

Sample Metrics and Targets

Metrics help us understand the impact of the program or project. We also recognize that measuring success in community programming can be challenging for a variety of different reasons, including:

- Complexity of community life and social factors
- Time and cost to collect and tracking information over time

We encourage you to collect and share the data that you can and keep an eye on the long-term.

Please also include targets or goals for your metrics. We encourage you to set goals that stretch and challenge the team. We would rather see an aspiration goal that was not met than a safe goal that was exceeded.

Below are a few examples that show sample metrics and targets:

Example 1: Workforce Development

	OK	Good	Better
Organizational maturity/capacity to collect and track goals	Novice	Intermediate	Advanced
Sample Goals & Targets	Number of participants in summer internship program: Target 100	Interns that applied for full-time positions: 10 Interns that were hired in full-time position: 5	Turnover of interns who received full-time positions within first year of employment: <10% Turnover of individuals in similar roles within first year of employment who didn't participate in the internship: baseline
Rationale	We have noted this goal and target as OK. It is a good basic descriptor for the program. It helps describe the interest and attendance in the program.	We have noted these goals and targets as good. These help describe the outcomes or overall intent of the program. The first goal highlights the interest in intern in pursuing an available full-time position. The second goal highlights the outcome, which is helping the intern attain full-time employment	We have noted these as better. Here, we are looking further out for impact and outcomes. The first metrics helps us understand if those who participated in the internship program had increased longevity or loyalty. The second, a baseline measure, allows us to compare them to a similar group of employees.

Example 2: Case Management

	OK	Good	Better
Organizational maturity/capacity to collect and track goals	Novice	Intermediate	Advanced
Sample Goals & Targets	Number of clients served by case managers: Target 100	Number of clients served by case managers: Target 100 Number of clients referred to wrap-around services: Target 25	Number of clients served by case managers: Target 100 Number of clients referred to wrap-around services: Target 25 Number of clients who “graduated” from wrap-around services due to improved life situations: Target 10
Rationale	We have noted this goal and target as OK. It is a good basic descriptor for the program. It describes the number of individuals served.	We have noted these goals and targets as good. These help describe the number of individuals served as well as the amount connected to additional resources.	We have noted these as better. Here, we are looking further out for impact and outcomes. The graduation rate describes those who were positively and achieved a more self-reliant life circumstance.