
Evaluation Tools

Evaluation is a systematic approach to assessing the design, implementation, and usefulness of a program. It is an integral part of Extension's program development process, and it is necessary to ensure that programming remains relevant, timely, and effective.

Evaluation is valuable for:

- Determining whether a program is effective in achieving its objectives
- Knowing how lives were changed (effect)
- Modifying programs that are not working according to plan or taking advantage of something that is working exceptionally well (improvement)
- Helping develop new efforts
- Demonstrating accountability (reporting to stakeholders)
- Encouraging participants and leaders

Checklist for planning an evaluation

- **What** type of evaluation (output or outcome)? If an outcome evaluation, what client change will you be measuring?
- **When** to collect data? (evaluation strategy)
- **How** to collect data? (data collection method)
- **Who** to include in the evaluation? (census or sample)

For more information about evaluation, visit agrilife.org/od/evaluation.

Program Evaluations

County Extension agents have various evaluation options to use with their programming.

The Extension Organizational Development unit has created a website that provides one-stop access to a variety of program evaluation forms and information. The website lists several links in the Evaluation section:

- **Evaluation Using Scan Forms** offers an overview of the ready-to-use scan forms in PDF format for evaluation.
- **Basic Instructions and Procedures** includes a guide and answers to common questions about using scan forms.
- **Download Forms** enables you to browse the forms by content area. A specific section is devoted to 4-H program evaluation forms.
- **Sending Your Forms** explains how to submit scannable forms to the Organizational Development unit for processing.

Evaluations can be
accessed at:
agrillife.org/od

Click on “evaluation”

Customer satisfaction surveys

Customer satisfaction is the degree to which the customer’s expectations of the product match its actual performance. In Extension programming, the product is an educational program.

It is important to measure customer satisfaction, as it is a measure of the ability of Extension programs to successfully meet the needs of program participants. It also helps demonstrate the worth and effectiveness of Extension to its stakeholders and helps maintain their support.

The customer satisfaction program of the Texas A&M AgriLife Extension Service is designed to address basic questions, outlined below, to ensure that the agency continues to provide timely, relevant, and effective educational programs to the citizens of Texas.

- How satisfied are they with the product/education they received?
- Are we meeting their expectations?
- What are we doing right and/or wrong?
- How can we improve to keep their support?
- Did the product help them make a decision about their own situation?

Customer satisfaction survey forms are available online in PDF files. An evaluation form has been specifically designed for youth audiences, ages 13 to 18. After program participants complete the forms, mail them to the Extension Education Unit for processing and analysis. A summary of the result will then be sent back to you.

More information on Extension’s customer satisfaction survey is available at agrillife.org/od.

Informal evaluations. Informal evaluations can be a simple way to collect information from 4-H project participants. You might simply ask, “What went well about the project?” or “What would you change about the project?”

You could also use a simple one-page evaluation that asks participants’ opinions about the project. 4-H project leaders may want to use an informal evaluation to gain feedback about 4-H members’ experiences in the project group. This is an easy way to collect information and suggestions for future project experiences.

An example of an informal project evaluation is on page 95.

Informal Project Evaluation

_____ County
_____ 4-H Project

What did you like most about the 4-H project?

What would you like to change about this 4-H project?

What did you not like about this 4-H project?

What should not be changed?