



Evaluation Planning & Outcome Measurement

Beyond the Logic Model

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Why Evaluate?



Why Evaluate? (1)

- “Customer satisfaction”
- Program improvement (formative)
- Did people learn? (knowledge, skills)
- Did people change? (adoption)
- Did the situation change? (outcome, impact)

Why Evaluate? (2)

- To document outcomes
- Reporting
- To prove our worth (APR, continuing)
- To keep \$ flowing (grant success)
- Because we have to!

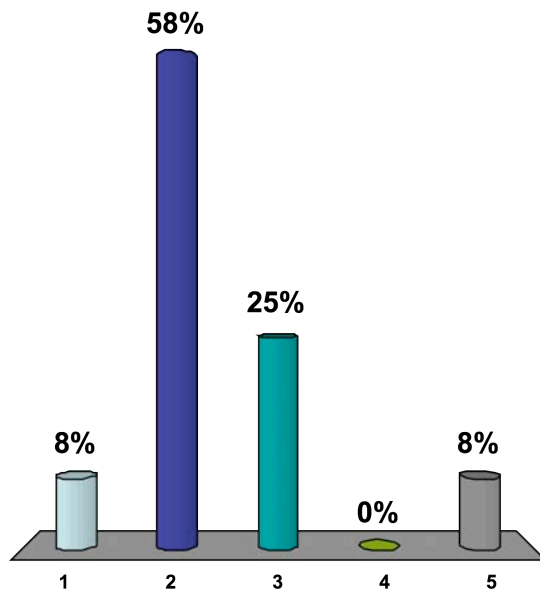
What do you evaluate?



Excellent
 Very good
 Good
 Average
 Poor

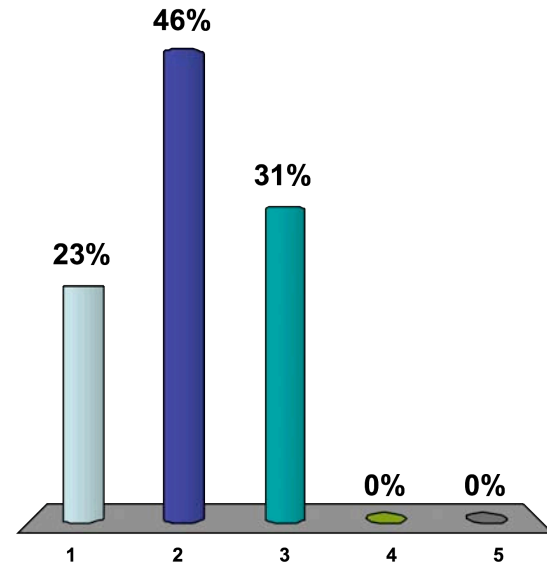
How often to you evaluate “customer satisfaction”?

1. Always
2. Most of the time
(> 66%)
3. Sometimes (34 -
65%)
4. Occasionally (<
33%)
5. Never



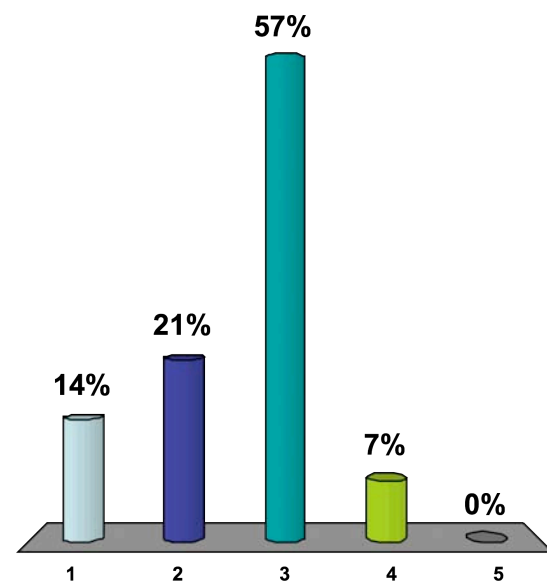
How often to you evaluate clientele learning?

