

Glossary of Terms

Activities: Key programs, services, or interventions that support the mission of the organization.

Outputs: Units of “productivity” (e.g., number of people served, number of events held, number of classes in a week) that indicate the scale and scope of the organization’s work.

Outcomes: Benefits to individuals or groups as a result of an organization’s activities.

- Short-Term Outcomes: Changes in participant knowledge, attitudes, perceptions, or skills related to the organization’s mission.
- Intermediate Outcomes: Changes in participant behavior that result from short-term outcomes.
- Long-Term Outcomes: Medium- to-larger scale changes in participant condition or status, often linked directly to the organization’s mission.

Objectives: Objectives are specific circumstances to be achieved within a stated time frame that meet a particular goal. Unlike goals, objectives must be measurable by some means so that progress is determined.