

How do you measure goals if you have too many intangibles?

Audience: I am often faced with goals in education that are not completely quantitative but are qualitative.

How should we deal with a situation like this where there are too many intangibles?

Student engagement level, classroom behaviour level, violence level, etc are better indicators

Speaker: When reaching out you should always have a measure in mind.

What is the number that you would want to achieve by December 2013?

Would you like to reach out to 10 schools or 50 schools?

How deeply are you involved with them? These could be some of the measures

Is the measure realistic?

Do you think you can reach 100 schools by Dec 2013?

Do you have the financial and manpower resources to achieve that?

Let us say you have a goal which says that by Dec 2013 you hope to reach out to 100 schools. What do you mean by 'reach out'? The goal has to be more specific. Does it mean interacting with students or creating the right environment for them? The teachers that will interact with the students – will they educate them or sensitise them? The objective that you set has to be specific as well as realistic. Will you be able to achieve the 100? Consider all possibilities including the training, vacation time, etc.

Audience: I believe it is. The problem is measuring our impact. Sometimes I train a teacher once while other times I train a teacher thrice if the schools allow it. I need to know that when I am reaching out to 100 schools; am I reaching out to all 100 in depth or is it just 10 to 20 schools.

Speaker: When the engagement is at a superficial level you cannot achieve what you have set out to achieve. Instead of reaching out to 100 if you do it with 10 schools, the impact will be greater.

How would you measure the impact? You need more buy-in from the schools you reach out to. The schools would be responsible to record feedback on the observed changes. Teacher participation should be one of your goals. Interact more with teachers to obtain feedback, which can be used to analyse the impact. From this analysis you will be able to conclude that with 'X' amount of participation to the particular school what impact can be achieved. You can then accordingly make changes or replicate the same for other schools. You can also infer from this analysis if it worked out for a particular segment as they came from the same background or if the environment was of a certain type.