



TOOL | OUTCOMES DIARY

Shared Measurement: How do we know we are making an Impact?

A rigorous commitment to identifying and tracking our progress against an agreed upon set of shared measures is one of the defining features that distinguishes Collective Impact from other forms of collaboration. Beyond agreement on some small number of population-level indicators that your Collective Impact effort intends to impact, the condition of shared measurement also implies that the Collective Impact initiative has established systems for gathering and analyzing data regularly.

TOOL DESCRIPTION:

Community change efforts can be compared to a snowstorm. There are many individual flakes of activity but they are difficult to distinguish once the snowstorm has finished. An Outcomes Diary tool can help you track both individual snowflakes and the cumulative results, and is best suited to a Collective Impact approach where many partners are moving several priorities forward all at the same time.

The outcomes you will be tracking are defined as, “the benefits or changes for individuals (or populations) after participating in your Collective Impact initiative’s activities. These can include: new knowledge, increased skills, changed attitudes, improved job status/income, improved health etc. Be as specific as possible in the diary including dates, numbers impacted and/or results.

TOOL HOW TO:

- Step 1.** – Work with your Collective Impact team to identify the specific benefits or changes you want to monitor. (On going)
- Step 2.** – Educate all community partners in the outcomes we want to track and the importance of providing as much detail as possible re: numbers, dates and/or results and agree on a tracking schedule. (weekly, monthly etc.)
- Step 3.** – Using the attached tool establish a process or system to collect the information you need. Then consolidate results received into a spreadsheet to help keep track of all the great work. (weekly, monthly etc.)
- Step 4.** – Remember to develop and share your results from the Outcome Diary and share it regularly with key partners and community members. (Quarterly reporting)

TOOL DEBRIEF:

Possible debrief questions include:

- Who will assume responsibility of issuing reminders for outcomes diary entries from all partners?
- Who should contribute to the diary?
- How frequently should Outcome Diary Results Reports be developed and shared?



The Collective Impact Outcome Diary

Documentation of Weekly Results

Outcomes: The benefits or changes for individuals, families or populations after participating in the Collective Impact initiative’s activities.

For example: new knowledge, increased skills, changed attitudes, improved job status, etc. Be as specific as possible re: numbers, dates, and results.

Impact on Individuals, Families and Households

Partner Name	Activity	Outcome	CI Initiative Involvement
i.e. Social Housing Corporation	Food garden	Every week-12 food hampers filled and distributed to houses in need	Funding for part time coordinator to organize hamper

How We Work Differently (Community Capacity)

Partner Name	Activity	Outcome	CI Initiative Involvement
School board	Guest speaker Community session on nutritious lunches	200 parents attended	Paid for the speaker

Policy and Systems Change

Partner Name	Activity	Outcome	CI Initiative Involvement
City	Provided green space for gardens	20 community plots	Changed zoning for the property