

Program Development and Evaluation – 2007-2011 POW Worksheet

Overview: This plan is the work of the Program Development and Evaluation Team and the goals of the team are to support staff in program development, evaluation and reporting efforts and to make recommendations to Extension administration as appropriate regarding policy and procedures around these topics.

Situation:

In 2001 the University of New Hampshire Cooperative Extension set a goal to increase measurement and documentation of programmatic outcomes. A small group of staff brainstormed and implemented actions to affect this organizational change. Five years later most of the team members have changed and a position has been created for an Extension Specialist in Program Development and Evaluation. The goals the organization have not altered drastically. Staff member surveys and facilitated discussions indicate the need for a greater understanding of basic program development and evaluation, but also more support and time to evaluate the programs we offer. Further, staff and stake holders have made it clear that the burden of reporting should be minimized for staff. Solid program planning and evaluation is essential to continue our funding and to make programmatic decisions that are supported by data.

Further, our current reporting system doesn't provide a mechanism for meaningful impact reporting. A formal partnership has been formed with our neighboring states (Maine, Vermont, and Massachusetts) to develop a new, comprehensive electronic planning and reporting system that will be implemented in 2006. Staff training and support will be required so that the system will be used appropriately.

Assumptions:

- Future resources available to UNHCE will be based on our ability to measure and communicate programmatic impacts.
- There will be political pressure to continue some programs regardless of evaluation data and we will rely more on competitive grant funding to provide innovative and relevant educational programming.
- The multi state program planning and reporting system will provide outcome data that meets the needs of federal partners and stake holders.
- Evaluation data will help staff improve existing programs and make decisions regarding the continuation of programs that yield little impact.

External Factors:

- Federal partners and local stakeholders will continue to require Extension to report outcome data.
- As a result of shrinking budgets, staff will have less time to devote to reporting requirements.

Outputs/Activities	Outcomes/Impact		
	Learning Outcomes	Action Outcomes	Condition Outcomes
<p>One-on-one consultations with staff requiring assistance in outcome-based program development, evaluation tools, data analysis, using the on-line planning and reporting system; and writing impact reports.</p> <p>Evaluation of various organizational policies and programs - report results to Extension Administration. (Graduate Assistant Funding, Interdisciplinary Team policies, County Conversations with President Hart)</p>	<p>Staff gain skills and knowledge in using the on-line planning and reporting system to develop plans and report outcome evaluation data.</p>	<p>County staff, specialists and administrators use data in the on-line planning and reporting system to report to stakeholders, improve programs and make decisions about future programming.</p> <p>Data in on-line planning and reporting system provides high quality outcome and impact data.</p> <p>Staff and administrators report, aggregate and retrieve data to support impacts and grant work via an easy-to-use and flexible planning and reporting system.</p>	<p>Organizational changes in program reporting policies and procedures reduce staff time and stress and provide necessary, high quality outcome and impact data.</p>
	<p>PDE3 - 50% of staff report using data for reports, improving programs, making decisions about future programs, or other uses PDE5 - 70% of staff using the on-line system report having the appropriate skills and knowledge to plan and report outcome data using the system.</p>		

Outputs/Activities	Outcomes/Impact		
	Learning Outcomes	Action Outcomes	Condition Outcomes
<p>Provide in-service opportunities and training using the logic model to develop outcome-based programs, evaluation methods/tools, use of new on-line system, and writing impact statements.</p> <p>Web-based support for outcome-based program development, evaluation and reporting.</p> <p>One-on-one consultations with staff requiring assistance in outcome-based program development, evaluation tools, data analysis, using the on-line planning and reporting system; and writing impact reports.</p> <p>Email tips/newsletter on program development and evaluation topics; reporting system use; and updates to web page support.</p>	<p>UNHCE staff gain knowledge and skills to develop evaluation plans and use appropriate methodology to evaluate programmatic outcomes.</p> <p>UNHCE staff gain knowledge and skills to develop outcome based programs and action plans using the Logic Model.</p>	<p>Outcome-based plans are developed for each program area and interdisciplinary team for non-formal educational programs that clearly communicate goals and how outcomes will be measured.</p> <p>Staff use appropriate evaluation methodology to measure impact indicators for planned programs to yield formative (how to improve program activities and materials) and summative (outcomes and impacts that result) evaluation data.</p>	<p>UNHCE programs clearly demonstrate social, economic, civic and/or environmental impacts.</p>
	<p>PDE1 - 70% of UNHCE staff who attend PD&E professional development functions or who use resources develop, submit, and implement evaluation plans that can accomplish measuring formative and summative data for their programs. PDE2 - 75% of UNHCE staff who attend PD&E professional development functions show an increase in skills and knowledge on a post-workshop test designed to measure knowledge and skills in developing outcome-based programs and using appropriate evaluation methodology. PDE4 - Program Leaders will report 70% of UNHCE Extension Educator staff submit outcome-based plans and evaluation data according to the plans.</p>		