

Outcomes Measurement



ALGORHYTHM

Everyone Wants to Know If Social Programs Are Making a Difference

Grantmakers Want Outcomes

Donors Want Outcomes

Beneficiaries Want Outcomes

Foundations & Government

\$2B Evaluation Spending 2014

BBB. **Give.org** BBB WISE GIVING ALLIANCE

GUIDESTAR®

CHARITY NAVIGATOR Your Guide To Intelligent Giving

20M Users



But They Get...

But They Get...

But All They Get Is...

Numbers Served

Finances & Overhead

Counted

Impact Investors Want Outcomes

Nonprofits Want Outcomes

\$Millions

Conducting RCTs of Social Impact Bond, Pay-for-Success and Other Impact Investments

\$20B Evaluation Spending

\$1B Outcomes Spending

But They Get...

But They Get...

A Long Wait for Outcomes

Outputs

Beneficiary Satisfaction

There are Over 1.5M Nonprofits In the United States and...

Only 10% Can



Gather
Data

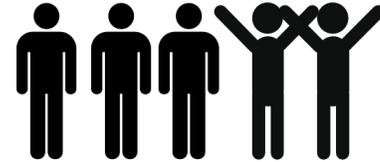


Analyze
Data



Write
Reports

Only 3% Can



Rigorously
Evaluate
Outcomes

<1% Can



Sustain Their
Efforts

What's Holding Us Back?

Challenge #1

The Metrics

The Balance of What We Measure

Lots of Outputs



Little Outcomes



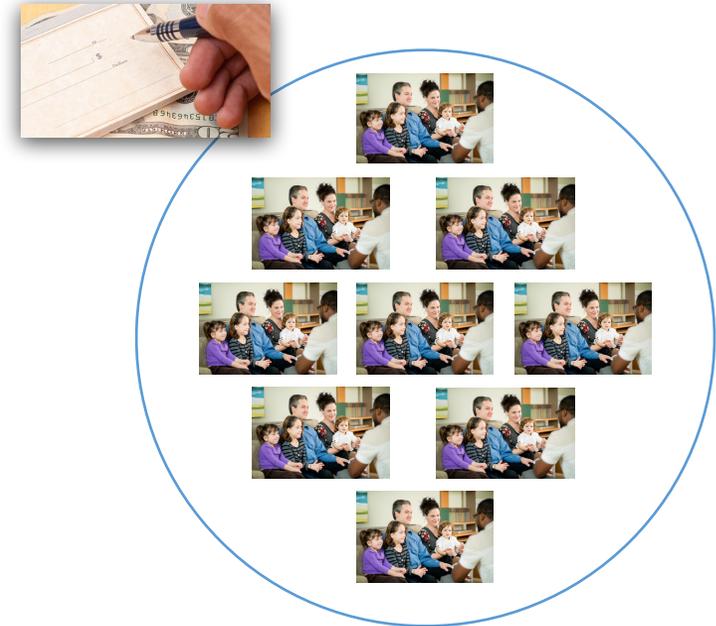
The Marketplace Challenge of the Nonprofit Sector

