

Evaluation Terminology

#	Term	Definition	Note	Example
1	Goal	A goal is a broad vision of what an Agency hopes to achieve with its MTW authorization.	All agency goals should relate to at least one of the three statutory objectives.	An Agency may adopt a goal of Streamlining the Rent Process.
2	Objective	An objective is a specific and tangible issue that will be addressed by an MTW activity.	Objectives are measurable.	An Agency's rent streamlining objective may be to reduce the staff time needed to conduct household recertifications.
3	MTW Activity	An activity is the strategy to achieve the objective.		The Agency may choose to transition to a biennial recertification schedule for fixed-income households.
4	Metric	A metric is the unit of measure that quantifies the changes that might occur as a result of the MTW activity.	Metrics should be a numeric unit, so that they provide a measurable value in order to track progress.	The Agency may choose to measure the hours of staff time saved each year by transitioning to a biennial recertification schedule.
5	Baseline	A baseline is the performance level that was being achieved prior to the implementation of the MTW activity.	A good baseline is key to a good evaluation.	Prior to the adoption of a biennial recertification schedule, determine the number of staff hours annually that are spent to complete the annual recertifications of fixed-income households.
6	Benchmark	A benchmark is the projected outcome of the MTW activity.	If changes are expected to gradually occur over time, several benchmarks may be established.	If fixed-income households transition to a biennial recertification schedule, how many staff hours does the Agency anticipate saving each year?
7	Output	An output is the product, service or event of the MTW activity.		In transitioning to a biennial recertification schedule, the Agency trains staff, informs residents, and completes recertifications.
8	Outcome	An outcome is the actual, measured result of the implemented MTW activity.		After the Agency fully transitions to a biennial recertification schedule, how many staff hours were actually saved?