

Impact Measurement Charter

A practical worksheet for designing evidence before reporting impact

Reader-facing utility | Editable master | Complete one charter per program, claim set or review cycle

Use this charter to define the claim you may want to make, the evidence needed to support it, and the limits of what the data proves. Operating fit remains the gate. This worksheet is a measurement aid, not a certification, legal determination, or causal-impact study.

1. Measurement intent

Program / initiative name

Charter owner

Measurement period

Next review date

Operating-fit guardrail

Measurement objective

Intended claim or question**What this evidence would NOT prove**

2. Select the relevant Impact lenses

Select every lens that is genuinely part of the measurement question. A lens identifies a decision dimension; it is not proof of impact by itself.

- ☐ Ownership
- ☐ Location
- ☐ Employment
- ☐ Mission

3. Claim type

Choose the strongest statement type the program is trying to support. Stronger claim types require stronger evidence.

- ☐ Characteristic
- ☐ Commitment
- ☐ Activity
- ☐ Observed outcome
- ☐ Attributed / causal impact

4. Indicator register

Document only indicators that have a decision purpose. Use one card per indicator and add more cards in the editable DOCX if needed.

Indicator 1

Indicator 1 name

Indicator 1 definition / unit

Indicator 1 data source

Indicator 1 accountable owner

Indicator 1 reporting cadence

Indicator 1 baseline (optional)

Indicator 1 target (optional)

Indicator 1 privacy / disaggregation note

Indicator 1 interpretation / limits

Evidence status: ☐ Verified ☐ Supported ☐ Directional ☐ Not measured

Indicator 2

Indicator 2 name

Indicator 2 definition / unit

Indicator 2 data source

Indicator 2 accountable owner

Indicator 2 reporting cadence

Indicator 2 baseline (optional)

Indicator 2 target (optional)

Indicator 2 privacy / disaggregation note

Indicator 2 interpretation / limits

Evidence status: ☐ Verified ☐ Supported ☐ Directional ☐ Not measured

Indicator 3

Indicator 3 name

Indicator 3 definition / unit

Indicator 3 data source

Indicator 3 accountable owner

Indicator 3 reporting cadence

Indicator 3 baseline (optional)

Indicator 3 target (optional)

Indicator 3 privacy / disaggregation note

Indicator 3 interpretation / limits

Evidence status: ☐ Verified ☐ Supported ☐ Directional ☐ Not measured

Indicator 4

Indicator 4 name

Indicator 4 definition / unit

Indicator 4 data source

Indicator 4 accountable owner

Indicator 4 reporting cadence

Indicator 4 baseline (optional)

Indicator 4 target (optional)

Indicator 4 privacy / disaggregation note

Indicator 4 interpretation / limits

Evidence status: ☐ Verified ☐ Supported ☐ Directional ☐ Not measured

5. Evidence & governance check

- [] Definitions are written and time-bound.
- [] Each indicator has a usable source and named owner.
- [] Reporting cadence matches a decision forum.
- [] Provider-level and program-level data are not being mixed.
- [] Sensitive workforce data is minimized, appropriately governed and aggregated where practical.
- [] Provider classifications and any statutory/certification credit are validated separately where relevant.
- [] Causal language is avoided unless the measurement design can support attribution.
- [] Public wording states only what the evidence supports.

Approved reporting language

Known limitations / caveats

Decision or action from this review

ArenaCX working evidence status scale

Verified = evidence source reviewed and definition met. Supported = reliable program data supports the statement, but no independent verification is implied. Directional = incomplete or provisional evidence; use cautious language. Not measured = do not imply a result.

This working scale is an ArenaCX operating aid, not a certification or assurance standard.