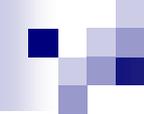


Alumni Outreach Plans: Defining Outcomes and Goals

Robin Silver, Ph.D.
Chief of Evaluation

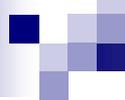
December 2009

Office of Policy and Evaluation
Bureau of Educational and Cultural Affairs (ECA)
U.S. Department of State



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

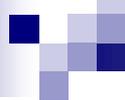
- D. **Outcomes** are what you are trying to achieve, once the activity is completed.

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.

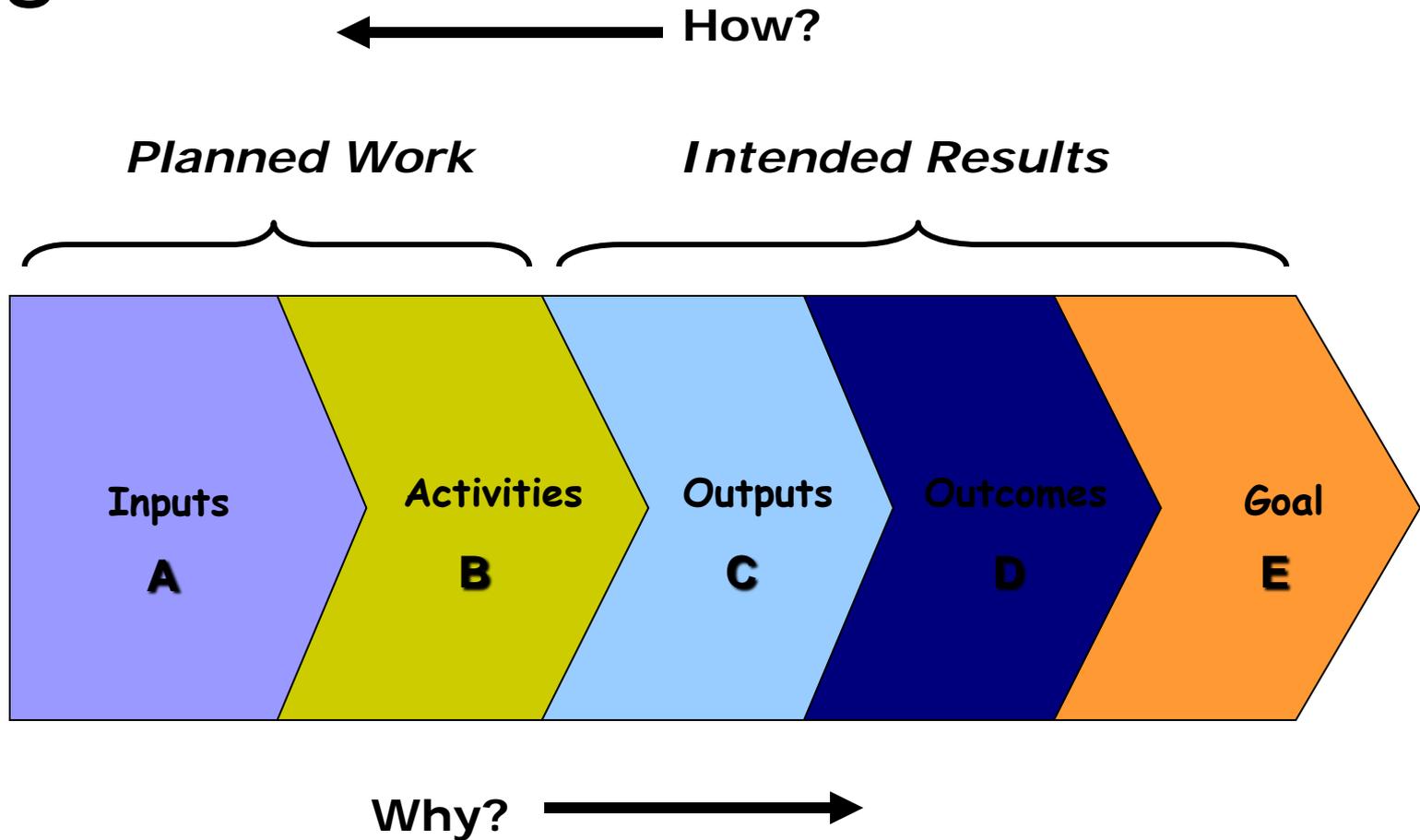


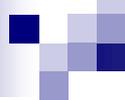
Last Definition

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

Highest level result or consequence

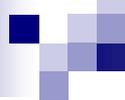
Logic Models





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

Planned Work		Intended Results			
Inputs	Activities	Outputs	Outcomes (ST)	Outcomes (MT)	Goal
Staff, money, etc.	Entering information about alumni in database	Alumni names entered in database	Increased PAS capacity to communicate with alumni	More alumni invited to participate in alumni or program events	Greater alumni involvement in PAS or other initiatives
	Providing training in organizational skills to new Alumni Associations	New Alumni Association members trained in new skills	New alumni Association members applied skills taught	New Alumni Associations are more effectively organized	Increased Alumni Association capacity to organize, plan, conduct activities
Factors: Communications infrastructure, association resources					

Alumni Outreach Plan

Planned Work		Intended Results			
Inputs	Activities	Outputs	Outcomes (ST)	Outcomes (MT)	Goal
Staff, money, etc.	PAS holds conference for Fulbright Alumni	Fulbright alumni attend conference	Fulbright alumni expand contacts within the Fulbright community	Fulbright Alumni use contacts for professional networking	Fulbright Alumni networks utilized for professional advancement
	PAS holds joint event for IVLP, Fulbright, and Humphrey Alumni	Alumni from the three programs attend the conference	Increased communic. among alumni in all three programs	Alumni undertake joint initiatives towards solving critical social issue	Alumni engage other civil society organizations in advocacy campaigns
Factors: Commun. infrastructure, CSO development, common issues					

Alumni Outreach Plan

Planned Work		Intended Results			
Inputs	Activities	Outputs	Outcomes (ST)	Outcomes (MT)	Goal
Staff, money, etc.	PAS organizes training for alumni outside of capital on community service	Alumni from outside of the capital learn fundamentals of community service	Alumni shared learning about community service with their communities	Communities initiated local community service activity	Community service activities alleviated problems or increased quality of life in the community
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

SilverRS@state.gov