Consumer Buyers



A Consumer Buys Personal Outcomes

“Bulk” Proxy Buyers



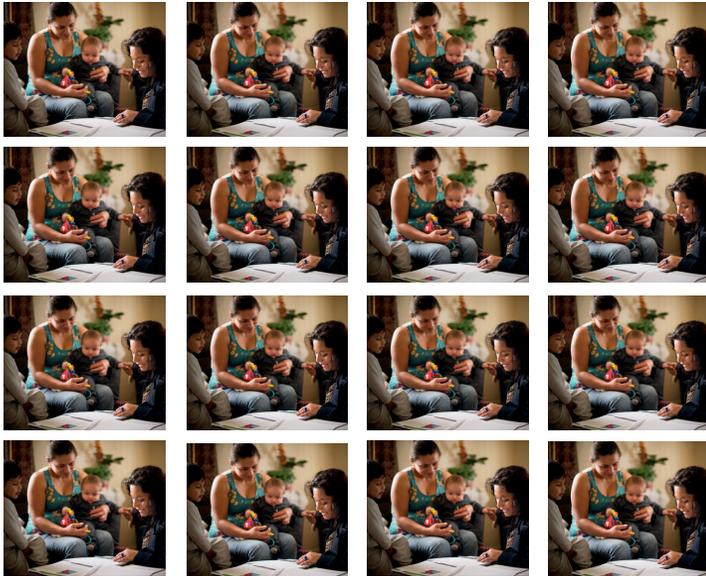
A Funder Buys Population Impact

The Act of “Bulk” Proxy Buying Creates Unrealistic Accountability

Postpartum Doula Services Bought by Me, for Me



Postpartum Home Visitation Services Bought by Others, for a Population



Outcome Metrics aren't Realistic

Postpartum Doula Services
Bought by Me, for Me

Lower Stress

Postpartum Home Visitation Services
Bought by Others, for You

**Reduction in
Child Abuse**

Outcome Metrics aren't Realistic

Postpartum Doula Services
Bought by Me, for Me

Postpartum Home Visitation Services
Bought by Others, for You

**Better Infant Care
Skills and
Knowledge**

**Achievement of
Developmental
Milestones**

Outcome Metrics aren't Realistic

Postpartum Doula Services
Bought by Me, for Me

**Improved Maternal
Physical Recovery**

Postpartum Home Visitation Services
Bought by Others, for You

**Reduction in
Subsequent
Pregnancies**

Outcome Metrics aren't Realistic

Postpartum Doula Services
Bought by Me, for Me

**Better Sibling
Adjustment**

Postpartum Home Visitation Services
Bought by Others, for You

**Reduction in
Risky Behaviors**

Outcome Metrics aren't Realistic

Postpartum Doula Services
Bought by Me, for Me

**Better
Communication
with Providers**

Postpartum Home Visitation Services
Bought by Others, for You

**Kindergarten
Readiness**

We Aren't Measuring the Beneficiary Experience

We Are Measuring
Implementer Productivity



We Aren't Measuring
Recipient Experiences

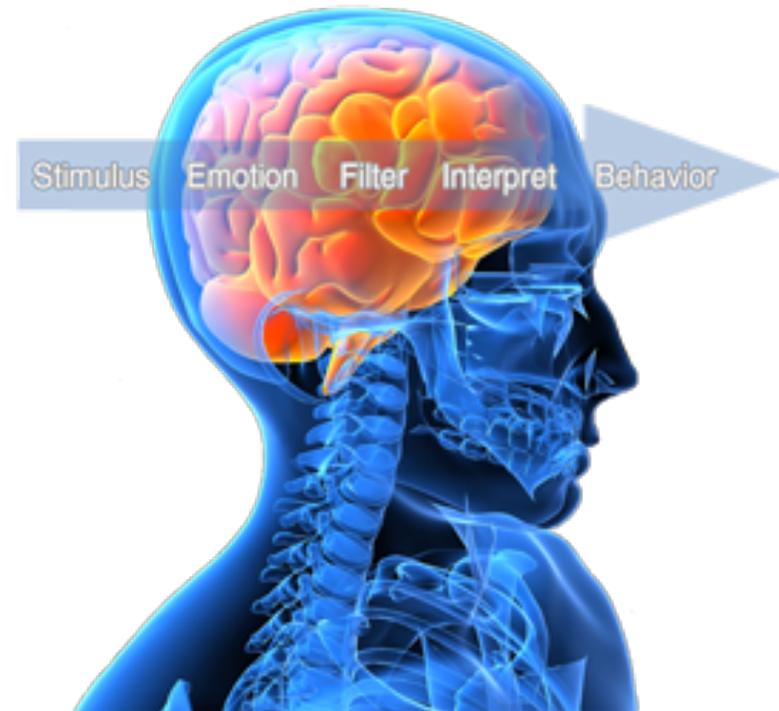


After All, Social Programs Aren't Pills!



The Doctor and the Pill Control the Experience

VS.



The Beneficiary Controls the Experience

As a Result, Our Current Impact Metrics...

