

“Schedule 12 appointments with yourself”

Schedule time every month for program planning, evaluation and accountability...the tasks may vary from month-to-month, but may include SUPER activity reports, conducting phone interviews, writing impact statements, analyzing data from questionnaires, reading about evaluation, etc.

“Your most unhappy customers are your greatest source of learning.”

- **Bill Gates**

“Evaluation Involves Work”

Evaluation requires effort, just like any other part of your job.

“Evaluate Selectively”

It’s not appropriate to evaluate everything you do. Evaluate those programs where you spend the majority of your time.

“Evaluation Can Be Humbling”

When evaluation results are not positive, it can lead to self-reflection. Am I practicing all of the behaviors I am teaching? When you face unhappy customers, it can be discouraging, yet instructive.

Contact Me

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Programs in agriculture and natural resources, 4-H youth development, family and consumer sciences, and resource development.
University of Tennessee Institute of Agriculture, U.S. Department of Agriculture and county governments cooperating.

UT Extension provides equal opportunities in programs and employment.

What I wish someone had told me about **evaluation** when I was a new Extension Agent

Joseph L. Donaldson, Ph.D.

Extension Specialist

Program Planning and Evaluation





"As a leader, it's a major responsibility on your shoulders to practice the behavior you want others to follow."

- Himanshu Bhatia

I wish someone had told me...

"It's Your Job"

Program planning and evaluation is in every job description for every Extension Agent and Specialist.

"Evaluation Helps You"

Evaluation helps you to identify what is valuable and what is not valuable.

"Right Program, Wrong Measures"

You may be delivering a great program, but your evaluation results will be very disappointing if your measures don't align with your program outcomes.

"Quotations from Participants Can Be Valuable"

Quotations can be especially valuable for decision-makers. The people who make program funding decisions are often not direct program beneficiaries.

"The Power of Recommendation"

Ask participants, "Would you recommend this program to others? Why or why not?" This question can help you to pinpoint what needs to be improved which could be as simple as changing locations or meeting times.

"Different Stakeholders Want Different Data"

Some care about cost-benefit, while others are concerned about a program's innovativeness. Others want to know the number of participants or the overall impact on the quality of life that the program produces.

"The Best Impact is Caught"

Some of the very best program impact comes from what people tell you in everyday conversation, not what they write on questionnaires.

"Use the Standards"

Use the standard evaluation protocol as provided in the curriculum or by the Extension specialist. It's the only way to provide statewide impact, in addition to being much more efficient than creating your own.

"Focus on constant iteration of your product or service. Never hold too closely to your idea but be open to change and innovation."

- Jean Chong

