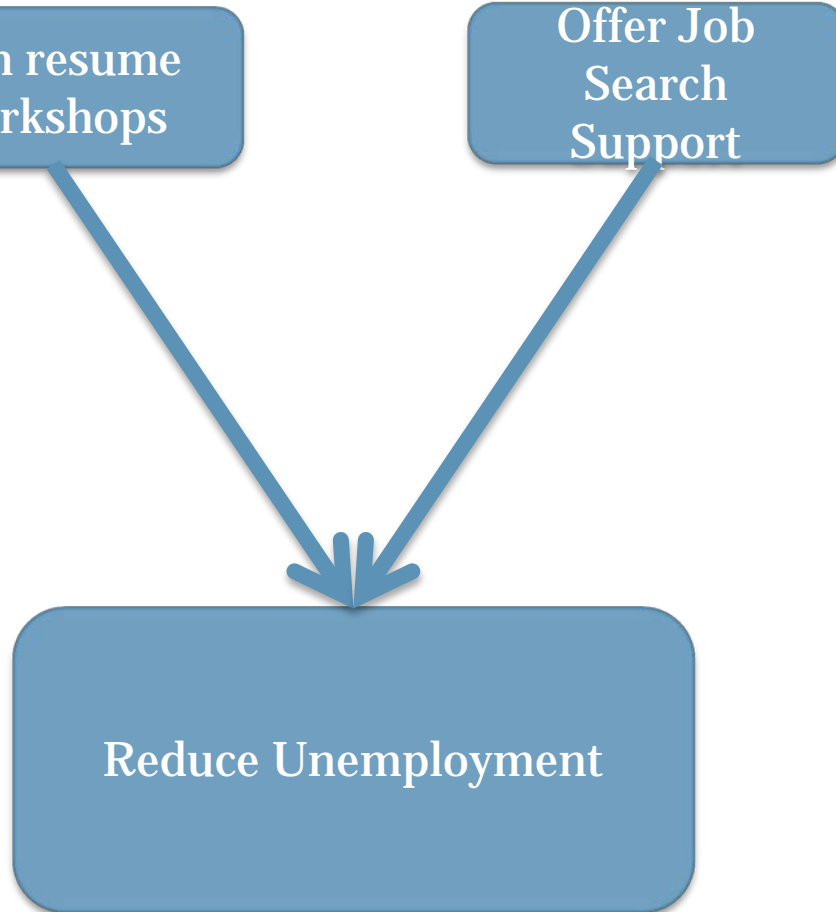
**Program Activities**

Run resume workshops

Offer Job Search Support

**Long-Term Outcome or Goal**

Reduce Unemployment



# The importance of short-term outcomes





*What do we do?*

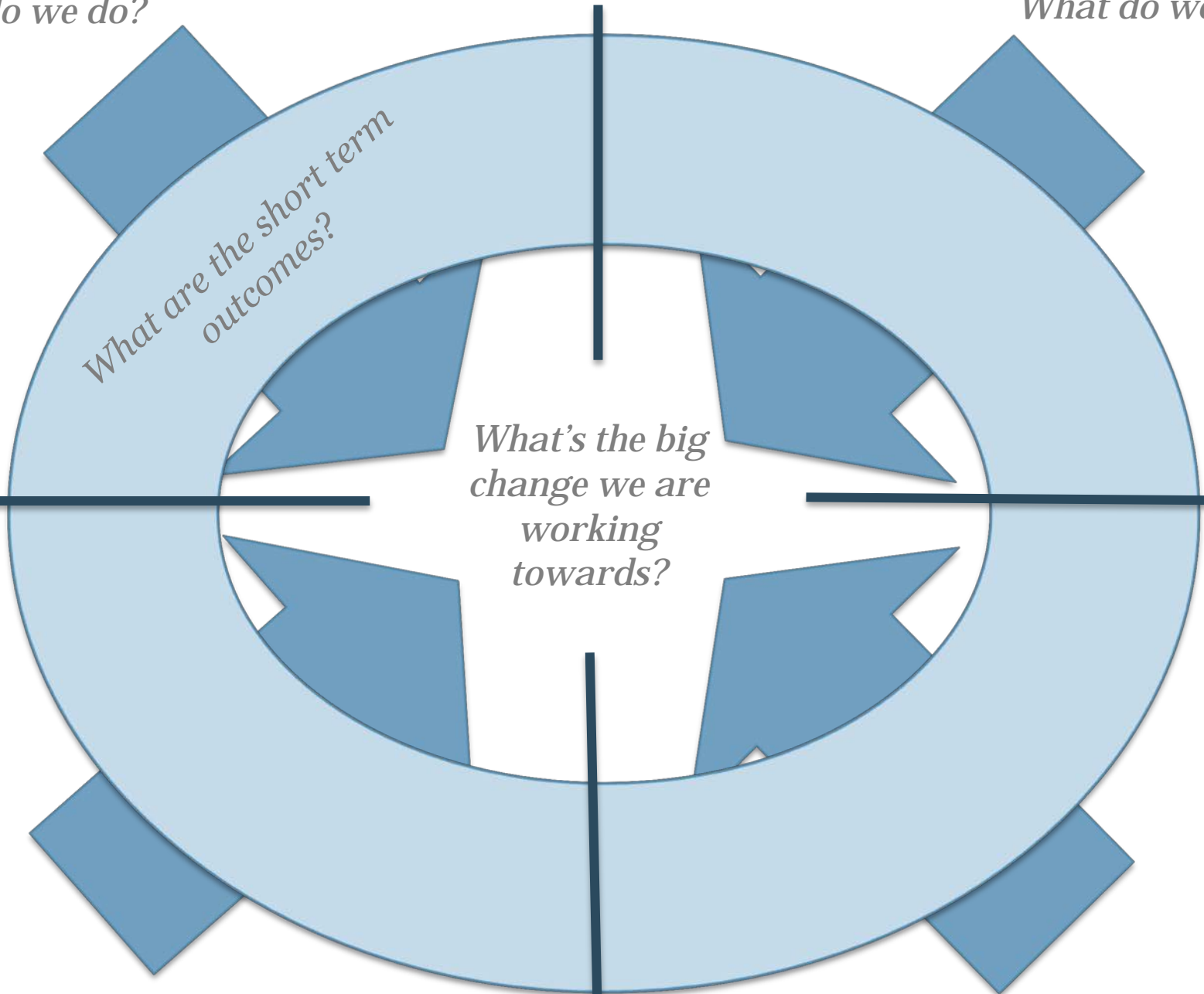
*What do we do?*

*What are the short term  
outcomes?*

*What's the big  
change we are  
working  
towards?*

*What do we do?*

*What do we do?*



# A Case Study: The Volunteer Management Program



## Program Activities

Recruiting and screening volunteers

Promotion

Providing advice to ED and Board

Recognizing volunteers

Providing support to volunteers

Understanding volunteer needs and developing job descriptions

## Short-term Outcomes

Increased number of volunteers

Greater public awareness of agency

Better retention of volunteers

Volunteers have meaningful experience and feel valued

More consistent and professional management of volunteers

Reduced stress and Increased performance of staff

## Long-term Outcomes

Increased resident engagement in neighbourhood

Better quality services and reduced risk

