

# **PROGRAM EVALUATION AND REPORTING BEST PRACTICES**

**ERME 2024**  
**Salt Lake City**

# ***“RESULTS”* SECTION IN RVS**

## **Results**

### **What Producers Will Learn, Achieve, Apply**

<b>Outcome</b>	<b>Topic</b>	<b>Producer action</b>	<b>Est #</b>	<b>Act #</b>	<b>When verified?</b>	<b>How verified?</b>
1. Participants' understanding of the solar industry will increase.	Alternative energy investments	Understand	180	8	March - August 2023	Post-workshop evaluation
2. Participants' understanding of potential environmental, community, and wildlife impacts of entering into a solar lease will increase.	Environmental regulations	Understand	180	10	March - August 2023	Post-workshop evaluation



# **RUN A CHECK ON YOUR OUTCOMES**

## **“SMART” OUTCOMES**

- **Specific**
- **Measurable**
- **Achievable**
- **Relevant**
- **Time-Bound**



# COMMON MISTAKES

*Not specific enough:*

“Beginning farmers gain practical skills through workshops and training.”



“Beginning farmers learn practical skills **in operating heavy machinery** through workshops and training.”

# COMMON MISTAKES

## *Combining multiple outcomes:*

“Participants will learn and practice safe tank cleaning practices to eliminate pesticide residue in spray tanks.”



“Participants **increase their understanding** of cleaning practices that eliminate pesticide residue in spray tanks.”

“Participants will **implement at least one new cleaning practice.**”



# COMMON MISTAKES

*Mistaking activities and outputs  
for outcomes:*

“Producers continue to work regularly with an instructor on data gathering, financial benchmarking, and cover crop risk management education.”



“Producers work with their **instructors to improve financial benchmarking practices.**”



# COMMON MISTAKES

*Not choosing the appropriate  
producer action:*

“Participants will improve their skills in record  
keeping and financial analyses”- IMPLEMENT producer  
action



“Participants will improve their skills in record  
keeping and financial analyses”- UNDERSTAND producer  
action.

“Participants will use their skills to improve their  
recordkeeping practices.”- IMPLEMENT producer action



# COMMON MISTAKES

## *Website visits as outcomes:*

**“Producers will correspond with the project team via website visits, newsletters, emails, texts, and phone calls for additional education.”**



**Move to “educational contacts” section of RVS.**



# ***“RESULTS”* SECTION IN RVS**

## **Results**

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# WAYS TO MEASURE: “*UNDERSTAND*”

“Participants will increase their understanding of effective marketing strategies for agritourism.”

## 1. Self-report

How would you rate your understanding of agrotourism marketing strategies both before and after the workshop?

	LEVEL OF UNDERSTANDING <u>BEFORE</u> THE WORKSHOP			LEVEL OF UNDERSTANDING <u>AFTER</u> THE WORKSHOP		
	<i>High</i>	<i>Moderate</i>	<i>Low</i>	<i>High</i>	<i>Moderate</i>	<i>Low</i>
Agrotourism marketing strategies						



# WAYS TO MEASURE

## *“UNDERSTAND”*

**“Participants will increase their understanding of effective market strategies for agritourism.”**

**2. Observation**

**3. “Homework”**

# WAYS TO MEASURE:

## *DEVELOP*

**“Producers create a cover crop plan that mitigates risks to their crop insurance policy.”**

### **1. Review products**

**Project staff, project partners**

### **2. Project presentations**

**Incorporate evaluation into the program**





# WAYS TO MEASURE

## ***“IMPLEMENT”***

**“Producers will adopt regenerative practices like increased biodiversity and cover crops for climate resiliency on their farms.”**

### **1. Behavioral intention**

How likely are you to implement cover crops on your farm in the next growing season?

- 1) Extremely likely
- 2) Somewhat likely
- 3) Not at all likely



# WAYS TO MEASURE

## ***“IMPLEMENT”***

- 2. Interviews and focus groups**
- 3. Observe “change”: New approach, new practices**
- 4. Document review: Activity logs; Sales records; Equipment rental records**

# **PROGRAM EVALUATION TIPS**

## **FOCUS YOUR EVALUATION**

Be strategic and realistic

Manageable number of outcomes

## **DON'T START WITH METHODS**

Start with a plan; consider a logic model

## **START EARLY | INTEGRATE EVALUATION**

**WITH PROGRAM PLANNING**

## **LEVERAGE YOUR STRENGTHS AND**

**INTERESTS**





# **PROGRAM EVALUATION TIPS**

## **INTEGRATE EVALUATION INTO OTHER PROGRAM ACTIVITIES**

Communication, training activities

## **CONSIDER INFORMAL EVALUATION**

## **ONLY COLLECT DATA THAT YOU WILL USE**

## **DON'T START FROM SCRATCH**

Reference resources from NGO evaluation,  
Extension evaluation, BFRDP evaluation,  
Agricultural education evaluation

**THANK YOU!**

**amulya@umn.edu**