



WELCOME

to the

2020 Northeast 4-H Evaluation Workshop

hosted by

UConn College of Agriculture, Health and Natural Resources

funding provided by

The Bechtel Foundation and 4-H National

Logistics before we get started

- 1) s.uconn.edu/20204HEval
- 2) Bathrooms are located outside in the hallway
- 3) Feel free to take breaks as needed throughout the day



Thank you for joining us!

- Thank you to our sponsors and collaborators!!!
- Our team:
 - Allison Nichols: UConn 4-H Common Measures Program Assistant
 - Stacey Stearns: UConn Extension Communications Specialist
 - Jen Cushman: Assistant Extension Educator: Hartford County 4-H
 - Maryann Fusco-Rollins: State Program Leader, 4-H Educator Tolland County
- About you:
 - 9 states represented
 - Over 120 years of collective experience
 - Responding to workshop content feedback

Assessing your Evaluation Audience

Miriah Russo Kelly, Ph.D.

February 7, 2020

Evaluand:

a generic term coined by Michael Scriven, may apply to any object of an evaluation. It may be a person, program, idea, policy, product, object, performance, or any other entity being evaluated.

[\(Sage Publications\)](#)

Ask These Questions First

- What are the goals of the evaluation?
 - How will the goals be determined?
 - How do you plan to use the evaluation data?
- How will evaluation goals be met?
 - What methods will be used to collect, analyze, and communicate evaluation data?
- Who has stake?
 - Who will use the data?
 - Who will the data affect?

Stakeholder:

one who is involved in or affected by a course of action.

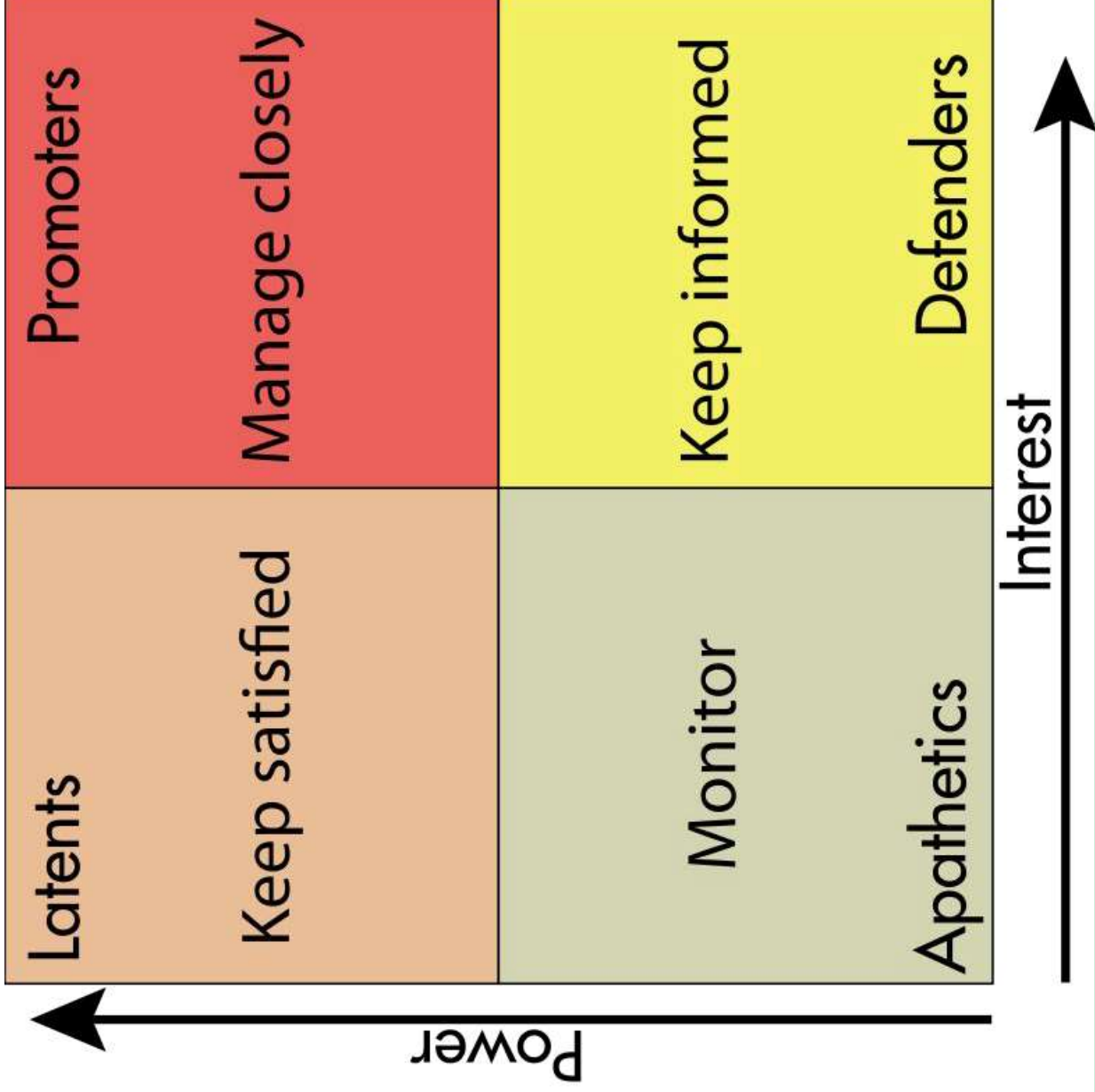
([Merriam Webster](#))

Utilization-Focused Evaluation

- Intended uses:
 - Instrumental use
 - Conceptual use
 - Process use
 - Persuasive use
 - Nonuse
 - Misuse

Intended Users

- Policy and decision-makers
- Program sponsors
- Evaluation sponsors
- Target participants
- Program managers
- Program staff
- Program competitors
- Contextual stakeholders
- Evaluation and research community



Additional Considerations

- What is their level of awareness?
- What attitudes or perceptions do they hold?
- How satisfied are they?
- What is their intention to use the data?
- What is their level of trust in your data?
- How will the findings affect their quality of life/well-being?



Best practices for working with stakeholders on evaluation

- Identify stakeholders
- Establish a structure
- Involve key stakeholders early
- Involve key stakeholders continuously
- Involve key stakeholders actively
- Communicate effectively throughout

References

- Macnamara, J. (2018). *Evaluating Public Communication*. New York, NY: Routledge.
- Patton, M.Q. (2008). *Utilization-Focused Evaluation*. Thousand Oaks, CA: Sage Publications
- Rossi, P.H., Freeman, H.E., Lipsey, M.W. (1999). *Evaluation: A Systematic Approach*. Thousand Oaks, CA: Sage Publications