

# How to Write a Co-curricular Outcome

Co-curricular outcomes (CCO) are statements of direction that create a bridge between your goals and your strategies. CCOs should support your overall vision of success, but break it down into manageable and actionable focus areas.

## Characteristics of CCOs

- CCOs should be more detailed than goals, but are derived from and support them
- Should address specific functional areas of your program (can address people and skills; operations/processes; growth; clients/customers; or other topics)
- CCOs can address accuracy, efficiency, effectiveness, quality, deficits/gaps in programming, student satisfaction, overall success, among others.
- Used for administrative, educational, and student support services
- Provides measurable information for what we do and how
- Able to be assessed in approximately three years

## Three Components of CCOs:

ACTION VERB	+	DESIRED IMPACT	+	INTENT
See SDW Taxonomy below; dynamic term indicates movement		A phrase or clause that is the target of the action verb; describes what will be measured		Describes clearly what will be implemented in order for the impact to occur- "the how"
Increase		the number of students participating in X program by 10%		by improving social media outreach frequency.
Implement		a staff training program		by administering a staff needs survey by the end of the academic year.
Create		educational opportunities for students		by providing monthly workshops on X
Assess		the effectiveness of programming		by analyzing program survey data completed by students



## Questions to Consider When Developing CCOs:

- Do the proposed CCOs align with and support our vision, mission, and goals?
- What do we want to accomplish?
- What is our approach to achieve success?
- Are your proposed measurements aligned with your CCOs?

## Shults Dorime Williams (SDW) Support Outcomes Taxonomy



Review the action verbs from the SDW Taxonomy ([link](#)) and the examples above to help craft each CCO. The taxonomy and verb wheel can be used to select action verbs that can assist you in developing clear, straightforward CCOs in less time.

## Remember:

Every goal should have at least one CCO.

CCOs should be stated as simply as possible. Useful CCOs are clear and simple declarative sentences.

CCO statements should be unique to your programming and purpose. Some CCOs can be overarching in nature while others can be more contextualized.

Publicize CCOs on your website, annual reports, brochures, etc.

Collaboratively develop CCOs to increase staff engagement.

Do you have an existing data stream(s) to support your CCO?