

6

Outcome Reporting

How do I tell others about my program's results?

Outcome Reporting describes the effect of your program. An outcome report briefly explains what you learned about the following aspects of your program:

- Short-, medium-, and long-term changes (or ultimate effects)
- Changes in participants, communities, systems, or organizations
- Changes that you wish to evaluate or are required by your funder (such as RPE)

You will perform two kinds of reporting — Implementation Reporting and Outcome Reporting.

For information about Implementation Reporting, see [Module 5](#).

Creating your outcome report

- 1) Refer to your **Evaluation Plan**. Enter the program objectives from the outcomes column of your Evaluation Plan into the outcome reporting worksheet.
- 2) Complete the **data analysis** from your Evaluation Plan. This may involve adding numbers, computing averages or percentages and other types of calculations (Excel is a helpful program for this). This may also include qualitative analysis, such as distilling participant feedback into takeaway messages.
- 3) **Create a report** that sums up the results of your data analysis for each outcomes objective from your Evaluation Plan. Use **tables or graphs** to summarize numerical results. You may also use brief **text or bullet points** to describe successes, challenges, lessons learned and improvements made.

Reminder for RPE grantees

All RPE funded programs are required to **evaluate State prioritized outcomes**. These outcomes have been chosen based on sexual violence prevention research. By the time of your reporting, you will have collected data on these outcomes along with your other outcome data. Reporting on these required outcomes is simply a matter of analyzing that data and sharing your results. Details on these required outcomes are in [Module 12](#).



MODULE 6: OUTCOME REPORTING EXAMPLE

This reporting example is based on a fictional program for reducing sexually coercive and violent behavior in fraternities. Notice how the report refers directly to the outcomes objectives from the Evaluation Plan. (*A table of results for Objective 5 would look just like this table, except it would report on fraternity brothers' scores.*)

Objective 4 Results

Objective 4: **POLs will decrease their own endorsement of hostile masculinity.**

- 1) Peer Opinion Leaders (POLs) decreased their own endorsement of hostile masculinity.
- 2) This table of results shows POLs' average scores pre- and post-training, using two measures of Hostile Masculinity:

	Before program	After program	Change
Adolescent Masculinity Ideology in Relationships Scale (AMIRS) <i>0 = strongly disagree to 4 = strongly agree</i> <i>Higher scores indicate more traditional gender ideologies.</i> <i>Sample question: "I think it is important for a guy to act like he is sexually active even if he is not."</i>	1.5	1.0	-.5
Hostility Toward Women Scale <i>0 = strongly disagree to 4 = strongly agree</i> <i>Higher scores indicate more hostility.</i> <i>Sample question: "I think that most women would lie just to get ahead."</i>	1.25	1	-.25

When you are reporting a survey score, it's a good idea to include the question asked, the scale, and what the scale means.

You can do this for survey questions you make up yourself as well as with existing questionnaires like the AMIRS.

Outcome reporting summary

Both POLs and fraternity brothers decreased their endorsement of hostile masculinity. POLs made larger improvements.

MODULE 6: OUTCOME REPORTING WORKSHEETS

In each row, write out the objective in the first column. Then enter your results/findings in the following columns. You may need to rename the columns to reflect when you collected the data for your program. If your Evaluation Plan has more or fewer outcome objectives, just add or remove rows.

Worksheet for results

Outcome Objectives: *If you collected data at more than two points in time, you may also need to add columns.*

	Quantitative Results			Qualitative Results
	Before program	After program	Change	

If you are using RPE-Required Outcomes (Module 12): You might have selected "Reduced rigid gender roles" as your outcome, so here you would report on the shorter-term protective factor that leads to that outcome: "Knowledge about sexual assault and consent."

	Quantitative Results			Qualitative Results
	Before program	After program	Change	