

Measure what Matters



Welcome!

Introduce yourself in the chat with your name & pronouns, organization & job title and...

Share one thing you're looking forward to.



Programming with Purpose

Path to Participation

- October 16

Bridging Divides

- February 12

Measure What Matters

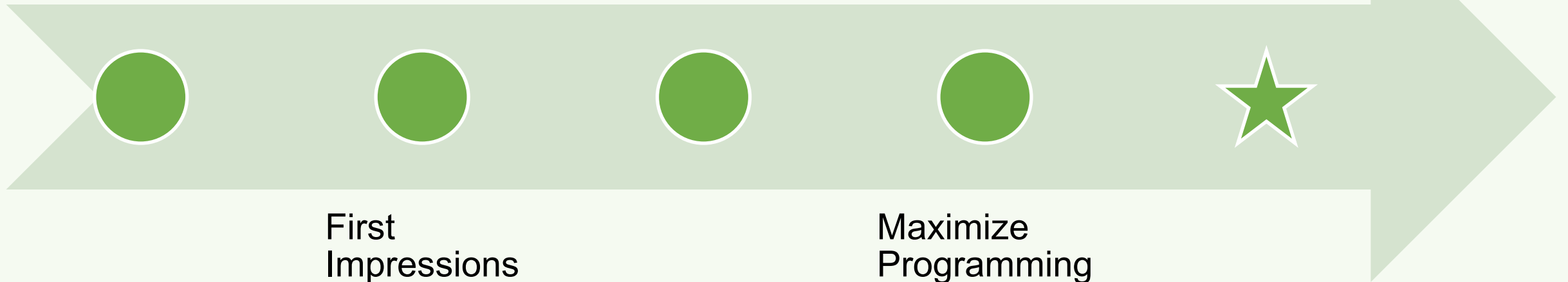
- June 11

First Impressions

- December 11

Maximize Programming

- April 9





Why Should We Measure Outcomes?

Internal Benefits

- Program Improvement
- Understand how and for whom programs make a difference
- Support an organization-wide culture of learning, empathy and growth



Why Should We Measure Outcomes?

External Benefits

- Enhance your ability to describe program impact to funders
- Enhance community partnerships
- Share program benefits with community members



Common Measurement Concerns



- Do we have the time, skills and expertise for evaluation?
- What happens if our results are negative?
 - Do these indicators reflect the true value of our work?
- Should we ask these demographic questions?
 - How do we protect the privacy of respondents?

Measuring the **social impact** of public spaces with **The Community Compass**





The Community Compass is a practical toolkit designed to help organizations of all sizes **understand and strengthen the social impact** of their work in parks, public spaces, and community-based programs.



Families enjoying the Walker Park Splash Pad
Photo courtesy: City of Fayetteville

Testing the Compass


- **Partnered** with the Jones Center, City of Fayetteville Parks & Recreation, and Downtown Springdale alliance to test the Compass
- **Tested** it at one time event, recurring programs, and evaluating a space
- **Informed** the language of the survey, analysis tools and the case studies included in the toolkit



**Civic
Engagement**




Connection



Openness




Agency



Belonging



Bridging



**Norms of
Respect**



Trust



**Program
Impact**

What does the
**Community
Compass
Measure?**

Outputs & Outcomes

What we need

What we do

What we get

The difference we make

Resources/
Inputs



Activities



Outputs



Outcomes



Impact

1

2

3

4

5

Your Planned Work

Your Intended Results

Outputs & Outcomes

of times you said "boo."
OUTPUT



Remember team, the number of times you say "boo" is just an output. Our desired outcome is striking fear in the hearts of the living.



freshspectrum



Now it's your turn!

Click the link in the chat to complete the Community Compass Survey



Build Your Team

Who is on your evaluation team?

Get together early to discuss roles, get aligned on goals, address concerns and make your plan.

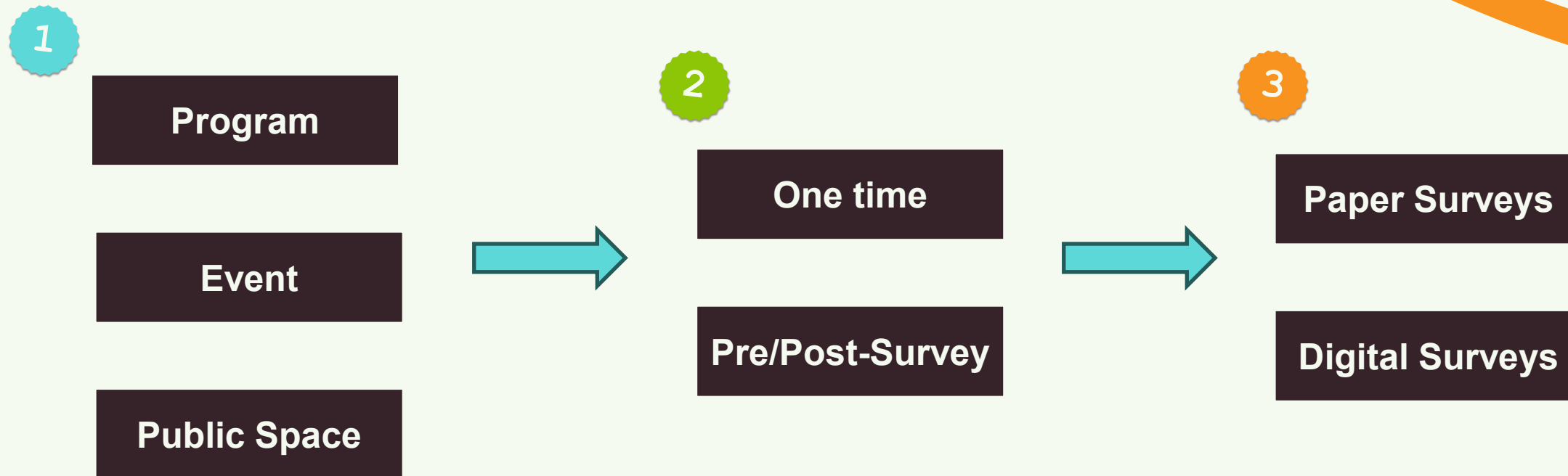
Tools in the Community Compass:

- *Get the Right People in the Room*
- *Measurement Roles & Goals Conversation*
- *Revisit or Create your Logic Model*





Design your Compass



Copy your tool at

tpl.org/resource/the-community-compass

Copies are saved to your Google Drive – TPL does not have access to your forms or data

Design your Compass

Measure the impact of programs with a Pre- and Post-Survey on the first and final session of the program.

Program Pre-Survey

Printable: [English](#), [Spanish](#), [Marshallese](#)

Digital: [English](#), [Spanish](#), [Marshallese](#)

Program Post-Survey

Printable: [English](#), [Spanish](#), [Marshallese](#)

Digital: [English](#), [Spanish](#), [Marshallese](#)

Google Drive

Copy document

Would you like to make a copy of **Pre-Survey for a Program:
Community Compass English?**

Make a copy

Copy your tool at

tpl.org/resource/the-community-compass

Copies are saved to your Google Drive – TPL does not have access to your forms or data

Design your Compass

Once you've identified your tool

- **Customize the introduction, add your logo or branding**
- **Review the sentence stems**
 - *“Based on my experience at today’s event...”*
- **Review the demographic questions**
 - *Are they the right questions for your group?*
- **Add program evaluation questions (optional)**



Collect Results

- Train your team to talk to potential respondents
- Offer choices for how to respond
- Dedicate time during programs
- Consider incentives
- Make it interactive



Analyzing your data is as easy as...

