

Welcome to the webinar!

- We'll be starting at the top of the hour!
- To ask a question, type in questions in the question box on your control panel and hit return. We'll be reading the questions aloud and answering as many as we can after the presentation is over.
- To find a handout of the slides, go to <http://www.extension.org/pages/68921> (paste that link into your browser).
- If you can't hear on your computer after the webinar begins, you can switch to listening on the phone by clicking "Telephone" under "Audio" on your control panel and calling the number that appears.
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How am I Doing? Improving Your Extension Program by Evaluating it with Feedback and Follow-up

Anu Rangarajan, Cornell University
Seth Wilner, University of New Hampshire Extension
November 4, 2013

http://www.extension.org/organic_production



Presenters



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Cornell University



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Cooperative Extension






POLL: Who is in the Audience?

- My current work is primarily as a:
 - Farmer
 - Extension Faculty
 - Other Agriculture Service Provider
 - Student
 - Non-profit Organization Representative
 - Other

Using Evaluation Data to Develop, Improve and Assess Outcomes of Extension Programs

SETH WILNER
UNIVERSITY OF NEW HAMPSHIRE

ANU RANGARAJAN
CORNELL SMALL FARM PROGRAM






Outcomes – Impacts

Short Term	Medium Term	Long Term
Learning	Action	Condition
Awareness	Behavior	Social
Knowledge	Practice	Economic
Attitudes	Decisions Made	Civic
Skills	Policies	Environmental
Opinions	Social Action	
Aspirations		
Motivations		

Taking the Pulse

- **Before**
 - Surveys
 - Needs Assessment
 - Educational Priorities
 - Focus or Advisory Groups
- **During**
 - 2 or 3-person Buzz
 - Focus group
 - Future Needs
 - Knowledge Change
 - Intended Change Survey
- **After**
 - Pre/post Evaluation
 - Tracking Change (after x time)



POLL: I have used Online Surveys for (check all that apply)

- Identifying Needs of Clients
- Evaluating learning after a program
- Evaluating changes in behavior
- Research
- None of these. Not tried this yet.

Using On-line Surveys to Set Direction

Goals

- Simple evaluation
- Segregate 'types' of responses
- Present up front

Strengths

- Inexpensive
- Data collated
- Fast

Weaknesses

- Electronic
- "Web Fatigue"

The purpose of this survey is to identify the resources needed to support urban farmers or gardeners aiming to earn profit from their food production.




Your responses will help identify what information is needed to best assist urban agricultural producers. Our goal is to create a resource guide to urban farming in New York state.

The survey is twenty questions and should take approximately fifteen minutes to complete. You may choose to leave the survey any time, and all responses will remain confidential.

Thank you for your time and help, and we look forward to hearing from you!

