



# Impact Evaluation

Extension Administration Meeting

December 14, 2016

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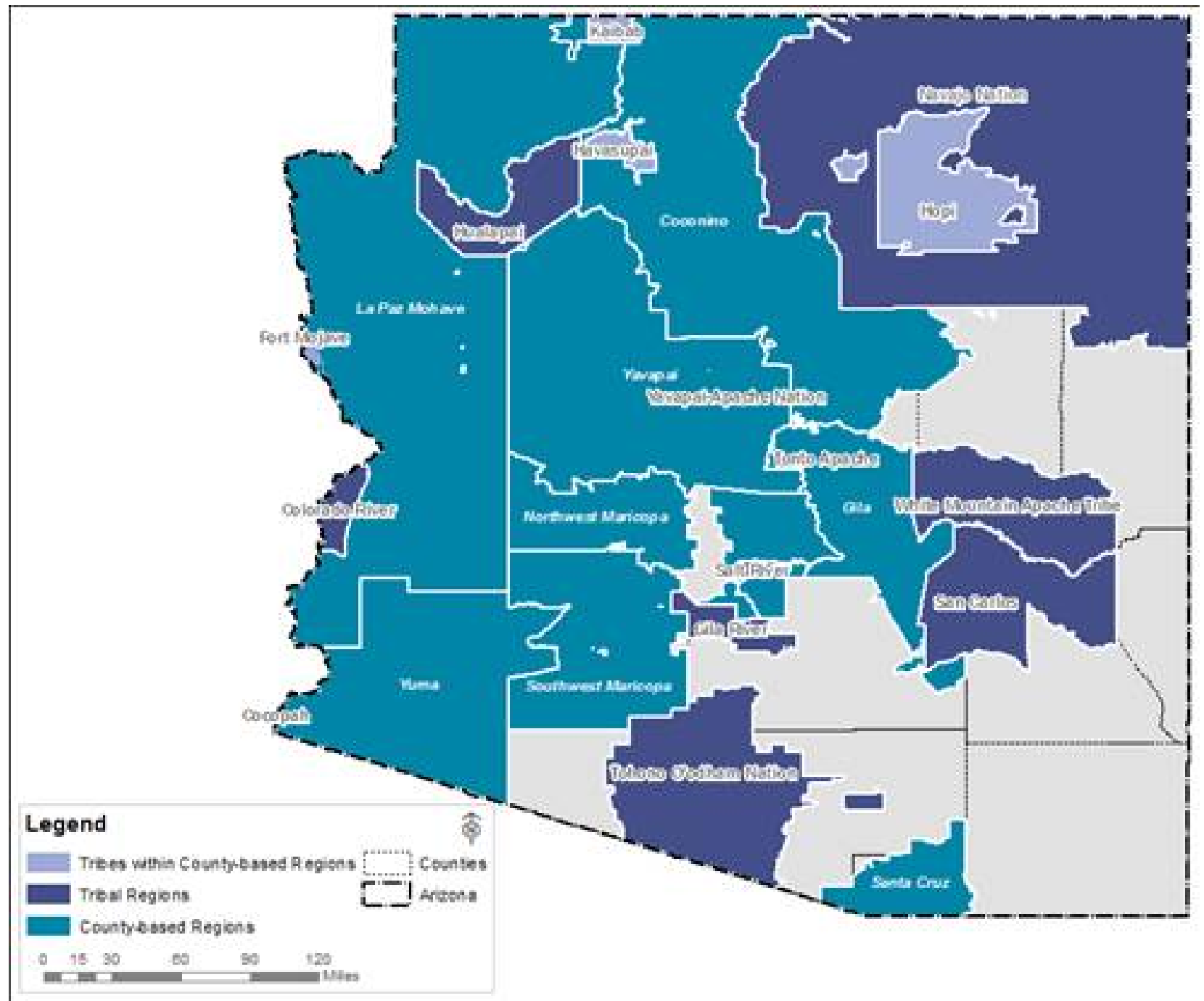
# A Whirlwind Tour

- Introduce myself and our team
- Brief overview of evaluation, with a focus on impact evaluation
- Role of Arizona Extension leadership in evaluation
- Examples of work we are currently doing
- Directions for the coming year(s)

An  
Introduction to  
CRED  
(Community  
Research,  
Evaluation &  
Development)



# We Tend to Have a Rural Focus



# Program Evaluation

The systematic collection of information about the activities, characteristics, and results of programs to make judgments about the program, improve or further develop program effectiveness, inform decisions about future programming, and/or increase understanding.

Michael Patton, 2008, p. 39



So What?

## Changing Expectations in Cooperative Extension

**Private Value**  **Public Value**

- Learning outcomes of those in programs
- Individual behavior change

- Value to those not in programs, too
- Change in the economic, environmental & social conditions of communities

