Which data points are best for exploring the effectiveness and community-impact of a program or service?

Ask the following questions of your organization and its programs or services. The questions assist in the development of a concrete plan for identifying which data points can be used as proof of program effectiveness.

☐ **Does the program or service have precise, explicit goals that any audience can accurately interpret?**

Notes:

☐ **Do the daily tasks involved in the program or service show-up – or get reflected in – the program goals?**
o Is there a direct alignment between the program goals and what actually goes on in the program or service?

o The daily tasks must support program goals, otherwise the goals need to be rewritten or tasks need to be moved outside of the program.

Notes:

☐ **How should program participants be impacted during the delivery of the program or service, and how so?**
o Do program participants gain knowledge? If so, how is the acquiring of knowledge useful to program participants outside of the program setting? What actions do participants display to indicate the acquired knowledge is used as expected?
o Do program participants gain skills? If so, how are the acquired skills useful to program participants outside of the program setting? What actions or decisions do participants display/make to indicate the acquired skills are used as expected?
o Do program alumni carryout aspects of the mission of the program, service, or organization? If so, how are the actions of carrying-out the mission useful to a.) the organization, b.) the community, and/or c.) the alumni? What actions do alumni exhibit to indicate they are carrying-out the mission as expected or beyond expectation?

Notes:

☐ **What duration of time after the completion of the program or service should program alumni display changes in their lives, and how so?**
o The answer to this question will inform the specific types of data that can and should be collected and analyzed.

Notes: