IMPORTANCE OF EVALUATION

• Provides evidence on the value of our programs
• Allows one to modify a program based on information received
• Provides opportunity to create new programs or stop doing programs that are no longer needed
LEVELS OF EVALUATION

• Evaluation of Program Plans
• Evaluation of Program Implementation
• Evaluation of Program Results
• Evaluation of Program Impacts
LEVELS OF EVIDENCE

• Evaluation of Programs Implementation (Outputs)
• Evaluation of Program Results (Outcomes)
• Evaluation of Program Impact
What does a good evaluation look like?

• Includes multiple levels of data, including demographics
• Based on the issue, target audience, and the intended results
• Provides evidence to tell a “story” of what happened
How Do You Report Data?

• Clear presentation of data is important
• Keep the story simple and to the point
• Tell the story to the stakeholder or stakeholders
• Try to list most significant changes first
How Do You Report Data?

- List total number of respondents and percentages
  - 14 of 26 participants (58%) reported increased energy levels.
  - 30 participants said they increased their daily intake in fruits and vegetables from 2.65 to 3.96 per day
  - 18 of 33 participants (56%) said they went from exercising an average of 3 days a week to 5 days a week for at least 20 minutes
How Do You Report Data?

• Use the Accountability Framework – the structure for “telling our story” to clientele & stakeholders
  • Relevance
  • Response
  • Results
Relevance

• Provides reason for the educational program

• You will need justification on why this is an issue in your county.
  • Texas Community Futures Forum
  • County Committees

• Establishes “grass roots” effort that ties the community to issue
Relevance

*Example:* In 2006, the citizens of Randall County identified “Youth Character Education” and “Parenting Support” as a major issue facing their community.
Response

Response is included to show how the agent “responded” to the identified issue.

• Example: Therefore, the Randall County Extension Office developed six monthly weekend retreats aimed to improve the total family unit by developing positive parenting skills and teaching positive character traits. A total of 183 family members participated in the program (95% Hispanic and 5% White).
Results

• The results section is included to reveal the evaluation strategy, participation totals, and impact data.

• Example: As a result of this program, respondents noted improvements in the following subjects: open communication between family members improved by 52%, listening skills improved by 38%, and overall family being closer together as a result of this program improved by 72%. One husband said, “In all our married years we had never discussed so many things. We learned a lot about communicating in our sessions”.
Expectations for Career Levels

**Level III to Level IV**
Demonstrate long term impacts as a result of educational programs. This includes impact statements that justify the issue, outcomes focused on change, and economic value to program participants.

**Level II to Level III**
Properly evaluating programs; documentation in dossier; using evaluation results to shape future; programming efforts.

**Level I to Level II**
Demonstrate growth in evaluating outcome programs and activities using clientele feedback to improve programs.
Follow the program development process:

- Develop Program Area Committee(s) and Task Forces as appropriate.
- Utilize committees to identify issues and program needs.
- Engage committees/members in the program development process.
- Develop programs, including human and material resources needed.
- Marketing/Promotion
- Conduct Educational program(s)
- Evaluation (Pre-Post, Retrospective Post surveys, Observations). Capture change – economic impact, behavior, knowledge
- Interpretation