# New Buzz Words

Collective Impact

Policy

Culture of Health

Systems

Health Equity

Environment

Social Impact

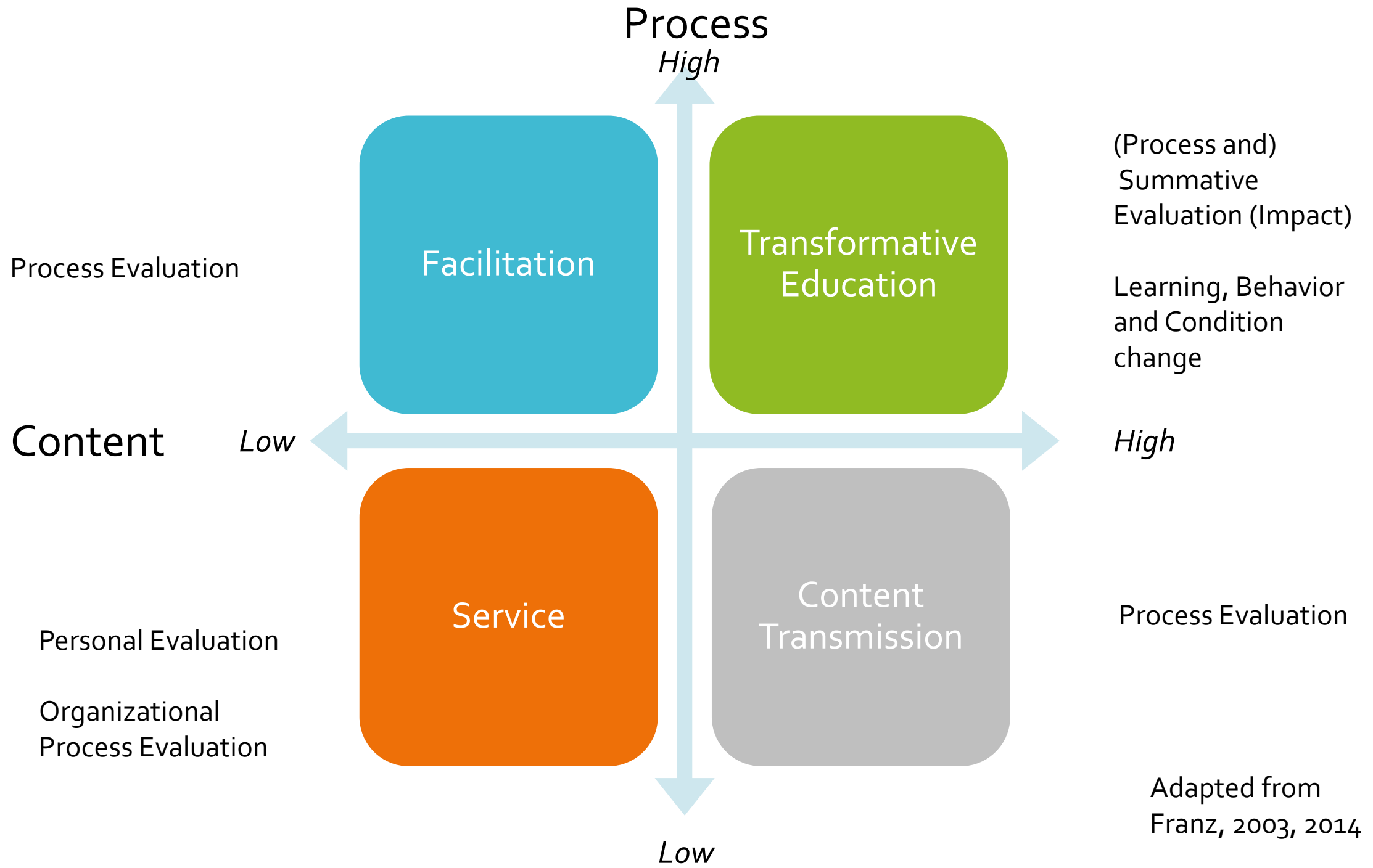
Measuring Excellence

## Extension Often Provides Both Types of Value

- Integrated Pest Management
  - Private – save \$ by reducing use of pesticides
  - Public – improve water quality
- Nutrition education
  - Private – increase intake of fruits and vegetables
  - Public – decrease health care costs
- 4H STEM education
  - Private – explore interests in range of areas from animal sciences to aerospace
  - Public – increase science workforce

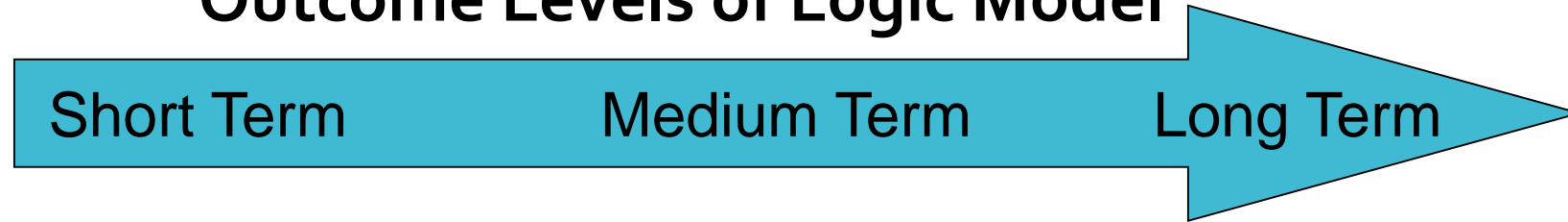
## Popular Public Values

- Decrease health care costs
- Decrease public costs related to risky behavior
- Decrease public costs related to financial problems
- Decrease public costs related to dependency on local, state, and federal services
- Decrease public response costs to emergencies and disasters
- Increase academic success for a highly qualified and productive workforce
- Increase health and ability of public safety workers





# Outcome Levels of Logic Model



## Learning

## Action

## “Impact”

awareness created  
knowledge gained  
attitudes changed

behavior changed  
practice adopted  
decisions made

health impact  
economic impact  
environmental  
impact

skills developed

policies changed  
or adopted

societal impact

aspirations sparked

social action taken

People: What they learn and do

Conditions

# Impact Studies Often Require Data Partnerships

- Children participating in Family Resource Center programs enter kindergarten ready to learn, as evidenced by improved kindergarten literacy scores (*school districts*)
- Breastfeeding rates increase over time when women are given appropriate information and access to lactation rooms, as measured by WIC reports (*Arizona Department of health Services; Inter-tribal by Council of Arizona, and their partnering tribes*)

## Role of Arizona Extension Leadership in Evaluation

### Identify and communicate programming priorities

- Identify common goals and impacts within and across counties
- Look towards stakeholder priorities
- Look for alignments with national goal and measurement efforts (4H Common Measures, NIFA measures, RWJ Culture of Health)

### Develop and support an evaluation culture

- Focus on evaluation use, not merely accountability
- Build in capacity for and valuing of evaluation

# Arizona Cooperative Extension Program Priorities from Stakeholder Survey (2015)

**Goal 1:** To educate and prepare people to manage and use natural resources in a way that helps the economies of local communities and the state.

- 1) Provide education on water quality, water conservation, water use, best management practices, and drought planning (63%)
- 2) Teach about community landscapes, gardens, and local food production (55%)
- 3) Provide natural resource education and job training to youth (46%)

**Goal 2:** To help individuals and families be physically, mentally, emotionally, and financially healthy.

- 1) Promote healthy eating, physical activity and positive self-image (66%)
- 2) Teach financial planning and budgeting (57%)
- 3) Promote home and community gardening (40%)
- 4) Teach parenting skills (39%)

# Arizona Cooperative Extension Program Priorities from Stakeholder Survey (2015)

**Goal 3:** To help develop leadership, workplace and life skills for youth and adults.

- 1) Provide internships and apprenticeships for youth and adults (51%)
- 2) Develop mentoring and volunteer opportunities for youth and adults at local businesses and community organizations (44%)
- 3) Provide vocational training and career education starting at elementary school age (38%)

**Goal 4:** To enhance the growth and development of Arizona children and youth so that young people will contribute positively to the community.

- 1) Provide youth with life skills education and activities (57%)
- 2) Engage youth in volunteer projects to give back to the community (51%)
- 3) Educate parents and caregivers to build strong families (e.g., by being a positive role model, understanding child development) (45%)

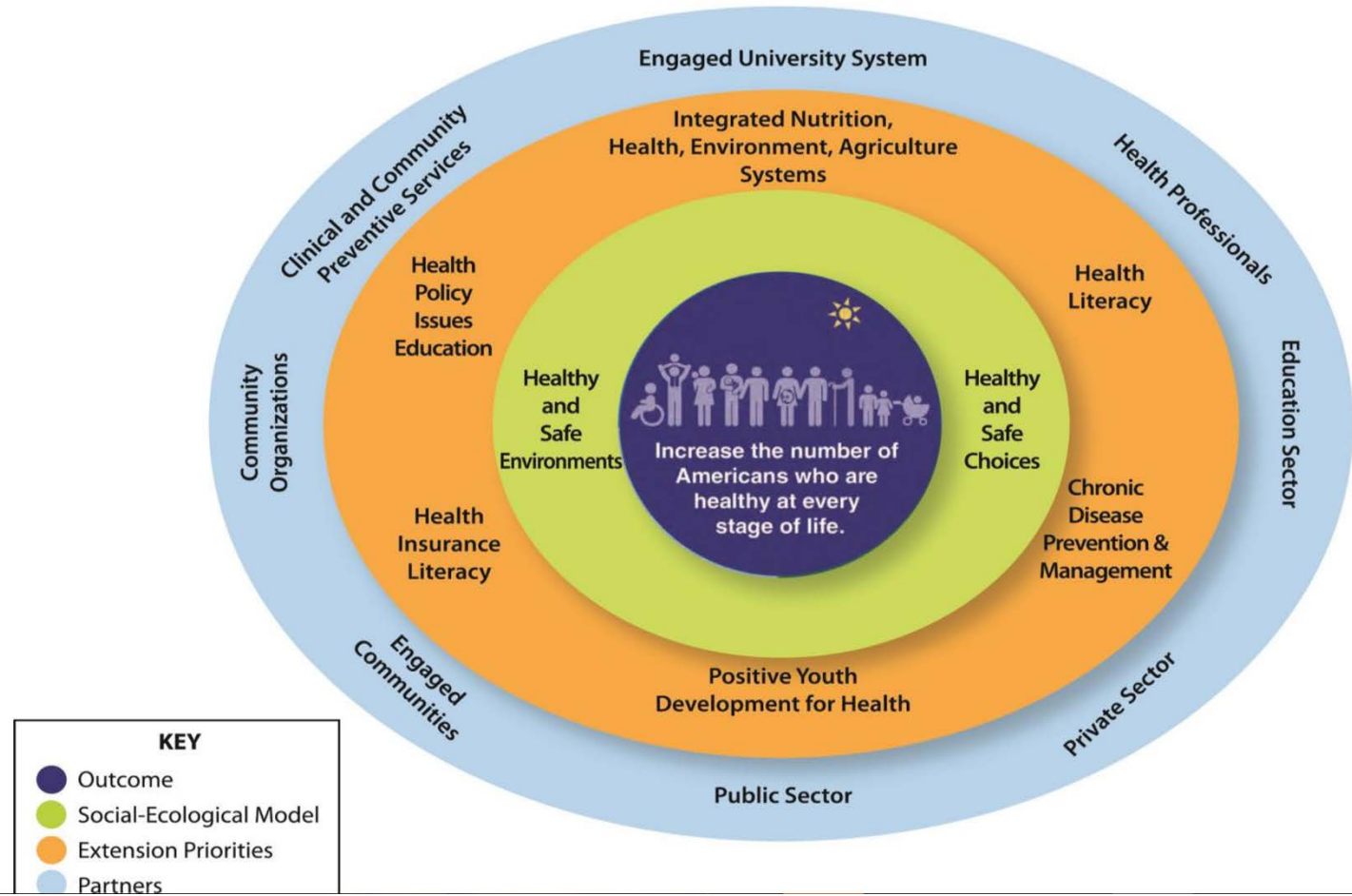
# Arizona Cooperative Extension Program Priorities from Stakeholder Survey (2015)

**Goal 5: To promote safe, profitable, and sustainable plant and animal systems.**

- 1) Promote local food production through farmers markets, gardening and food hubs (64%)
- 2) Teach agricultural best practices that help to sustain our resources (54%)
- 3) Teach how to conserve water (45%)

# The Extension System: Doing for the Nation's Health What It Did for Agriculture

## Cooperative Extension's National Framework for Health & Wellness



# Leveraging National Measurement Efforts



FROM VISION  
TO ACTION

A FRAMEWORK AND  
MEASURES TO MOBILIZE  
A CULTURE OF HEALTH



## COMMON MEASURES

Common Measures is helping 4-H continually improve programs so that we can reach even more young people with a life-changing 4-H experience.

“NIFA’s goal by 2020 is to build a robust performance measurement and management system that demonstrates optimal return on investments in programs, like FCS and 4-H Youth Development Programs...NIFA sees this systems redesign as an excellent opportunity to reassess our information needs, and then to redesign our measurement approaches from a strategic point of view....”



# Promoting Evaluation Use

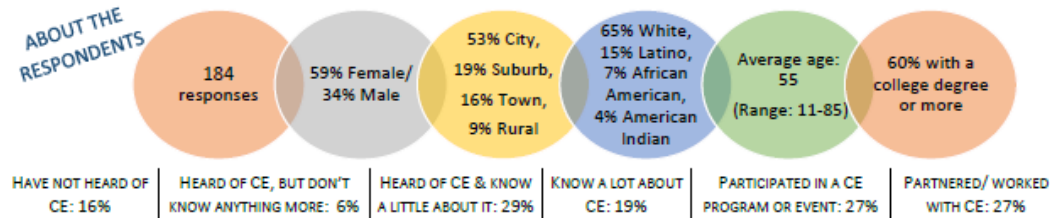
Data Visualizations of Existing Data

# PIMA COUNTY

Cooperative Extension Stakeholder Survey

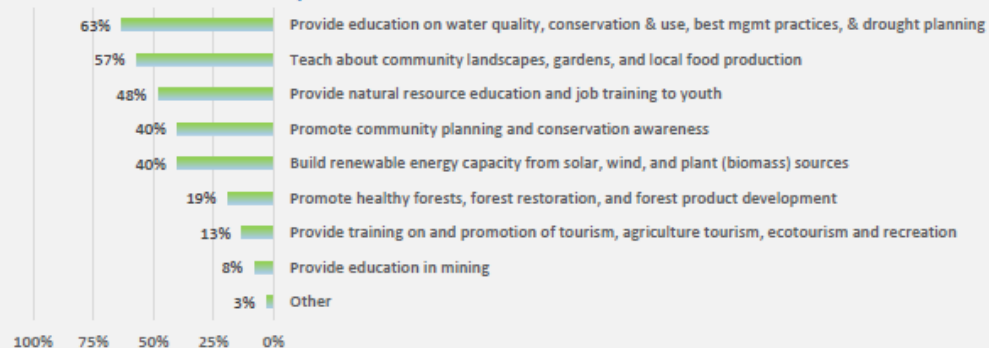
Spring 2015

ABOUT THE RESPONDENTS

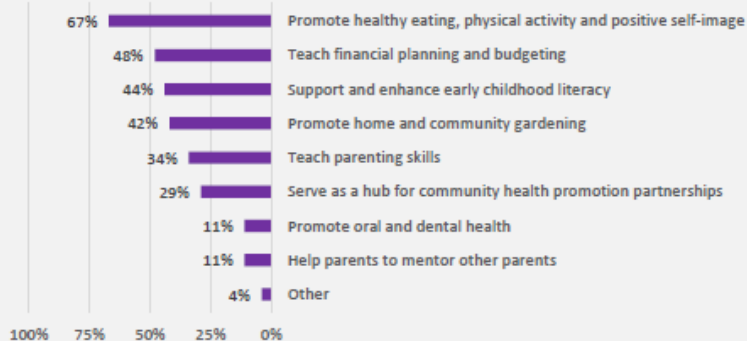


The following figures indicate the activities that respondents felt would be most valuable in helping Cooperative Extension achieve its goals.