1. Always
2. Most of the time (> 66%)
3. Sometimes (34 - 65%)
4. Occasionally (< 33%)
5. Never



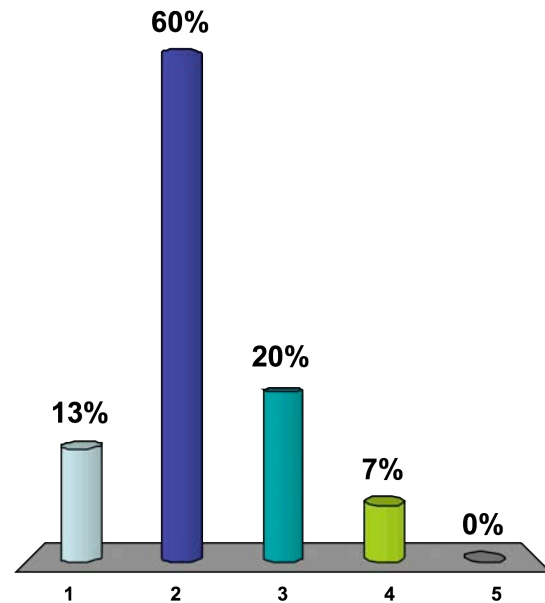
How often to you evaluate application of learning?

1. Always
2. Most of the time (> 66%)
3. Sometimes (34 - 65%)
4. Occasionally (< 33%)
5. Never



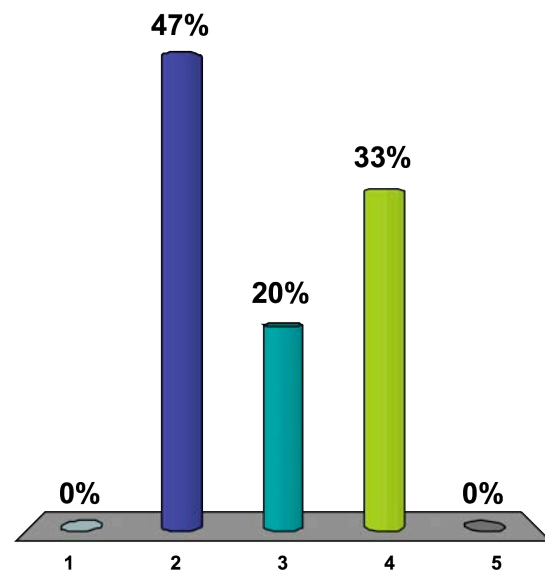
How often to you evaluate Outcomes?

1. Always
2. Most of the time (> 66%)
3. Sometimes (34 - 65%)
4. Occasionally (< 33%)
5. Never



How often to you evaluate impacts?

1. Always
2. Most of the time (> 66%)
3. Sometimes (34 - 65%)
4. Occasionally (< 33%)
5. Never

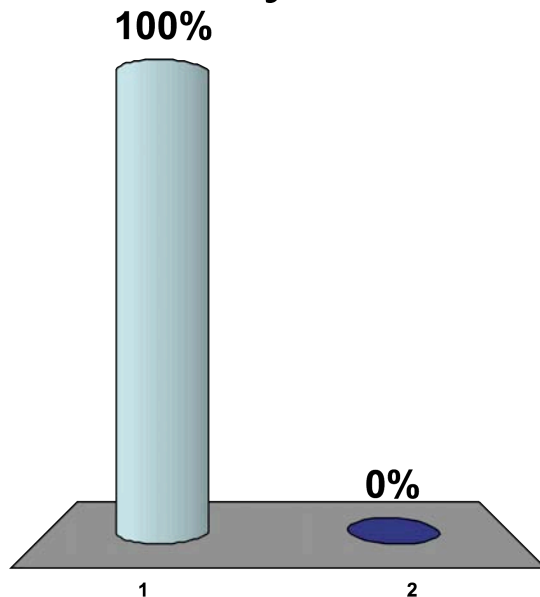


Outcomes versus Impacts

- Short term
 - Increase awareness
 - Increase knowledge
 - Change attitudes
 - Apply knowledge
 - Adopt a practice
- Long term
 - Result of short term outcomes “in the world”
 - Increase profits
 - Improve health
 - Reduce pollution

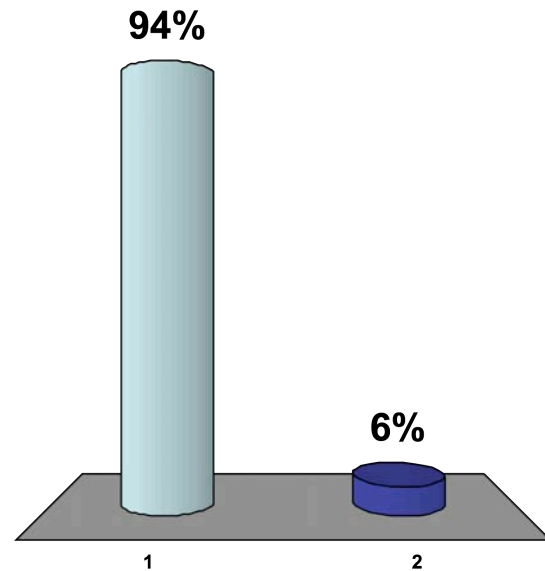
Taught growers how to reduce irrigation but maintain yields

