# Developing Indicators WORKSHEET

**Worksheet developed by Phyllis Rozanski**

## Purpose

The purpose of this tool is to: 1. Identify potential indicators 2. Decide on a set of quality indicators and 3. Prioritize the indicators especially naming the specific indicators that the group will hold itself accountable to improve. It helps to name the criteria at the beginning of the conversation to provide a lens for the conversation.

### Indicator Definition

An indicator quantifies the achievement of the result related to the population named in the result. Indicators take the form of percentages, rates, ratios or averages, etc. As a practice, indicators are not stated in number values because numbers do not provide a method to measure the impact for the whole population.

## Criteria for Indicator Selection

- ✓ **Easy to Understand**: Is the indicator clear and simple so that it can be easily understood by people from different walks of life?
- ✓ **Importance**: Does the indicator have primary relevance to the result? Would people make a direct connection of the indicator to the result? Could it stand for the result?
- ✓ **Field Use**: What evidence exists regarding the use of this indicator to the population result? Which policy groups, foundations, collective impact entities are using this indicator? How widely accepted is this indicator?
- ✓ **Data Capacity:** Can the indicator be collected on a scheduled basis? Is there access to the data for the population and place included in the result? Who are the data sources? Is there capacity to collect the data? Can the data be collected for specific population groups?

## Sort Indicators by Importance

Indicators include three types:

- ✓ **Impact Indicators:** The collaborative or organization commits to improve the trendline on these indicators and regularly tracks progress.
- ✓ **Contextual Indicators:** Groups use these indicators to provide other measures on the population named in the result such as the percentage of adults with high school degrees in order to better understand the conditions of the population.
- ✓ **Future Indicators:** These indicators could potentially be either of the two types above. However, there is a lack of access to, availability of or capacity to collect the data.

## How to Use

1. Rank the Indicator under each criteria using: *High (H), Medium (M) or Low* (L) (can also use numeric value scale to rank)
2. Insert an (X) under the Type of Indicator
3. Decide on the one or two Impact indicators that the group will commit to take action and be accountable to based on criteria score

**Result: _____**

| Potential Indicator | Criteria: Rank: High (H), Medium (M) or Low (L) | | | | Indicator Type: Insert (X) for Appropriate Type | | |
|---|---|---|---|---|---|---|---|
| | Easily Understood | Importance Value | Field Use | Data Capacity | Impact | Contextual | Future |
| 1. | | | | | | | |
| 2. | | | | | | | |
| 3. | | | | | | | |
| 4. | | | | | | | |
| 5. | | | | | | | |
| 6. | | | | | | | |
| 7. | | | | | | | |
| 8. | | | | | | | |