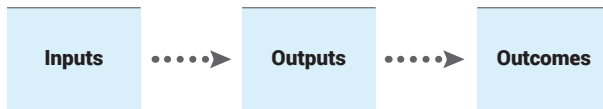


# EVALUATING PROJECT IMPACT & OUTCOMES

Proper project evaluation is one of the most significant aspects of delivering a quality program. The use of the right measurement tools, coupled with an understanding of the varying degrees of outcome-assessment, will prove to be an integral part of your team's success.

## Focus on Outcomes

Sometimes, teams present only inputs and outputs as the basis for a successful project. While this type of information is helpful and noteworthy, Enactus is not necessarily focused on the inputs or outputs. Rather, you should focus on the high-quality and meaningful outcomes of your projects. You will find here definitions of these three terms:



**Inputs** include resources dedicated to or consumed by the program. Examples include: money, students, time, volunteers, facilities, equipment and supplies.

**Outputs** are the direct product of program activities and are usually measured in terms of volume of work accomplished – for example, the number of classes taught, counseling sessions conducted, materials distributed and participants served.

**Outcomes** are benefits or changes for individuals or populations during or after participating in program activities. They are influenced by a program's outputs. Outcomes may relate to behavior, skills, knowledge, attitudes, values, condition, status, or other attributes. They are what participants know, think or can do; or how they behave; or what their condition is, that is different following the program. There are three levels of outcomes: initial, intermediate and long-term.

- Initial outcomes are the first benefits or changes participants experience; often these are related to changes in participants' knowledge, attitudes or skills.
- Intermediate outcomes are often changes in behavior that result from the participants' new knowledge, attitudes or skills.
- Long-term outcomes are the meaningful changes for participants, often in their condition or status.

<sup>1</sup>United Way of America. Measuring Program Outcomes: A Practical Approach. 1996. Print.