1. Outcome
2. Impact



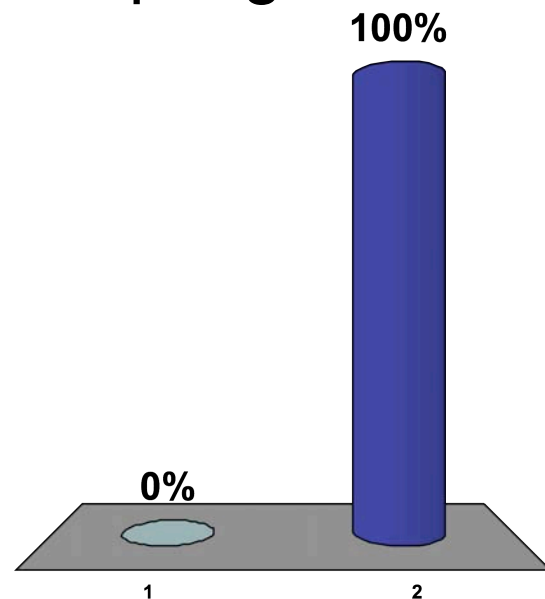
Increased parent awareness of cyber-bullying

1. Outcome
2. Impact



Reduced absentee rates in schools after adopting IPM

1. Outcome
2. Impact



Barriers to Evaluation



Barriers to Evaluation

- Lack of time
- Lack \$
- Lack of knowledge
- Lack of experience
- Low priority / not important
- Not interested
- Other?



Which program should I Evaluate? (PSU tipsheet)

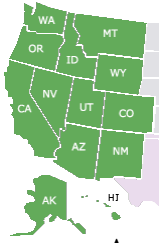
<http://extension.psu.edu/evaluation/titles.html>



Why Evaluate? (2)

- To prove our worth (APR, continuing)
- To keep \$ flowing (grant success)
- Because we have to!





Example: Regional IPM

Applications must provide detailed plans for evaluation of the project.... The evaluation plan should include specific **evaluation objectives** and **measurement indicators** (e.g., adoption rate, number of acres impacted, pesticide use, risk reduction, profitability) that will be used to measure impacts and outcomes resulting from the project. Evaluation plans that include surveys should indicate survey expertise of investigators and/or describe the **survey methodology** that will be used.

Evaluation Planning

- **Evaluation Objectives:** What change do you want to document?
- **Measurement Indicators:** What data will you use to document change?
- **Methodology:** How will you collect the data?

Evaluation Plan (1)

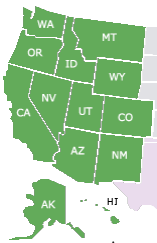
- Objective 1: To measure knowledge of natural enemies (I.D.) & their role in whitefly management.
- Data: Can they identify natural enemies? Do they know the role of specific fauna in whitefly management? (knowledge)
- How: audience response survey

Evaluation Plan (2)

- Objective 2: To collect baseline data on current whitefly management practices.
- Data: self-reported sampling practices and thresholds for treatment, do they consider natural enemies?
- How: survey implemented face-to-face & online.

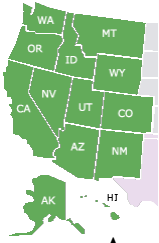
Evaluation Plan (3)

- Objective 3: To measure the intention of clientele to adopt revised thresholds, sampling and management guidelines.
- Data: self-reported attitudes about usefulness of NE in WF control; willingness to adopt.
- How: the same survey implemented face-to-face & online.



Example: Regional IPM

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Example: Regional IPM

Applications must provide detailed plans for evaluation of the project....

...such as logic models or other established methods.



Remember 3 Things:



1. What change do you want to document? (Evaluation Objectives, based on program goals, linked to program activities)
2. What data will you use to document change? (Measurement Indicators)
3. How will you collect the data? (Methodology)

What about your programs?

- Evaluation Objective
- Measurement Indicator
- Methodology

Determining Evaluation Objectives

- Look at desired outcomes & impacts.

