



Community Investment
Operating Grant

Edmonton

**Outcome Measurement
Tools**

Social Development
Community Services

2022

CIOG Tools

Introduction: This document contains a range of tools that you can use to help collect data from participants to fulfill CIOG reporting requirements. These can be directly copied and modified to meet the organization's needs.

1. [Paper Survey Example](#)
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3. [Comment Cards](#)
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Tool #1: Paper Survey Example

Introduction: This example shows how to create a simple survey for outcome measurement, or how CIOG outcome questions can fit into an existing organizational tool.

Instructions: Organizations should choose the CIOG outcome questions that correspond to their chosen outcome and that are most relevant. If desired, add some of your organization's specific questions.

For the purpose of this example, this organization has chosen to report on Outcome A: Participants report that they feel a sense of belonging in their community. After choosing some questions from the item bank, the organization has decided to add a few more organization-specific questions. This organization chose to make their survey short because the person that is coordinating these surveys is a volunteer.

Our organization is continuously striving to learn and to further improve our programs and services. In order to do so, we need to hear back from our participants. If you are willing to help us, please complete this survey.

Instructions:

Please DO NOT write your name or any other identifying information on this survey. All information will be kept confidential.

Only program staff will see individually completed surveys (as they analyze the data). We will use the findings to strengthen our program and to report to program funders.

When we share the findings, we will combine the results (group the data) so no specific answers are identifiable. All individual (hard copy) surveys will be shredded once we have analyzed the data. Group data will be stored on our computers (or files) for 2 years so we can compare changes over time.

Your decision about completing the survey or your answers on the survey will not impact the services you receive from us in any way.

Date: _____

CIOG outcome questions

1. Did you feel welcome when you joined [program]?
 - Yes
 - No
 - Unsure
 - Prefer not to answer

2. Rate these sentences based on how you agree or disagree with them:

	1 (I strongly disagree)	2	3	4 (I strongly agree)
I made a friend in [program]				
I feel safe in [program]				
I feel like I belong in [program]				
I enjoy coming to [program]				
I am happy in [program]				

Organization-specific questions

Instructions: This section is where organizations could include questions that it already asks or has intentions to ask participants in surveys. Avoid repetitiveness where organization-specific questions overlap with CIOG outcome questions. Adding organization-specific questions can be a great opportunity for volunteers and/or staff to learn more about the programs and how they can be improved or modified to best meet participant needs. It can also be a great opportunity to gain insight into the different ways the program impacts the participants.

Here is what this organization chose to include, as an example:

3. How satisfied were you with this program?

Very Dissatisfied 1 2 3 4 Very Satisfied

4. How was your experience with the leader of this program? Please provide your feedback below:

5. If you have any other comments about the program, please write them below:

6. Are you aware of the financial assistance program available to qualifying participants?
- Yes
 - No
 - Unsure
 - Not applicable
7. If you received financial assistance, how easy was it to access the program?
- Not at all easy
 - Somewhat easy
 - Mostly easy
 - Completely easy
 - Other: _____
 - Not applicable
8. With which gender do you best identify? (Select all that apply)
- Woman/girl
 - Man/boy
 - Transgender
 - Non-binary
 - Two Spirit
 - Gender fluid
 - Prefer to self-describe: _____
 - Prefer not to answer
9. Do you identify as Indigenous?
- Yes
 - No
 - Prefer not to answer
10. Do you identify as a non-Indigenous person of colour and/or a racialized individual?
- Yes
 - No
 - Prefer not to answer
11. Do you identify as a newcomer to Canada? (A newcomer is someone who is dealing with the challenges of being new to a country or an area regardless of how many years they have lived in the country or area).
- Yes
 - No
 - Prefer not to answer
12. Do you identify as a person with a disability? (A disability is any physical, cognitive, developmental, psychological, or invisible condition that interferes or limits a person's ability to engage in specific or daily actions).
- Yes
 - No
 - Prefer not to answer

13. Do you identify with a marginalized or underserved group that has not already been described?
If so, please describe here:

Thank you for completing this survey!

Tool #2: Online Survey Example

Introduction: The benefit of electronic surveys is that some basic survey analysis is often included and that they may be electronically distributed for data entry on a smartphone, tablet and/or any computer. Not a Google fan? An electronic survey may be created through a variety of [other free online tools](#). Electronic surveys can be completed by participants anywhere, including at the activity site.

Instructions: View the above example survey in a [Google Form](#). Organizations can use this as a starting point for its own survey creation, or as a way to play around with using Google Forms. Organizations can change the questions in this form to questions it wants to ask, change the format of questions (i.e., change from multiple choice to short answer), add and delete questions, and sort the questions to the preferred order. As with other electronic survey platforms, Google Forms completes some basic analysis which could be entered directly in annual report/application. View the results of the analysis by clicking the "Responses" tab at the top.

****IMPORTANT***If you would like to use this example survey as a template to act as a starting spot for creating your own, you will need to create your own online survey (either on Google Forms or another platform) and copy and paste the text from this survey into your own survey.*

Tool #3: Comment Cards

Instructions: Your organization might host programming or events where it is not possible or feasible to conduct surveys or Participant Change Stories. Comment cards are a tool that can be useful in these situations. These include 2-3 short questions for participants to answer at the end of a program or event and could take anywhere between 1-3 minutes to complete. Comment cards could be presented as physical cards or as electronic cards on a tablet, in an email, or asked and recorded by comment collectors to participants.

Below is an example. Any of these questions could be shown as a multiple choice question or a short answer question. Organizations can adjust the questions based on the outcome it reports on.

Comment Card

1. Did you feel welcome at this event?

2. Did you feel supported by other participants at this event?

3. Were you satisfied with this event? (Circle one)

Yes

No

Prefer not to answer

Thank you for your feedback!

