When groups and organizations measure program efforts—teaching, training, negotiating, feeding, researching, and so on—they’re measuring activities. Outcomes, on the other hand, are the results of those activities: **changed awareness, behavior, condition, or status.** There are outcomes that pertain to **individuals** (like increased graduation rates or improved literacy), **organizational** outcomes (like more revenue or a better reputation), and **systemic** outcomes (like changed policies or greater investment).

Please provide at least three outcomes related to your project . . .

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| **Outcome** | **Evaluation/Documentation** |
| Example . . . As a result of our college visit, at least 80% of our youth participants will show an increase in their knowledge about how to apply to a HBCU. | Pre and Post Survey, participant focus groups, interview, observation and documentation, travel journal review. |
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