Show Us

**How Much
We Are Doing**

Don't Show Us

Direct Results

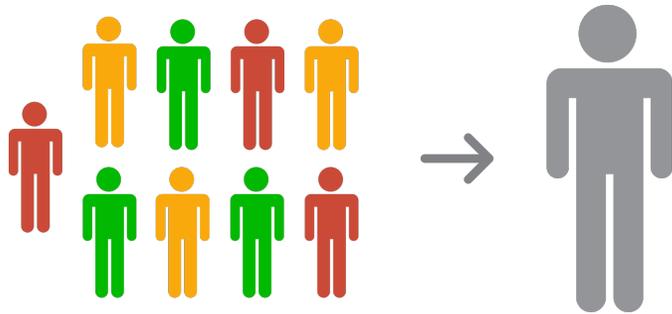
**Which
Experiences
Matter**

Challenge #2

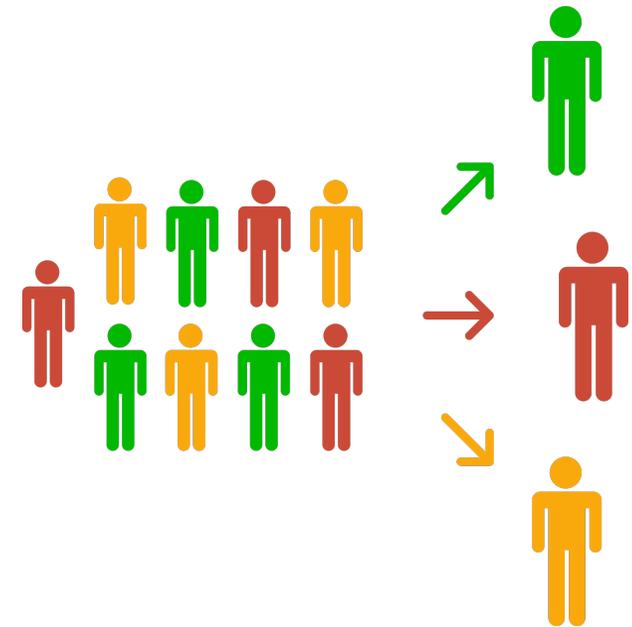
The Method

Means versus Me

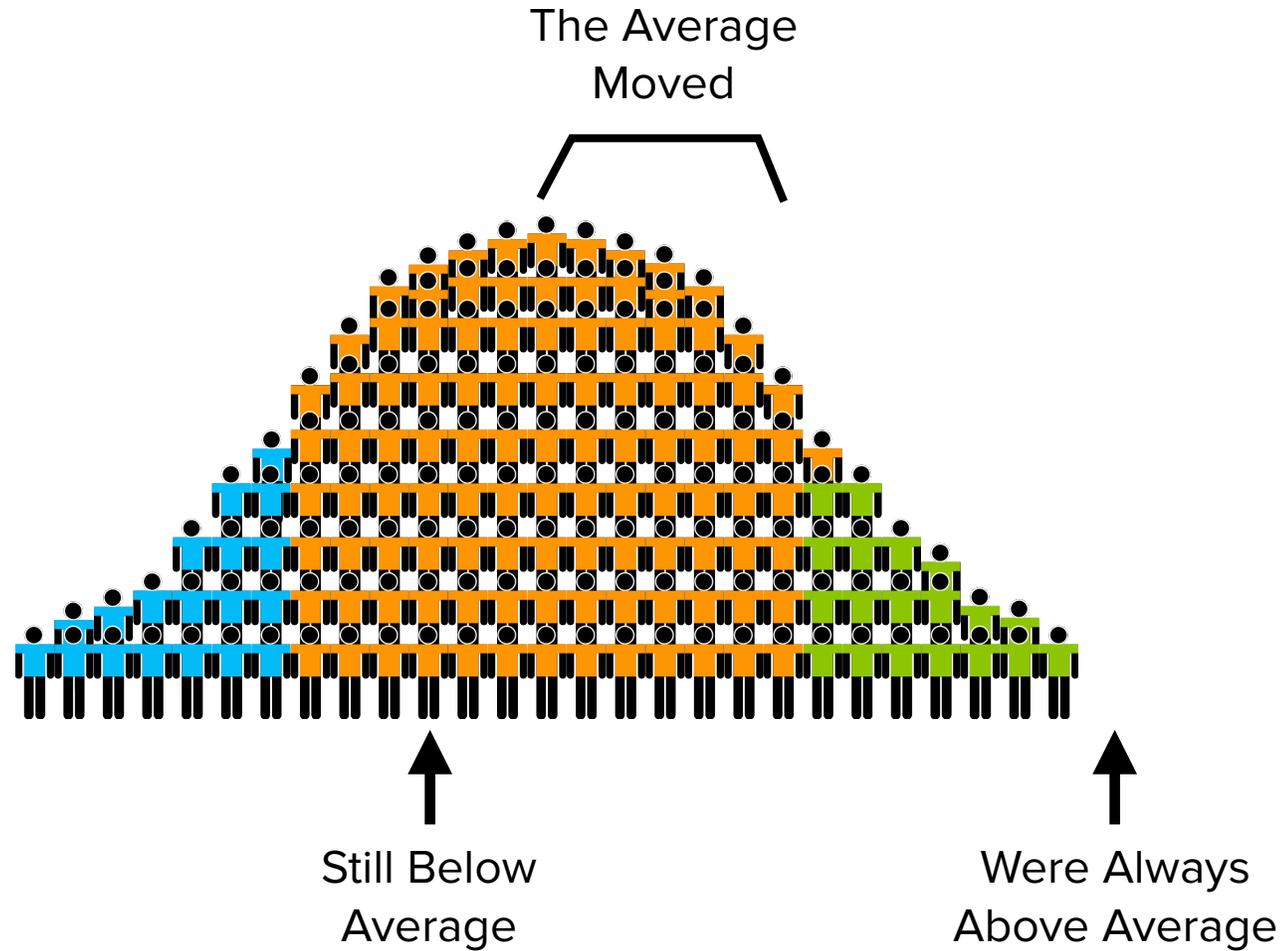
Does a Program Work for the Average Participant?