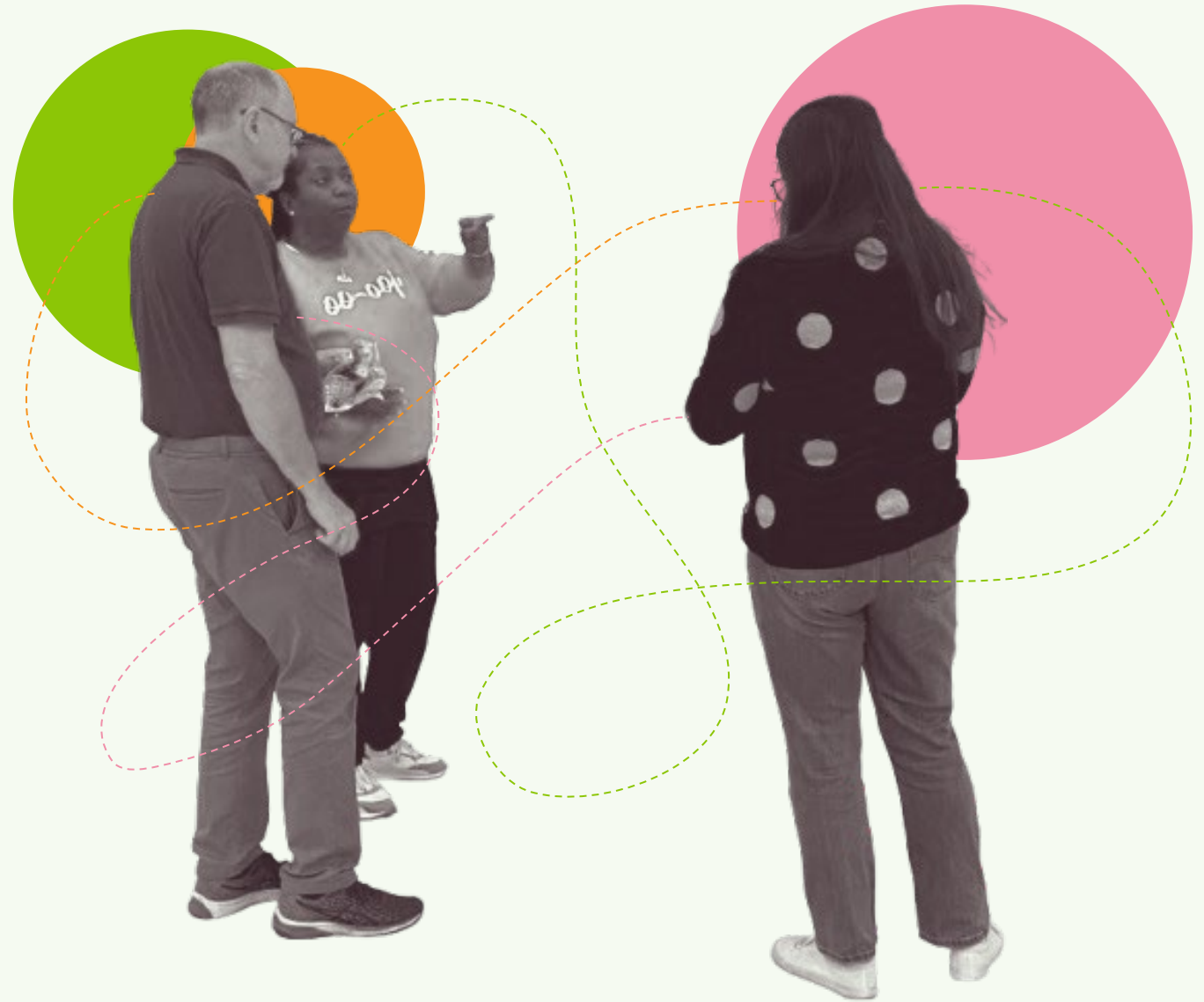
- 1 Open the “Responses” tab on your Google Form and click “View in Sheets”
- 2 Copy the data, excluding the headers and the timestamp
- 3 Paste the data into the programmed sheet



Pair Data with Stories

Surveys in the Community Compass help us understand experiences at scale.

Focus groups or interviews can provide additional depth.



Questions?



Fall 2026
Communities
of Practice
Coming
Soon

Keep up
with TPL

Committed
Cohort

Stay on the
line
We will split into
peer discussion
groups shortly!

Thank you!

Please complete the exit ticket:

Programming with Purpose-
Session 5 Exit Ticket



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Kate.Gannon@tpl.org



How are you currently measuring program outcomes?

