



EVALUATION DEFINITIONS & TERMS

Evaluation Definitions

Activities: Activities that an organization proposes to conduct to achieve its program or project goals (e.g., build parks, organize soccer practices for youth, train mentors, hold community meetings).

Outputs: Immediate-term results associated with a program or project (e.g., number of children who participated in a program, number of people trained).

Outcomes: Short-term and medium-term benefits or changes for participants after participating in a program (e.g., percent of kids who increased their life skills after participating in a program, percent of kids who lost weight after participating in a program).

Impact: Long-term change produced by a program on a large population of participants (e.g., reduced obesity rates in a city or higher graduation rates in a neighborhood).

Performance Measures: Outputs and outcomes a grantee reports on at the end of the grant cycle.

Evaluation Terms

	Activities	Outputs	Outcomes	Impact
Definition	What do we do?	Who do we reach?	What are the short- and medium-term results of our program?	What is the long-term impact of our program?
Typical Categories	<ul style="list-style-type: none"> - Conduct workshops - Deliver services - Train people - Provide counseling 	<ul style="list-style-type: none"> - Participants - Clients - Customers - Decision makers 	<ul style="list-style-type: none"> - Learning - Awareness - Knowledge - Attitudes - Skills - Motivations 	<ul style="list-style-type: none"> - Socioeconomic conditions - Crime rate - Civic engagement
Examples	<ul style="list-style-type: none"> - Build a park - Hold community meetings - Host a summer camp 	<ul style="list-style-type: none"> - # of children who attended a program - # of people trained - # of meetings organized - # of people reached through a campaign 	<ul style="list-style-type: none"> - % of children who increased life skills after participating in the program - % of participants who reduced their BMIs after participating in a program 	<ul style="list-style-type: none"> - Increased high-school graduation rate in a community - Decreased criminal rate in a community

Near term

Long term

Camp X Example

Camp X provides opportunity for vulnerable youth to participate in structured recreational, outdoor activities in a residential camp setting.

Activities	Outputs	Outcomes	Impact
<p>What do we do?</p>	<p>Who do we reach?</p>	<p>What are the short- and medium-term results of our program?</p>	<p>What is the long-term impact of our program?</p>
<ul style="list-style-type: none"> - Provide week-long summer camp experiences for youth from at-risk backgrounds - Provide follow-up reinforcement experiences over the course of the year 	<ul style="list-style-type: none"> - Deliver 1,050 camp experiences to youth from at-risk backgrounds - Deliver 200 follow-up reinforcement experiences to youth from at-risk backgrounds 	<ul style="list-style-type: none"> - Campers will report learning a new skill at camp - Campers will report feeling good about themselves as a result of their experience - Campers will report a higher level of confidence in school 	<ul style="list-style-type: none"> - Research shows that learning new skills through experiential education results in higher levels of autonomy, intrinsic motivation, and decision making skills