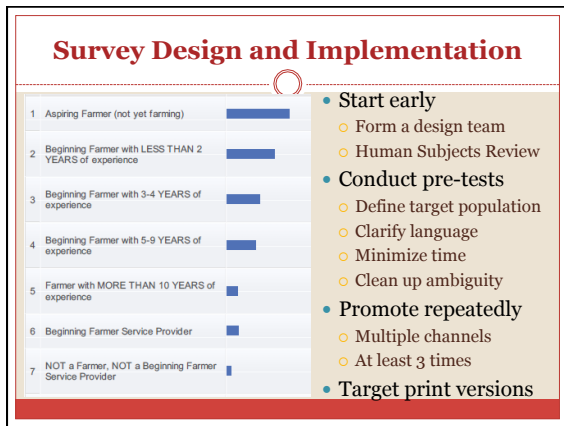


Selecting an Online Survey Tool

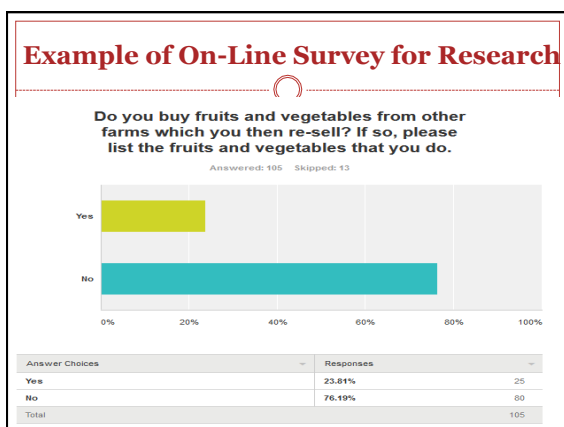
- Standard evaluation
 - Before/after program
 - Rate the xxx
 - Multiple choice
- Building Program ID
 - Web presence
 - Community connection
- Skip Logic
 - Are you a  or a 
 - As a , do you xxx
- Piping
 - What is your county?
 - In XXX county, do you...
- Randomization
 - Which is your priority?
 - Money
 - Family
 - Health
 - Not always clear
- Data Analysis
 - Simple
 - Frequency
 - Averages
 - Statistical
 - Cross tabs
 - Export to excel etc

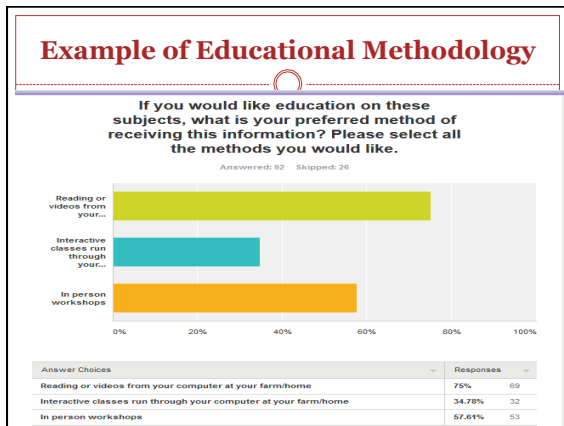
Please name an online survey tool you have used and liked.

PLEASE ENTER YOUR RESPONSE IN THE QUESTION BOX.












Example of Priority Setting: Small Farm Viability

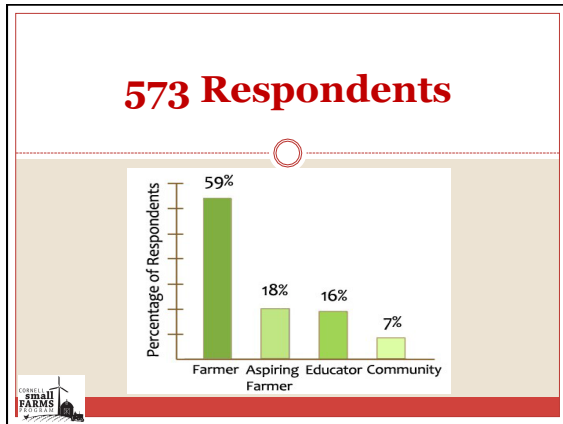
- highly diverse
- geographically distant
- multiple production and marketing strategies
- need a '10,000' foot view



Enhancing Small Farm Viability Survey

- Prioritize from 16 opportunities
- Expand SF participation
- Share on-line
- Need fast response



- ## Top 5 Priorities for SF Viability
1. Develop food distribution strategies to expand local markets
 2. Document economic impact of SF on their communities
 3. Develop new/expand livestock processing facilities
 4. Identify alternative financing strategies
 5. Advocate for greater investment in SF services (e.g. res/ext)
- [HTTP://SMALLFARMS.CORNELL.EDU/PROJECTS/SUMMIT/](http://smallfarms.cornell.edu/projects/summit/)
- CORNELL SMALL FARMS PROJECT

- ## Develop food distribution strategies (e.g. collaborative marketing, product pooling and trucking, food hubs) to expand SF access to local and regional markets
- Identify bottlenecks in local and regional food purchasing and distribution
 - Create and evaluate strategies to increase farmer-distributor- customer connections
 - Provide education for new distributor businesses
 - Cultivate new collaborations among local distribution, transportation and economic development councils
- CORNELL SMALL FARMS PROJECT

“There is a mismatch between the productive capacities of many small operations and large segments of the market. Hopefully such strategies could help bridge those gaps--making it possible for small operators to thrive.”

