

**Program Evaluation Research & Support Working Group  
Meeting / Conference Call  
May 14, 2007**

Who participated: Al Fournier, Dawn Gouge, Kai Umeda, Monica Pastor, Sharon Hoelscher Day, Sabrina Tuttle, Lisa Lauxman.

Faculty Needs Assessment Results

Key points from survey:

- The group reviewed results from the Extension faculty program evaluation survey. There was a 36% response rate. On average, faculty evaluate about 50% of their programs, and 53% of respondents indicated that it was “very important” to improve their program evaluation skills.
- Although specific needs and interests varied considerably, the most highly ranked evaluation training topics were (1) measuring program outcomes and impacts; (2) assessing clients needs; and (3) evaluation for improving programs (process evaluation).
- Preferred methods of delivery of program evaluation education was through (1) face-to-face workshops; (2) program planning tools; (3) a community of learners; and (4) access to web-based resources and models to facilitate evaluation.

Discussion:

- Based on this report, the group decided that a need exists for program evaluation training and resources and that there is value in seeking continuing working group funding in the next cycle.
- The group discussed the results and future directions for the PERS working group. It is clear that a wealth of existing resources are available for Extension program evaluation, including tools from other land grants and resources developed in-house by many of us for our individual programs. It was suggested that organizing and corralling these resources onto a single “clearinghouse” website could be an educational outcome for the next working group cycle.
- Secondly, the goal of a face-to-face workshop could be met by partnering with the existing Professional Development Statewide Initiative (PDSI). They are developing a proposed in-service program for next year that will include two primary topics: effective teaching and program evaluation. It was suggested we partner with the PDSI and provide input for their program, based on identified needs from our faculty survey (rather than apply for a separate statewide initiative). Al, Sabrina and Lisa are members of both groups and will facilitate communication between our groups.
- Ideas for the PE component of the in-service included inviting PE expert(s) as speaker(s). This could be costly. One suggestion was to try to partner with or organize the training around the Arizona Program Evaluation Network meeting next year. Another point raised was that we could draw on the expertise of our own—several people have some experience and academic training in this area,

including many member of our working group. Final decisions will depend on our interaction with the PDSI group.

- Sabrina mentioned a packet of evaluation and program planning “examples” she has used a resource / handout at face-to-face trainings. We could develop something like this for the training. These resources could also be part what get included in the web resources.

### Working Group budget report

The group has about \$900 remaining. Our budget included funds for the survey, which turned out to be free. And by holding one meeting at the CALS conference and a second as a conference call, costs were kept way down. It was suggested and finally decided by the group to dedicate these funds to putting some very good resources into hands of Extension faculty: the Dillman survey book and/or a focus group book by Michael Krueger. We discussed strategies for ensuring these resources are not “lost in the shuffle,” but made available to faculty who will use them.

### Action Items

- AI will write the final report for the group and include the program evaluation survey results.
- AI will write a draft of the next working group proposal by this weekend and send it to the group for input.
- AI will draft an email to faculty to solicit interest in the two program evaluation books and send it via Patti B.
- Work group members: please provide input for the final report and proposal when asked via email.
- ALL: Please review these notes and let me know if I’ve missed anything.