



Short Glossary of Evaluation Terms:

Evaluation can be full of jargon. This glossary defines the key words, using the example of a Community Clean Up to illustrate the jargon.

Aims	Aims cover the general statement about what the activity or project sets out to achieve. It is the overall goal of the work. For example: the aim of a community clean up is..... to improve the neighbourhood and to create a greater sense of community safety
Objectives:	The objectives are the practical activities you will undertake to achieve your aims. They should be specific and measurable actions. The objectives of a community clean up might include: to provide an opportunity to bring people together; for neighbours to get to know each other; to improve the physical condition of the neighbourhood
Indicators	Indicators are things that you can measure to show whether you have achieved your desired outcomes. Indicators show the progress you are making towards your aims. They can be tangible or intangible, but it is essential that you can measure them. For a community cleanup, the tangible indicators might include the amount of graffiti removed or rubbish collected, as well as how many people were involved, and how many had never been involved with community activity before. Intangibles might include: a greater sense of community safety; people willing to engage with neighbourhood or project staff; higher levels of social capital in the neighbourhood.
Inputs	Resources that are put into an activity, service or project - such as money, time - from staff and/or volunteers, expertise, equipment, or the <i>amount</i> of community engagement
Outputs	Services you deliver or things you do, and the things that happen as a result. The outputs from a community clean up activity are likely to be a cleaner neighbourhood, less graffiti, etc.
Outcomes	The effects of your work; the changes that happen because of the work, project or activity. An outcome from a community clean up activity might be that people get to know their neighbours and so feel safer in their community.
Impact	The impact is the difference the action or activity made - usually the medium to long term effects of the action. Impacts may be direct or indirect, intended or unintended, and/or positive or negative.
Monitoring	... is the routine collection of information about actions or activities.
Evaluation	...is the <i>process</i> to assess whether the action or activity achieved what it set out to achieve, whether it had an impact, and what this was. Or, why the impact was different to that intended. Evaluation helps you to learn from your day-to-day work. It lets you see how effective you are being, and to make decisions about changes to your work that can be more effective.

Contact us for more information, and for support in developing your own systems for impact assessment and self assessment.

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