Measuring What Matters

How CORES recognizes resident outcomes

Measuring Resident Impact – A Requirement for CORES Certified Organizations

CORES asks organizations to demonstrate how they are utilizing data to inform program design and demonstrate impact. When CORES launched in 2018, it awarded full points for organizations that demonstrated they were measuring impact, but provided a pathway for initial certification to organizations only tracking outputs. Recertification required organizations to demonstrate they measure outcomes also. CORES 2.0 has updated its requirement at initial certification, to better align with the growth and evolution of the field. **Organizations must demonstrate that they track property-level resident outcomes measures/indicators to earn Certification**. **Outcomes are documented in the Resident Indicators & Analysis Report.**

Why is tracking resident outcomes (in addition to outputs) important?

While tracking participation is important to understand who is being engaged (or not), it does not show whether a program or service improves residents' lives. For example, a well-attended tutoring program with under-trained staff, may not improve educational outcomes. Pairing outputs with resident outcomes helps us understand who is being engaged, what is working, and where there may be a need to adjust services.

Outputs: what did we deliver	Outcomes: what was the impact
Activities and participation	*Changes in residents' well-being and experience*
• Resident participation in services or programs • Number of events or programs hosted • Number of goods or services distributed (such as food or supplies, including dollar figures) • Number of referrals provided	• Satisfaction with resident services staff or programs • Resident experience: power, cohesion and belonging, civic engagement • Housing stability and eviction prevention • Financial well-being, health, community engagement and safety, youth and education

What is a Resident Indicators & Analysis Report?

Organizations are required to demonstrate their tracking of resident outcomes by uploading a **Resident Indicators & Analysis Report** which tracks and analyzes aggregated (deidentified) resident outcomes to demonstrate the value and/or impact of services and is often used to inform future priorities and program design.

This report should include aggregated data for two or more outcomes measures/indicators across multiple impact areas, or a robust set of measures if only tracking in one impact area. This information should be collected and updated at least once every 2 years.

CORES does not specify specific indicators or a format for this report, as these should align with the varying needs of communities you engage and your program priorities. (See next page for more information about impact areas)

Potential Impact Areas & Outcomes Indicators

Impact areas may include, but are not limited to, the areas below. Sample outcomes indicators under each impact area were adapted from **SAHF's 2023 toolkit for resident-centered outcomes measurement**. This is not a required list but includes some industry examples.

Eviction Prevention & Housing Stability

- Median duration of residence
- Move-outs for negative reasons like eviction or poor health
- Move-outs for positive reasons such as purchasing home or no longer needing rental assistance

Financial Wellbeing & Economic Mobility

- Increases in gross income, income from employment, or increased assets
- Increase in median income from employment
- Employment status or % those that gained employment
- Banked / unbanked households

Health & Wellness

- General health status or if health kept resident from doing usual activities in last 30 days (mental or physical)
- ER visits in past 12 months
- Usual place of care and routine primary care
- Enrollment in health insurance
- Food insecurity

Community Engagement & Safety

- Feelings of safety in building
- Feelings of safety in neighborhood
- Voter registration and participation in elections

Youth & Education

- Access to early childhood education
- Young adults graduating from high school
- Completion of higher education or earning degree

Resident Experience & Satisfaction

- Satisfaction with resident services staff or programs
- Sense of power or agency
- Social cohesion and belonging
- Civic engagement
- *See CORES Resident Experience Guide for more information*

How often should we collect data?

CORES requires that organizations collect outcomes data **at least once every 2 years** as part of updating their Resident Indicators & Analysis Report. Here are some additional recommendations:

- Match frequency to how fast the data changes and its value to you. Housing stability data is most valuable (actionable) when evaluated monthly or quarterly. Annual surveys may be sufficient for collecting certain benchmarking outcomes; while more stable data, such as banking or insurance status, may only need collecting every two years.
- Depending on the size of your portfolio and survey needs, consider rotating surveys across a third or half of your portfolio each year to reduce survey fatigue, while also ensuring data is never more than two years old.
- Pull income, move-out reasons, and other indicators from property management data to reduce survey burden.
- Track both shorter-term outcomes (such as health insurance rates) with longer-term outcomes (reported good health) to get more well-rounded insights on the impact of services over time.

What outcomes measures/indicators should I choose?

Property-level CORES tools (Community Scan, Resident Opportunities & Priorities Assessment, Property Services Plan, and Resident Indicators & Analysis Report) are meant to be practical tools for your organization, working together to identify priorities, understand impact, and help to inform necessary updates..

With this in mind, it's important to identify outcomes measures/indicators that have value to you and your partners and align with your program and impact goals. An organizational-, property-, and/or, program-level logic model or theory of change can help identify and map your inputs (staff, programs and services) with (1) goals for impact and (2) measures (the way you will understand impact). You can find further guidance and examples in the CORES Resource Library