

PURDUE EXTENSION EVALUATION GUIDE, OUTCOMES AND QUESTION BANK

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 of most interest.
 - 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 reduce the number of survey questions avoiding respondent survey fatigue and lower quality data.

Using this Guide

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

Purdue Extension Logic Model Outcomes and Corresponding Evaluation Questions and Responses

Purdue Extension			
Outcome Indicators in Logic Model & DM	Evaluation Question and Responses	Responses to Report in DM	Examples of Using this Information for Writing Impact
SHORT-TERM			
E1.1 - Knowledge - # of participants who self-report learning something new	[POST] Indicate your level of knowledge of these topics: Before and After [insert topics discussed] 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)	Some # participants increased their knowledge about ____, ____, and ____.
	[POST] As a result of this program, I learned something that I didn't know before. a. Strongly disagree b. Disagree c. Neither agree nor disagree d. Agree e. Strongly agree	Total # = # of participants indicating "Agree" and "Strongly agree"	There were # participants of the ____ program who indicated they learned something that they didn't know before.
E1.2 - Attitudes - # of participants who increased awareness of or confidence about a topic	[POST] As a result of attending [program], did you increase your awareness of [topic]? a. Yes b. No c. Not sure	Total # = # of participants indicating "Yes"	A total of # (%) participants increased their awareness of [topic] as a result of attending [program].
E1.3 - Skills - # of participants who learned new skills	[POST] As a result of attending [program], did you learn new skills relating to [topic]? a. Yes a. No b. Not sure	Total # = # of participants indicating "Yes"	There were # (%) participants of the [program] who self-reported learning new skills related to [topic].
E1.4 - Aspirations - # of participants who aspire/intend to "do something" (try, adopt, change, apply, etc.) with what they learned	[POST] After completing [program], I plan to adopt or try something that I learned. a. Yes b. No c. Not sure If yes, what will you adopt or try?	Total # = # of participants indicating "Yes" Sort responses to "what will you adopt or try" into common groups/themes.	Some # (%) participants plan to adopt or try something they learned about [topic]. Most common practices they will adopt or try were ____, ____, and ____.

Outcome Indicators in Logic Model & DM	Evaluation Question and Responses	Responses to Report in DM	Examples of Using this Information for Writing Impact
MEDIUM-TERM			
E2.1 - # of participants who self-report adopting practice/behavior	<p>[FOLLOW] What is one thing you have done differently after attending [program]?</p> <p>[FOLLOW] As a result of attending [program], did you adopt a new practice or behavior?</p> <p>a. Yes b. No</p> <p>If Yes, what was that new practice / behavior?</p>	<p>Count the # of participants who provided a positive response to “what they have done differently”. Sort responses into common groups/themes.</p> <p>Total # = # of participants indicating “Yes” adopted new or changed/modified existing practice</p> <p>Sort responses to “what was that new practice / behavior” into common groups/themes.</p>	<p>A total of # (%) participants reported they have done something differently after attending [program]. Most common responses were _____, _____, and _____.</p> <p>A total of # (%) [program] participants adopted a new practice or behavior. Most common adopted practices / behaviors were _____, _____, and _____.</p>
E2.2 – # of new certifications, licenses, jobs, or employment achieved	<p>[FOLLOW] Since attending [program], have you obtained a new certification, license, job, or employment?</p> <p>a. Yes b. Not yet, but I plan to c. No</p>	<p>Total # = # of participants indicating “Yes”</p>	<p>There were # (%) participants who have obtained new certifications, licenses, jobs, or employment after attending [program].</p>
E2.3 - # of participants who have taken on new volunteer or leadership roles/opportunities in their community	<p>[FOLLOW] Since attending [program], have you taken on new volunteer or leadership roles / opportunities in your community?</p> <p>a. Yes b. No</p>	<p>Total # = # of participants indicating “Yes”</p>	<p>Some # (%) participants have taken on new volunteer or leadership roles / opportunities in their community since attending [program].</p>

Outcome Indicators in Logic Model & DM	Evaluation Question and Responses	Responses to Report in DM	Examples of Using this Information for Writing Impact
LONG-TERM			
E3.1 - # of participants who self-report benefits or results from adopted practice/behavior	<p>[FOLLOW] Have you experienced benefits or results from adopting a practice or behavior since attending [program]?</p> <p>a. Yes b. No</p> <p>If yes, what practice/behavior did you adopt? If yes, what benefit(s) or result(s) have you received?</p>	<p>Total # = # of participants indicating “Yes”</p> <p>Sort responses to “what practice/behavior” and “what benefits/results” into common groups/themes.</p>	<p>There were # (%) participants who reported benefits or results from practice/behavior they adopted after attending [program]. The most common practices/behaviors they adopted were _____, _____, and _____. From the adopted practices/behaviors, they reported these benefits/results: _____, _____, and _____.</p>