-Farmer, Dutchess County



Focus vs. Advisory vs. Farmer-Led Groups

- Focus Groups
 - Targeted population
 - Defined by questions of interest
 - Host remains leader
 - Facilitation to keep on topic
- Advisory Groups
 - Broad set of stakeholders
 - Divergent interests
 - Cultivate leadership within group
- Farmer-led groups
 - Narrow set of participants
 - Open or Closed
 - Cultivate leadership in group



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The BUZZ

HOW:

- DEFINE A QUESTION
- HAVE PEOPLE PAIR UP IN 2'S OR 3'S OR USE AN INDEX CARD
- GIVE THEM 1 MINUTE TO THINK QUIETLY WRITE DOWN ANSWERS
- PUT TOGETHER IN PAIRS (OPTIONAL)
- HAVE THEM REPORT BACK TO WHOLE GROUP

WHY:

- RELAXES GROUP
- GETS PEOPLE TALKING
- HELPS INTROVERTS
- FITS ADULT LEARNING STYLES
- INSURES PARTICIPATION
- FOCUSES ON TOPIC OF INTEREST
- FERRETS OUT ASSUMPTIONS BELIEFS AND BIASES

In-Session Focus Group

End of Session Transitions

- **Future Training/Educational Needs (20 min)**
 - In small group, brainstorm topics and educational methods
 - Report back to whole group- record so all can see
 - If needed- prioritize as leave (dots/ticks)
- **Session Evaluation**
 - First, give time for written evaluation
 - Then, open for feedback on meeting
 - What worked?
 - What didn't?
 - What to do next time?

Evaluation of Knowledge Change

Listed below are the 6 topics we discussed in today's workshop. On the LEFT, indicate your level of understanding *before* the training. On the RIGHT, indicate your level of understanding NOW, as a result of today's training.

KNOWLEDGE BEFORE					KNOWLEDGE AFTER				
Non-existent	Minimal	Moderate	Considerable	AREAS	Non-existent	Minimal	Moderate	Considerable	
				Scaling UP Business Planning					
				Enterprise Budgeting					
				Selecting Market Channels					
				Projecting Sales					
				Record Keeping					
				Creative Farm Financing					

Intended Change Survey

Based on what you learned in the past three days, what are the top 3 changes you want to make to your XXX?

1. By ____ date, I will:
2. By ____ date, I will:
3. By ____ date, I will:

How will you monitor the impact of these changes?

1. I will watch/track:
2. I will watch/track
3. I will watch/track

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POLL: I have assessed outcomes after a training using: (check all that apply)

- ☐ Phone calls
- ☐ Online Surveys
- ☐ Paper surveys (mailed after)
- ☐ Individual visits
- ☐ Focus groups
- ☐ Other

Future Needs Survey

Activity	Not interested	Low priority	Medium priority	High priority
Collaborating on proposals				
Sharing beginning farmer training curricula and resources				
Learning about other successful BF training models/ programs				
Networking with other groups				
Learning better evaluation strategies				
Articulating impact of your own programs				
Using online courses to complement your training efforts				
Working together to quantify economic impact of beginning farmers				
Learning about policies that affect beginning farmers				

Post-training Survey

Training activities	Actions			
	No intent	Have considered	Have started	Have completed
Changed curricula used to train aspiring versus established BFs about farm financial management				
Created or improved training on enterprise budgeting				
Created or improved Market Channel Assessment curricula				
Enroll in AgSquared to improve skills to support BFs				
Identified local sources to support creative funding of BFs				

Intended Changes

- Define follow up
 - Collect responses in session
 - Summarize and redistribute
 - Follow up by email at 2 or 6 month or 1 year intervals.
- Develop communication strategy to support change
 - Maintain awareness of evaluation goals
 - Share resources
 - Host problem solving call/field days/ visits
 - Cultivate networks among participants

Your Intentions:

- As a result of this webinar, I intend to:
 - Please type your answer into chat box.

Thank You!

QUESTIONS?

PLEASE TYPE THESE IN THE BOX.

Find the slides and recording of this presentation at
<http://www.extension.org/pages/68921>

Register for upcoming webinars and view recorded
eOrganic webinars at
<http://www.extension.org/pages/25242>

Additional organic farming questions? Ask them at
<https://ask.extension.org/groups/1668>

We need your feedback! Please fill out our follow-up
email survey!