

10

STEPS FOR ENGAGING ADULTS

50+

**A RESOURCE OF THE
GEN2GEN LEARNING HUB**

Developed by

Encore.org's Gen2Gen campaign

and

The Alliance for Strong Families
and Communities' Second Acts Initiative

**STEP 10:
MEASURING
IMPACT**



STEP 10

MEASURING IMPACT

You probably have an organizational measurement and evaluation plan already in place. But as you bring adults 50+ into your workplace, gathering additional data can help you understand the impact we're having and the benefits of the work for us.

Adapting your measurement and evaluation plan can help clarify:

- **What are the most effective strategies for integrating adults 50+?**
- **Is your organization benefiting from adults 50+ in the way you envisioned?**
- **How do children and youth benefit from the intergenerational relationship?**
- **How does working with younger people impact the well-being of adults 50+?**
- **Has organizational capacity been improved by engaging adults 50+? If so, how?**

Answers to questions like these can help you adapt your program delivery strategies as needed to help young people thrive, make the case for engaging more older adults, and provide critical data for fundraising efforts.



STEP 10

Measuring Impact

(continued)

TAKING ACTION

This checklist will help you identify the types of data, collection methods and approaches you might consider in designing, adapting or adding to impact measures, including elements specific to adults 50+.

MEASUREMENT AND EVALUATION CHECKLIST

TYPES OF DATA YOU MAY WANT TO COLLECT

- PROCESS EVALUATION.** What inputs, activities, materials, resources does it take to make the program happen? Are activities and programs being implemented the way you intended? (Sometimes called “Evaluation to Know”)
- OUTCOMES/IMPACT EVALUATION.** What are the changes you seek for the youth served? Adults 50+? Co-workers? The organization? The broader community? (Sometimes called “Evaluation to Show”)

THEMES YOU MAY WANT TO ASK ABOUT

- IMPACT ON YOUTH.** Do adults 50+ positively influence youth growth/success? How? What specific academic or behavioral outcomes improved? Do young people say they feel more supported?
- IMPACT ON ADULTS 50+.** Does the work benefit adults 50+? How? Do older adults report greater physical activity, feeling healthier, or more social connections?
- IMPACT ON/SATISFACTION OF CO-WORKERS.** Do co-workers see benefits from a more intergenerational team? What kind of benefits?
- INCREASE IN CAPACITY OR PROGRAM GROWTH BECAUSE OF ADULTS 50+.** Has there been an impact on the organization? What kind of impact?

INTAKE/ONBOARDING/EXIT DATA YOU ALREADY COLLECT

- Is there a way to adapt your current data collection to integrate themes around adults 50+? (e.g., If you don't currently ask the age of your volunteers, you may want to add that data to examine the impact of volunteers 50+.)



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Measuring Impact

(continued)

DATA COLLECTION STRATEGIES AND TOOLS TO CONSIDER

- Intake and exit forms.
- Short individual interviews.
- Focus groups/group interviews.
- Questionnaires.
- Standardized measurement tools/scales (see generativity scale in the resources section).
- Stories.

WHO WILL DO THE WORK?

- Dedicated data/research individual or team.
- Third-party evaluation professional/firm.
- Graduate student or intern from a university program that teaches a research methods class.
- Volunteer who has retired from an evaluation or related position.
- Liaison Role: Ask someone in your organization to serve as liaison to the research team so they are oriented to what you do and get their questions answered promptly.

DESIGN CONSIDERATIONS FOR ADULTS 50+

- 12-point font or better for all forms and measurement scales.
- Online or paper for all forms and measurement scales.
- In-person interviews and focus groups for data collection.
- Education forums to help people orient to and increase comfort around evaluations and data collection.
- Advisory teams of adults 50+ to help design and inform evaluation plan.
- Use of skilled volunteers for data collection and analysis.



STEP 10

Measuring Impact

(continued)



MORE INFORMATION

EXAMPLES OF IMPACT

- [Volunteering as a Pathway to Productive and Social Engagement Among Older Adults.](#) Morrow-Howell, Lee, McCrary and McBride. Health Education Behavior. (bit.ly/gen2genpathway)

GENERATIVITY MEASUREMENT TOOL

- [Loyola Generativity Scale](#) (bit.ly/10-Best-Practices-Loyola-Generativity)

