

## Program Impact & Outcomes

VLF grants no longer require a goals and objectives table. Instead, grant seekers are asked to develop an impact and outcomes statements for one two-year goal. This handout walks the grant seeker through the process.

**During the planning stage ask:** What results do we hope to achieve with our goal? How will this meet funder priorities in the grant?

Think about:

- the problem or issue,
- your funder's priorities in regard to the grant, and
- your strategic or two-year plan.

**Considerations:** Who/what are you targeting? **Be specific.**

**Let's say a program want increase the employability of students who are:**

- 18-44 years of age
- Refugee or immigrant status
- Unemployed
- Other criteria

### Questions:

1. Curriculum – what is it?
2. Which **objectives and activities** will lead to the goal's successful outcomes and impact?
3. How will you evaluate/measure success?

### **Example: Indicators of success (employability)**

- Get a Microsoft certificate
- Create an email address
- Write a query letter
- Create a resume
- Learn to search for jobs
  - Online
  - From posters
  - From newspaper listings
  - From word of mouth
- Write a query letter
- Join linked in

- Get a job
- Get a GED
- Get an industry recognized certificate
- Attend post-secondary education class
- Get a degree
- Get a promotion

**Activity: What would be the personal impact on student?**

- Provide at least 3 examples of personal impact on improving employability skills:
  - Then provide implications for outreach, recruitment, and retention
    - Brainstorm
    - Write down ideas
    - Develop these strategies for
      - The goal
      - Objectives
      - Activities
- In outreach, recruitment and retention

**Calculate:**

- Costs and budget for marketing and outreach
- Partnerships needed to get the message out

**Design:**

- Matrix for indicators of success
- Outreach materials that speak to the personal impact on students.