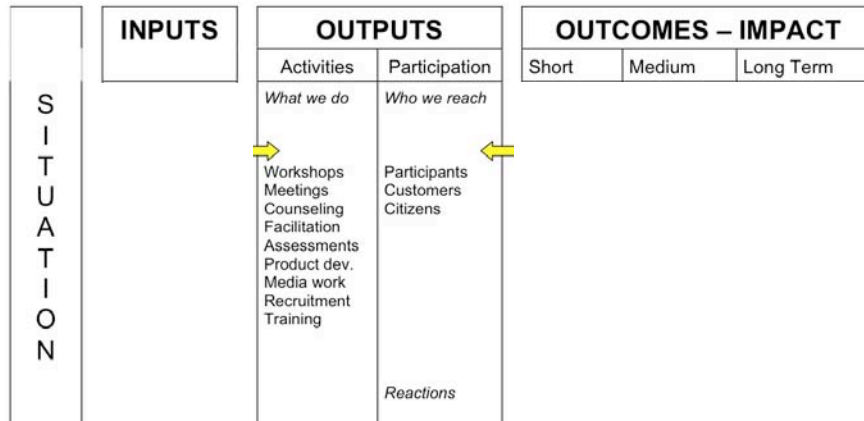
**LOGIC MODEL for
PROGRAM DEVELOPMENT and ASSESSMENT**

S I T U A T I O N	INPUTS	OUTPUTS		OUTCOMES – IMPACT		
		Activities	Participation	Short	Medium	Long Term
				<i>What the short term results are</i>	<i>What the medium term results are</i>	<i>What the ultimate impact(s) is</i>
			Learning	Action	Comprehensive Achievements	
			Awareness Knowledge Attitudes Skills Opinions Aspirations Motivations	Behavior Practice Decisions Policies Social action	Social Economic Civic Environmental	

Determining Evaluation Objectives

- Look at desired outcomes & impacts.
- Be careful about commitments.
- Look at your outputs for who to target, what to focus on. Outputs should relate to desired outcomes.

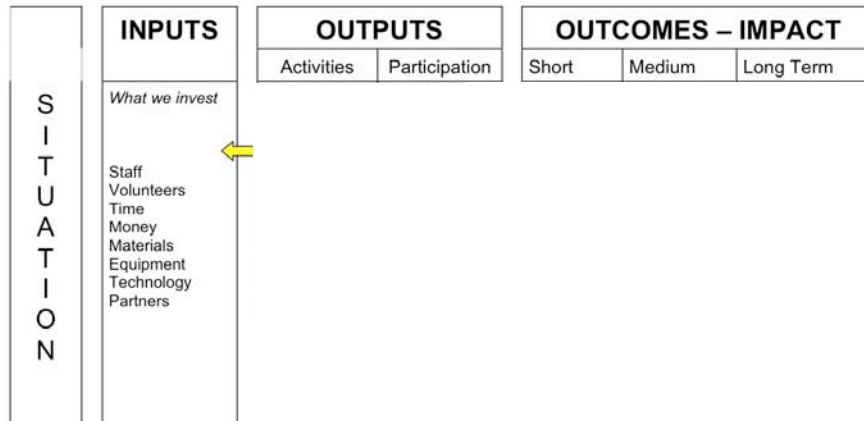
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Determining Evaluation Objectives

- Look at desired outcomes & impacts.
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- Look at your inputs (resources).

LOGIC MODEL for PROGRAM DEVELOPMENT and ASSESSMENT

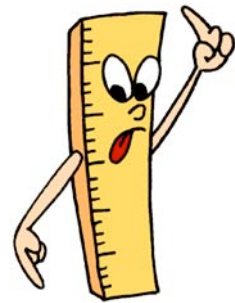


Determining Evaluation Objectives

- Look at desired outcomes.
- Be careful about commitments.
- Look at your outputs for who to target, what to focus on. Outputs should relate to desired outcomes.
- Look at your inputs (resources).
- **Keep it real & prioritize. (Needs, budget, abilities.)**

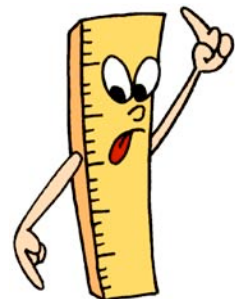
What makes a good Measurement Indicator?

- Is it measurable?
- Are data obtainable?
- Can it be quantified? (or qualified)
- Does it relate directly to your program goals?



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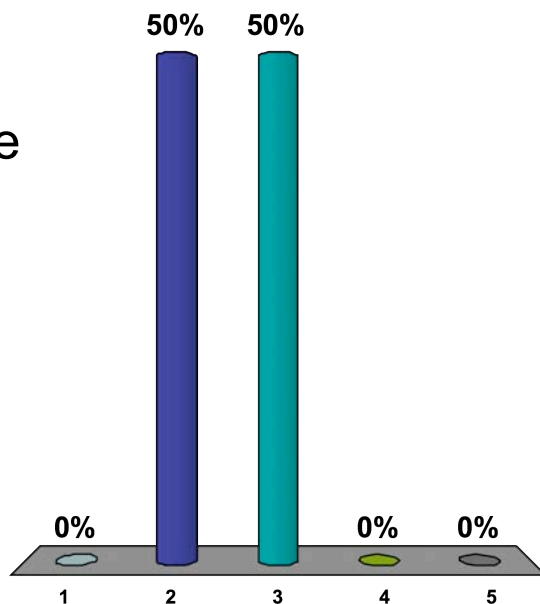


Data Sources (methods)

- Existing or common data (public sources, census data, Dept. of Education, etc.)
- Surveys (written, online, telephone)
- Interviews
- Observations
- Focus groups
- Other...?

