Faculty Program Evaluation Support Needs Assessment
CALS Program Evaluation Research and Support Working Group
Final Results: Education Needs

**Background:** The purpose of this survey is to identify current program evaluation practices and needs among UA Extension faculty, including campus- and county-based Specialists and Agents. For the purposes of this survey, “Program Evaluation” was defined as the process of collecting input from clientele to document clientele needs and/or to evaluate the short-term outcomes and long-term impacts of specific research and extension program activities.

**Response Rate:** 49/136 = 36%

(1) Rate your **current level of knowledge and skill** about evaluating programs. (1=low, 5=high)
Mean Knowledge Level 3.09
Mean Skill Level 2.96

(2) **For what approximate percentage of your programs/activities do you currently collect evaluation data?** Please include any written program evaluations or documented stakeholder input you gather.
Mean response = 50% of programs

(3) **Major Barriers to Evaluation**
- **Lack time to do evaluation** 19
  - Lack of evaluation expertise 6
  - Human subjects approval (IRB) 5
  - Cost, lack of funding for evaluation 4
  - Lack of technical resources, models 4
  - Poor response rates, lack of client cooperation 4
  - Program implementer doesn’t believe in evaluation 4
    - E.g., “it’s a waste of time”
    - Don’t need formal evaluation
    - Benefits of evaluation unclear
- Type of programs difficult to evaluate 4
- Lack of statistical/analysis expertise 4
- Lack of staff support 2
- Evaluation takes too much time during program 2
- Lack repeated contacts with the same clientele 2
- Bad experiences with past evaluations (poor results) 2
- “The hassle factor” 1
- Not comfortable with doing them 1
- Lack of accountability within College 1
- Too many variables to evaluate 1
- Cultural sensitivity 1
- Lack of baseline data to measure change 1
(6) How important do you feel it is for you to **improve your knowledge and skills** about program evaluation? (1=not important. 5=very important)
Mean = 4.12
26/45 = 58% chose 5 “very important”

(7) What specific **types of programs** would you like to know more about evaluating?

<table>
<thead>
<tr>
<th>Types of Programs to evaluate</th>
<th>Count</th>
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</thead>
<tbody>
<tr>
<td>Research projects</td>
<td>1</td>
</tr>
<tr>
<td>Working groups</td>
<td>1</td>
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<tr>
<td>Teacher workshops</td>
<td>1</td>
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<td>Student programs</td>
<td>1</td>
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<tr>
<td>Train-the-trainer</td>
<td>1</td>
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<tr>
<td>Single-contact programs, workshops</td>
<td>2</td>
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<tr>
<td>Youth programs</td>
<td>2</td>
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<tr>
<td>Noxious weeds / invasive species pgms</td>
<td>2</td>
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<tr>
<td>FCS programs, public health</td>
<td>1</td>
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<tr>
<td>4-H Programs</td>
<td>1</td>
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<tr>
<td>Agriculture Literacy</td>
<td>1</td>
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<tr>
<td>Plant Diagnostics programs</td>
<td>1</td>
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<tr>
<td>Advanced Master Gardener Training</td>
<td>1</td>
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<tr>
<td>Website evaluation</td>
<td>1</td>
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<tr>
<td>Undergraduate curriculum</td>
<td>1</td>
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<tr>
<td>Family programs</td>
<td>1</td>
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</tbody>
</table>

(8) What practical outcomes or benefits do you hope to gain from improving your PE knowledge and skills? (Quick and dirty summary)

- **Improve programs / program development** 10
- **Determine / document program benefits /impacts** 9
- Improved client satisfaction 6
- Make programs more relevant to clients 4
- Improve program impact / results 4
- Demonstrating program relevance (to funders and others) 3
- Getting a 5 on APROL 3
- Measure progress on meeting program goals 1
- Improved cultural sensitivity in client communications 1
- Produce quality evaluation data for publication 1
- Prioritize projects (which are most valuable?) 1
- Improve marketing of programs 1
- Improve ability to get grants (proof of results) 2
- Improve sustainability of programs 1
- Better understand motivations for behavior change 1
(9) Rate your interest level in each of the following PE topics. (1=low, 5=high)

- Program evaluation basics 3.1
- Measuring project outcomes/impacts 3.7
- Assessing client needs 3.5
- Evaluation for improving programs 3.4
- Conducting Surveys 2.9
- Writing objectives and outcomes 3.1
- Conducting focus groups 2.8
- Qualitative data analysis 3.2
- Conducting interviews 2.9
- Statistics 3.0
- IRB requirements (Human Subjects) 2.7

(11) Preferred tools and resources for PE (1=low, 5=high)

- One-on-one counseling 2.7
- Workshop (face-to-face) 3.7
- Community of learners 3.3
- Workshop (web conference) 2.5
- Web resources 3.1
- Interactive CD 2.4
- Library of evaluation instruments 3.0
- Program planning tools 3.3

List other tools:
- Web design and management
- Group of folks who would review surveys and evaluations before use