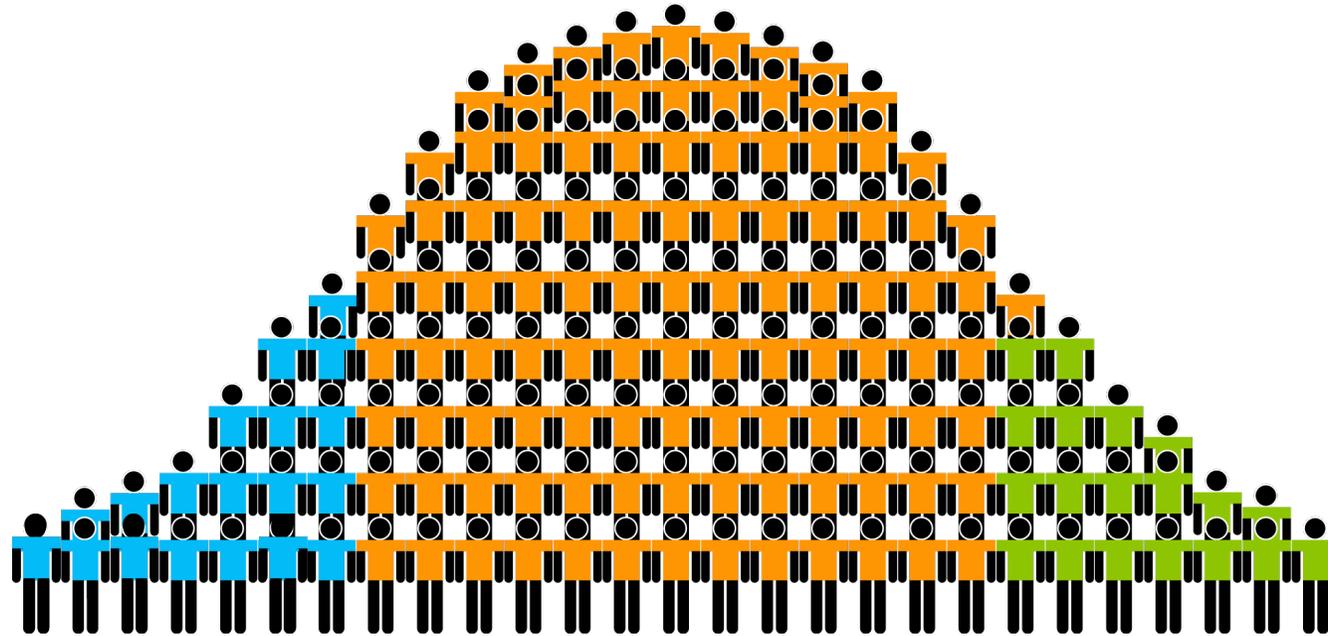
How Does a Program Work for Targeted Segments?



Did the Program Recipe Move the Average?



Which Program Ingredients Work for You?



You are like me!
Can you tell me
how you did it?

