

Massasauga Recovery Team. 2006. Third International Symposium and Workshop on Conservation of the Eastern Massasauga, *Sistrurus catenatus*: Population Viability and Outreach. 2005 October 12-14, Toronto Zoo, Ontario, Canada.

[www.brocku.ca/massasauga](http://www.brocku.ca/massasauga)

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Setting Effective Outcomes

# **Outreach Training Workshop**

Eastern Massasauga  
Conference



# Picking Up Litter



94% of 500 people who were surveyed said picking up litter is a **PERSONAL** responsibility.



# Walking the Talk

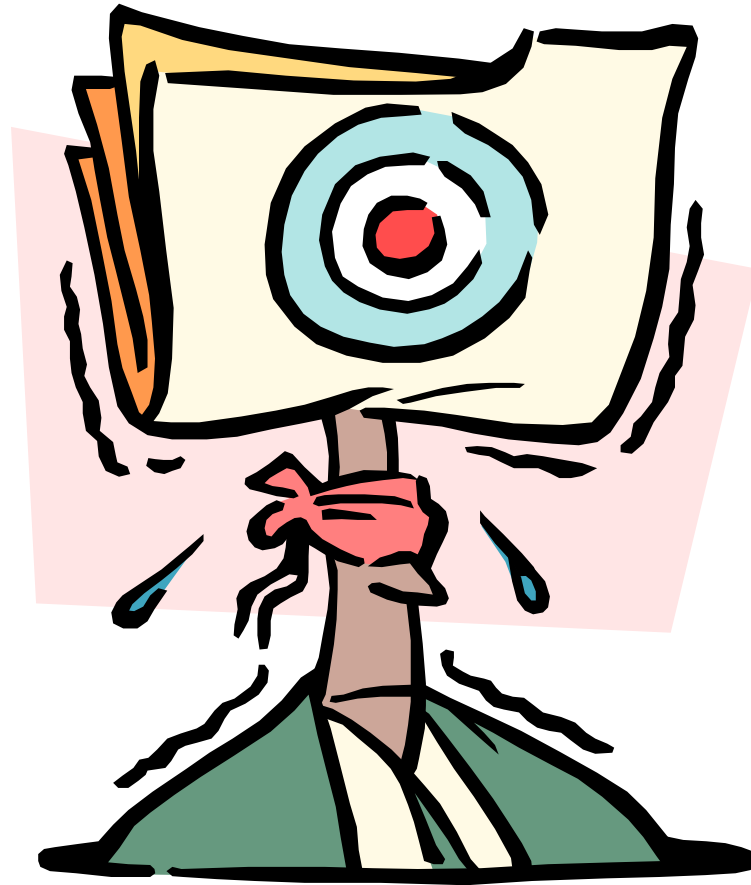


How many of them picked up planted litter on their way out?

2%



# Setting Effective Outcomes



# Setting Effective Outcomes



## Ready for some antics? (semantics):

**Goal:** a desired future condition or state one tries to achieve using a sustained effort and energy.

**Outcome:** a demonstrable and measurable result that stems from a directed activity or program.

**Output:** the means by which you reach your outcome (products, programs or activities).

**Mission Statement**

**Strategic Outcome**

**Orientation**

**Objectives**

**Results**

# S.M.A.R.T. Outcomes



**S**pecific

**M**easurable

**A**ttainable

**R**elevant

**T**imely



# Specific Outcomes



A clearly **defined** and **precise** result that usually cannot be broken down any further.



# Specific Outcomes



Goal: Human impact on the Piping Plover will be reduced.



## Not Specific

Human activity will be reduced near nesting sites.

## Better

Fewer beachgoers will access areas of the beach where Piping Plover nests are located.

## Specific

There will be a 50%\* reduction of local beachgoers accessing the south peninsula of Norman Beach where Piping Plover nests are located.

\*Compared to last year's data

# Measurable Outcomes



The results are noticeable,  
definite and quantifiable.



# Measurable Outcomes



Goal: The public will get involved in the protection of the Eastern Massasauga.

## Not Measurable

The public will protect massasaugas.



## Better

The number of massasaugas individuals killed by people will decline.

## Measurable

There will be a 40%\* reduction of massasaugas killed by cottagers between the months of May and September in six designated locations in the Parry Sound Area.

\*Compared to data compiled last year

# Attainable Outcomes



If reasonable efforts are made and internal and external factors are considered, results will likely be achieved.



# Attainable Outcomes



Goal: Accidental trapping of the Newfoundland Marten in hare snares will be reduced.

## Not Attainable

Fewer local hunters will trap hares.



## Better

More local hunters will use a modified hare snare.

## Attainable

More local hunters will use the modified hare snare provided free of charge at a local Game and Fishing Show.

# Relevant Outcomes



The outcome has a reasonable application to the problem at hand.



# Relevant Outcomes



Goal: The public will participate in the recovery of the Swift Fox.



## Not Relevant

More people will recognize that poison control for coyote population may contribute to the Swift Fox decline.

## Better

Fewer residents will use poison to control coyote populations

## Relevant

Local residents will reduce the amount of poison used to control coyote populations and the number of times it is applied in areas around Grasslands National Park.

# Timely Outcomes



A suitable amount of time is identified to complete the desired outcome.



# Timely Outcomes



Goal: An increase of naturalized shorelines will be observed on private properties along the Georgian Bay Islands.



## Not Timely

Ten local landowners will participate in a naturalized shoreline program.

## Better

Ten local landowners will participate in a naturalized shoreline program this summer.

## Timely

Following an extensive awareness campaign and follow-up, ten local landowners will participate in a shoreline naturalization program in the summer of 2006.

# Evaluating Your Outcomes



## **Key Strategies to effectively evaluate your outcomes:**

Measure your results based on your outcomes, not your outputs.

Ensure that your outcomes are SMART.

Ensure that you have a solid baseline of data.

Develop your performance indicators at the beginning of your project and plan enough resources and time to measure them.

# S.M.A.R.T. Outcomes



**NOW IT'S YOUR  
TURN!**



# Exercise 1



- In your group, develop 1 SMART outcome that addresses the **human impact** of your case study. Write your outcome on the flip chart identified to this case study.
- Allotted time: 15 minutes