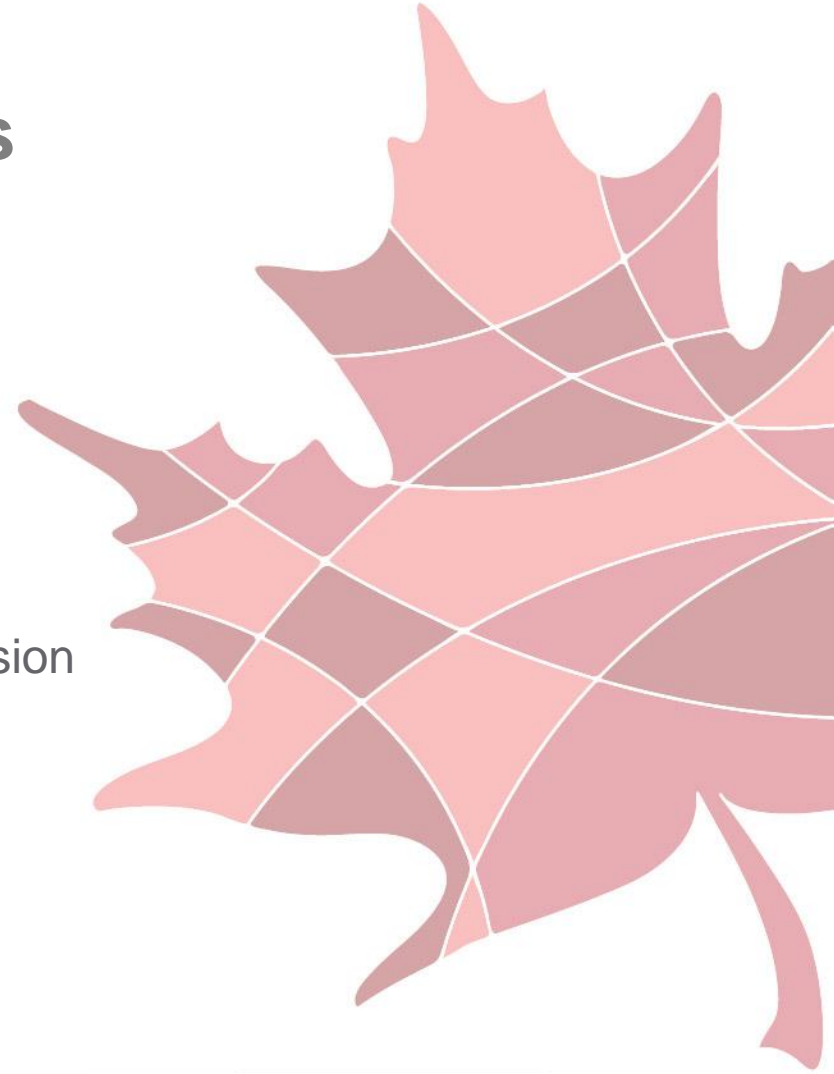


The Importance of Outcomes Measurement

P2P LIPs Preconference

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Immigration, Refugees
and Citizenship Canada

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What is Performance/Outcome Measurement?

Performance measurement is the **continuous collection of data on results and progress towards achieving anticipated outcomes.**

Outcomes measurement focuses on assessing the **impacts of activities/programs/partnerships on clients' progress and other intended results.**

Information can be used for:

Planning

Monitoring/
mitigating risk

Accountability

Measuring
progress

Course
correcting



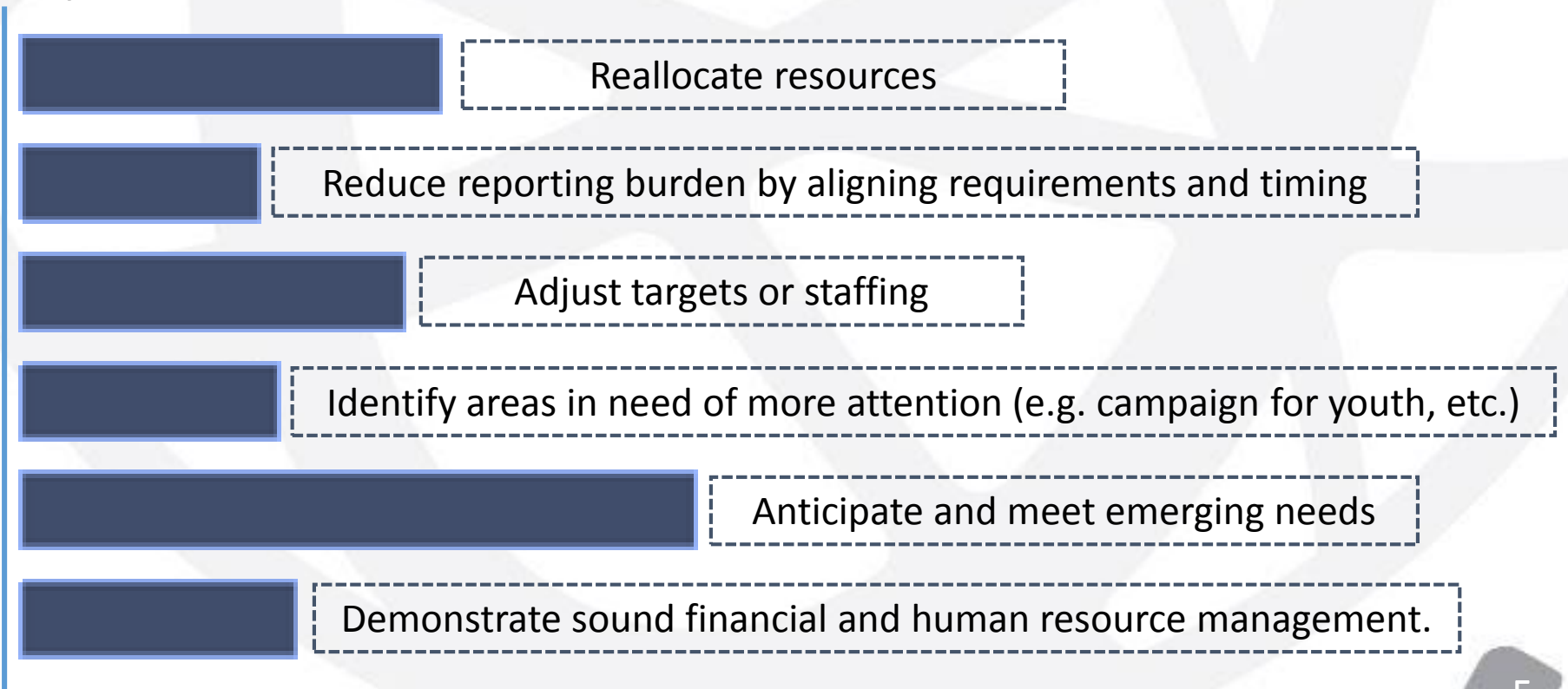
Why Outcome Measurement Matters



Outcome measurement allows you to monitor whether your **activities** are contributing to the **outcomes** you are looking for.

Demonstrate effective management

Ongoing collection of performance information encourages continuous needs assessments and ensures the organization's results remain **relevant** to the requirements of your communities.



Reallocate resources

Reduce reporting burden by aligning requirements and timing

Adjust targets or staffing

Identify areas in need of more attention (e.g. campaign for youth, etc.)


Anticipate and meet emerging needs

Demonstrate sound financial and human resource management.


Partner Engagement & Sustaining Partnerships




Demonstrate **progress** and identify a clear role for partners



Leverage partners in **conducting research** and contributing to organizational knowledge



Help partners understand **how they contribute** to the larger mission of the organization



Two-way street of information sharing helps all organizations **report activities** accordingly (e.g. annual reports, etc.)

A clear narrative describing the organization's logic model, results, data and performance can make **funding applications easier to fill out.**



Demonstrate your plan for how you will monitor progress and identify issues

Bolster Funding Applications

Show established current performance information collection, and **provide results.**



How to Obtain Performance Information

Ongoing performance measurement relies heavily on **reliable, up-to-date data** that are refreshed on a regular schedule (i.e. yearly)

- Surveys, focus groups conducted in-house or by leveraging different partners
- Pre-existing data (e.g. Census, etc.)
- Data collected about clients for service purposes
- Data collected by partners
- Leveraging administrative data (e.g. financial, etc.)



Be careful to ensure information privacy is protected at all times, and that appropriate privacy statements are in place so that the sharing of data is allowed.

Helpful Tool: Performance Measurement Framework/Performance Tracker

A tool that describes all the information required collect data and to measure and report on the outputs and outcomes

For each indicator, the following information should be provided:

1. data source and/or data collection method
2. frequency of measurement or reporting
3. responsibility for collection
4. targets where they are meaningful and relevant
5. methodologies/indicator descriptions/limitations



This kind of structured monitoring and reporting approach tool will help you:

- ✓ continuously monitor results of the program
- ✓ make informed decisions and take appropriate, timely course corrections
- ✓ ensure that information is gathered efficiently (reduce duplication)

Key Considerations

- Reporting cycles as required by various funders (monthly, quarterly, annual)
 - Consider the reporting requirements of partners



- Planned usage of the data can determine frequency of collection
 - Course correction – monthly or quarterly
 - Performance Measurement – annual
 - Evaluation – 3 or 5 year cycle/periodically/post-project

Discussion

- *Questions?*
- *Lessons, challenges, considerations?*
- *Best practices from the field?*
- *Data needs/gaps/solutions?*

THANK YOU !

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