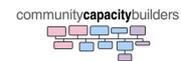


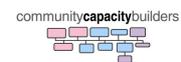
Developing a Social Impact Measurement Plan



1

Social Impact Measurement Plan

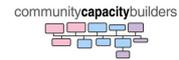
- Contains a summary of:
 - The outcomes that are being measured
 - The outcome indicators for which values will be collected
 - The methods used for collecting the information



2

Measuring Outcomes

- Outcomes are the changes that are expected as a result of implementing an initiative.
- Changes can include:
 - changes in learning
 - changes in action, and
 - changes in conditions
- To be measurable need to include an indicator in outcome statement

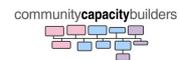


3

Social Impact Measurement Plan

Outcome	**Indicator	Information Collection Method

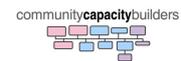
** Indicator that measures desired change in learning, action or condition



4

Examples of Outcome Statements

- Change in learning:
 - Increased level of awareness amongst initiative participants
 - Increased level of knowledge amongst initiative participants
 - Increased level of skills amongst initiative participants
- Change in action:
 - Increased number of people changing their behaviour
 - Increased number of people taking action on the issue
- Change in condition:
 - Measurable improvement to the environment
 - Measurable increase in employment
 - Measurable improvement in access to a service
 - Measurable reduction in crime



5

Attainment Scales

- Measurement technique that enables progress towards achieving desired outcomes to be measured
- Steps to develop an attainment scale:
 1. Choose an indicator to measure the success of the outcome
 2. Specify the expected level of achievement for the outcome
 3. Specify a somewhat more and a somewhat less than expected outcome level
 4. Specify a much more and a much less than expected level for the outcome

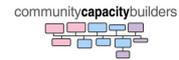


6

Example Attainment Scale

- Desired outcome:
 - To increase the awareness of initiative participants with regard to an issue
 - The indicator is ‘increased awareness’

- 1 = Poor Awareness (much less)
- 2 = Fair Awareness (somewhat less)
- 3 = Good Awareness (expected level)
- 4 = Very Good Awareness (somewhat more)
- 5 = Excellent Awareness (much more)



7

Community Leadership Program Outcome Evaluation

To assist the evaluation of the Community Capacity Builders Community Leadership Program could you please indicate your response to the following statements by circling a number in the appropriate box:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Agree
- 4 = Strongly Agree

1. The program has provided me with knowledge and skills to form collaborative community capacity building projects

1	2	3	4
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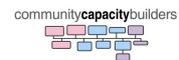
2. The program has provided me with knowledge and skills to bridge my projects and activities to local, regional and state strategic plans

1	2	3	4
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3. The program has provided me with knowledge and skills to participate in whole of community visioning and planning

1	2	3	4
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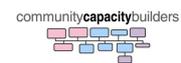
Do you consider that your participation in the program has provided you with any additional outcomes?



8

Determine How to Collect Information

- Need to collect information to give a value to the indicators
- Secondary information
 - information that already exists somewhere, having been collected for another purpose
- Primary information
 - information that did not exist before and has to be created specifically for measuring the social impact of an initiative



9

References

- Conley-Tyler, M. (2005), A fundamental choice: internal or external evaluation?, in the Evaluation Journal of Australasia, vol. 4, nos. 1 & 2, March/April 2005
- Department for Communities and Social Inclusion (2017), Grants SA Guidelines, viewed 1 July 2108, <http://dhs.sa.gov.au/__data/assets/pdf_file/0013/52060/GRANTS-SA-Guidelines-v-2.1-1-June-2017.pdf?
- Preskill, H., & Beer, T. (2012), Evaluating social innovation, FSG Centre for Evaluation.



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