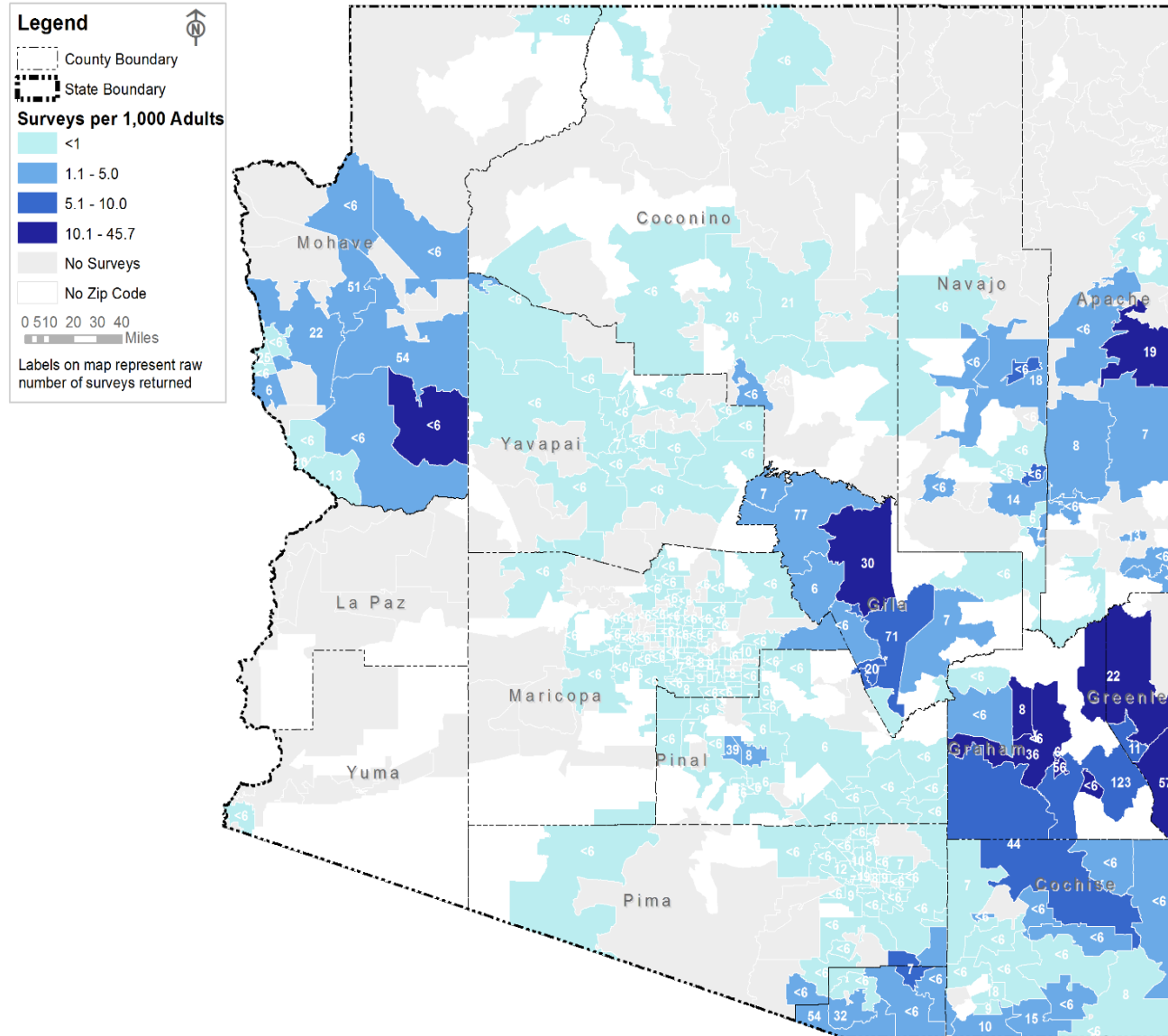
## Goal 1: To educate and prepare people to manage and use natural resources in a way that helps the economies of local communities and the state.



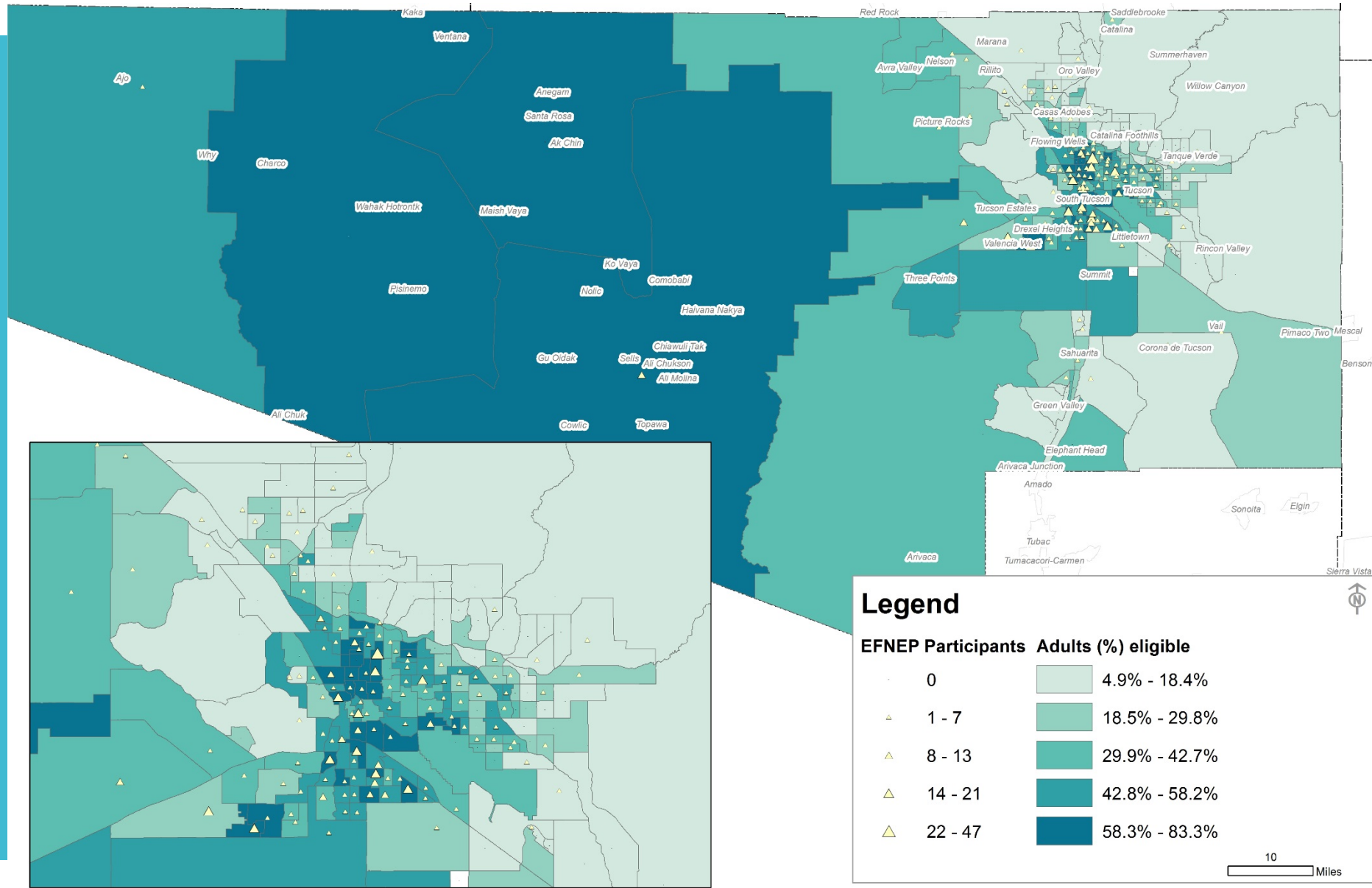
## Goal 2: To help individuals and families be physically, mentally, emotionally, and financially healthy.



