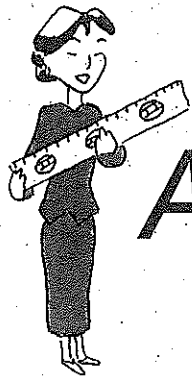
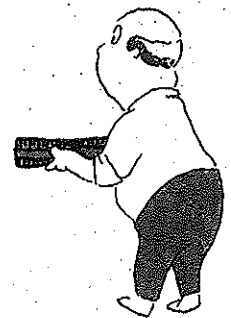




Measuring Program Outcomes:



A Practical Approach



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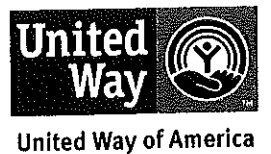


United Way of America

Measuring Program Outcomes:

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Publication of this manual has been supported by grants from:

- Ewing Marion Kauffman Foundation
- W. K. Kellogg Foundation

Their commitment to promoting the quality of human services is gratefully acknowledged.



Acknowledgements

Many individuals and organizations contributed their time, experience, and perspectives to the creation of *Measuring Program Outcomes: A Practical Approach*. Members of United Way of America's Task Force on Impact listed on page v guided the manual's development. Task Force members represent local United Ways, national human service associations, foundations, corporations, and academic and research institutions. The manual reflects their commitment to producing a resource that is both methodologically sound and highly practical.

Of particular value were the detailed comments of Task Force members Sylvia Barsion, James Bell, Stacey Daniels, Gillian Kerr, Larrie Mackie, Myrtis Meyer, Heather Johnston Nicholson, Kathleen Pritchard, James Sanders, Beth Terry, Dan Watanabe, and Joseph Wholey. Their attention enhanced the manual's value as a step-by-step guide and helped assure that its content responds to needs of the human service field.

The Urban Institute was the technical consultant for this project. The outcome measurement expertise of the Urban Institute's project team, Harry P. Hatry and Thérèse van Houten, assured that the manual reflects the state of the art in outcome measurement methodology. Their hands-on experience with diverse service-delivery programs grounded the manual in the day-to-day reality of nonprofit human services.

Program and research directors from 23 national health, human service, and youth- and family-serving organizations, listed on page vii, met with the project's staff and consultants. They shared information and materials related to their program evaluation activities and offered suggestions regarding the manual's content and dissemination. Their input underscored the importance of defining realistic expectations for the implementation of outcome measurement.

Sue Bell interviewed more than 40 local human service program managers in 18 states about their experiences with outcome measurement. Their insights reinforced the manual's emphasis on practical approaches and inclusive processes. The challenges and successes of many of these agencies are highlighted throughout the manual.

Drafts of the manual were distributed to a host of individuals and organizations for review. Thoughtful feedback from reviewers sharpened the final document and helped it maintain a consistent tone and message. Reviewers not listed elsewhere were Tom Curtis, Big Brothers Big Sisters of America, Philadelphia, Pennsylvania; Murray Frost, United Way of the Midlands, Omaha, Nebraska; Jean Gerding, The Gerding Group, Lutherville, Maryland; and George Liacopoulos, St. John's Community Services, Washington, DC.

Measuring Program Outcomes: A Practical Approach was written by consultants Harry Hatry and Thérèse van Houten, and by Margaret C. Plantz and Martha Taylor Greenway of United Way of America. Other United Way of America staff, including Elissa Soares, Suzie Gruner, and publishing staff John Libby, Susan Carpenter, Richard Cookson, Beverly McGough, and Norma Reck, provided critical support at many stages. Tamara Patterson of EPI Communications designed the manual and cover. The illustrations were created by Glen Lucas.

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