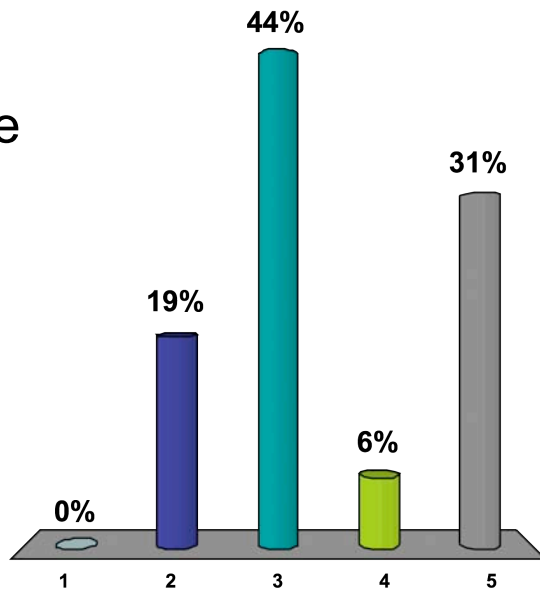
Indicate your level of experience with written surveys

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



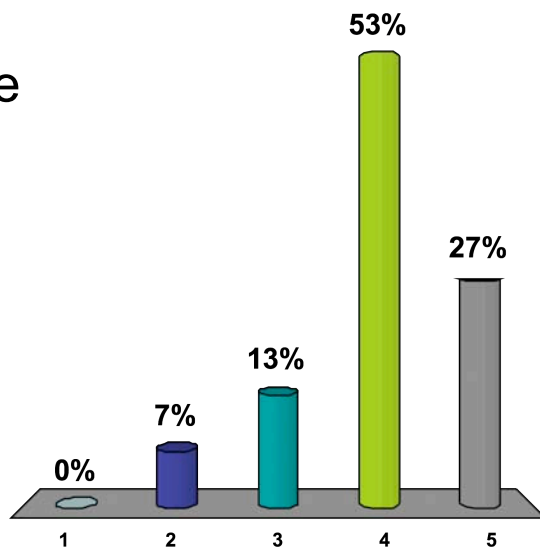
Indicate your level of experience with online surveys

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



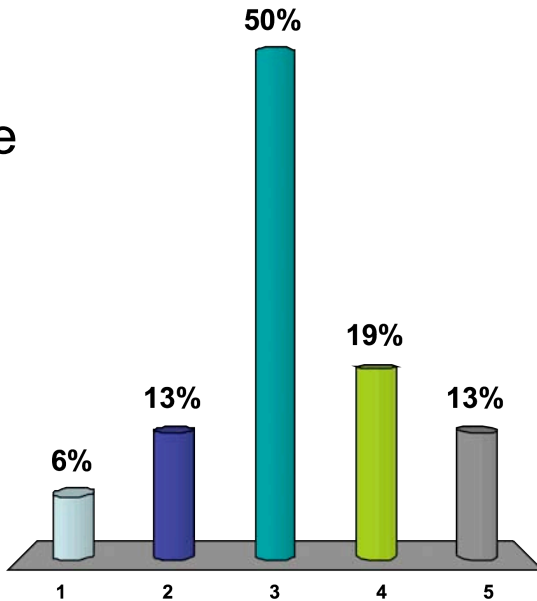
Indicate your level of experience with telephone surveys

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



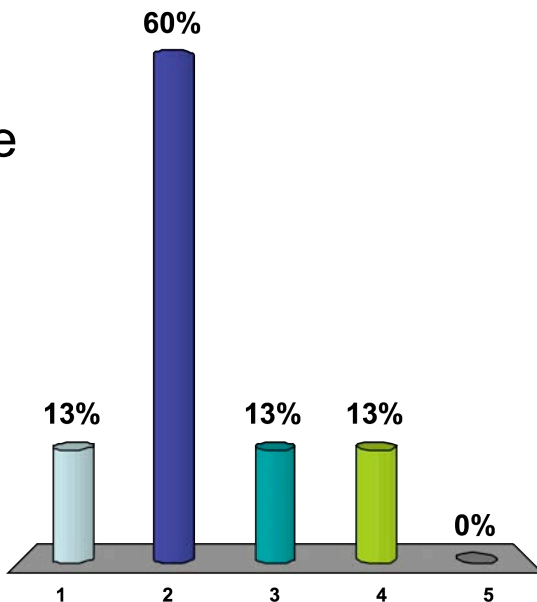
Indicate your level of experience with focus groups