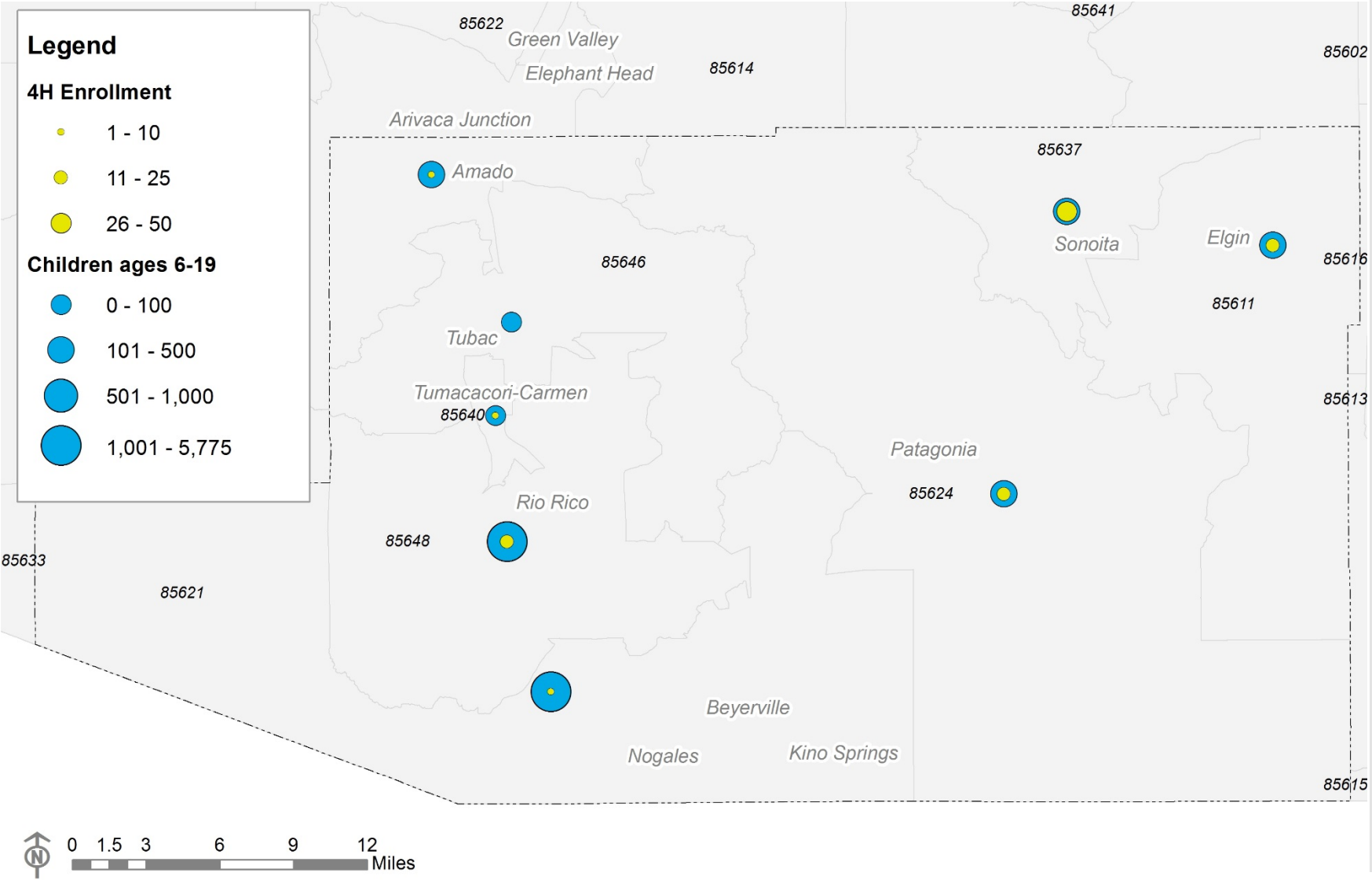
*Map of survey respondents by zip code normalized by the adult population of the zip code*



