Alumni Outreach Plans: Defining Outcomes and Goals

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Purpose

- Why conduct these activities?
- Why are they meaningful?
- What are you trying to achieve?
- What results would you like to see, because of your activities?
Performance Monitoring:

- Establish outcomes and goals
- Collect information to see if we are achieving outcomes and goals.
Why Define Outcomes and Goals?

- **Plan**
  - Design new activities
  - Inform Outreach Strategies

- **Manage**
  - Adjust specific activities
  - Move or reallocate resources (people, money, materials)

- **Communicate and Report**
  - Share information with the Alumni Office
  - Share information with colleagues
  - Prepare reports
Monitoring Definitions

A. Inputs are resources (human resources, employee time, funding) used to conduct activities and provide services.

B. Activities are individual tasks you conduct, or services you provide, events you coordinate, small projects you organize.

Articulated in your Outreach Strategy Plan:

- Updating databases, coordinating special events or receptions or training workshops, conducting meetings with alumni or alumni associations.
More Definitions

C. Outputs- What actions were completed, what took place, what services or materials were provided, as a result of the activities.

Alumni trained, events held, participants in workshops, associations visited, regional meetings organized, materials distributed, names entered in database

Output information does not tell you anything about the outcomes, about achievements, the consequences of the activities
More Definitions

D. Outcomes are what you are trying to achieve, once the activity is completed.

Answers questions about why you are conducting an activity

Very specific to your activities and tasks outlined in your Alumni Outreach Plans
More Definitions

- Outcomes can focus on:
  individuals, groups, communities, organizations, institutions, and society.

- Outcomes can map:
  learning, application of knowledge, new ways of behaving, new actions taken, relationship strengthened, changes in organizations, ad infinitum.
Last Definition

E. Goal is the highest level of impact of your activity

Highest level result or consequence
Logic Models

Planned Work

Inputs A
Activities B
Outputs C
Outcomes D
Goal E

Intended Results

How?

Why?
Benefits of Logic Models

- Pictorial representation of an Outreach activity
- Shows expected linkages between inputs, outputs and outcomes
- Prompts discussion and promotes consensus about what the activity is intended to accomplish and how
Defining Outcomes and Goals: Some guidance

- Each outcomes should capture one intended result or achievement
- Don’t confuse outcomes and goals with activities
- Outcomes are realistic, given time-frame
- Outcomes are Simple, Clear, and Specific
Significant Factors To Consider

Activities not conducted in a vacuum and so scope and nature of outcomes and goals must take into account various factors:

- Resources
- Environment – political, education, social, natural
- Technology
- Institutions
- Culture

- What else?
- Constraints?
## Alumni Outreach Plan

<table>
<thead>
<tr>
<th>Planned Work</th>
<th>Intended Results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Inputs</strong></td>
<td><strong>Activities</strong></td>
</tr>
<tr>
<td>Staff, money, etc.</td>
<td>Entering information about alumni in database</td>
</tr>
<tr>
<td></td>
<td>Providing training in organizational skills to new Alumni Associations</td>
</tr>
</tbody>
</table>

**Factors:** Communications infrastructure, association resources
<table>
<thead>
<tr>
<th>Inputs</th>
<th>Activities</th>
<th>Outputs</th>
<th>Outcomes (ST)</th>
<th>Outcomes (MT)</th>
<th>Goal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff, money, etc.</td>
<td>PAS holds conference for Fulbright Alumni</td>
<td>Fulbright alumni attend conference</td>
<td>Fulbright alumni expand contacts within the Fulbright community</td>
<td>Fulbright Alumni use contacts for professional networking</td>
<td>Fulbright Alumni networks utilized for professional advancement</td>
</tr>
<tr>
<td></td>
<td>PAS holds joint event for IVLP, Fulbright, and Humphrey Alumni</td>
<td>Alumni from the three programs attend the conference</td>
<td>Increased communic. among alumni in all three programs</td>
<td>Alumni undertake joint initiatives towards solving critical social issue</td>
<td>Alumni engage other civil society organizations in advocacy campaigns</td>
</tr>
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</table>

Factors: Commun. infrastructure, CSO development, common issues
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<td>Staff, money, etc.</td>
<td>PAS organizes training for alumni outside of capital on community service</td>
<td>Alumni from outside of the capital learn fundamentals of community service</td>
<td>Alumni shared learning about community service with their communities</td>
<td>Communities initiated local community service activity</td>
<td>Community service activities alleviated problems or increased quality of life in the community</td>
</tr>
</tbody>
</table>

Factors: political environment, limits on collective action
Performance Indicators: How do we know success when we see it?

- Indicators serve as the project’s compass, providing valuable and timely information on whether inputs are being used as intended, outputs are occurring, and outcomes and goals are being achieved.

- A performance indicator is a means of detecting progress or lack of progress towards outcomes.

- Performance indicators are instruments that enable us to track change over time.
For more information

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