DFFS QUESTION BANK

Monitoring and Post Questions for Short-term Outcomes
and
Follow-up Questions for Medium- and Long-term Outcomes

What can we learn from outcomes?

It is essential to examine reported outcomes from different evaluation perspectives:

- Outcome Indicators - The most obvious is "# of participants who learned about XYZ." This indicator shows the outcome of our program - participants learned something.
- Program-specific topics – Asking questions about specific topics helps us understand what participants learned, showing how effective our program was.
  - Looking at what topics have the highest rating by participants, we see new information or which topics were most popular or interesting.
  - However, these responses can also be flipped as we focus on what was rated the lowest to see which topics were least understood or not of interest.
- Looking at the data from these perspectives may lead us to review our program/curriculum with these questions:
  - Are we presenting the topic in a way that facilitates learning?
  - Is this a topic that is important or of interest to our participants?
  - Is this a topic that most of our participants already know a great deal about? Might we need to remove it, revise it, or do something else?

By reviewing our collected evaluation data for outcomes and program effectiveness, we can reduce the number of questions asked to avoid survey fatigue by respondents, resulting in lower quality data.

Using this Guide

On the following pages are tables for evaluating DFFS outcomes – short-, medium-, and long-term. Table columns show the logic model outcome, the evaluation question with response options, how to measure collected responses, outcome indicators in DM, and examples for writing those results in an impact statement. The DFFS logic model is shown at the end of this document.

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DFFS Logic Model Outcomes and Corresponding Evaluation Questions and Responses

Diversified Farming and Food Systems				
Outcome	**Evaluation Question and Responses**	**Responses to Report**	**Indicator in Digital Measures Learning Events**	**Example of using this information for writing impact**

SHORT-TERM – Increased Awareness and Education
 	
1.1 Awareness of diversified farming and food systems
	Post Survey Item:
	Indicate your level of knowledge of these issues: Before and After
	[insert issues from list]
	  a. None
	  b. A little
	  c. Some
	  d. A lot
		Total # = # of participants indicating an increase from before to after (only count each participant once)	1.1.1 # of stakeholders who learn about diversified farming, crop production, sustainable practices and technologies, available resources, assistance and technical support, business operations, marketing, and role of diversified agriculture in a local food system	A total of # participants increased their knowledge of _____.

	Monitor	count of certificates awarded	1.1.2 # of certifications awarded (farmers market, community garden, urban agriculture, etc.)	There were # participants who received certificates for _____.
	Monitor	count of communities, state and local governments, schools, and organizations informed of or involved in diversified farming and local food systems	1.1.3 COMM – # of communities, state agencies, local governments, schools, and organizations made aware of diversified farming and local food systems	Purdue Extension provided some # _____ [communities, state and local governments, schools, organizations] with information about diversified farming and local food systems.
1.2 Foster connections between stakeholders involved in diversified farming and food systems	Monitor	count of organizations partnering at DFFS events	1.2.1 COMM – # of organizations (schools, government, farmer organizations, NGO's) partnering in DFFS events	For the _____ [DFFS event] there were # partner organizations, including _____, _____ and _____.
	Monitor	count network and social media connections	1.2.2 COMM – # of network contacts for newsletter and social media accounts	For the _____ [DFFS newsletter] there were # network contacts in [2020].
	Monitor	count of participants (attendance)	1.2.3 # of individuals who attended a DFFS networking event	At the _____ [DFFS event] there were # attendees.

Diversified Farming and Food Systems				
Outcome	Evaluation Question and Responses	Responses to Report	Indicator in Digital Measures Impact Statements	Example for writing impact
MEDIUM-TERM – Changes in Behavior 2.1 Adoption of best practices and technologies resulting in more diverse farming and food systems that are viable	Post Survey Item: Based on your participation in today's [program/event], what recommended practices do you plan to apply? a. [insert practices from list] b. c. I was already doing the recommended diversified farming and food systems practices d. I did not adopt practices e. does not apply to me	Total # = Agree + Strongly Agree	2.1.1 # of producers/participants indicating adoption of recommended practices to increase viability of their farming systems and marketing of local foods (NIFA GF1.4a)	As a result of attending [DFFS event], # participants intend to apply practices for _____ to their farm or project.
	12-month Follow-up Survey Item: As a result of attending the [program] [in the past], what new, recommended practices did you adopt for your farm or operation? (Select all that apply) a. [insert practices from list] b. c. I was already doing the recommended diversified farming and food systems practices d. I did not adopt practices e. does not apply to me	Total # = # of participants indicating a. diversifying farming systems, b. marketing of local foods, or c. creating, improving, or strengthening business (only count each participant once)		In the 12 months since the [DFFS event], # participants reported they had adopted recommended practices to their farm or operation. Participants adopted diversifying farming systems (90%), marketing or local foods (80%), and creating, improving, or strengthening business (70%). NOTE: hypothetical data here, but it is illustrating that you pick the top 3 or so and list them in descending order.
	12-month Follow-up Survey Item: Since attending this program/event, I: (select all that apply) a. Started a new business b. Improved or expanded my existing business or operation c. Strengthened my existing business or operation d. I did not do any of these e. Does not apply to me	Total # = # of participants indicating a. Started a new business b. Improved or expanded my existing business or operation c. Strengthened my existing business or operation (only count each participant once)	2.1.2 # of businesses created, improved or strengthened	In the 12 months since the [DFFS event], participants had started a new business (##%), improved or expanded their existing business/operation (##%), and strengthened their existing business/operation (##%). NOTE: list in descending order.

Diversified Farming and Food Systems				
Outcome	Evaluation Question and Responses	Responses to Report	Indicator in Digital Measures Impact Statements	Example for writing impact

2.2 Enable networking among stakeholders	Post Survey Item:
	As a result of attending the [program/event]:
	Did you develop relationships, interact or connect with other farmers, producers, participants, and people interested in diversified farming and local food systems?
	    a. Yes
	    b. No
	
	If Yes, please explain: _____
		Total # = Yes	2.2.1 COMM – # of relationships, partnerships, and collaborations established, developed, and maintained among stakeholders interested in diversified farming and food systems	As a result of attending the [DFFS event], # participants developed relationships or connected with other farmers, producers and participants.
				
				Most common responses that participants reported about their interactions with others were _____, and _____, and _____

	12-month Follow-up Survey Items:
	Since attending the [program/event] in the past/last year,
	have you continued or developed relationships, connections or interactions with others you met while at the conference?
	    a. Yes
	    b. No
	If Yes, please explain: _____
		Total # = Yes		In the 12 months since the [DFFS event] # participants continued or developed relationships, connections or interactions with others they met at the event.
				
				Most common responses that participants reported about their interactions with others were _____, and _____, and _____

	12-month Follow-up Survey Item:
	As a result of attending the [program/event] in the past/last year:
	Did you connect with a more experienced farmer, producer or participant?
	    a. Yes
	    b. No
	If yes, in what areas did this interaction advance your understanding or help your operation?
	    a. [insert topics from list]
	    b.
	        Other, please specify _____
		Total # = Yes	2.2.2 # beginning agricultural enterprises connected with more experienced agricultural enterprises	As a result of the [DFFS event], in the 12 months since the event, # participants reported they connected with more experienced farmers or producers.
				
				The most common areas for these interactions were: ABC (##%), XYZ (##%) and 123 (##%).
				
				NOTE: list in descending order.

Diversified Farming and Food Systems				
Outcome	Evaluation Question and Responses	Responses to Report	Indicator in Digital Measures Impact Statements	Example for writing impact
LONG-TERM – Impact on Community and System

3.1 Create viable diversified farming and food systems across Indiana | 12-month Follow-up Survey Item:
Since adopting a new, recommended practice, have you experienced: (select all that apply)
{may need explanation of these}
___sustainable yields
___increased efficiency
___improved economic returns
___increased local food sales
___reduced inputs
___increased farmer resiliency
___improved conservation of resources
___other _____
___does not apply to me

If "improved economic returns" was selected:
Did you experience increased revenue or decreased expenses?
___increased revenue
___decreased expenses
___both increased revenue and decreased expenses.

What is the estimate of the financial improvement you experienced from these recommended practices in the past year?
___don't know
___$0 to $500
___$501 to $1,000
___$1,001 to $1,500
___$1,501 to $2,000
___Over $2,000
___No financial improvement experienced

If yes, please explain your financial improvement. _____ | Total # = # of participants indicating any response other than "does not apply to me"
(only count each participant once) | 3.1.1 # of viable farm and food systems (sustainable yields, increased efficiency, improved economic returns, increased local food sales, reduced inputs, increased farmer resiliency, and improved conservation of resources) | In the past 12 months, [DFFS event] for those participants who reported they had adopted practices, they experienced improved economic returns (##%) increased efficiency (##%), reduced inputs (##%).

NOTE: list in descending order.

For those who reporting financial improvement, ##% experienced increased revenue.

There were # participants who reported estimated financial improvement of $1,001 to $1,500, followed by # with $0-$500, and # with over $2,000.

NOTE: list in descending order.

Participants explained that the financial improvement was _____ (##%), _____ (##%), and _____ (##%). |

Diversified Farming and Food Systems				
Outcome	Evaluation Question and Responses	Responses to Report	Indicator in Digital Measures Impact Statements	Example for writing impact
3.1 (continued) Create viable diversified farming and food systems across Indiana	Post Survey Item: Are you affiliated with an organization, farm, operation or group that is minority- or women-led? a. Yes b. No c. Not sure d. I prefer not to answer	Total # = Yes	3.1.2 # of minority/diverse operations in the farm community and food system	There were # [DFFS event] participants who were affiliated with an organization, farm, operation or group that is minority- or women-led.
	Post or Follow-up Survey Item: Are you involved with any of the following? (select all that apply) a. farmers markets b. online markets c. enhanced stakeholder webpages d. institutional purchasing e. community gardening efforts f. formalized markets g. certification processes h. government supports i. local food councils j. Other, please specify: _____ k. Not involved with any local food system infrastructures	Total # = add responses	3.1.3 COMM – # of local food system infrastructures in Indiana (farmers' markets, online markets, enhanced stakeholder webpages, institutional purchasing, community gardening efforts, formalized markets, certification processes, government supports, local food councils)	[DFFS event] participants reported that they are involved with farmers markets (##%), community gardening efforts (##%) and online markets (##%). NOTE: list in descending order.
3.2 Create functioning networks that support diversified farming and food systems	Post or Follow-up Survey Item: Are you a representative of any organizations or agencies coordinating with Purdue Extension? a. Yes b. No c. Not sure d. I prefer not to answer	Total # = Yes	3.2.1 COMM – # of partner organizations/agencies coordinating with Purdue Extension	[DFFS event] participants (#) reported they represent organizations or agencies coordinating with Purdue Extension.

Diversified Farming and Food Systems				
Outcome	Evaluation Question and Responses	Responses to Report	Indicator in Digital Measures Impact Statements	Example for writing impact
3.2 (continued) Create functioning networks that support diversified farming and food systems	**Follow-up Interview Items:** What stakeholder groups are you a member of? Approximately, how many members are in those groups?	Total # of members	3.2.2 # of members in stakeholder groups dedicated to diversified farming and food systems (engagement)	Stakeholder interview participants identified they were members of groups ____, ____, and ____. Stakeholder interview participants indicated membership numbers for their groups were _____.

	Post or Follow-up Survey Item:
	Have you partnered with Purdue Extension on external grant opportunities?
	    a. Yes
	    b. No
	    c. Not sure
	    d. I prefer not to answer
		Total # = Yes	3.2.3 COMM – # of stakeholders partnering on external grant opportunities	[DFFS event] participants (#) reported they had partnered with Purdue Extension on external grants.

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NAME OF PROGRAM: Diversified Farming and Food Systems

Please note:
- This logic model is created to establish a common set of outcomes for all the programs and events offered to the public via the DFFS team. It also provides a consistent and measurable approach to evaluating these outcomes.
- Also, DFFS has stakeholders on different levels: individual and community. Outcomes listed are for individuals (farmers, producers, vendors, managers, participants, etc.), except where marked with a COMM to indicate community, organization, agency, government or school, etc. These levels help address the variety of efforts across programs in DFFS.