# EFNEP Programming

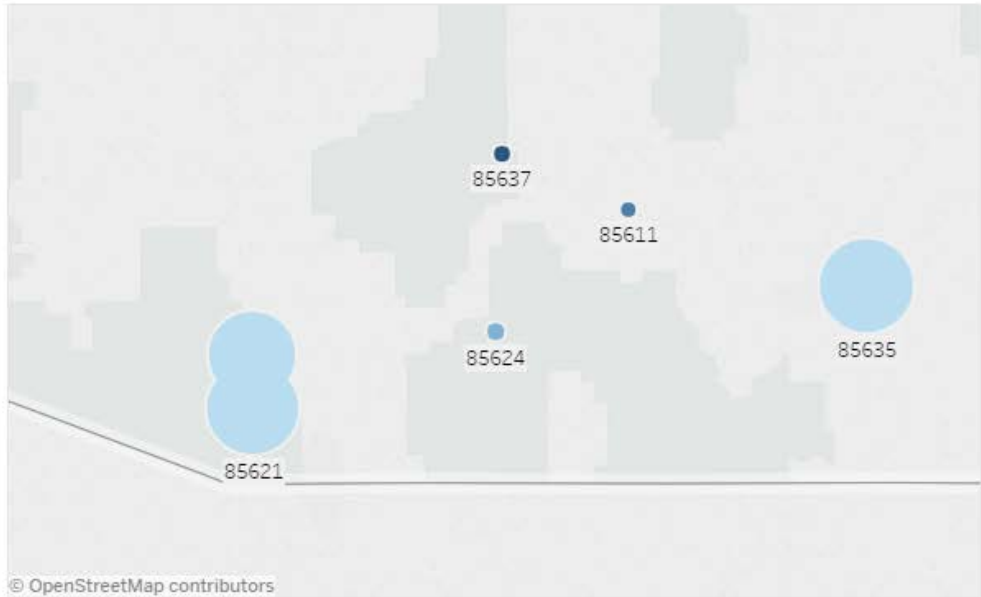


# Santa Cruz County 4H Club Enrollment



# Santa Cruz County 4H Dashboard

## Where 4H Kids Live



© OpenStreetMap contributors

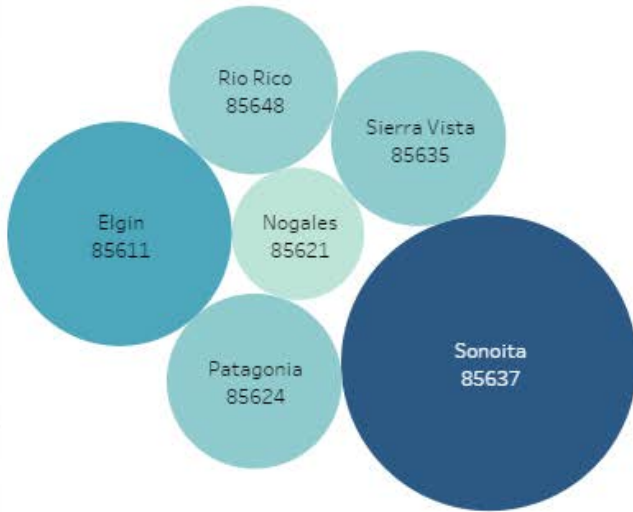
### 4H Participation



### Children 6-19



## Main 4H Zip Codes

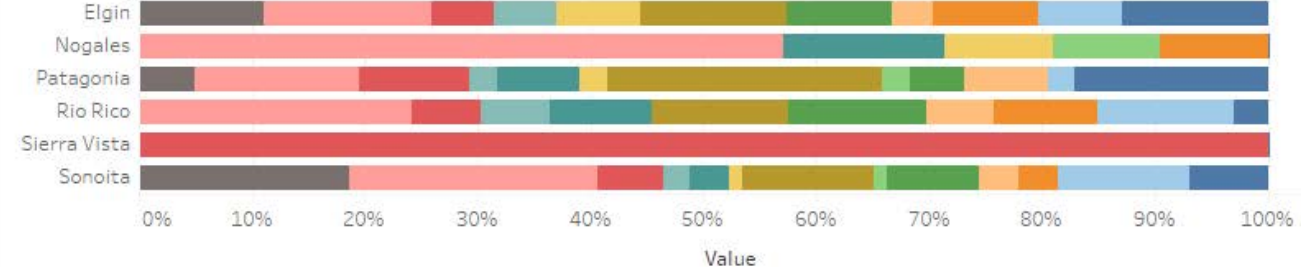


### 4H Kids



## Activities

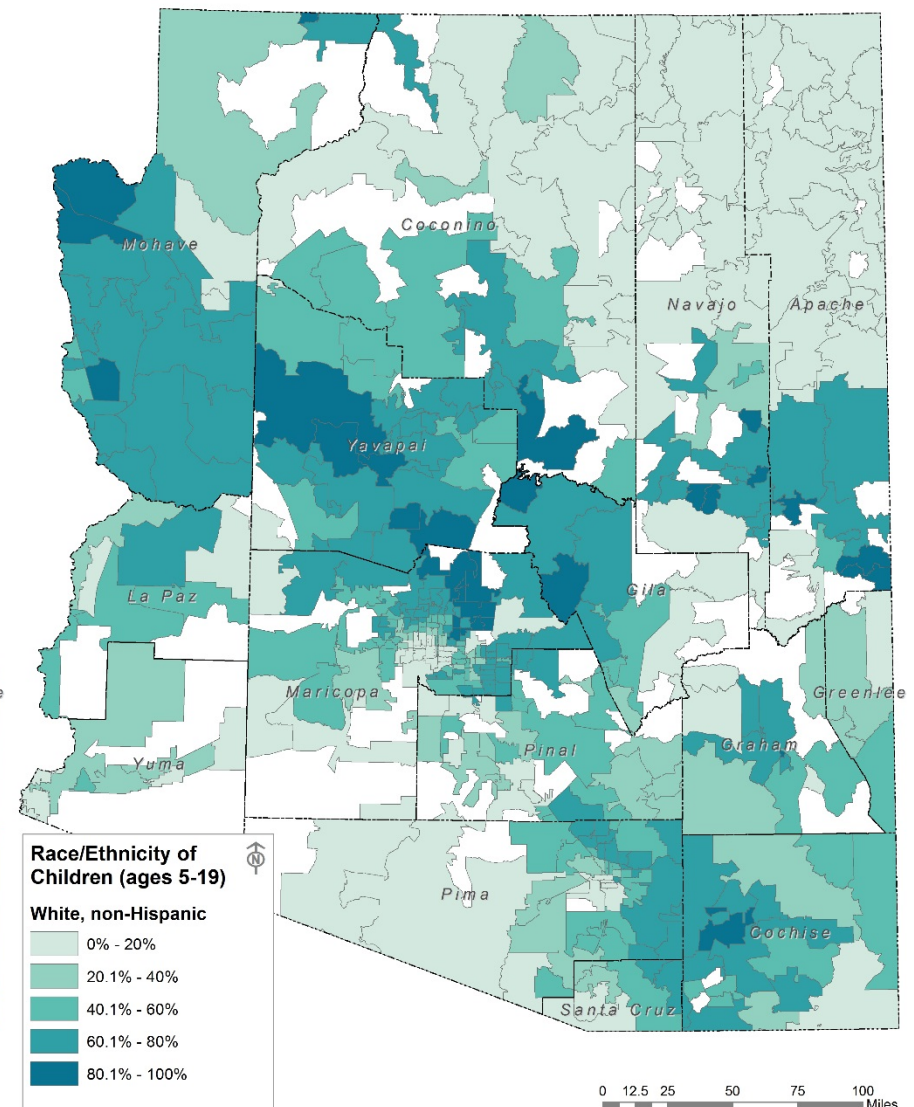
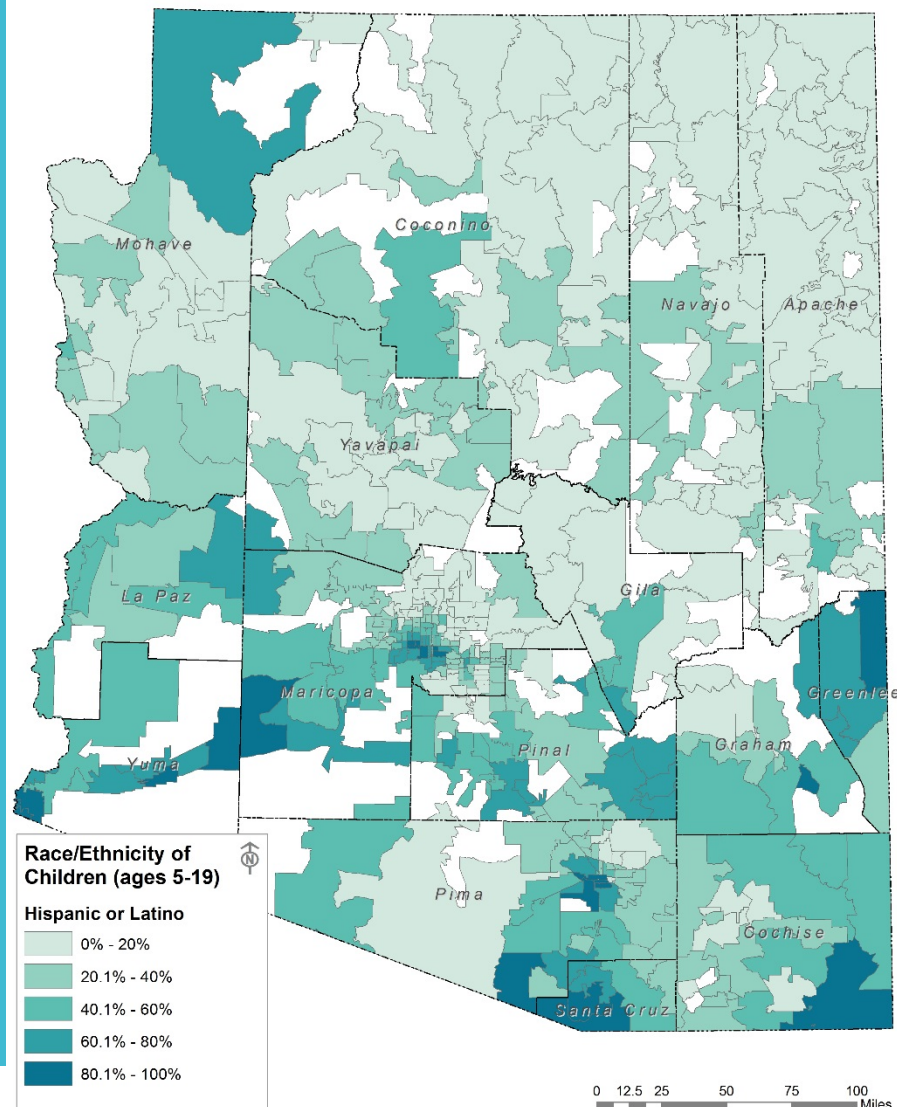
### Community



