

Outcome Statements

Good outcome statements have these qualities:

- Focused on how a service or program improves the lives of clients;
- Use data indicating the quality of services (a percentage; the number of clients experiencing an improvement divided by the number of clients served);
- Use data that is readily available, accurate and meaningful to anyone reading them;
- Can be used to measure the effectiveness of changes to a program or service;

Good Outcome Statements

“We will measure...”

... the percentage of children receiving our services who show improvement on a behavioral health assessment.	For a program providing behavioral health counseling. This outcome provides data that will show the effectiveness of those services.
...the percentage of clients who achieve more permanent housing as a result of our services.	For an agency providing housing assistance. This data will show how effective the agency has been in improving the lives of clients by moving them into better housing.
...the percentage of children we work with who are ready for school when they start kindergarten.	For an agency working with pre-school children.
...the percentage of clients who find better jobs as a result of our services.	For an agency offering services to clients trying to become employed or to improve their employment situation.

Not-so-good Outcomes Statements

Number of clients we serve.	Outcome statements focus on improvement realized by clients as a result of services. “Number of clients” tells nothing about effectiveness of services in improving the lives of clients.
How many certified counselors we have on staff.	Again, the number of certified counselors on staff provides no information about how those counselors improved the lives of clients.
Number of classes we offer.	Did the lives of people attending those classes improve?
The state-wide unemployment rate.	For an agency offering local employment services. There are many influences on a state-wide unemployment rate that a local agency will not be able to affect.
Number of clients achieving 55.6 on the EEOC rating tool of the ABX committee of the Association.	Only an expert in the field would understand the jargon of this Outcome statement. Outcomes should be understandable by everyone reading them.