


Performance Measurement LOGIC MODEL - Project Title:

VISION/GOAL	TIME	OUTCOMES	OUTPUTS	ACTIVITIES	INPUTS
		Short-term (Changes in awareness, knowledge, skills, attitudes)			
		Medium-term (Changes in Behaviors)			
		Long-term (Impacts/Changes in systems)			

How to Measure Performance:

- Document how your work and the funding you received are making a difference in Temple
 - Community
 - Neighborhoods
 - People
- Measure Outcomes of your work
 - Outcomes are short/medium term changes
 - Occur 1-3 years after the start of your project
 - Short term outcomes
 - Changes in knowledge, skills, attitudes and confidence
 - Who is changing besides yourself?
 - How do you know?
 - What evidence do you have?
 - Medium term outcomes
 - Changes in behaviors, customs, practices
 - Whose behaviors are changing besides your own?
 - How do you know?
 - What evidence do you have?
 - Long term changes or *impacts* of your work
 - Usually not apparent until several years after work begins
 - Are systems changing?
 - Are socioeconomic systems changing?
 - Are institutional, organizational, or public policies changing?
 - How do you know change is happening?
 - Because people say they've changed
 - Survey results, focus groups, learning circle, and interview results
 - Because you or others have observed change
 - Scientific studies
 - Secondary data sources (census data, business records, tax statements, etc.)

Common Performance Measurement Traps:

- Confusing outputs with outcomes
 - Outcomes are evidence of change
 - Outputs are products generated by your project
 - Research results (presentations, abstracts, papers, other publications)
 - Website pages and hits
 - Training/curricula
 - Number of people attending project related events
- Outputs are NOT evidence of change