

HONING IN ON WHAT TO MEASURE

Process Outcomes:

What a program/activity will **do, achieve, or accomplish** for its own improvement

- measures process

Learning Outcomes:

What people will **know, feel, or be able to do** as a result of participation

- measures impact

Begin with the End in Mind: Identify Program/Service Goals

Name of Program/Service _____

What are the goals of your program/service?

What do you want individuals to take away?

Hone in On Specifics

When do you expect results?

Who do you expect to be affected?

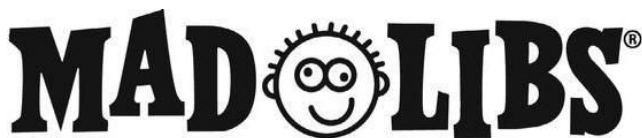
What capacity/skill will be developed?

- Do/know/value/demonstrate?
- How is achievement demonstrated?

Use Bloom's Taxonomy to Identify Learning Levels

Developing learning outcomes can be simplified by choosing verbs that reflect the level and nature of learning you expect to result from the program or service you are assessing.

Taxonomy Level	Definition	Process Verbs
Creating	The individual can put elements together to form a functional whole, create a new product or point of view.	Assemble, generate, construct, design, develop, formulate, rearrange, rewrite, organize, devise.
Evaluating	The individual can make judgments and justify decisions.	Appraise, argue, defend, judge, select, support, evaluate, debate, measure, test, verify.
Analyzing	The individual can distinguish between parts, how they relate to each other, and to the overall structure and purpose.	Compare, contrast, criticize, differentiate, discriminate, question, classify, distinguish, experiment.
Applying	The individual can use information in a new way.	Demonstrate, dramatize, interpret, solve, use, illustrate, convert, discover, discuss, prepare.
Understanding	The individual can construct meaning from oral, written, and graphic messages.	Interpret, exemplify, classify, summarize, infer, compare, explain, paraphrase, discuss.
Remembering	The individual can recognize and recall relevant knowledge from long-term memory.	Define, duplicate, list, memorize, repeat, identify, produce.



Writing Outcomes

Program/Service	Constituent Group	Bloom's Taxonomy Verb	Content/Material/Idea
As a result of...		will be able to...	
_____	_____	_____	_____
As a result of...		will be able to...	
_____	_____	_____	_____
As a result of...		will be able to...	
_____	_____	_____	_____

Notes: