

INDICATOR SELECTION

Select one or more outcomes from your logic model to which you believe your program can be held accountable. Use the attached worksheet as you do the following:

1. Decide upon up to three indicators that are most appropriate for the outcome(s) you have selected. Indicators provide specific, observable and measurable evidence that outcomes are being achieved. Before you settle upon a specific indicator, ask yourself the following questions:

- What could you see, hear, or read that would tell you that this outcome is being achieved?
- Do the indicators make sense in relation to the outcomes they are intended to measure?
- Are the indicators specific and measurable in some way?
- Are the indicators useful to your organization in determining your effectiveness?
- Based on the nature of your interactions with your target audience, can your program have a meaningful impact on this indicator?

2. Describe some data gathering strategies that might be appropriate for the indicators you've selected, such as:

- Polls, Surveys or Questionnaires
- Interviews or focus groups
- Direct observations
- Client records
- Official documents
- Tests

Consider the following examples from a child literacy program:

Outcome	Indicator	Data-gathering strategy
Increase parent-child interaction in reading	Amount of parent time spent on reading or storytelling	Survey or interviews with parents
Increase comprehension and use of language by children	Percent of children who demonstrate improved speaking skills	Observations by teachers
Increased reading skills among children	Number of children who read at or above their grade level	Testing by teachers

Table above includes information excerpted from *Outcomes for Success: 2000 Edition*, Evaluation Forum, 2000: Seattle, WA

INDICATOR SELECTION EXERCISE WORKSHEET

Outcome	Indicator	Data gathering strategy
1.	1.	1.
	2.	2.
	3.	3.
2.	1.	1.
	2.	2.
	3.	3.
3.	1.	1.
	2.	2.
	3.	3.