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But How Do You Know It's Working? Outcome Measurement and Evaluation

Topic: Corporate & Foundation Relations (CF)

Corporations, foundations and individuals alike want to know the impact of their funding. Navigating the data expectations of funders in order to provide program evaluation, impact assessment and outcome measurement can be a challenge. Tracking and measuring data can help us understand the populations we serve and how we serve them, and to identify areas to improve program efficiency. We may be limited by time, budget, and staffing, or even uncertain of what we should be tracking. We will discuss the importance of outcome measurement and assessments, logic models for program development and evaluation, and how to overcome obstacles.