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



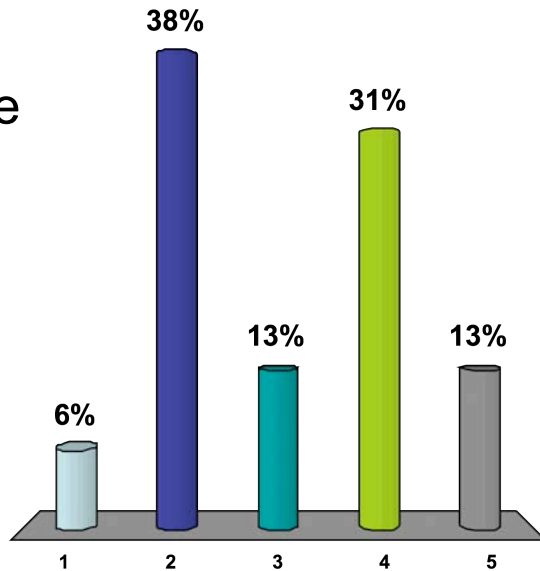
Indicate your level of experience with advisory groups

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



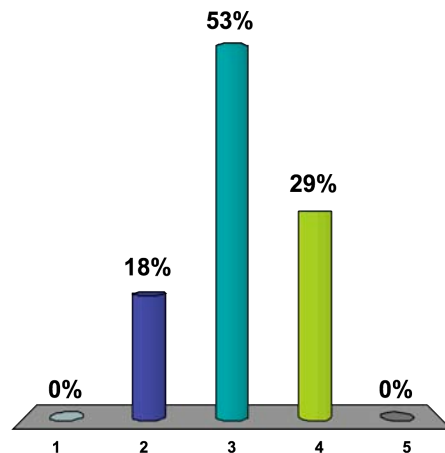
Indicate your level of experience with interviewing

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



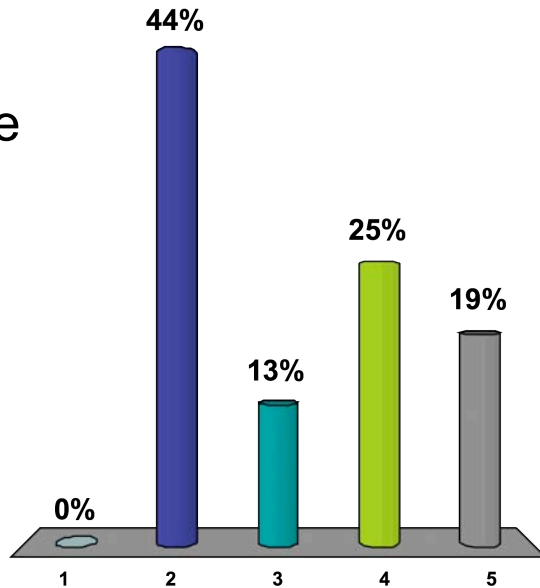
Indicate your level of experience using existing data sources for evaluation

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



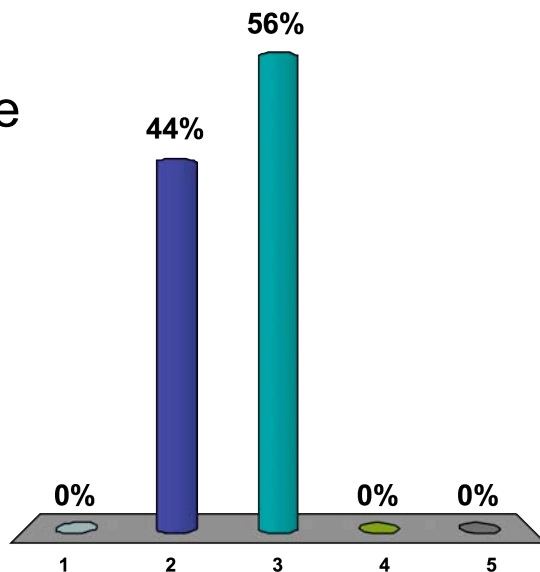
Indicate your level of experience with Human Subjects (IRB)