### Measure Names

- % Arts/Crafts
- % Beef
- % Cloverbuds
- % Food
- % Goat
- % Leadership
- % Other
- % Photography
- % Poultry
- % Rabbit
- % Sheep
- % Shooting

# Hispanic and White Youth in Arizona



# Santa Cruz 4H Club Enrollment

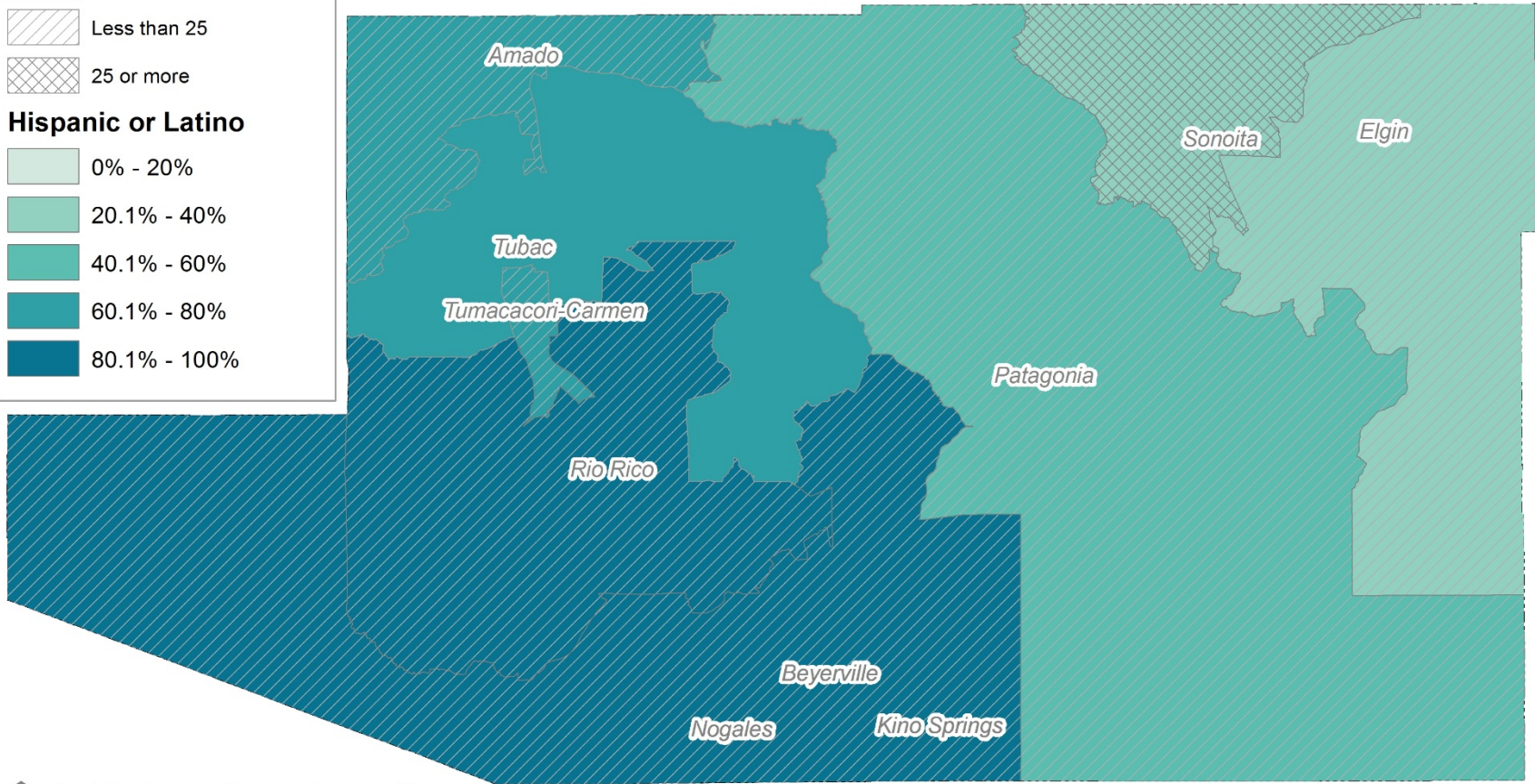
**Race/Ethnicity of Children (ages 5-19)**

