



## Typical Social and Civic Outcomes

Outcomes express the desired social or civic change you aim to make through your programs or initiatives. You may strive to make change at individual, group, community and/or systemic levels. Outcomes may be framed and tracked over short-term, intermediate, and/or long-term timeframes. Typical outcomes can be thought of in six categories or families.

**Changes in Awareness & Knowledge** — what people know

**Changes in Attitudes & Motivation** — what people think and feel

**Changes in Behavior & Participation** — what people do

**Changes in Discourse** — what is being said and heard

**Changes in Capacity** — know-how and resources

**Changes in Systems, Policies, & Conditions** — change that is lasting

## CHANGES IN AWARENESS & KNOWLEDGE

This family of outcomes relates to changes in how people think about civic and social concerns. Change in awareness, knowledge, and understanding is important in creating conditions for other change and helping people assess choices, make informed decisions, and take actions with the best interests of the common good.

**AWARENESS** – Cognizance or consciousness of a civic or social concern or opportunity.

**Indicators of awareness measure:** attention paid to a civic issue or common concern; numbers and types of participants reached; numbers of stories, articles, blogs; letters or comments responding to stories and blogs; sign on campaigns and rate of response; advocacy campaigns; donations.

**KNOWLEDGE** – Being informed, educated or prepared with information or knowledge about a civic issue, concern, topic, or opportunity.

**Indicators of knowledge measure:** breadth, depth, currency, accuracy of knowledge possessed; citations and applications of new information; references made to data and information.

**UNDERSTANDING** – Comprehension of aspects of a civic issue, concern, or opportunity such as the: human implications, complexities, nuances, causes and effects, perspectives held by various stakeholders.

**Indicators of understanding measure:** change in understanding (new, deepened or broader); change in how the issue is defined; degree of shared understanding; ability to view issues from alternative, multiple, or wider perspective; empathetic response.

## CHANGES IN ATTITUDE & MOTIVATION

This family of outcomes relates to how people feel. Values, attitudes, aspirations, and motivation provide the impetus and drive behind, as well as the beliefs that underlie choices and action in civic and social realm. These outcomes may reflect individual, group, or community level change.

**VALUES** – the ideals, principles, morals, ethics that guide individual, group, or societal choices and action.

**Indicators of values measure:** expression or articulation of values; identification of shared values; shift in values

**ATTITUDE** – feeling or position about a civic or social concern or opportunity.

**Indicators of attitude measure:** opinions or beliefs that are held; level of commitment to a position; changes in opinions, beliefs; degree of preference for something; changes in position about importance of something or priorities

**ASPIRATIONS** – desires, hopes, or vision held that suggests possibility or direction for civic or social change.

**Indicators of aspirations measure:** expressions of possibility, direction, hope, vision; new or changed desires, hopes, vision

**MOTIVATION** – need, desire, encouragement, inspiration, stimulation, impetus that causes a person to take action.

**Indicators of motivation measure:** evidence of sense of self- or collective-efficacy to take action; feeling of confidence or empowerment; level of commitment to act

## CHANGES IN BEHAVIOR & PARTICIPATION

This family of outcomes relates to how people behave, participate, and take action in their communities and society. Particular efforts may strive to get individuals to take responsibility for change in their own behavior and action or for change that occurs at a broader group or collective level.

**BEHAVIOR** – Social behavior (as opposed to individual), i.e. the manner of conducting oneself in relation to others in society. Examples of social behaviors can be positive such as: trust, relationship building, tolerance, collaboration, helping, conservation; or negative such as aggression or violence, unprotected sex, illicit drug use.

**Indicators of behavior measure:** reduction, increase, or change in certain behavior against benchmarks or accepted social norms, rules, or customs, behavior patterns, or new norms of behavior

**PARTICIPATION** – Engaging, or being involved in civic life and concerns such as volunteering, joining a civic committee or nonprofit board, attending public forums, planning a public event, participating in an arts-based engagement project. Desirable changes may include: increased degree of participation, greater diversity in who participates, better quality participation, duration of participation.

**Indicators of participation measure:** who participates, number of participants, nature or quality of participation, actions taken, amount of time engaged.

**ACTION** – Intentional action that serves a civic or social purpose or good but is not necessarily cause- or issue-oriented. Examples of such actions include: providing access (e.g. through transportation, child care, a welcoming invitation); making a donation; offering space for community meetings.

**Indicators of action measure:** who takes action, number of people taking action, actual actions taken, character of action (e.g. initiating, improved, sustained, effectiveness of actions)

**ACTIVISM/ADVOCACY** – Intentional action to bring about civic or social change often in support of or opposition to an issue or cause, such as: organizing, writing letters to newspapers or politicians, political campaigning, voting, boycotts or patronizing preferred businesses, rallies, blogging, protests, strikes. Desirable changes may include: increased degree of activism/advocacy activity, greater diversity in who engages in activism/advocacy, better quality strategies or approaches, strengthened partnerships or alliance, strengthened base of support.

**Indicators of activism/advocacy measure:** who is activating/advocating, number of people, nature or quality of activism/advocacy, actions taken, intensity of efforts (frequency, sustainability), effectiveness of the action or strategy.

