



# 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"> <li>- Conduct workshops</li> <li>- Deliver services</li> <li>- Train people</li> <li>- Provide counseling</li> </ul>	<ul style="list-style-type: none"> <li>- Participants</li> <li>- Clients</li> <li>- Customers</li> <li>- Decision makers</li> </ul>	<ul style="list-style-type: none"> <li>- Learning</li> <li>- Awareness</li> <li>- Knowledge</li> <li>- Attitudes</li> <li>- Skills</li> <li>- Motivations</li> </ul>	<ul style="list-style-type: none"> <li>- Socioeconomic conditions</li> <li>- Crime rate</li> <li>- Civic engagement</li> </ul>
Examples	<ul style="list-style-type: none"> <li>- Build a park</li> <li>- Hold community meetings</li> <li>- Host a summer camp</li> </ul>	<ul style="list-style-type: none"> <li>- # of children who attended a program</li> <li>- # of people trained</li> <li>- # of meetings organized</li> <li>- # of people reached through a campaign</li> </ul>	<ul style="list-style-type: none"> <li>- % of children who increased life skills after participating in the program</li> <li>- % of participants who reduced their BMIs after participating in a program</li> </ul>	<ul style="list-style-type: none"> <li>- Increased high-school graduation rate in a community</li> <li>- Decreased criminal rate in a community</li> </ul>

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"> <li>- Provide week-long summer camp experiences for youth from at-risk backgrounds</li> <li>- Provide follow-up reinforcement experiences over the course of the year</li> </ul>	<ul style="list-style-type: none"> <li>- Deliver 1,050 camp experiences to youth from at-risk backgrounds</li> <li>- Deliver 200 follow-up reinforcement experiences to youth from at-risk backgrounds</li> </ul>	<ul style="list-style-type: none"> <li>- Campers will report learning a new skill at camp</li> <li>- Campers will report feeling good about themselves as a result of their experience</li> <li>- Campers will report a higher level of confidence in school</li> </ul>	<ul style="list-style-type: none"> <li>- Research shows that learning new skills through experiential education results in higher levels of autonomy, intrinsic motivation, and decision making skills</li> </ul>