Tool #4: Participant Change Stories

Introduction: Storytelling is an alternative way of understanding the impact of a program or service. Storytelling is something we all do and can be a very intuitive and meaningful way of learning about something or someone. Participant Change Stories can be one of the tools your organization uses to collect data from participants.

The Participant Change Story technique is a form of information gathering. It involves the collection and selection of stories of change, produced by program or project stakeholders. By collecting Participant Change Stories, organizations have the opportunity to generate lessons from their work to help reflect on progress towards desired outcomes and impacts. The ability to collect, document, and share stories of change within an organization and community can be a powerful tool to celebrate, learn, and adjust to make progress towards desired outcomes and impacts.

If this method to collect information to report back to CIOG is chosen, there is a need to identify program participants that feel comfortable and willing to share a story about their experiences within the program. This method may be well suited to collect information from just one participant or all participants, but keep in mind the capacity available to do so. The stories that participants choose to share will carry significance, regardless of the type of change; the story of change could be positive or negative, big or small, but the focus should be on what happened rather than on abstract processes. The template below can help organizations to either document this story or facilitate the conversation that carries the story. Organizations can copy the template directly or modify it to fit what they want to ask. Organizations may choose to have participants write their stories by providing them the template on paper or on a tablet, express them in conversation while using the template as a guide, or in share them in an audio or video recording.

These stories can be used to support the CIOG outcome reporting requirements. After stories have been collected, organizations need to identify how they contribute to the organization's mandatory outcome(s). This is the information that will be shared in the reporting process.

Why stories?

Stories are not outcomes or outputs, numbers, or indicator measures. They talk about real people doing real things. It is hoped that your organization can show its impact on communities in Edmonton and Edmontonians by telling stories of change. Stories by nature focus on people doing something at a specific time and place. No story is too small or simple.

Why stories about change?

Change isn't everything. Sometimes we do the same things over and over again without a need to change. This is important, as it is often the foundation of successful programming. However, we learn from things that are new or different, and it is important that we learn from this.

Do we only need to tell stories of success?

No. We can tell stories that reflect positive change or negative change. We could also tell stories of changes where we do not know if they are positive or negative. The important thing is to identify how and why these stories had an impact and the learning that we have gained.

Template for Participant Change Stories

Instructions:

An alternative way of understanding the impact of a program or service is to share stories. Stories are not numbers or one-sentence answers. They share lived experiences and carry insight into the impact that has occurred for that person. They can be a very intuitive and essential way of learning about something or someone.

In order to continue to learn and grow as an organization, we are asking for you to share a story about a change you have experienced while participating in [program name]. The change can be big or small, positive or negative, simple or complex.

We acknowledge that your story is personal and meaningful, and would like to express our gratitude for your willingness to share this experience with us.

Only program staff will view this story (as they analyze the data). We will use the lessons provided in your story to strengthen our program and to report to program funders. All information will be kept confidential.

(Please remember to remove or change the name of any participants or staff)

Program Name	
Date	
Please select the outcome that you want to highlight in your most significant change story	<ul style="list-style-type: none"> ○ Outcome A: Participants report that they feel a sense of belonging in their community. ○ Outcome B: Participants report that they enjoy spending time in their community ○ Outcome C: Participants report making positive social connections with peers in the program or in the broader community
Please provide the timeline for your most significant change story	

If collecting data for Outcome A, prompt participants with this question: please tell us a story about a part of the program that had a significant impact on you (i.e., sense of belonging, meeting new people, how you spent time in the program, etc.). Try to focus on *what happened* for you and others involved, rather than abstract processes.

If collecting data for Outcome B, prompt participants with this question: please tell us a story about a part of the program that had a significant impact on you (i.e., feelings about coming to the program, ways of enjoying time with others, favourite part about the program, etc.). Try to focus on *what happened* for you and others involved, rather than abstract processes.

If collecting data for Outcome C, prompt participants with this question: please tell us a story about a part of the program that had a significant impact on you (i.e., new relationships or connections, change in social circle, meaningful relationships, etc.). Try to focus on *what happened* for you and others involved, rather than abstract processes.

Who was involved in making that change happen? Who was in the centre of the story? Who was on the edges?

Tell us **why** you chose that story. Why is it important to you? What **difference** has this made? What **lessons** have you learned as a result of this experience?

Permission to share your participant change story:

By checking yes, you are allowing this story to be shared by [organization's name] for reports and other purposes. We assume this means you have also received permission from those involved in the story.

- Yes, I provide consent to share this story.
- No, I choose to keep this story private.

Alternate Data Collection Methods

A few other suggestions for collecting data:

- Informally poll a group. Example: a coach asks a group of youth a question and the youth raise their hands to indicate a positive response to the question. The coach records the number of youth that raised their hands.
- Text messages. Example: a program leader sends a text message to the parents/caregivers of participants asking them to respond to an outcome question. The program leader records the responses.
- Phone calls. Example: same as above, but call the parents/caregivers instead of texting them.
- Use tablets/iPads. Example: pass around a tablet that has an online survey for the parents/caregivers of the participants to fill out while they are watching their children play soccer. This is a good way to get responses in real-time.
- Observation. Example: a program coordinator watches a shy participant make new friends. The program coordinator records the details of their observations, including the impact they see the new friendship have on the participant. This is similar to a participant change story, except collected by observation.
- Informal conversations. Example: a program facilitator casually talks with participants as they are leaving at the end of the session. During some of these conversations near the end of the program, the program facilitator asks an outcome question during the conversation. They make note of the response.
- During check-ins: Example: a program leader intentionally checks-in with participants one-on-one throughout the last few weeks of the program. Embedded in the check-in conversation is an outcome question. The facilitator makes note of their response.