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



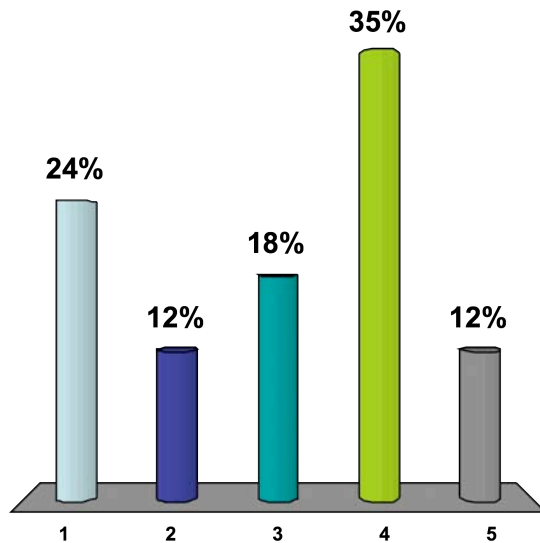
Indicate your level of experience with evaluation planning

1. I am an expert
2. Lots of experience
3. Some experience
4. Tried it once or twice
5. No experience



Indicate your level of familiarity with UA CE evaluation website

1. Used the site more than once
2. Used the site to find resources
3. Viewed the site
4. Heard of it, never visited
5. Never heard of it



Evaluation Planning (PSU tipsheets)

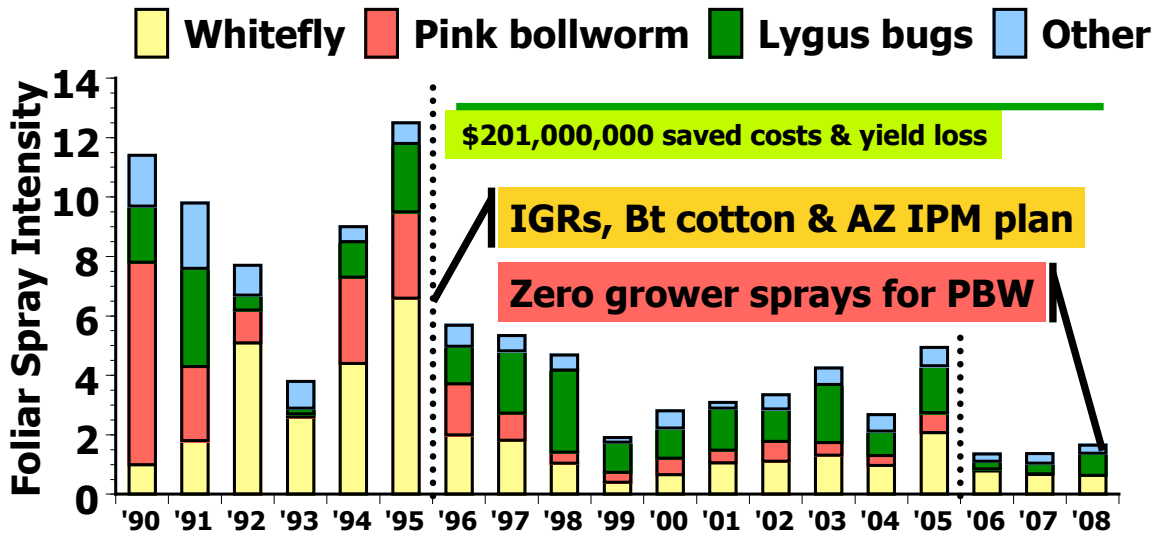
- Evaluation strategy (8 steps)
- <http://extension.psu.edu/evaluation/pdf/TS82.pdf>
- Linking outcomes to program activities and writing Impact statements
- <http://extension.psu.edu/evaluation/pdf/TS81.pdf>

Documenting Impacts

IPM Program Goals (desired impacts)

- Reduce economic risk (profit)
- Reduce risk to human health
- Reduce risk to the environment