Challenge #3

Data Analysis

Analyses Describe What Just Happened



Analyses Describe What Just Happened

**Amount,
Frequencies,
Averages, Trends**

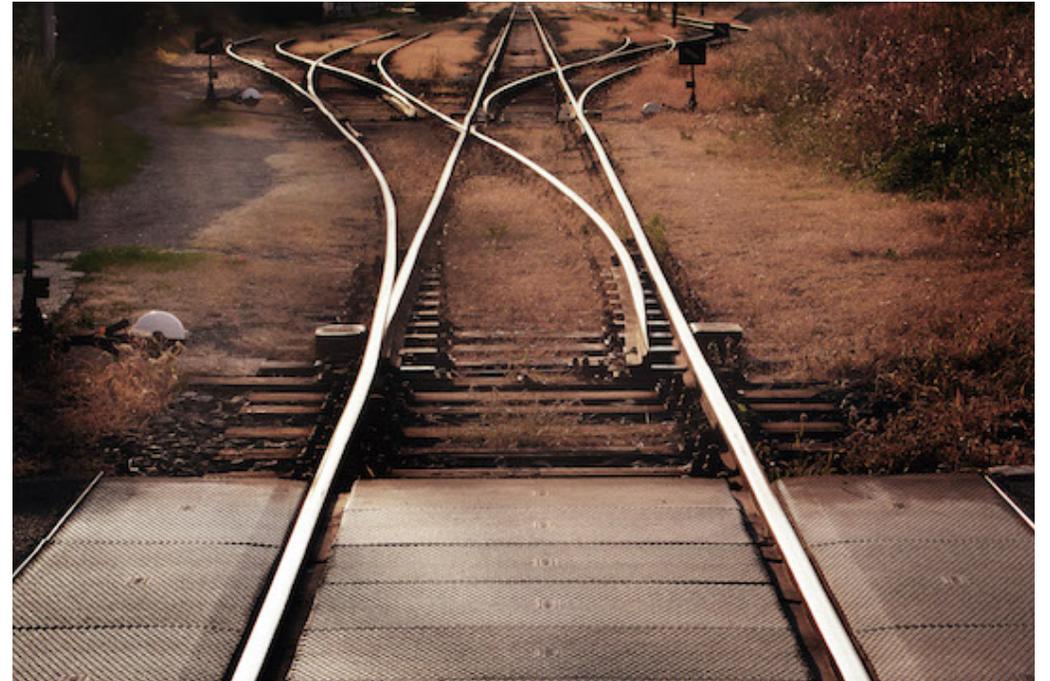
**Statistical
Significance of
Outcomes**

Very Few Existing Analyses...

Predict What Might Happen



Provide Insight on What Might Work



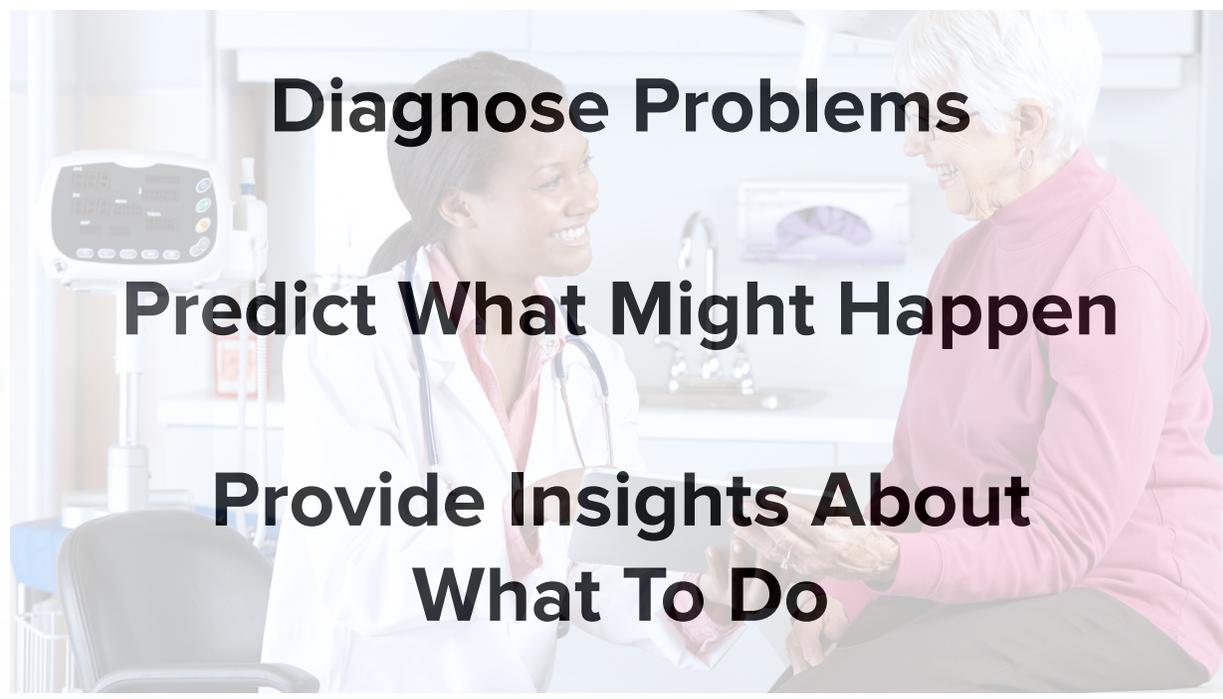
As a Result, Our Current Impact Metrics...

