

## SOCIAL OUTCOMES MEASUREMENT & SQUAREDIMPACT

Traditionally state and federal funding for social change programs across Australia has been based on outputs (e.g., number of people served). Examining the *effectiveness* of the services provided, proving whether any of the people served were in fact *better off*, has not historically been measured well, if at all, in the human service sector.

Services who *have* tried to capture social change related data have been hamstrung by data management systems which do not allow effective analysis or aggregation of social change data, hampering reporting and prohibiting crucial internal continuous improvement work within programs.

Without a data driven organisational culture, our social change efforts are not based on evidence, and we cannot adequately engage in ongoing adjustment and improvement of our programs to ensure our clients are actually better off.

Recently government, corporate and philanthropic funders of social purpose services have begun to require data on a program's social outcomes and impact. In this changed landscape, human service and social change organisations need to be able to capture social outcomes data, and report on it, to secure funding.

**Outcomes / impact measurement has become urgent for social purpose and human service organisations.**

However, social outcomes measurement can be a confusing and complex space, and most social change organisations are time and human resource-poor.

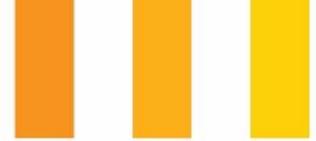
Hiring a consultant can be a good option, but careful selection matters. Many consultants are not, and have never been, social change practitioners themselves, and their lack of experience of social purpose work *in practice* leads to a disconnect between the outcomes frameworks they develop for an organisation and the actual work the organisation does.

**SquaredImpact is different.**

Our consultants are psychologists with years of social change practitioner experience. We understand the challenges and realities of working in this space.

Our practical approach coupled with our outcomes measurement expertise (strategic and technical – see over for our outcomes system implementation services) means we are uniquely able to help you develop a relevant, actionable Outcomes Plan for your organisation.

**Check out SquaredImpact's infographic brochures for more information and contact us for a FREE 30 minute consultation!**



## OUTCOMES DATA SYSTEMS & SQUAREDIMPACT

In addition to developing clear social outcomes, organisations need to capture, analyse and report the right data to measure their outcomes. Traditional case management systems do not support tracking of social change *over time*, cannot be easily configured to meet unique and changing programmatic needs, and often prohibit easy extraction and clear reporting of data.

Two systems now available in Australasia (Efforts to Outcomes and Apricot) offer social change organisations outcomes focused case management systems that are extremely configurable and can pull out everything you put in.

### EFFORTS TO OUTCOMES™

Efforts to Outcomes™ (ETO) was initially started by Social Solutions, a company founded by human services workers in the USA in 2002. ETO is the outcomes focused case management system of choice for medium to large organisations (>\$8m turn over annually).

ETO's configurability and participant centric approach coupled with its ability to track behavioural and cognitive change over time, using weighted questions, sets it apart from any other case management system, with the exception of Apricot.

ETO also allows graphical dashboard representations of change over time, exploration of correlations, and sophisticated reporting of outcomes and output data to support funding applications and engagement in high quality, evidence based continuous program improvement.

### SSG APRICOT™

This is the system of choice for small (<\$8m in turn over annually) organisations wanting to measure to outcomes while also requiring traditional case management functionality.

Implementation for SSG Apricot™ can be self-managed and/or SquaredImpact can provide local and expert full implementations or ad hoc implementation advice and consultation.

### SQUAREDIMPACT PROFESSIONAL SERVICES

SquaredImpact can directly provide professional services (e.g., system design, system administration, end-user training and custom report development) for ETO and Apricot. The licence for the systems can be purchased by Australasian customers through a local reseller.

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