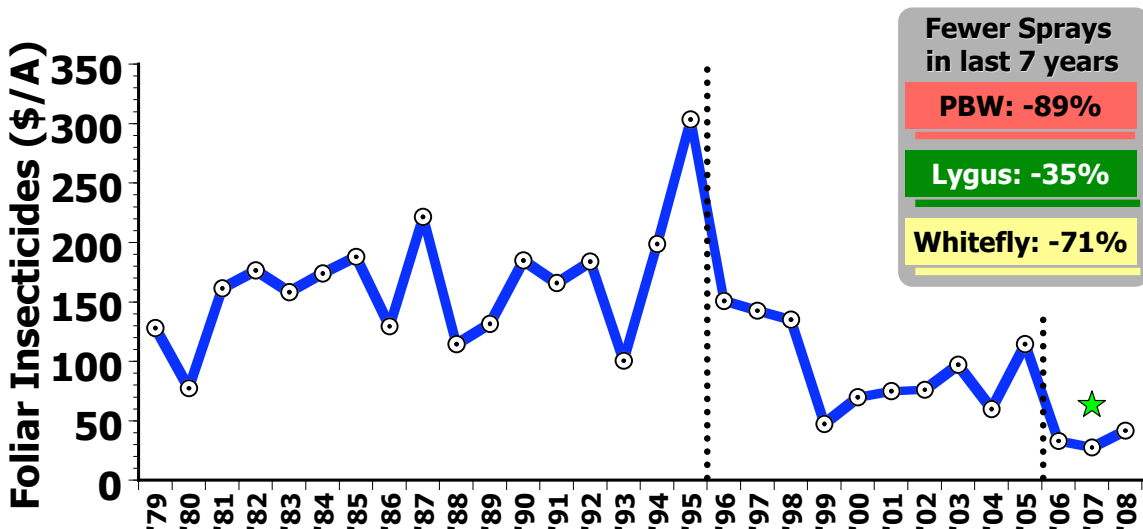
Cotton IPM Saves Millions \$



Ellsworth et al. 2008

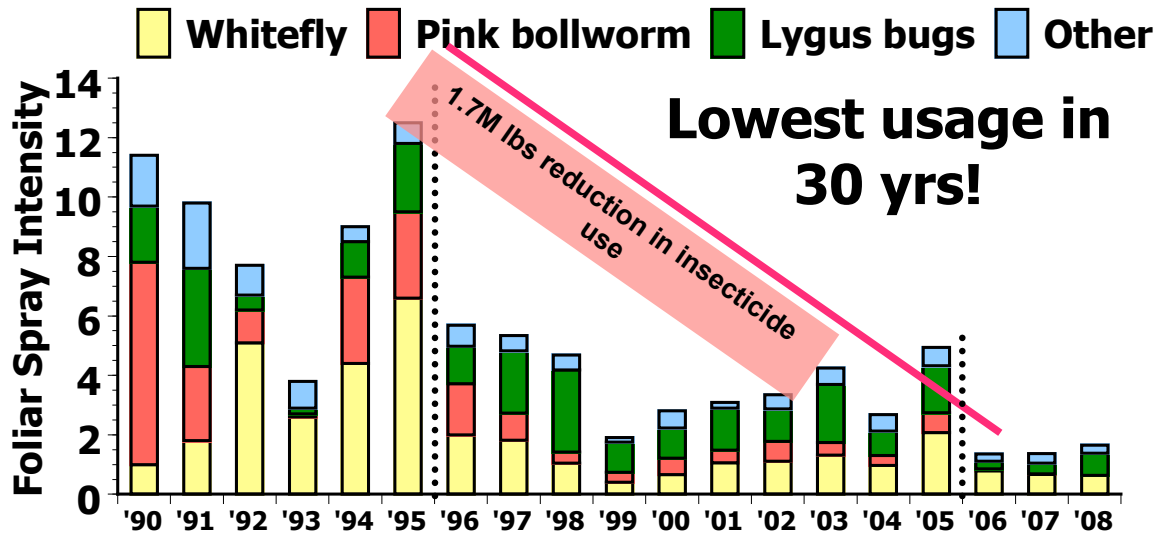
Lowest Costs in 30 years

(inflation-adjusted to 2008 dollars)



Ellsworth 2008

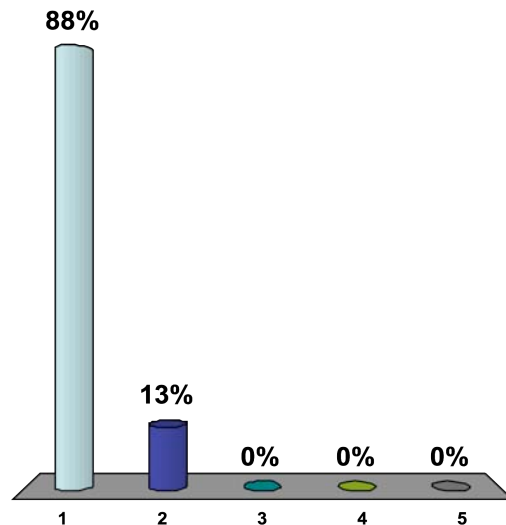
Health & Environment



Ellsworth et al. 2008

What is the likelihood you will use something you learned about today?

1. Very likely
2. Somewhat likely
3. Slightly likely
4. No way
5. Not sure



Resources for Evaluation

- Extension Program Evaluation website
- Other internet resources
- eXtension community of practice

New! Evaluation
Lending Library