Tell Us...



What We Just Did
Sometimes, Our Results

Don't...



Diagnose Problems
Predict What Might Happen
Provide Insights About
What To Do

Challenge #4

Measuring in Isolation

We Don't Share Stories, Insights or Lessons

Data

Analytics

Findings



The Unresolved Challenges of Impact Measurement
Challenge #4: Measuring in Isolation

It's Time for Organizations That...

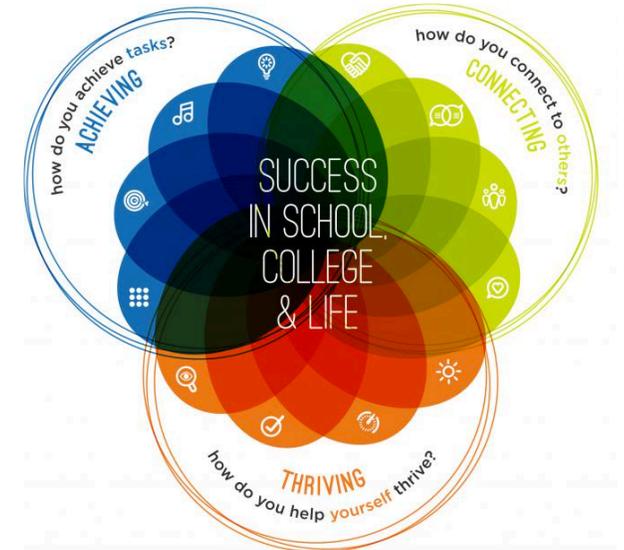
Share Populations



Share Practices



Share Outcomes



To Share Measures, Data and Analyses

The Solution

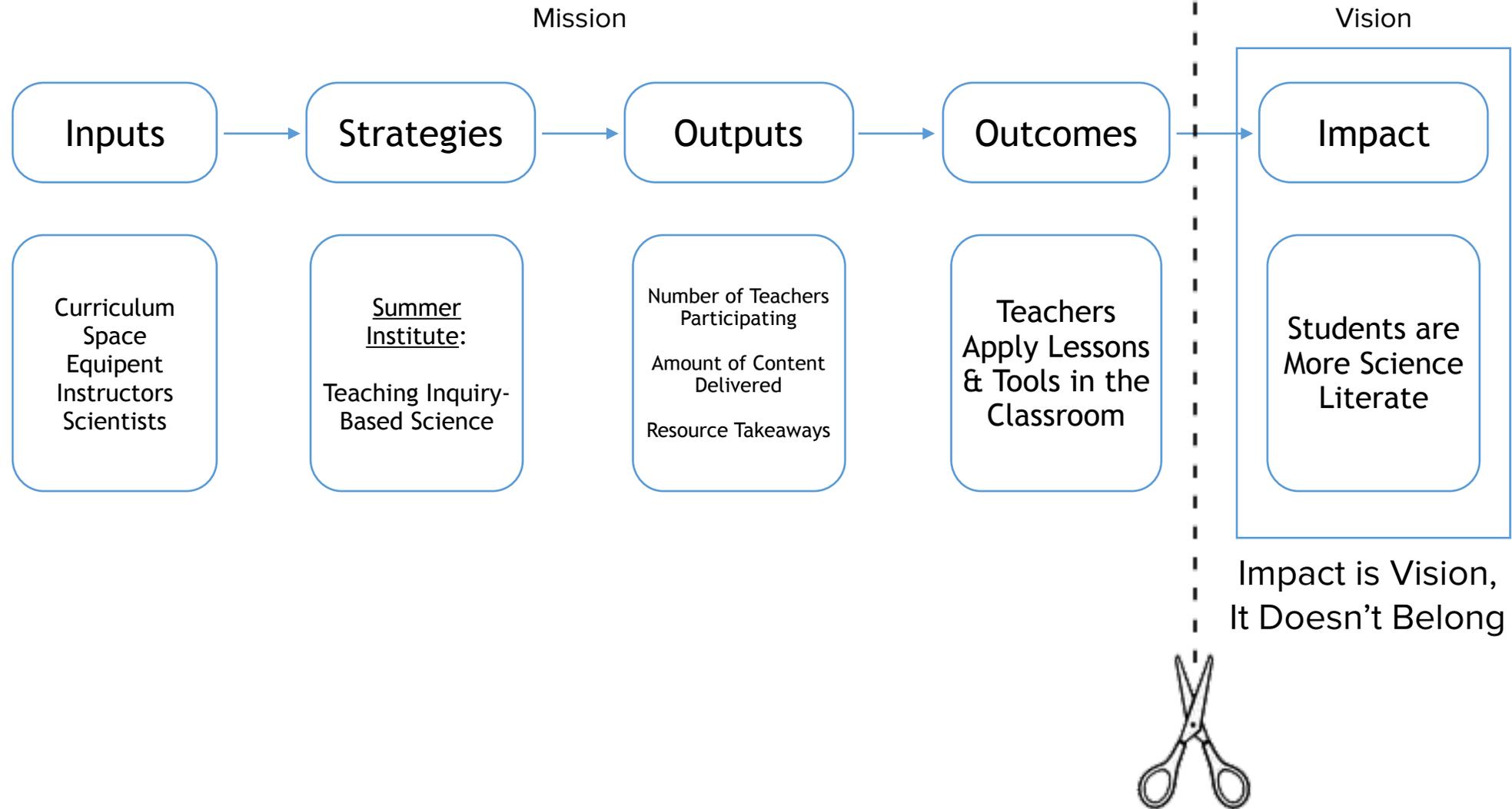
Four Steps for Getting to Outcomes

Step One