SITUATION: Local food sales and production continue to increase in Indiana creating a strong demand for regional food production. Recognizing that diversified farming operations need alternative support for education, networking and programming, DFFS members are working together to create comprehensive research-based education and programming for diverse audiences, many of whom are new to Purdue Extension. New technology is the platform for beginning and local food farmers to engage with consumers in direct and intermediated marketing channels. It is also a way for farmers to network with one another and learn from Extension. By engaging these farming audiences, we are supporting the increase of agricultural business opportunities in Indiana.

County Educators select from these goals for their annual activities:

GOAL 1: To build capacity for all forms of farm diversification throughout the state through innovative educational programs, practical research, connecting people, relationship building, and networking.

-or-

GOAL 2: To enhance the sustainability of farmers and local businesses to position themselves to take advantage of opportunities and technology adoption in the local and regional food supply chains, including the supply, procurement, and consumption of Indiana food products.

INPUTS What we invest	OUTPUTS *Activities* What we do	OUTPUTS *Participation* Who is reached	INCREASED AWARENESS AND EDUCATION (Short-Term)	CHANGES IN BEHAVIOR (Mid-Term)	IMPACT ON COMMUNITY AND SYSTEM (Long-Term)
Purdue Investments ▪ Extension Educators, Field Staff, Faculty, Campus Staff ▪ Purdue Ag Centers ▪ Agriculture Communications **Partnerships** ▪ State agencies (e.g ISDA) ▪ Farmer organizations ▪ Federal agencies (e.g. SARE, NRCS) ▪ AgrAbility ▪ Local food councils ▪ Agribusinesses ▪ Cooperatives ▪ Other Universities/Extension ▪ eXtension ▪ PK-12 Schools	• Organize statewide conferences ▪ Organize regional conferences, summits, and workshops ▪ Create/compile online educational resources • Create and organize educational programs and professional development opportunities ▪ Create and organize networking activities	▪ Extension educators ▪ Diversified producers including beginning through established, scale neutral, urban/rural, Military Veterans, underserved populations ▪ Food businesses ▪ Allied industries ▪ Retailers ▪ Non-profit organizations ▪ Consumers ▪ Assistance programs	1. What do we think participants will know, feel, or be able to do after participating in the program? **1.1 Awareness of diversified farming and food systems** 1.1.1 # of stakeholders who learn about diversified farming, crop production, sustainable practices and technologies, available resources, assistance and technical support, business operations, marketing and role of diversified agriculture in a local food system 1.1.2 # of certifications awarded (farmers market, community garden, urban agriculture, etc.) 1.1.3 COMM – # of communities, state agencies, local	2. How do we think the participants will behave or act differently after participating in the program? **2.1 Adoption of best practices and technologies resulting in more diverse farming and food systems that are viable** 2.1.1 # of producers/participants indicating adoption of recommended practices to increase viability of their farming systems and marketing of local foods (NIFA GF1.4a) 2.1.2 # of businesses created, improved or strengthened **2.2 Enable networking among stakeholders** 2.2.1 COMM – # of relationships, partnerships, and collaborations established, developed, and maintained among stakeholders	3. What kind of impact can result if the participants behave or act differently after participating in the program? **3.1 Create viable diversified farming and food systems across Indiana** 3.1.1 # of viable farm and food systems (sustainable yields, increased efficiency, improved economic returns, increased local food sales, reduced inputs, increased farmer resiliency, and improved conservation of resources) 3.1.2 # of minority/diverse operations in the farm community and food system 3.1.3 COMM – # of local food system infrastructures in Indiana (farmers' markets, online markets, enhanced stakeholder webpages, institutional purchasing, community

| Data

- Local, state and national data
- Primary data (e.g., program evaluations)

Funding
- Internal funding
- External funding | - Develop and maintain promotional materials
- Connect people to the above mentioned resources and programming
- Answer DFFS related stakeholder questions | - Governmental agencies
- Farmers market managers
- Producer groups
- Students – primary, secondary, tertiary
- Teachers, school food service managers
- Policy-makers, state and national elected officials | governments, schools, and organizations made aware of diversified farming and local food systems

