

# Outcome Report

The **GREW Project** aims to improve evaluation of beginning farmer education efforts to more effectively and efficiently document success, improve programs, and help farmers meet their goals.

## Evaluation Basic Skills

**Goal 1: Make evaluation easier to do, stronger, more effective**

**“The GREW project is an extremely useful tool for BFRDP projects.”**

### All sessions

*From Post Session Surveys*

Percent who at least somewhat agreed

**95%** Gained useful knowledge (n=82)

**88%** Are inspired (n=120)

**77%** Plan to do something (n=120)

**74%** Know where to go for info (n=120)

*From the 2022 Follow-Up Survey*

**49%** Utilized something

they learned from engaging with the GREW project sessions or resources (n=53)

*Of those who said utilized something and responded to the impact question*



**82%** reported at least one desired impact (n=22)

45% It is too soon to tell impact!

45% Evaluation plan is more realistic, clear or feasible

41% Evaluation plan is stronger in grant proposal

32% Outcome are more realistic and relevant

27% Data collection is more useful for staff/participants

## Social Change thru Evaluation

**Goal 2: Use evaluation for social change to better serve beginning farmers**

*All Data from the 2022 Follow-Up Survey*

<b>CREaTE Series: Culturally Responsive, Equitable and Transformative Evaluation Series</b>	<b>Plan to Use</b>	<b>Used</b>
<b>Include participatory methods</b> in evaluation plans or processes (n=17)	71%	29%
<b>Include measures of equity</b> in evaluation plans or processes or instruments (n=15)	67%	33%
<b>Include culturally responsive principles or practices</b> in evaluation plans or processes or instruments (n=17)	47%	53%
<b>Address structural issues</b> in an evaluation plan or processes (n=14)	71%	29%

**“I've felt stuck in a system of counting things that funders want to be counted and that feels demoralizing. It is wholly encouraging to be able to view evaluation as something that can transform systems.”**

**55%** identified social change impacts (n=22)

**Includes:** Identified equity issues at their organization as a result of evaluation; program changes have been made as a result of evaluation; used evaluative thinking process with co-workers or others; program changes have been made to improve diversity, equity or inclusion; programming is more strategic based on results.

## Project Reach

**577** participants (duplicated)

**10,000+** webpage hits

**61%** Shared something they learned with others (*n= 43, 2022 Follow-Up Survey*)

## Select Quotes

From the 2022 and 2020  
Follow-Up Surveys

**“It has given me the tools that I need to achieve the values that we hold as an organization.”**

**“The resources made a huge difference. I referenced them multiple times in the past few months.”**

**”[I now view] evaluation as a bigger picture, inclusive tool for program development”**

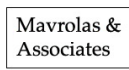
## Evaluation Methods

**Post Session Surveys:** Total sample, 576 participants; 128 completed online surveys; response rate = 22%

**2022 Follow-Up Survey:** Sent to 365 people (session attendees and listserv folks); 53 completed the survey (16 from CREaTE); overall response rate = 15%; CREaTE response rate=53%

**2020 Follow-Up Survey:** Sent to 310 people (session attendees and listserv folks); 31 completed the survey; response rate = 10%

The [GREW Project](#) is a collaborative effort, including the following partners and collaborators:



## GREW Project Activities & Resources

**7 Webinars** (298 participants, 1551 YouTube web hits)

Access on the GREW [Evaluation Webinar](#) webpage

- [Evaluation 101](#)
- [Develop Outcomes](#)
- [Most Significant Change & Photo Voice](#)
- [Past Participant Outcomes](#)
- [Self-Assessment](#)
- [BFRDP Proposal Development](#) (Feb 4, 2021)
- [New Entry – Past Participant Outcomes](#)

**9 Learning Communities** (222 participants)

Access on the GREW [Learning Community](#) webpage

- [Farmer Training Program Planning and Evaluation](#)

**Culturally Responsive, Equitable and Transformative Evaluation (CREaTE) Series, 8-sessions** (30 participants)

**5 Tools** (720 web hits)

Access on the GREW [Evaluation Tools](#) webpage

- [Outcomes List](#)
- [Long-Term & System Level Outcomes](#)
- [Farmer Success](#)
- [Aspiring Farmer Outcomes](#)
- [Example Pathway Model](#)

**6 Resource & Tip Sheets** (720 web hits)

Access on the GREW [Ideas, Tips, and Resource Highlights](#) webpage

- [Grant Writing Tips](#)
- [Equity Resources](#)
- [Eval Tools BFR Orgs Use](#)
- [Self-Assessment Resources](#)
- [Basic Eval Tools & Resources](#)
- [Follow-Up Eval Resources](#)

**Evaluation Library** (249 resources, 1,551 web hits)

Access on the [GREW Evaluation Resource Library webpage](#)



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