Evaluation Solutions
Impact Statements, Public Value & Public Support

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Objectives

- Use basic data analysis to describe program results
- Select evaluation approaches to show public value
- Create effective impact statements
- Use basic data visualization to improve communications
- Communicate impact statements to stakeholders to build public support for Extension
Effective Impact Statements

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Evaluation Solutions
Impact Statements, Public Value & Public Support

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August, 2017
“I gained new parenting ideas...”

\[
\begin{align*}
1 \times 0 &= 0 \\
2 \times 9 &= 18 \\
3 \times 30 &= 90 \\
4 \times 1 &= 4 \\
5 \times 25 &= 125 \\
6 \times 35 &= 210 \\
\end{align*}
\]

\[
\frac{447}{100} = 4.47
\]
“I gained knowledge of...”

1 \times 0 = 0
2 \times 0 = 0
3 \times 20 = 60
4 \times 71 = 284
5 \times 4 = 20
6 \times 4 = 24
\frac{388}{99} = 3.91
N \mu
Evaluation for Public Value
Commercial Horticulture
Forage Systems
Yes/No Example

Think about your experiences with this Extension program. For each sentence, please place an “X” to answer yes or no, and if yes, please tell us how many.

<table>
<thead>
<tr>
<th>Because of this program...</th>
<th>No</th>
<th>Yes</th>
<th>If yes, how many this past year?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. I have sold calves that were managed for improved marketing methods (BQA, alliances, specialized markets, etc.).</td>
<td>☐</td>
<td>☐</td>
<td>_____calves</td>
</tr>
<tr>
<td>2. I have produced calves using bulls with greater genetic potential through natural service and/or artificial insemination.</td>
<td>☐</td>
<td>☐</td>
<td>_____calves</td>
</tr>
<tr>
<td>3. I have conducted breeding soundness exams on bulls.</td>
<td>☐</td>
<td>☐</td>
<td>_____bulls</td>
</tr>
<tr>
<td>4. I have conducted pregnancy diagnosis on cows/heifers.</td>
<td>☐</td>
<td>☐</td>
<td>_____cows/heifers</td>
</tr>
</tbody>
</table>
Using Research & Expert Estimations

Managing calves for improved marketing methods (BQA, alliances, specialized markets, etc.) results in added value of

$8 per head

183,917 calves sold x $8 = $1,471,336
Better Beef Management

Beef producers in last year’s UT/TSU Extension program gained knowledge and took action to improve beef management. This work makes significant economic contributions to the state. 5,570 beef producers sold 183,917 calves managed according to BQA guidelines to increase returns by $1.4 million.
4-H Healthy Living
**Post-Then-Pre Example**

Read each statement and circle the number that best represents your knowledge or experience. After the training means at the present time after having completed Health Rocks! training. Before the training means before your participation in Health Rocks! training. The scale is:
1=strongly disagree, 2=disagree, 3=agree, and 4=strongly agree

<table>
<thead>
<tr>
<th>I know that</th>
<th>After the training</th>
<th>Before the training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Once you start smoking, it is hard to stop.</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
</tr>
<tr>
<td>Using drugs can ruin my relationship with my family and friends.</td>
<td>1 2 3 4</td>
<td>1 2 3 4</td>
</tr>
</tbody>
</table>
Decisions for Healthy Futures

People who smoke can die of lung cancer.

Once you start smoking, it is hard to stop.

People who use drugs sometimes see or hear things that are not really there.

Using drugs can ruin my relationships with my family and friends.
## Integrated Pest Management (IPM)

Below are some IPM practices. For each practice, please circle the answer to show what is true for you.

<table>
<thead>
<tr>
<th>Practice</th>
<th>Did Before Program</th>
<th>Started Since Program</th>
<th>Plan to do Within Three Months</th>
<th>No Plans</th>
<th>Does Not Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plant a pest resistant variety</td>
<td>Before</td>
<td>Started</td>
<td>Plan</td>
<td>No Plan</td>
<td>NA</td>
</tr>
<tr>
<td>Released a beneficial insect</td>
<td>Before</td>
<td>Started</td>
<td>Plan</td>
<td>No Plan</td>
<td>NA</td>
</tr>
<tr>
<td>Scout my fields</td>
<td>Before</td>
<td>Started</td>
<td>Plan</td>
<td>No Plan</td>
<td>NA</td>
</tr>
</tbody>
</table>
Cotton producers were targeted this year for Extension IPM education programs. Because of this program:

- 40 producers now plant a pest resistance variety.
- 60 producers have released a beneficial insect.

In addition, 10 producers plan to adopt these practices in the next three months.
Achieving Goals
Because of my 4-H experiences…

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Rarely</th>
<th>Sometimes</th>
<th>Often</th>
<th>Always</th>
</tr>
</thead>
<tbody>
<tr>
<td>I set high goals so I have to work to achieve them.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>I set a goals for my job or career.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
4-H Workforce Prep Programs

As a result of 4-H programs...

• 3,409 youth now set high goals that require work to achieve them.
• 4,638 youth have set a goal for their job or career.
• 7,964 youth now work to achieve their goals.
• 5,526 youth put their goals in writing.
• 6,495 youth break goals down into steps so they can check their progress.
• 3,446 youth report that they now achieve goals they set for themselves.
Nutrition Education

Family and Consumer Sciences nutrition education programs reach approximately two million Tennesseans annually through group meetings, worksite sessions, and individual instruction. Nutrition education studies have found a cost/benefit ratio of $1.00/$10.64. This translates to a return of $89.4 million for the investment in UT Extension's nutrition education programs for the state of Tennessee.
Impact Statements
95% of youth are able to explain community issues because of their 4-H participation.

95% of Benton County youth are able to explain community issues because of their 4-H participation.
95% of youth are able to explain community issues because of their 4-H participation.
Data Visualization Tools

55 corn producers reported that they increased profits due to our programs.
Data Visualization Tools

102 farmers have made improvements this year using Extension’s technical advice.

102 farmers have made improvements this year using Extension’s technical advice.
Data Visualization Tools

More than 90% of farmers reported that they increased profits due to our programs.
Small Multiples

Survey Results, 2016-2017, Leadership Camps, Conferences, and Service Projects

- **I am better able to explain community issues.**
  - Yes: 60%
  - Maybe: 35%
  - No: 5%

- **I volunteer in the community.**
  - Yes: 50%
  - Maybe: 32%
  - No: 18%

- **I have improved teamwork skills.**
  - Yes: 47%
  - Maybe: 39%
  - No: 18%
Small Multiples

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes (%)</th>
<th>Maybe (%)</th>
<th>No (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am better able to explain community issues.</td>
<td>60</td>
<td>35</td>
<td>5</td>
</tr>
<tr>
<td>I volunteer in the community.</td>
<td>50</td>
<td>32</td>
<td>18</td>
</tr>
<tr>
<td>I have improved teamwork skills.</td>
<td>47</td>
<td>39</td>
<td>13</td>
</tr>
</tbody>
</table>
“The Tennessee Saves program has helped me personally, and everyone I know that participated loved the program. It is one of the best programs in Henderson County.”

-Jane Doe
Using Impact Statements