Measuring Progress

Commitments to Action should have measurable results along with a method of tracking progress. Documenting both the quantitative and qualitative progress achieved provides you with a way to measure and identify the impact your commitment has made, and the effectiveness of your actions.

**What are metrics?** Performance (or social impact) metrics measure the social, environmental and/or economic impacts that have an effect on people, their communities, and the environment for the better. In this case, they measure the results of your commitment. A performance metric should be measurable, have clear definition and boundaries, indicate progress toward a performance goal, and answer specific questions about performance.

**Why measure?** Measuring the results of your commitment allows you to look forward and effectively plan next steps, and also demonstrates the importance and effectiveness of your work to you, CGI U and current and potential funders and partners.

**STEP 1: ESTABLISH BASELINE CONNECTIONS**
Survey the environment in which your commitment will be implemented and document the initial conditions. Use them as a reference point to determine the progress made.

Example: Berkeley students who committed to building affordable and sustainable small homes researched the average size, cost and energy consumption of new homes, and compared this baseline to their sustainable homes.

**STEP 2: COMPILE A LIST OF METRICS FOR MEASURING EXPECTED OUTPUTS AND OUTCOMES**
Ask yourself what metrics would best measure:
- Inputs, outputs, and outcomes
- How your commitment is improving quality of life
- How well your commitment achieves its objectives
- How well your commitment is meeting the objectives and goals of the people (funders, partners, target community) involved in your commitment
- Impact, i.e. what would have happened in your target community without your commitment (however, keep in mind that your commitment may not be the sole factor contributing to the change toward which you are working)

Catalogue all the data you think you will need.

Examples of specific metrics: number of people involved, number of products sold, amount of money raised and spent, amount of energy saved, usage rate of supplies

**STEP 3: RIGOROUSLY DOCUMENT AND RECORD DATA**

**Quantitative data:**
Consider using a program like Excel to make record-keeping simple and efficient.

**Qualitative data:**
This type of data is not focused on numbers. It can be collected through in person, email or phone conversations. Include your target community's feedback about and attitude toward your project; success stories; and case studies. It can also be used in your reports, which can then be shared with funders, partners, community members, and the press.
Organize your data into input metrics and output metrics.

Input metrics evaluate the efficiency of commitment implementation, while output metrics assess the outcomes and impact of your commitment's activity in the target community.

STEP 4: ANALYZE DATA & ASSESS EFFECTIVENESS

Consider if your data indicates change or progress towards your overall mission. If your data does not seem to be reflective of the change you would like to see, then consider:

Using a different data-collecting method; revising your list of metrics; or making mid-course changes

You can use a chart like one below to consolidate your information and make your results visually clear:

<table>
<thead>
<tr>
<th>Inputs</th>
<th>Outputs</th>
<th>Outcome</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources invested in your commitment measured as a cost.</td>
<td>Direct and tangible results of your commitment.</td>
<td>Longer term change resulting from your commitment. There are different ways of measuring this outcome, e.g. increased income</td>
<td>Is the outcome more than an estimate of what would have happened anyway?</td>
</tr>
<tr>
<td>E.g. cost of providing a loan</td>
<td>E.g. 25 people received a loan</td>
<td>E.g. the number of people that improved their circumstances as a result of the loan</td>
<td>E.g. if 3 people out of the 25 would have improved their circumstances without the loan, the impact of the loan should be based on the other 22 people.</td>
</tr>
</tbody>
</table>

STEP 5: REPORT RESULTS & DISCUSS

Report outputs, outcomes, and impacts to funders, partners, your community, and the target community.

Communication methods can include conference calls (by phone or Skype), video chat, blogs, emails, and in-person conversations.

Brainstorm ways to improve upon, or continue the success of, your commitment.