

Stronger Economies Together Participants' Guide

Module Nine: *Measuring for Success*

Worksheet 1: Examples of Common Measures

Slide 20

Project Type	Project Output	Project Outcomes
Broadband Expansion & Adoption	<ul style="list-style-type: none"> ▪ Number of businesses & households served ▪ Number of training to promote adoption ▪ Number of participants in training 	<ul style="list-style-type: none"> ▪ Number of businesses generating new or increased Web-based business income ▪ Number of jobs created
Business Incubator	<ul style="list-style-type: none"> ▪ Number of businesses served 	<ul style="list-style-type: none"> ▪ Number of businesses launched from incubator ▪ Number of jobs created
Business Technical Assistance & Training	<ul style="list-style-type: none"> ▪ Number of participants ▪ Number of trainings held 	<ul style="list-style-type: none"> ▪ Number of businesses created ▪ Number of jobs created/retained
Distance Education System	<ul style="list-style-type: none"> ▪ Number of participants ▪ Number/variety of courses 	<ul style="list-style-type: none"> ▪ Number of participants getting a job in field or advancing in field ▪ Number of participants completing certification/degree/etc.
Industrial Park	<ul style="list-style-type: none"> ▪ Square footage developed ▪ Number of businesses served 	<ul style="list-style-type: none"> ▪ Number of jobs created/retained ▪ Business growth ▪ New businesses
Strategic Planning Process	<ul style="list-style-type: none"> ▪ Number of actively participating organizations 	<ul style="list-style-type: none"> ▪ Plans developed ▪ Steps in plans completed ▪ Leveraged investment
Tourism Development Training & Planning	<ul style="list-style-type: none"> ▪ Number of individuals/businesses participating in training & planning 	<ul style="list-style-type: none"> ▪ Plans for tourism expansion in place ▪ Number of businesses actively participating in plans

Common Metrics Used to Measure Regional Economic Change

Business:

- Individual business profit
- Job expansion/retention
- Tax base
- Consumer spending

Education:

- K-12 Test Scores
- SAT Scores
- Graduation Rates
- Educational Attainment

Employment:

- Unemployment rates
- Average age of workforce participants
- Percent self-employed
- Average wage and salary
- Average self-employed income
- Commuting time
- Clusters

Housing:

- Number of units
- Homeownership rate
- Building permits
- Average building permit value

Income:

- Median household income
- Average wage and salary
- Average self-employed income
- Poverty rate
- Cost of living

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Worksheet 2: Measurement Plan

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What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<i>Your Strategy:</i>				
<i>The Participants:</i>				
<i>Attitudes/Knowledge/Skills</i>				
<i>Behavior</i>				
<i>Condition</i>				

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Worksheet 3: Sample Measurement Plan: Web Design Course for Small Business Owners

Slides 24-27

What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<p><i>Your Strategy:</i> Web Design Course</p> <p><i>Class Participants:</i> Targeting small business owners</p>	<ul style="list-style-type: none"> • Number of classes held, length of classes • Number of participants • Business status (current business owners, potential entrepreneurs, etc.) 	<p>Instructors</p> <p>Participants</p>	<ul style="list-style-type: none"> • Ask instructors to turn in participant logs • Ask basic question(s) about business status on registration form 	<p>Ask instructors to turn in logs within two weeks of completing the training.</p>
<p><i>Attitudes/Knowledge/Skills</i></p> <p>Participants become more interested in establishing a Web site for their business</p>	<p>Change in participant's learning/attitudes</p>	<p>Participants</p>	<p>Post survey asking participants to indicate interest in Web presence before the training vs. after</p>	<p>At the end of every training class</p>
<p><i>Behavior</i></p> <p>Participants will launch a Web site for their business.</p>	<p>How many participants launched a Web site</p>	<p>Participants</p>	<p>Trainers will follow up with participants to check on progress and offer technical assistance (additional strategy)</p>	<p>3 months after training</p> <p>6 months</p> <p>1 year</p>
<p><i>Condition</i></p> <p>Participants that launch a Web site for their business will see revenue growth</p>	<p>Business revenue growth</p>	<p>Participants</p>	<p>Trainers will survey participants to ask about growth. (Google analytics introduced as part of the training.)</p>	<p>Annually</p>