

GREW Gaining Results through Evaluation Work

A project supporting trainers of beginning farmers and ranchers



Basic Evaluation Tools and Resources

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There are many, many resources available on the web to help people conduct program evaluation. It can be somewhat overwhelming to wade through them all. To make the process simpler, we have highlighted a few key documents. These items offer basic information and guidance for different aspects of conducting evaluation.

Evaluation Planning

- [Planning a Program Evaluation by University of Wisconsin Extension](#)
This 16-page guide provides clear and basic information for setting up an evaluation. It comes with a companion worksheet for creating the evaluation plan: [Planning a Program Evaluation - Worksheet by University of Wisconsin Extension](#)
- [Evaluation Protocol – Guide and Workbook by Cornell University](#)
This website provides in-depth info on setting up an evaluation, creating an evaluation team, identifying resources and capacity, etc.
- [Considerations for Conducting Evaluation Using a Culturally Responsive and Racial Equity Lens \(How-To Guide\)](#)
This document provides practical ideas for conducting program evaluation with a culturally responsive and racial equity focus. It provides ideas for evaluative questions, data collection methods, organizational practices and self-reflection. While the document might be targeted towards larger evaluations, the concepts can be utilized regardless of evaluation scope.

Logic Models/Theories of Change

- [Logic Model Development Guide by W.K. Kellogg Foundation](#)
This guide provides useful and simple ideas for creating both logic models and theory of change models. It provides helpful examples, a variety of templates, and checklists to ensure all needed information is included. It provides an approach that is both useful and flexible.
- [BFRDP Logic Model Diagram by GREW](#)
This document was developed as part of an evaluation of the USDA's Beginning Farmer and Rancher Development Program (BFRDP). It highlights the many possible components that can go into programs that train beginning farmers and ranchers. This

document can be used for developing logic models for evaluation or project development.

- [The Netway by Cornell University](#)
This online software tool provides a template for evaluation plans and provides interactive features to create a logic model and theory of change.

Data Collection

- [Using Focus Group Interviews for Planning or Evaluating Extension Programs by University of Florida Extension](#)
This document provides a brief overview of the focus group interview and suggestions for conducting them.
- [A Step-By-Step Guide to Developing Effective Questionnaires and Survey Procedures for Program Evaluation & Research by Rutgers Cooperative Extension Program](#)
This document summarizes key points for developing surveys.
- [Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method by Dillman et al.](#)
If you are looking for more in-depth information on survey development and implementation, this book is an excellent and much used reference.
- [Likert-Type Scale Response Anchors by Clemson University](#)
When creating surveys, it is often handy to have examples of different types of rating scales that can be used. This document provides several options from which to choose.
- [Methods for Data Collection by Better Evaluation](#)
This page highlights several types of data collection strategies - the usual suspects and more innovative or creative ones. The methods are categorized by those that work with individuals and groups. They also have a link or two to guides to help you use them.

Data Analysis

- [Using Excel for Analyzing Survey Questionnaires by University of Wisconsin-Extension](#)
This 28-page guide shares how to use Microsoft Excel for analyzing survey questionnaires.
- [Quick Tips: 10 Steps to Make Sense of Answers to Open-Ended Questions by University of Wisconsin-Extension](#)
Once respondents fill in those open-ended questions on a survey, or they've participated in a half-hour interview, it takes a bit of work to make sense of all the responses. This 2-page guide provides straightforward guidance for analyzing this type of information.
- [We Did it Ourselves: An Evaluation Guidebook by SRI International](#)
This guidebook provides step-by-step instructions on how to design and carry out an evaluation, with a specific section on, "Analysis: What to Do with All These Data?," that provides guidance on both qualitative and quantitative evaluation data analysis.

Evaluation Reporting and Use

- [Basics of Good Evaluation Reporting by University of Wisconsin-Extension](#)
This 2-page document provides a list of quick tips on evaluation reporting.
- [Develop Reporting Media by Better Evaluation](#)
This webpage provides ideas for different report formats including options for reports by writing, presenting at events, developing presentation materials, and providing creative or interactive methods of communicating the findings.
- [How Can We Use Evaluation Findings to Reflect On and Adjust Our Work? By Racial Equity Tools](#)
This tip sheet provides questions and considerations to help guide reflection on evaluation findings.
- [Support Use by Better Evaluation](#)
This webpage provides options organizations can implement to support the use of evaluation findings.



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