1.2 Foster connections between stakeholders involved in diversified farming and food systems

1.2.1 COMM – # of organizations (schools, government, farmer organizations, NGO's) partnering in DFFS events

1.2.2 COMM – # of network contacts for newsletter and social media accounts

1.2.3 # of individuals who attended a DFFS networking event | interested in diversified farming and food systems

2.2.2 # beginning agricultural enterprises connected with more experienced agricultural enterprises | gardening efforts, formalized markets, certification processes, government supports, local food councils)

3.2 Create functioning networks that support diversified farming and food systems

3.2.1 COMM – # of partner organizations/agencies coordinating with Purdue Extension

3.2.2 # of members in stakeholder groups dedicated to diversified farming and food systems (engagement)

3.2.3 COMM – # of stakeholders partnering on external grant opportunities |
| | | | **EVALUATION**
Monitor refers to documenting.
Evaluate refers to measuring.

1.1 Awareness

1.1.1. Monitor = count of participants/attendees at DFFS events
1.1.2. Monitor = count of certificates awarded
1.1.3. Monitor = count of communities, state and local governments, schools, and organizations informed of or involved in diversified farming and local food systems

1.2 Foster connections

1.2.1. Monitor = count of organizations partnering at DFFS events
1.2.2. Monitor = count network and social media connections | **EVALUATION**
Evaluate refers to measuring.

2.1 Best practices adoption

2.1.1. Evaluate = at or immediately after DFFS event (intend/plan to adopt)
2.1.1 Evaluate = 12-month follow-up evaluation – participants/attendees self-report on actions taken
2.1.2 Evaluate = 12-month follow-up evaluation – participants/attendees self-report improved, strengthened, or started businesses

2.2 Networking among DFFS stakeholders

2.2.1 Evaluate = post at or immediately after event – participants/attendees self- | **EVALUATION**
Monitor refers to documenting.
Evaluate refers to measuring.

3.1 Diversified farming and food systems across Indiana

3.1.1. Evaluate = long-term follow-up with DFFS participants/attendees – measure sustainable yields, increased efficiency, improved economic returns, increased local food sales, reduced inputs, increased farmer resiliency, and improved conservation of resources
3.1.2. Evaluate = count of minority/diverse farm operations
3.1.3. Evaluate = long-term follow-up – measure traits of local food system infrastructures in Indiana |

			1.2.3. Monitor = count of participants	report the connections they have made at the DFFS event 2.2.1 Evaluate = 12-month follow-up evaluation – participants/attendees self-report on connections with others from the DFFS events 2.2.2 Evaluate = 12-month follow-up evaluation – beginning farmers self-report that they have connected with more experienced farmers	**3.1 Networking supporting diversified farming and food systems** 3.2.1. Evaluate = count of farms, markets, vendors, organizations/partners active in DFFS programming 3.2.2. Evaluate = count of Indiana-based participation in farmers organizations/networks 3.2.3. Evaluate = count partners on external grants

ASSUMPTIONS

1) Continued Institutional support for diversified agriculture and local food, including faculty, specialist and educator support for research and Extension
2) New involvement of Purdue field Educators in diversified ag and local food programming, research and engagement
3) Time and resources will be allocated by Purdue and the counties where the Extension educators are serving in the state
4) Farmers, Extension educators and external partners will participate in the programming
5) Programming will be found by the target audience (beginning farmers and ranchers, women, underserved populations, socially disadvantaged and military veteran farmers, local communities, etc.)
6) Farmers will diversify operations and/or increase production to meet the demand for local food by consumers
7) Need for program at state level will continue to exist

EXTERNAL FACTORS

1) Continued funding streams
2) Access to databases of beginning farmers and ranchers, women, underserved populations, socially disadvantaged and military veteran farmers
3) Consumer interest in supporting local food and farming efforts are ongoing and community assets are available
4) Influence of the broader economy on land and capital access for small farmers
5) Innovative local food distribution channels supported by state agencies and regulatory agencies
6) Our local food systems continue to be safe for consumers
7) Broader farming and food policy environment
8) Issues of public health
9) Industry competition in programming