

OUTCOME:

a condition of well-being for
children, adults, families, and communities,
stated in plain language

EXAMPLES:

- A Safe Community
- A Prosperous Economy
- Children Ready for School

INDICATOR:

a measure that helps quantify
the achievement of a result

★ How would we recognize this result
if we fell over it?

EXAMPLES:

- Crime rate quantifies a safe community
- Reading scores quantify success in school

STRATEGY:

a coherent set of actions
that has a reasoned chance of
improving results

EXAMPLES:

- installing new streetlights to make people feel safer
↳ Result = Safe Community

PERFORMANCE MEASURE:

a measure of how well a
Program, agency, or service system is
working



How much did we do?

How well did we do it?

Is anyone better off?