

GREW Gaining Results through Evaluation Work

A project supporting trainers of beginning farmers and ranchers



Resources for Conducting Follow Up Evaluation

April 28, 2022

Do you need ideas for checking back in with past participants of your programs? The GREW Project has several resources to assist you with conducting follow up evaluation, including webinars, data collection tools, and budgets.

Webinars

There are three archived webinars where beginning farmer and rancher programs share their experience with conducting follow up evaluations. These webinars cover the organizations' evaluation questions, samples, methods, reporting strategies, and budgets for implementation. The webinar slides are available for quick reference and the YouTube recordings are indexed for easy access.

Documenting Past Participant Outcomes: Beginning Farmer and Rancher Training Organizations Share their Experience ([Webinar slides](#), [YouTube Video](#))



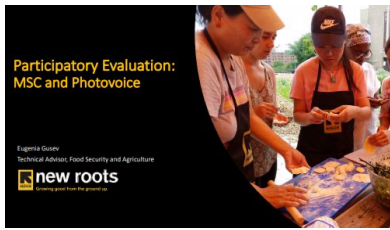
Hear from staff from two different beginning farmer and rancher training programs, the Land Stewardship Project and the Quivira Coalition, who share how they track farmer and rancher outcomes over time.

Are They Still Farming? Insights into Conducting Long-term Evaluation of a Beginning Farmer Training Program ([Webinar slides](#), [YouTube Video](#))



Hear from Tufts University's New Entry Sustainable Farming Project about how they conducted an evaluation of their incubator program going back 15 years.

Alternative Outcome Development & Data Collection Strategies: Most Significant Change (MSC) and Photovoice (PV) ([Webinar slides](#), [YouTube Video](#))



Hear from the International Rescue Committee on using participatory and qualitative evaluation methods including the Most Significant Change method and the Photovoice method.

Data Collection Tools

You can also check out instruments used by other beginning farmer training organizations for follow up evaluation:

- [UCSC Center for Agroecology's Beginning Farmer and Rancher Program Survey](#)
- [New Entry Incubator Alumni Survey](#)
- [New Entry Focus Group Guide](#)
- [The Farm Beginnings Collaborative's Survey](#)

Budgets

In the needs assessment we conducted in 2018, several people were interested in seeing example budgets for doing this type of data collection. Here are three examples of budgets for tracking follow up information.

- **Land Stewardship Project**—Check out their PowerPoint slide below and section 52:48 of the [webinar recording](#) to learn more about the costs of conducting their follow up survey.
- **Quivira Coalition**--Check out their PowerPoint slide below and section 21:58 of the [webinar recording](#) to learn more about the costs of conducting participatory evaluation.
- **International Rescue Committee**—Check out their PowerPoint slide below and section 42:15 of the [webinar recording](#) to learn more about the costs of conducting Most Significant Change and Photovoice participatory evaluation approaches.

WHAT IT TOOK TO PLAN EVALUATION



Process:

- shared values, goals and approach
- Formed committee to work with evaluator
- consensus process.
- Re-plan; DE&I

Time: FBC committee met 3 times (phone calls) and presented evaluation plan at annual meeting (in-person) for final decision (approx. 6 months)

Cost:

Upfront - \$4850

- 60 hours evaluation expertise
- 50 hours of staff time paid through BFRDP EET grant

Survey Monkey account

Annually - \$2400

- 40 hrs/year to administer survey and develop report of findings for each organization.

Cost

- Staff time
 - Scheduling and conducting 45 interviews (90 hours)
 - Getting the evaluator up to speed (10 hours)
 - Developing and refining logic model and interview questions (8 hours)
 - Reviewing initial draft report and providing feedback (4 hours)

= 112 hours staff time

International Rescue Committee Budget

	MSC (30 people interviewed)	Photovoice (8 community researchers)
Staff time (manager, enumerator)		
Interpretation /translation (9 languages)		
Transport		
Incentives		
Equipment (recording device, camera)		
Total	\$ 5,000	\$9,000

Please see the [GREW Project website](#) for more tools, tips and resources.



The GREW Project is funded by USDA's National Institute of Food and Agriculture's Beginning Farmer and Rancher Development Program (project # 2018- 70017-28606)