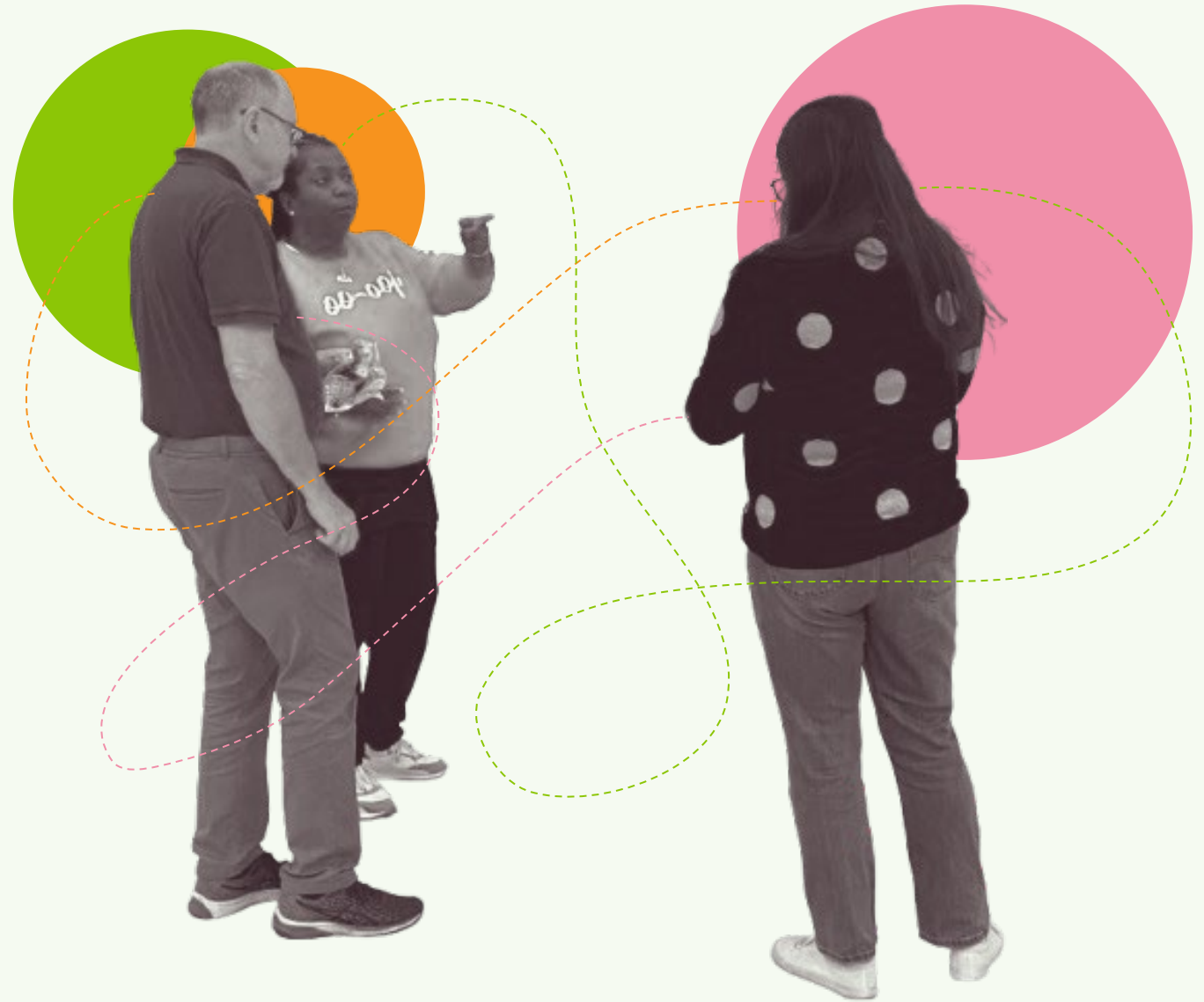
**What's working?
What's not?**



Pair Data with Stories

Surveys in the Community Compass help us understand experiences at scale.

Focus groups or interviews can provide additional depth.



In breakout rooms, share



To what extent do you feel you are able to have a **meaningful impact in your community?**

Was there anything about your experience at your organization that made you feel like you can have a **meaningful impact on your community?**



Pair Data with

Stories

What did you **learn**
in conversation
that you may have
missed in a
survey?



Thank you!

Please complete the exit ticket:

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