

# Measuring Outcomes

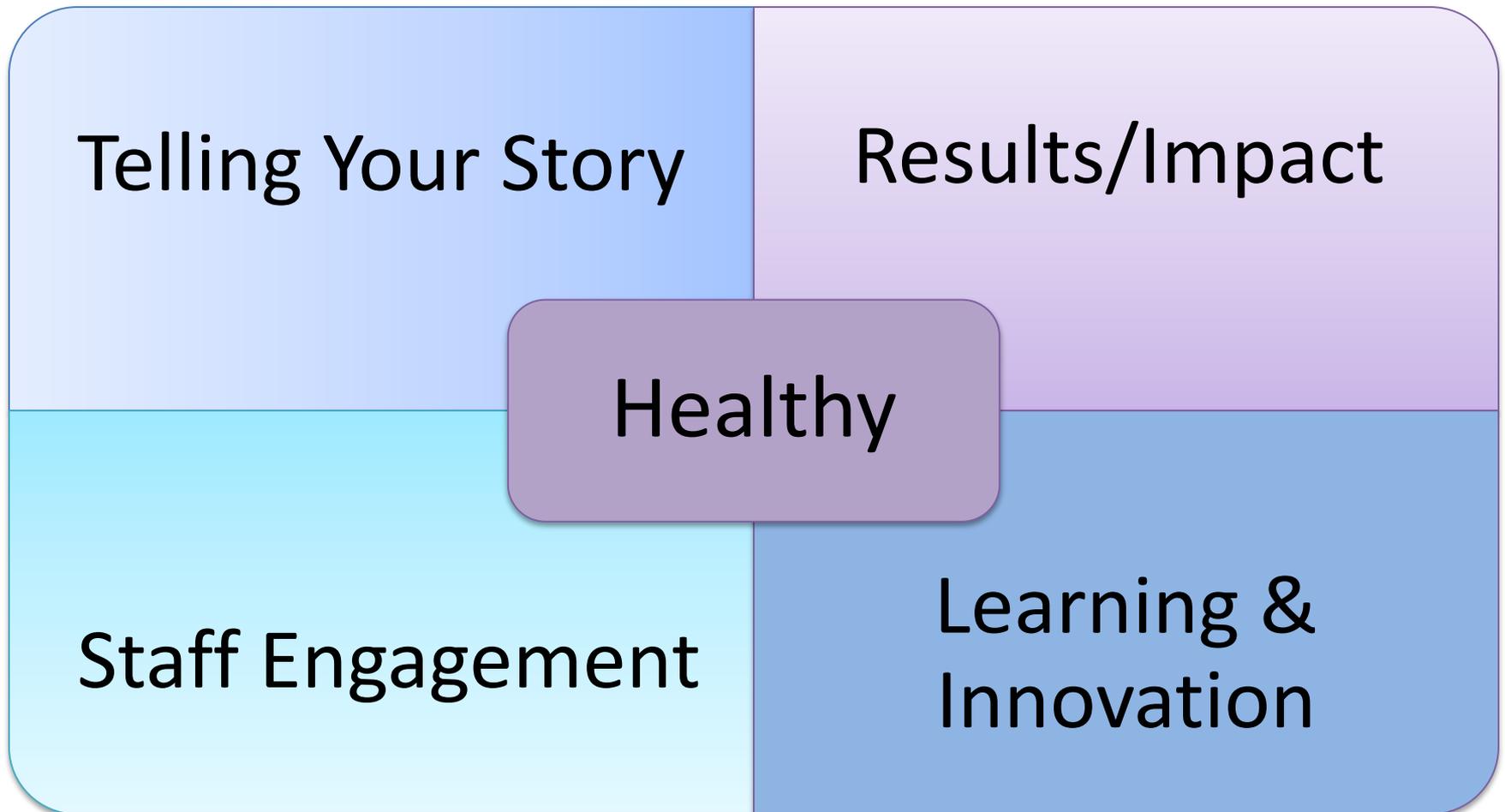
*It's not just about accountability*

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# Evaluation → Healthy Organizations



# Telling Your Story

- How you are changing people's lives
- Helps to develop your sector's story



# Making the Case for the Sector

IMPRINT practitioners found that full-scale services, which led to professional jobs, cost on average \$5,000-\$9,000 per participant. This cost is more than justified by the economic impact of job placements with wages of \$30-50,000/year.

- Stronger together
- Collective Impact
- System change
- Cheaper together

Imprint. (2012). Talent is Ready-Promising Practices...

# Results/Impact

How are we making a difference in people's lives?

- Capturing & describing results
- Adjusting in a complex, changing and challenging environment
- Learning → Increases impact

# Learning & Innovation

“Social capital is powerful: Survey showed that a remarkably strong correlation between the size of an immigrant’s social network and his or her likelihood of success.”

Bergson-Shilcock, & Witte. (2015 ).  
Steps to Success.  
Imprint.

# *“Warts and All”*



- Where organizational learning & program innovation emerges
- Insights are more interesting (than #)
- Fail Forward

# Staff Engagement

## Am I making a difference?



- Want to feel they are making a difference
- Want to know “why do we do it this way?”
- Celebrate wins & successes!

# The Power of Evaluation to...

- Enhance your story
- Make your sector-wide case
- Increase your impact
- Drive your learning & innovation
- Inspire your staff

...make your organization healthier &  
more coherent

# Some Resources

## Collective impact & systems change

- Tamarack Institute

<http://www.tamarackcommunity.ca/collectiveimpact>

## Evaluation in the immigrant employment sector

- Imprint: Steps to Success; Talent is Ready-Promising Practices;
- P2P Web Library: Developing performance measurement tools for the local immigration partnerships (2015); & others

## Learning from failure

- Fail Forward - Ashley Good <https://failforward.org/#home>
- Westley, F., Zimmerman, B. & Patton, M.Q. (2006). Getting To Maybe.

Ontario Nonprofit Network. (2018). The State of Evaluation: Measurement and Evaluation Practices in Ontario's Nonprofit Sector.