<p>E3.2 - \$ impact of adoption of practice/behavior</p>	<p>[FOLLOW] Since adopting a new practice/behavior, have you experienced any financial improvements?</p> <ol style="list-style-type: none"> Yes No Not sure <p>If “Yes”, what is the financial improvement you have experienced?</p> <p>If “Yes”, what is an estimate of the dollar amount?</p>	<p>Total # = # of participants indicating “Yes”</p> <p>Sort responses to “the financial improvement” into common groups/themes.</p> <p>Total \$ responses to “the dollar amount”.</p>	<p>A total of # (%) participants reported that since adopting a new practice/behavior, they have experienced financial improvement. Most common financial improvements experienced were ____, ____, and ____. Participants estimated a total of \$____ for their financial improvement from the practice/behavior they adopted.</p>
<p>E3.3 - # of social, environmental, economic, or community conditions impacted or improved</p>	<p>[FOLLOW] Which [social, environmental, economic, or community] conditions have been impacted or improved because of adopting practices or behaviors resulting from Purdue Extension’s [program]?</p> <ol style="list-style-type: none"> Social <ol style="list-style-type: none"> Networking Connections Relationships Partnerships Etc. Environmental <ol style="list-style-type: none"> Conservation Water quality Soil health Air quality Etc. Economic <ol style="list-style-type: none"> Jobs Profit Savings Wages New businesses Etc. Community <ol style="list-style-type: none"> Plans implemented Leadership expanded Business developed Boards operating Etc. 	<p>Total # = # of responses for individual conditions selected (for example, # of responses indicating “networking” improved)</p>	<p>As a result of Purdue Extension’s [program] # (%) or respondents indicated the [social, environmental, economic, or community] condition of ____ has been impacted or improved. The most common impacts/improvements reported were ____, ____, and ____.</p>

	Describe how the [social, environmental, economic, or community] condition has been impacted or improved.	Sort responses to “describe how condition has been impacted or improved” into common groups/themes.	
<p>E3.4 - # of participants who attribute benefits/results realized to Purdue Extension</p> <p>NOTE: all of these long-term outcomes (E3.1 – E3.3), evaluation questions, responses and impact information can be used to “attribute benefits/results to Purdue Extension”.</p>	<p>[FOLLOW] The benefits/results I have realized are a result of participating in Purdue Extension’s [program].</p> <ul style="list-style-type: none"> a. Yes b. No c. Not sure 	<p>Total # = # of participants indicating “Yes”</p>	<p>A total of # (%) participants reported that the benefits/results they have realized are a result of participating in Purdue Extension’s [program].</p>

Purdue Extension Logic Model

INPUTS	OUTPUTS		OUTCOMES – IMPACT		
			Short-term	Medium-term	Longer-term
What we invest	What we do	Who is reached?	What do we think participants will know, feel, or be able to do after participating in project/program?	How do we think participants will behave or act differently after participating in project/program?	What kind of impact can result if participants behave or act differently after participating in project/program?
EXTENSION	<ul style="list-style-type: none"> • Learning Events – in person, live technology, or recorded/posted technology / online • Consultations • Community Committees, Boards, or Coalitions • Popular Press Educational Articles via newsletters, or TV/Radio Spots • Extension Publications (New or Revised) • Research Publications 	<ul style="list-style-type: none"> • Direct Contacts (synchronous) • Indirect Contacts (asynchronous) • Stakeholders 	<p>E1.1 - Knowledge - # of participants who self-report learning something new</p> <p>E1.2 - Attitudes - # of participants who increased awareness of or confidence about a topic</p> <p>E1.3 - Skills - # of participants who learned new skills</p> <p>E1.4 - Aspirations - # of participants who aspire/intend to “do something” (try, adopt, change, apply, etc.) with what they learned</p>	<p>E2.1 - # of participants who self-report adopting practice/behavior</p> <p>E2.2 – # of new certifications, licenses, jobs, or employment achieved</p> <p>E2.3 - # of participants who have taken on new volunteer or leadership roles/opportunities in their community</p>	<p>E3.1 - # of participants who self-report benefits or results from adopted practice/behavior</p> <p>E3.2 - \$ impact of adoption of practice/behavior</p> <p>E3.3 - # of social, environmental, economic, or community conditions impacted or improved</p> <p>E3.4 - # of participants who attribute benefits/results realized to Purdue Extension</p>

Connecting the Logic Model with Evaluation Tools and Metrics

<u>Needs Assessment</u>	<u>Process Evaluation</u>	<u>Short-Term Evaluation</u>	<u>Medium-Term Evaluation</u>	<u>Long-Term / Impact Evaluation</u>
<p>Primary data collection of partnering agencies</p> <p>Secondary data sources</p>	<p>Purpose: Program improvement</p> <p>Sample approaches/questions:</p> <p>Ask questions and gather data during and/or at the end of the program.</p> <p>Ask participants what they liked and didn't like about the program.</p> <p>Ask participants to give suggestions for improvement.</p>	<p>Purpose: Measure knowledge, attitude, skill, or aspiration gained by program attendees.</p> <p>Sample approaches/questions:</p> <p>Did you learn something new about ____?</p> <p>Yes - No - Not Sure</p> <p>I learned something new about ____.</p> <p>SD - D - N - S - SA</p> <p>I know about ____.</p> <p>Before: not at all - a bit - some - a lot</p> <p>After: not at all - a bit - some - a lot</p>	<p>Purpose: Measure adoption of practices and changes in behavior by program attendees.</p> <p>Sample approaches/questions:</p> <p>Since the program, have you adopted recommended practices for ____?</p> <p>Yes - No - Not Sure</p> <p>If yes, which practices did you adopt?</p> <p>Have you connected with resources, networks, or opportunities?</p> <p>Yes - No - Not Sure</p>	<p>Purpose: Measure changes in social, economic, civic and environmental conditions resulting from adoption of practices and changes in behaviors.</p> <p>Sample approaches/questions:</p> <p>Have you experienced an increase in profit because of adopting a practice or behavior discussed at [program]?</p> <p>Yes - No</p> <p>If yes, what was the approximate increase \$ _____</p>