

Measuring the Seemingly Intangible.

Day 2 - Tuesday, June 9, 2026, 1:00 PM

Introduction

Project leaders and stakeholders often hear the advice, “Set measurable goals.” Instead, we propose that project planners should identify meaningful and worthwhile goals for the program rather than simply the measurable ones. Such meaningful goals will ensure far-reaching program success and significant outcomes for the participants. Consequently, the program team must become innovative to measure meaningful, often complex, and seemingly intangible goals and program outcomes.

“Measurable” goals are typically quantifiable or easily accessible. E.g., test scores, height, weight, temperature, or number of participants (as a measure of success of the program).

Goals that are meaningful for the program are complex concepts such as mastery of math skills, critical thinking, youth development, parenting skills, etc.

This panel will focus on measuring complex concepts that the nonprofits encounter in defining goals and outcomes for their programs. It can be a challenge to devise appropriate measures for the desirable but hard-to-operationalize outcomes.

Panel, thank you very much for your willingness to take the time to participate in our panel, Measuring the Seemingly Intangible.

Proposed questions:

1. What was the outcome or goal you measured that seemed intangible and immeasurable at the beginning? Which complex and difficult-to-define concept did you take on to measure? Why was it important to you? Please provide in brief the context of your program to help us understand your goals and their outcome measurements.
2. What was the process you followed to develop the measurements and come to an agreement with the team? E.g., Did you have stakeholders or experts come to the

table to discuss various ways the outcome can be measured? Describe your experience.

3. Please describe the specific measures you developed for the seemingly intangible concept. Can you clarify or explain if the complex concept relates to particular populations or contexts?
4. What are some of the caveats or pointers you can offer to this audience?

If time permits, we will get into additional valuable examples.

We have 4 guests for the panel.

Karen Kinsman

Ruth Juarez

Ayoni Oyenuga

Jordan Cilley

Please send your bio and a headshot by Friday, May 29!