

# Metric Criteria Examples

<http://bit.ly/NI-ESCM>

## Metric Criteria Examples

We have used different criteria to assess and select metrics for different projects. The metric criteria you choose to use will depend on the goals of your project and the site or region you wish to monitor. We provide two possible criteria lists below, but these lists can (and should) be adapted to align with unique project goals.

### Criteria Assessment Example 1

(Adapted from the SMART criteria, first written about in the 1981 *Management Review* article by George Doran called, “There’s a SMART way to write management’s goals and objectives.”)

#### **Specific**

- A single variable that accurately describes the outcome

#### **Measurable and repeatable**

- Has the capacity to be counted, is consistent, and transferable
- Are others considering it or actively measuring it in ongoing monitoring programs?

#### **Attainable**

- Collecting the data should be straightforward and cost-effective
- Verified according to local workshop participants and project team

#### **Relevant**

- Tightly connected with the logic model impacts outcomes
- Needed / wanted by stakeholders

#### **Time bound**

- Data can be gathered at the appropriate time or time-frame to reflect what the indicator is attempting to show

#### **Spatial scale**

- Can be measured at project or regional scale (and track which one)

### Criteria Assessment Example 2

1. Could be collected across the country
2. Feasibility of data collection
3. The metric accurately and directly captures the aspect of the ES outcome of interest (or is a good proxy)
4. Changes in the metric could be attributed to the intervention
5. Changes in the metric could be detected within (X time frame)
6. Data on this metric would resonate with important stakeholder