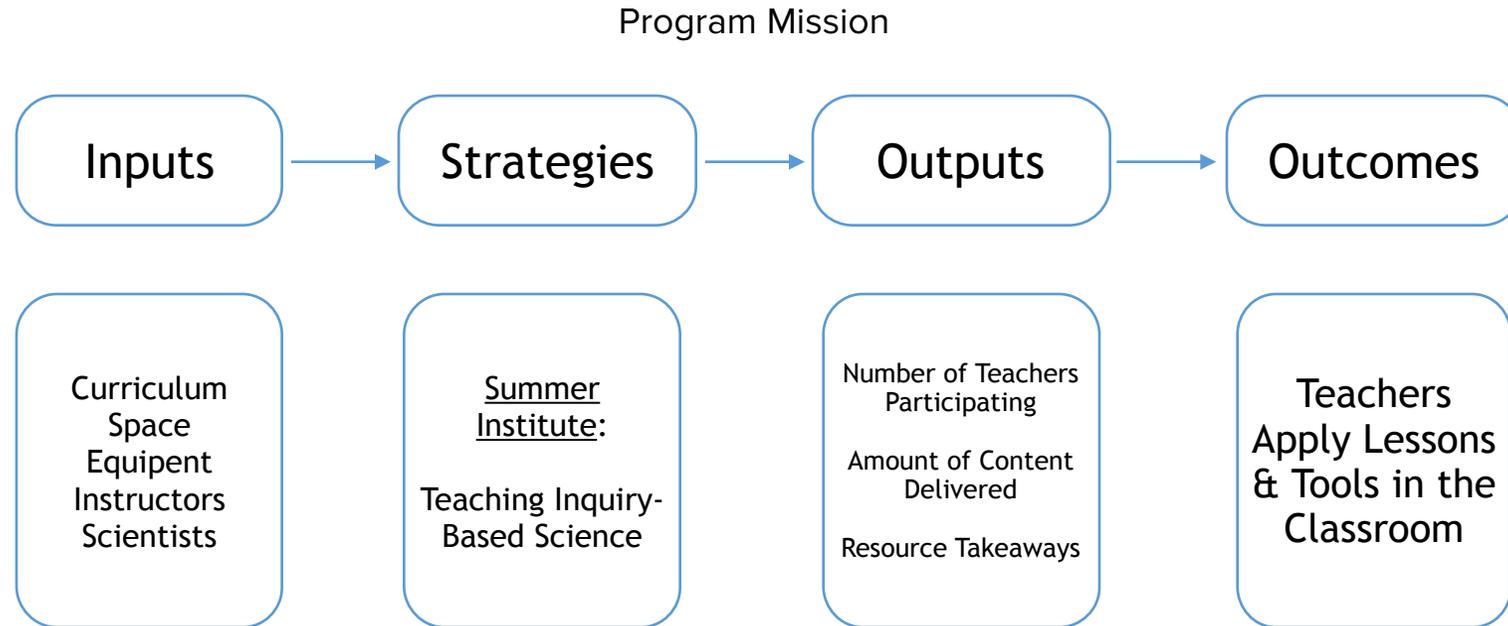
Building a Logic Model

Watch Out for the Illogical Logic Model

The Illogical Logic Model



The Logical Logic Model



Unpack Your Outcomes

The EKOS Framework

Sustainable Behavior Change

Energy
Beliefs and incentives
for behavior



Sustainable Behavior Change

Knowledge
Understanding of
how to act



Sustainable Behavior Change

Opportunity

Access to space, tools,
and technology



Sustainable Behavior Change

Skills
Experience practicing
behavior



Sustainable Behavior Change

The EKOS Framework



The Logical Logic Model!



Sustainable Behavior Change

Step Two

