

**Faculty Program Evaluation Support Needs Assessment**  
 CALS Program Evaluation Research and Support Working Group  
 Final Results: Education Needs

**Background:** The purpose of this survey is to identify current program evaluation practices and needs among UA Extension faculty, including campus- and county-based Specialists and Agents. For the purposes of this survey, “Program Evaluation” was defined as the process of collecting input from clientele to document clientele needs and/or to evaluate the short-term outcomes and long-term impacts of specific research and extension program activities.

**Response Rate:** 49/136 = 36%

(1) Rate your **current level of knowledge and skill** about evaluating programs. (1=low, 5=high)

Mean Knowledge Level      3.09  
 Mean Skill Level              2.96

(2) **For what approximate percentage of your programs/activities do you currently collect evaluation data?** Please include any written program evaluations or documented stakeholder input you gather.

Mean response = 50% of programs

(3) **Major Barriers to Evaluation**

- **Lack time to do evaluation** **19**
- Lack of evaluation expertise 6
- Human subjects approval (IRB) 5
- Cost, lack of funding for evaluation 4
- Lack of technical resources, models 4
- Poor response rates, lack of client cooperation 4
- Program implementer doesn’t believe in evaluation 4
  - E.g., “it’s a waste of time”
  - Don’t need formal evaluation
  - Benefits of evaluation unclear
- Type of programs difficult to evaluate 4
- Lack of statistical/analysis expertise 4
- Lack of staff support 2
- Evaluation takes too much time during program 2
- Lack repeated contacts with the same clientele 2
- Bad experiences with past evaluations (poor results) 2
- “The hassle factor” 1
- Not comfortable with doing them 1
- Lack of accountability within College 1
- Too many variables to evaluate 1
- Cultural sensitivity 1
- Lack of baseline data to measure change 1

(6) How important do you feel it is for you to **improve your knowledge and skills** about program evaluation? (1=not important. 5=very important)

Mean = 4.12

26/45 = 58% chose 5 “very important”

(7) What specific **types of programs** would you like to know more about evaluating?

<b>Types of Programs to evaluate</b>	<b>Count</b>
Research projects	1
Working groups	1
Teacher workshops	1
Student programs	1
Train-the-trainer	1
Single-contact programs, workshops	2
Youth programs	2
Noxious weeds / invasive species pgms	2
FCS programs, public health	1
4-H Programs	1
Agriculture Literacy	1
Plant Diagnostics programs	1
Advanced Master Gardener Training	1
Website evaluation	1
Undergraduate curriculum	1
Family programs	1

(8) What practical outcomes or benefits do you hope to gain from improving your PE knowledge and skills? (Quick and dirty summary)

- **Improve programs / program development** **10**
- **Determine / document program benefits /impacts** **9**
- Improved client satisfaction 6
- Make programs more relevant to clients 4
- Improve program impact / results 4
- Demonstrating program relevance (to funders and others) 3
- Getting a 5 on APROL 3
- Measure progress on meeting program goals 1
- Improved cultural sensitivity in client communications 1
- Produce quality evaluation data for publication 1
- Prioritize projects (which are most valuable?) 1
- Improve marketing of programs 1
- Improve ability to get grants (proof of results) 2
- Improve sustainability of programs 1
- Better understand motivations for behavior change 1

- (9) Rate your interest level in each of the following PE topics. (1=low, 5=high)
- Program evaluation basics 3.1
  - **Measuring project outcomes/impacts** 3.7
  - **Assessing client needs** 3.5
  - **Evaluation for improving programs** 3.4
  - Conducting Surveys 2.9
  - Writing objectives and outcomes 3.1
  - Conducting focus groups 2.8
  - Qualitative data analysis 3.2
  - Conducting interviews 2.9
  - Statistics 3.0
  - IRB requirements (Human Subjects) 2.7
- (11) Preferred tools and resources for PE (1=low, 5=high)
- One-on-one counseling 2.7
  - **Workshop (face-to-face)** 3.7
  - **Community of learners** 3.3
  - Workshop (web conference) 2.5
  - **Web resources** 3.1
  - Interactive CD 2.4
  - Library of evaluation instruments 3.0
  - **Program planning tools** 3.3
- List other tools:
- Web design and management
  - Group of folks who would review surveys and evaluations before use