**Worksheet – Outcome Indicators and Sources  
Your project/program title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Intended Outcome** | **Outcome Indicators** | **Data sources** | **Data collection methods** |
| Short-term (knowledge, attitude) change: |  |  | *Tip: You collect/observe* |
| Medium-term (behavior change, policy or decision-making) change: |  |  | *Tip: You collect/observe* |
| Long-term / ANR condition change: |  |  | *Tip: Can be agency data, existing research, or data you collect/observe* |

***Example – Extension Workshop***

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| **Intended Outcome** | **Outcome Indicators** | **Data sources** | **Data collection methods** |
| Short-term change:  Increased knowledge of water use efficiency | # of people who gained the knowledge about water use efficiency as a result of attending workshop | Clientele | Survey (i.e., at the end of event, ask if knowledge about XYZ has increased) |
| Medium-term change:  1) Increased use of CIMIS data in water use decision-making  -or-  2) Policies that are informed by UC ANR research or best practices | 1) # of people who adopted water conservation practices recommended at workshop  2) Adoption of policy informed by UC ANR research presented at workshop | 1) Clientele  2) Key informants, regulations, and policies | Follow up surveys (e.g., several months after workshop, ask if behaviors changed)  Interviews, document review (e.g., several months after workshop, have any policies or decision-making changed?) |
| Long-term / ANR condition change:  Improved water-use efficiency | Potential of saving $64.7 million in water and energy savings, acknowledging that UC ANR was one of many contributors to this change | Existing data or research findings | Document or literature review (e.g., has water or energy been saved?) |

***Example – Extension via Blog/Social Media***

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| **Intended Outcome** | **Outcome Indicators** | **Data sources** | **Data collection methods** |
| Short-term change:  Increased knowledge of water use efficiency | # of people who gained the knowledge about water use efficiency as a result of reading post(s) | Clientele | Survey (i.e., after reading, ask if knowledge about XYZ has increased) |
| Medium-term change:  1) Increased use of CIMIS data in water use decision-making  -or-  2) Policies that are informed by UC ANR research or best practices | 1) # of people who adopted water conservation practices recommended in the post(s)  2) Adoption of policy informed by UC ANR research recommended in the post(s) | 1) Clientele  2) Key informants, regulations, and policies | Follow up surveys (e.g., several months after reading, ask if behaviors changed)  Interviews, document review (e.g., several months after post, have any policies or decision-making changed?) |
| Long-term / ANR condition change:  Improved water-use efficiency | Potential of saving $64.7 million in water and energy savings, acknowledging that UC ANR was one of many contributors to this change | Existing data or research findings | Document or literature review (e.g., has water or energy been saved?) |