Choose Your Metrics

Look Within Your Field

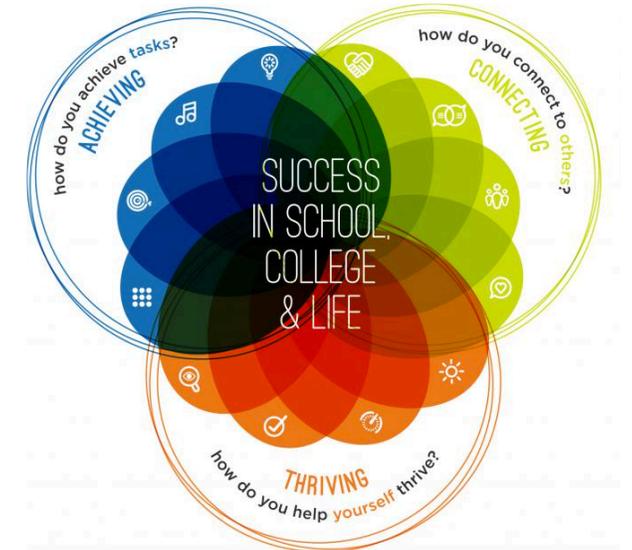
Target Population



Field Practices



Field Outcomes



Investigate What Your Field Knows

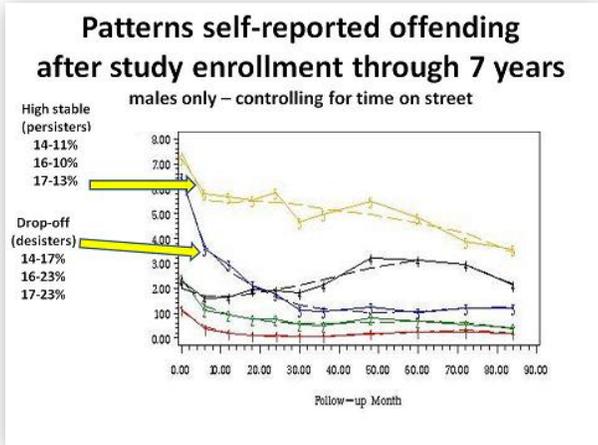
Field Knowledge



Past Research



Existing Data



Step Three

Seek Assistance

Social Scientists Can Help



Technology Can Help



Tracking & Monitoring Software



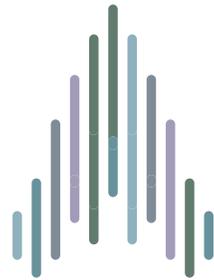
Real-Time, Predictive Planning & Evaluation Tools

Step Four

Learn Together



Everyone Gathering and Sharing Data, Results, Insights & Lessons



ALGORHYTHM

Data-Driven Decision Making for Impact