## CHANGES IN PUBLIC DISCOURSE

This outcome family relates to the ways people, groups, and systems communicate or have exchange with one another around matters of civic and social importance. Public discourse includes various levels and forms of communication—private conversation, organized live dialogue or discussion forums, online dialogue and blogging, news reporting and editorials, and political debate. Positive change in discourse is a desirable outcome in and of itself—addressing lack of opportunity, more democratic access, the quality of public discourse, etc. Dialogue, deliberation and media are also important means to other ends such as greater awareness or understanding, shift in attitude or behavior; and to motivate action.

**DIALOGUE AND DELIBERATION** – Civic dialogue is about civic concerns or opportunities of consequence to people’s lives, communities, and society as a whole with an intention toward greater understanding. Deliberation incorporates dialogue with an intention for decision-making or problem analysis/resolution through critical thinking and the consideration of relevant factual information from multiple points of view.

**Indicators of dialogue and deliberation measure:** who is engaged in exchange; access to opportunities for exchange; the nature or quality (balance of perspectives, safety, tone or civility) of the communication or exchange; variety of opportunities for exchange; frequency or sustainability of exchange.

**MEDIA/NEW MEDIA**– Use of the media focuses on civic or social concerns toward raising awareness, stimulating dialogue, motivating action, or other social effects. Also, coverage in the media that affects public discourse.

**Indicators of media/new media measure:** content of what is reported or taken up; access to media; who is represented in media coverage or new media exchanges; diversity of perspectives represented; quality of reporting or commentary (balance or bias; depth or breadth; nuance; accuracy, etc.); amount of articles, media spots, blog exchanges; duration of media attention.

## CHANGES IN CAPACITY

The Capacity family of outcomes encompasses the abilities and facility of an individual, institution, and/or community to effectively engage in making social or civic change. These capacities are often considered *intermediate* because they are typically prerequisite to more concrete impacts.

**SOCIAL CAPITAL** – The social resources possessed as a result of one’s social networks formed through connections and relationships within and between groups and individuals. Social capital may include: trust, access, inclusion, and group efficacy. It may also include status, i.e. position of a person or group in relation to others or with respect to circumstances.

**Indicators of social capital measure:** relationships at the individual or group level; connections across boundaries; connections with leadership; networks and alliances, breadth and depth of social resources, access to the civic realm, inclusion.

**SKILL/PRACTICE** – The methods or approaches of working to make change, including the ability to use knowledge and tools, and experiment with new methods.

**Indicators of skill and practice measure:** approaches used, effectiveness of approaches; organizational structure and systems, procedures, policies that support the work; people better equipped to engage or organize.

**ARTISTIC/CREATIVE CAPACITY** – The ability to employ creative expression and cultural traditions to: engage people; illuminate issues; communicate information and messages; and reveal new ideas, ways of thinking, and possibilities and plans for change.

**Indicators of artistic capacity measure:** artistic skills; identification and use of artistic resources (artists, arts organizations) and communication strategies; and capacity among artists and arts groups to apply their work to civic engagement.

**RESOURCES** – Sources of support. Types of resources include: human, financial, physical.

**Indicators of resources measure:** funding, cost reduction, opportunities for growth, in-kind support that assist in completing work or tasks.

## CHANGES IN POLICIES, CONDITIONS & SYSTEMS

Changes in systems, policies, and conditions aim for lasting institutional and societal results. Because efforts are often long-term, progress is assessed over time on the basis of intermediate outcomes.

**Outcomes in this family include:**

**POLICIES/LEGISLATION** – Laws or procedures, created to guide and determine decisions or actions.

**Policy indicators measure:** various progress points in policy development and implementation, e.g. proposal of policy, support gathered, adoption, funding and implementation. Many see the passing or adoption of policy or law as an intermediate outcome that, only when implemented, leads to long-term societal change.

**CONDITIONS** – social, civic, economic, physical circumstances or states of being. Although social and civic outcomes are often directed toward improving negative conditions, they may also be directed toward positive or advantageous opportunities or conditions.

**Conditions indicators measure:** degree of change, remediation, improvement or maintenance of a condition; availability of resources; increased, decreased, or new opportunities; who has access to opportunity.

**SYSTEMS** – The combination of related policies, organizations and infrastructure that defines or effects how something is organized or works. Systems change moves beyond individuals, organizations, and single solutions. It entails thinking about *systems*—social service, education, government, grantmaking, institutional, etc. Measuring the effects of change on parts of the whole, and the relationships between parts require multi-level analyses.

**Systems indicators measure:** restructured relationships and roles; change in regulatory power; shared priorities across systems; revised procedures.

**ISSUE/PROBLEM RESOLUTION** – Solving a problem or resolving a civic or social concern or conflict.

**Indicators of issue/problem resolution measure:** problem or priorities that are clarified, identified, averted, reduced, or eliminated; plans or strategies that are developed for addressing the issue; as well as strategies implemented.

**LEADERSHIP/STATUS** – Elected or voluntary positions of leadership within government, institutions; civic organizations, events, or organizing/advocacy; as well as the relative standing of a group within a community or society.

**Indicators of leadership/status measure:** shifts in who holds leadership positions; diversity of leadership; new or improved leadership strategies; effectiveness of leadership.