

How to plan for measurement and evaluation

Measuring program outcomes helps you to better understand whether you:

- have understood the issue correctly
- are reaching the right people
- are delivering activities well or if there are things that could be done differently
- are achieving the outcomes you intended

To understand whether an employment program is making a difference, you need to be able to compare the position of participants before and after the program.

Measuring outcomes should be guided by a measurement and evaluation plan that identifies:

- the information that is being collected (questions)
- the tools you are going to use to collect feedback and measure impact (e.g. surveys)
- the people that will be asked for information
- when you will collect the information and how often
- how data will be stored, and privacy protected

An example plan is included below, as well as a blank template, so that you can create your own.

Key terms	
Monitoring	<ul style="list-style-type: none">• Helps you to know whether things are on track; to assess how the program is being implemented• An ongoing process that takes place throughout the implementation of an activity• Usually done by people directly involved in program implementation
Evaluation	<ul style="list-style-type: none">• To look back and assess how things have worked (the effectiveness of the program) and the difference it made (outcomes and impact)• Completed at specific points in time and is less frequent than monitoring• Can be internally or externally led, but is not usually conducted by those who implement the program
Indicator	<ul style="list-style-type: none">• Something you can measure or demonstrate that reasonably shows a change that you have influenced

Review measurement and evaluation plan

Priority outcome	Indicator	Questions to ask to get information about the indicator	Person you can ask the questions	Data source	Frequency with which you will gather the data	How data will be stored
Young people are employed in good quality jobs	% of young people that have secured paid employment	Are you currently in paid work? (y/n)	Young person	Review surveys	Start of program, end of program + 3 months follow up	Review platform
	% of young people that are in good quality jobs	How satisfied are you with your job? *	Young person	Review Surveys	End of program + 3 months follow up	Review platform
		What kind of job do you have? - Casual or temporary - Apprenticeship or traineeship - Permanent / ongoing - Self-employed	Young person	Review Surveys	Start of program, end of program + 3 months follow up	Review platform
		Are you still looking for work? - No - Yes, because my job is unpaid - Yes, because I want more hours - Yes, because my job doesn't use my skills - Yes, because (free text)	Young person	Review Surveys	End of program + 3 months follow up	Review platform
		Do you think you are learning things in your job that will help with your future career? (y/n)	Young person	Review Surveys	End of program + 3 months follow up	Review platform

*7 point Likert scale – “very satisfied” to “very dissatisfied”

Young people are in education or training	% young people enrolled in education and training that will help with their career	Are you studying at the moment? (y/n) Are you studying something that will help with your future career? (y/n)	Young person	Review Surveys	Start of program, end of program + 3 month follow up	Review platform
Young people have improved attitudes towards work	% of young people that report an improved attitude to work	How much do you agree with the following? ** Having a job is important to me	Young person	Review Surveys	Start of program + End of program + 3 months follow up	Review platform
Young people have increased networks	% of young people that report they know more people who can help them find work	How much do you agree with the following? ** I know people who can help me find work	Young person	Review Surveys	Start of program + End of program + 3 months follow up	Review platform
Young people have improved capacity to access labour market opportunities	% of young people that report increased confidence to find work	How much do you agree with the following? ** I think my chances of getting work are good	Young person	Review surveys	Start of program, end of program + 3-months follow up	Review platform
	% of young people that report improved job search skills	How much do you agree with the following? ** I know how to find a job	Young person	Review Surveys	Start of program, end of program + 3-months follow up	Review platform
	% of young people that report an improved knowledge of the labour market	How much do you agree with the following? ** I know what jobs are available in my area	Young person	Review Surveys	Start of program + End of program	Review platform
Young people have improved career direction including ability to career plan	% of young people that report that they know what work that they would like to do in future	How much do you agree with the following? ** I know what type of work I would like to do in the future	Young person	Review Surveys	Start of program + End of program + 3 months follow up	Review platform
	% of young people that report that they have a plan to reach their career goals	How much do you agree with the following? ** I know what I need to do next to reach my work goals	Young person	Review Surveys	Start of program + End of program + 3 months follow up	Review platform

** 7 point Likert scale – “strongly agree” to “strongly disagree”

Measurement and evaluation plan template

Priority outcome (from your logic model)	Indicator (how will you know if you have achieved the outcome?)	Questions to ask to get information about the indicator	Person/s you can ask the questions	Data source (how will you collect the data?)	Frequency with which you will gather the data	How data will be stored