

# Planet Youth Timiskaming

## Youth Activity Fund:

### Sample Indicators and Metrics to Measure Project Success

Examples of activities: After school program

<u>Objective(s)/Goal(s)</u> : Increase youth engagement in community activities that promote well-being and social connection	
<u>(Sample) Indicators of Success</u> (for each stated objective)	<u>(Sample) Metrics</u> (corresponding with each indicator of success)
1. <b>High Participation/Engagement</b> ( <i>per activity or over time .. metrics can be adjusted to suit both types of Indicators</i> )	<ul style="list-style-type: none"> <li>- <b>Number of Attendees:</b> Total count of participants.</li> <li>- <b>Number of Unique Participants:</b> Count excluding repeat attendees.</li> <li>- <b>Attendance Rate:</b> Percentage of target population attending.</li> <li>- <b>Demographic Diversity:</b> Diversity in age, gender, ethnicity.</li> <li>- <b>Engagement Level During Activities:</b> Measured through observation checklists or engagement trackers.</li> <li>- <b>Social Media Check-ins:</b> Number of participants posting about the event.</li> </ul>
2. <b>Sustained Participation/Engagement</b> ( <i>over time</i> )	<ul style="list-style-type: none"> <li>- <b>Repeat Attendance Rates/Session:</b> Percentage of participants who return for subsequent events.</li> <li>- <b>Registration for Future Events:</b> Number signing up for upcoming activities.</li> <li>- <b>Youth Volunteers/Leaders:</b> Count of participants taking on leadership roles.</li> <li>- <b>Participation in Related Programs:</b> Engagement in other community or school activities post-event.</li> <li>- <b>Drop-off Rate:</b> Decrease in attendance over time (aiming for low drop-off rates).</li> </ul>
3. <b>Satisfaction with Activity Outcome</b>	<ul style="list-style-type: none"> <li>- <b>Post-Event Questionnaires:</b> Overall satisfaction scores.</li> <li>- <b>Likert Scale Ratings:</b> Ratings on enjoyment, organization, relevance, etc.</li> <li>- <b>Qualitative Feedback:</b> Comments and suggestions collected via surveys, feedback charts, comment boxes, etc.</li> <li>- <b>Net Promoter Score (NPS):</b> Willingness to recommend the event to others.</li> <li>- <b>Social Media Sentiment:</b> Analysis of positive vs. negative mentions online.</li> <li>- <b>Social Media Engagement:</b> Number of event mentions, shares, or likes on social platforms; engagement rates on event-related posts</li> </ul>

<p>4. <b>Impact of Event/Activity</b> (<i>sample metrics reflect positive impact but we may want some neutral metrics to capture any unexpected/negative impact</i>)</p>	<ul style="list-style-type: none"> <li>- <b>Self-Assessment Surveys:</b> Pre- and post-event measures of confidence, belonging, joy, fun, etc.</li> <li>- <b>Behavioral Observations:</b> Noted improvements during activities (e.g., teamwork, communication, other).</li> <li>- <b>Skill Development Indicators:</b> Completion of tasks or challenges demonstrating new skills.</li> <li>- <b>Follow-Up Evaluations:</b> Assessments conducted weeks or months later to gauge lasting impact.</li> <li>- <b>Parental/Guardian Feedback:</b> Observations of positive changes at home (could be questionnaires/surveys or anecdotal/qualitative feedback of changes in behaviour at home)</li> <li>- <b>Academic Attendance or Engagement:</b> Improvement in school engagement post-event (if accessible and appropriate).</li> </ul>
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Other Indicators as appropriate to objective/goal of activity