**# 4H Participants**

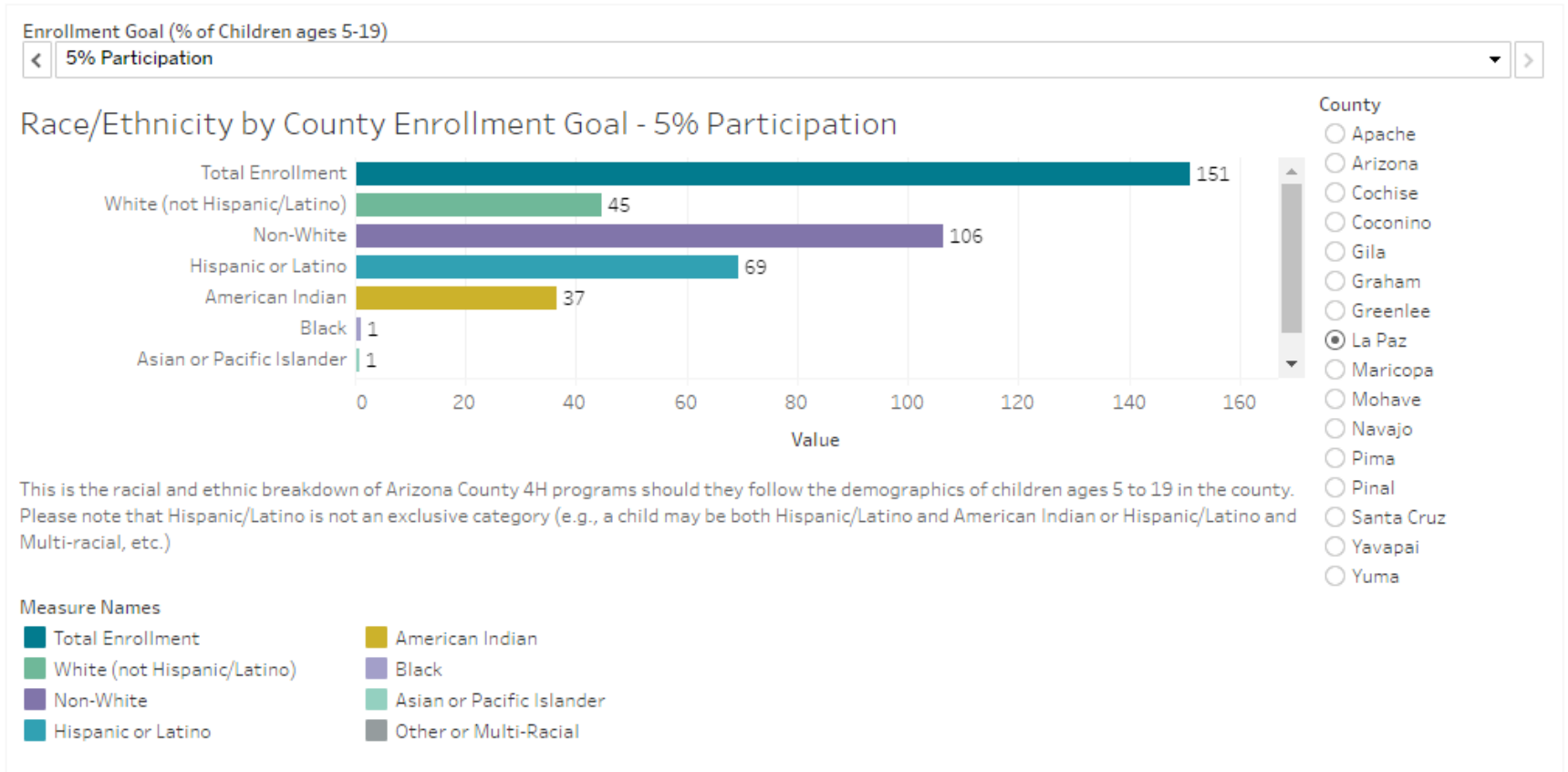
- None
- Less than 25
- 25 or more

**Hispanic or Latino**

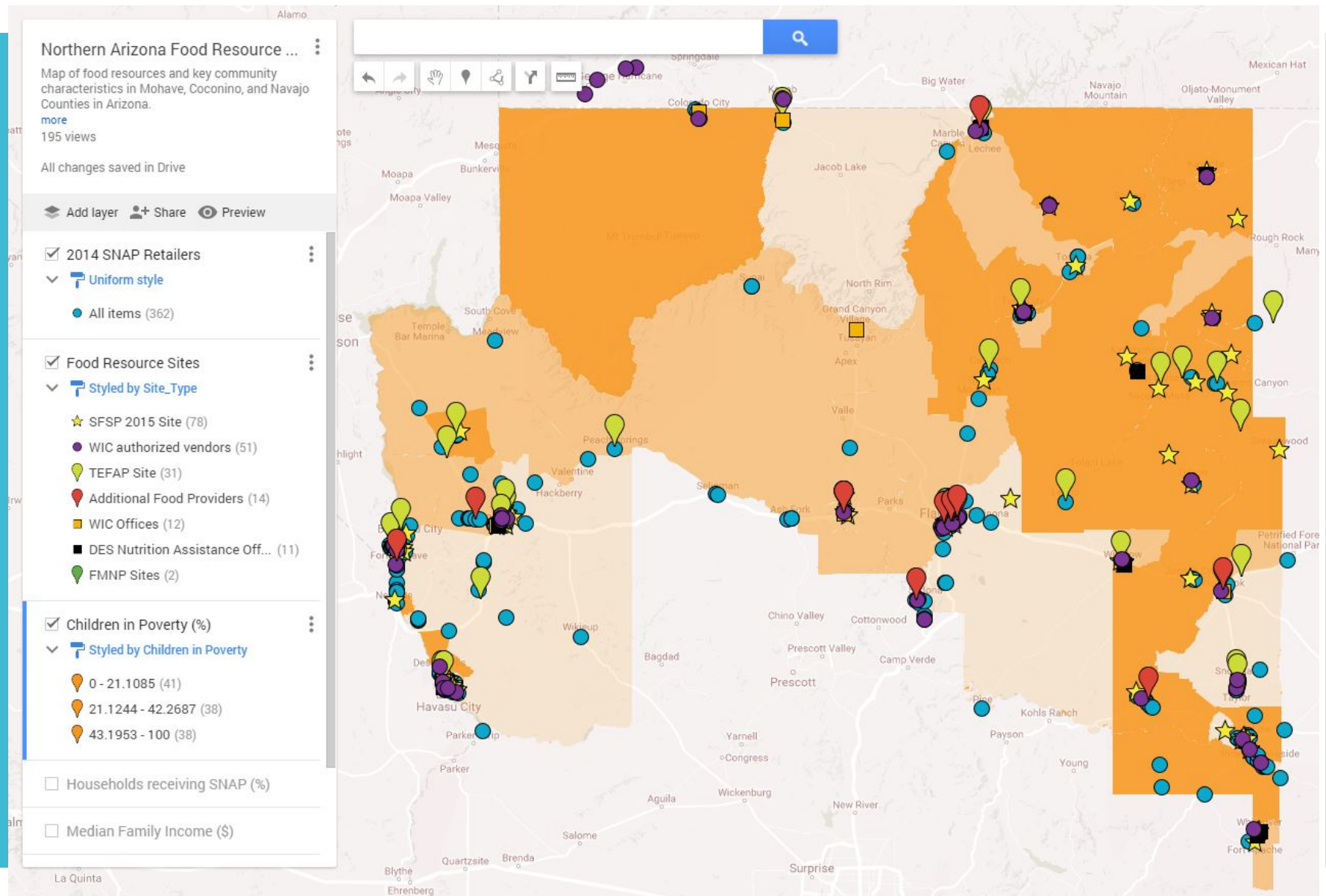
- 0% - 20%
- 20.1% - 40%
- 40.1% - 60%
- 60.1% - 80%
- 80.1% - 100%



# 4H Recruitment Goal Setting



# Resource Mapping: Northern Arizona Food Resources



# Evaluation Capacity Building

- Training
- Technical assistance
- Contributing to grant writing
- Collaborative evaluation projects
- Mentoring and coaching
- Community of practice

# Evaluation Capacity Building— Needs Identified by FHCS and 4H agents

- Training
  - Basics of evaluation: Modules addressing why it matters; what to measure; when to collect data and at what level; IRB considerations (especially in tribal areas); improving participation/response rates; designing impact statements for public value; return on investment in social programs
  - Developing training for volunteers on importance of evaluation
  - Collective impact
- Technical assistance
  - Quantitative and qualitative data analyses and interpretation
  - Instrument design and review of instruments
  - Using Qualtrics and clicker systems

# Evaluation Capacity Building

- Contributing to grant writing
  - Serve as go-to consulting team for extension grants needing evaluators
  - Work with teams on background data and budgeting for evaluation
- Collaborative evaluation projects
  - Identify common evaluation questions in program areas for state/select counties to address
  - Identify and make available common measures across programs (instrument bank)

# Evaluation Capacity Building

- Mentoring and coaching
  - How to interpret/use results to improve program
  - How to adapt evaluation based on previous results
- Community of practice
  - Share analyses/results with others
  - Get others' perspectives on evaluation plans

# Concrete Next Steps (with a caveat)

- Identify Administrative priorities
- Get input from AG and Natural Resources about their needs and priorities for evaluation support (opportunity to be part of Community of Practice)
- Convene Evaluation Community of Practice to identify priorities from the field
- Evaluability Assessment
  - systematically identify the programming currently happening and how it is being evaluated
  - Identify promising programs for more in-depth evaluation in each of the program areas
- Update and maintain evaluation website
- Develop trainings
- **Collaborate with Agents to seek funding.**

# Thank You!

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