Targeting Outcomes of Programs (TOP): A Hierarchy for Targeting Outcomes and Evaluating Their Achievement (PowerPoint Presentation)

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A Hierarchy for Targeting Outcomes and Evaluating Their Achievement

http://deal.unl.edu/TOP/

S. Kay Rockwell
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Targeting Outcomes of Programs (TOP)

http://deal.unl.edu/TOP/

Program Development

*SEE Conditions
Practices
**KASA
Reactions
Participation
Activities
Resources

Feedback

Program Performance

*SEE Outcomes
Practices
**KASA
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Resources

*S = Social
*E = Economic
*E = Environment

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations
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Stakeholder
-a person, inside or outside the organization, who has:

• a real, active interest in the organization and its programs;
• an investment in the organization/program (time, mental/emotional energy, money); and
• a commitment to the organization's/program's success.
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Program vs. Activity

- Direct Teaching
- Print Media
- Multi-media Courses
- Publications
- Tours
- Home Study Courses
- Demonstration Sites
- Video Conferencing

Programs
Targeting Outcomes of Programs (TOP)

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Inputs

- Staff and Volunteers
- Financial Resources
- Organization/Agency Commitments
- Grant Dollars
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Assess Opportunities

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OUTPUTS = Products or services generated for programming

• Newsletters
• Workshops
• Displays
• Demonstration Projects
• Etc.

• Coalitions developed
• Curricula developed
• Consultations
• Etc.
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Process evaluation
Process Evaluation

Aim – provide information for program
...improvement
...modification
...management
(Developmental or Formative)
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Outcomes =

The effects that the products and services (outputs) have on customers or clientele

Behavior changes of individuals, groups, organizations, or communities. Attributed in part to the efforts and influences of the agency, program or project (Kibel, 1999)
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Impacts =

Lasting and generalized changes that occur because of the..

- Activity(ties)
- Program(s)
- Grant(s)
Impact Evaluation =

Form of outcomes evaluation

Assess net effect of a program

Compare

Program Outcomes

Estimate of what would have happened in the absence of the program
Indicators

Specific items of information that trace a program’s success

They Describe:
....observable characteristics
....measurable characteristics
....or changes that represent achievement of an outcome
Objective Indicators

Direct observation of what people overtly do or receive, as well as observations of natural phenomena

- Statistical records
- Objective tests
- Third party observations
- Etc.
Subjective Indicators

Self-report processes by participants themselves and/or other who may be affected by the program

- Example 1: Public satisfaction with personal health; economic status; and cleanliness of public air, land, and water

- Example 2: reports/ratings by program teams or program participants of their adoption and use of recommended practices and technologies.
Program Performance

Feedback

Long-Term Outcomes

Intermediate Outcomes

Immediate Outcomes

OUTPUTS

Target

Target

Target

Target

Target

Target

Target

SEE Changes

Practices used

KASA gained

Participant reactions

Participants involved

Activities implemented

Resources used
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Why Assess needs and evaluate?

1. Help establish goals and objectives
2. Test if met goals and objectives
3. Identify outcomes/impact on...
   - Individuals
   - Community
4. Provide documentation for stakeholders
5. Document accountability
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