



## Chapter 9: Evaluation

It used to be that programs were evaluated through reports on activities. This would include: how many meetings you organized, how many people attended the meetings, etc. These kind of measurables are now generally referred to as “outputs”.

Although information on outputs should be recorded, the new emphasis in evaluation is on **outcomes/impacts**, or sometimes called success indicators. MSU, funders, and others want to know what has resulted from the activities that you have undertaken.

For example, you organized 10 meetings and had 300 people attend. **So what?** By asking the question ‘So what?’ leads to looking at what has occurred as a result of these activities. Most evaluations want you to focus on answering the question ‘So what?’

The outcomes/impacts you hope to achieve through the activities that you undertake must be identified when planning the activities. The evaluation process starts at the beginning of your planning - it is not something you just do at the end. The reporting system you will do for Extension, called EIS (Extension Information System), incorporates this. By following the logic model described by EIS, your reporting for Extension should be applicable to the information MSU Land Policy Program and others would request of you. In other words, you should only have to do one report (EIS, if done correctly) and can then cut and paste for reports to all others.

### Outcomes/Impacts

As explained in the EIS logic model, there are 3 levels of outcomes/impacts: short-term, intermediate, and long-term. In your first 2 years, you will want to focus on short-term impacts. However, be aware of the others since that is what you want to eventually achieve.

*Short-Term Impacts:* focus on the more immediate changes you expect to see through the work you are doing. Most of these changes have to do with people learning new information, ideas, strategies, etc. The changes might occur in the following:

- Awareness
- Knowledge
- Attitudes
- Opinions
- Skills
- Aspirations
- Goals
- Motivation

#### Web-Based Resources for Logic Models

[www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf](http://www.wkkf.org/Pubs/Tools/Evaluation/Pub3669.pdf)

This is a W.K. Kellogg Foundation site for their entire Logic Model handbook.

Source: Walking Through the Logic Model Process: Basic Workshop handbook, Joanne Sobeck, PhD and Elizabeth Agis, Wayne State University, 2004.

*Intermediate Impacts:* focus on changes you would like to see that people can put into action. These changes might occur in the following:

- Practices
- Behaviors
- Decisions
- Policies
- Social Action
- Product Development

*Long-Term Impacts:* focus on what you hope are the ultimate changes that result from your work. This would be comprehensive change. These changes might occur in the following:

- Social
- Economic
- Civic
- Environmental

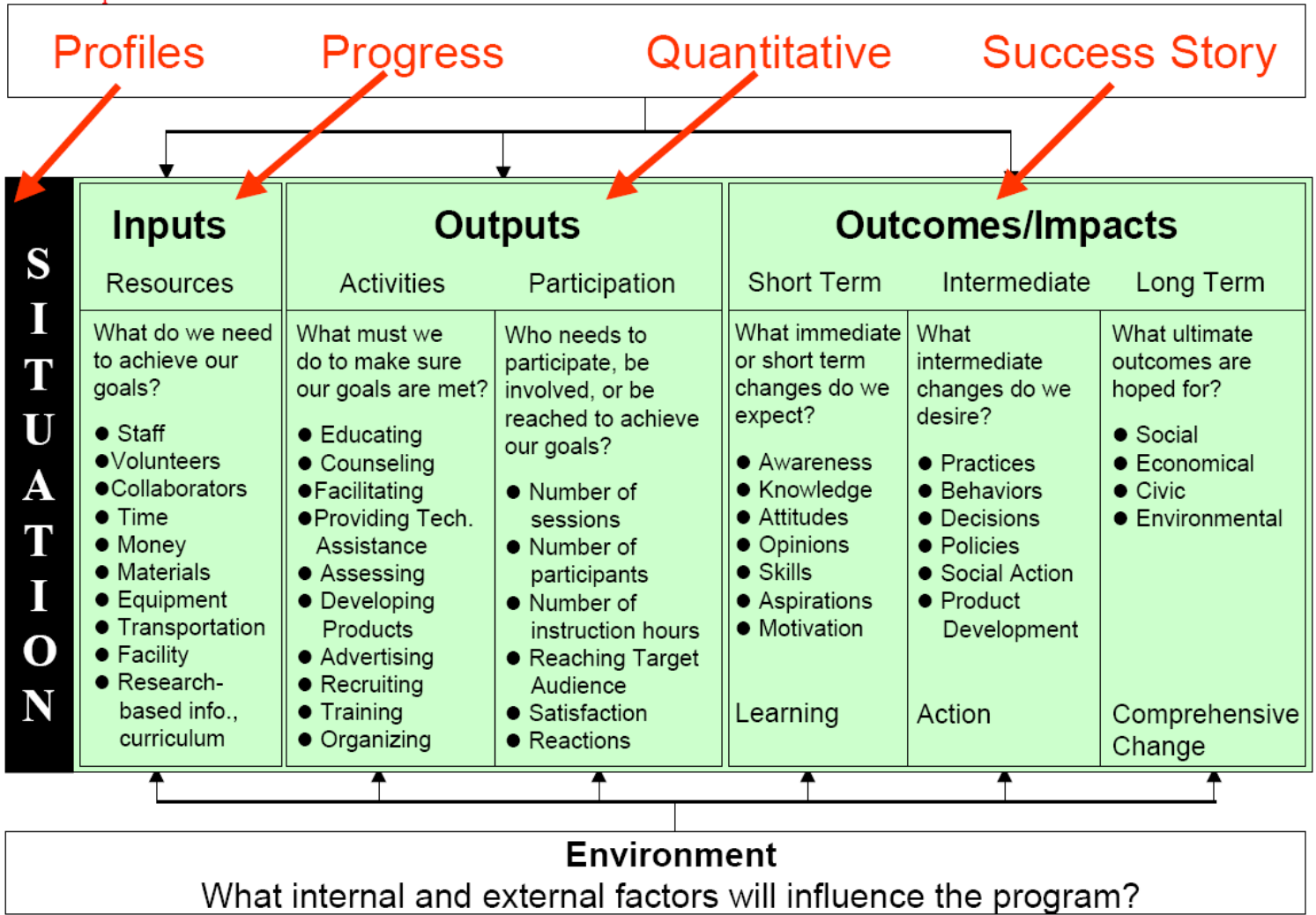
At all three levels, measuring the change is critical - and also very challenging. During the initial planning for an activity thought must be given to what changes you want to have as a result of that activity. Then you must devise a way to measure that change.

### **Supplemental Information**

The rest of the chapter consists of examples for Kent County that can be used as templates for your program. Please note that a lot of the information will be different for your county/region, but the basic framework of the materials should be useful.

# Extension Program Planning Logic Model Integrated into EIS

EIS Components in Red



Adapted from UW EX-Cooperative Extension, E. Taylor-Powell by Bruce Haas, MSU Extension, 2002