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

S. Kay Rockwell

University of Nebraska - Lincoln, krockwell1@unl.edu

Follow this and additional works at: http://digitalcommons.unl.edu/aglecfacpub

Part of the Other Public Affairs, Public Policy and Public Administration Commons
A Hierarchy for Targeting Outcomes and Evaluating Their Achievement

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

S. Kay Rockwell
Professor and Evaluation Specialist
Agricultural Leadership, Education and Communications Department
University of Nebraska
Targeting Outcomes of Programs (TOP)

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

**KASA**

*SEE Conditions

Program Development

Feedback

Program Performance

*SEE Outcomes

Practices

**KASA

Reactions

Participation

Activities

Resources

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations

*S = Social
*E = Economic
*E = Environment
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
Reactions
Participation
Activities
Resources

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations

*S = Social
*E = Economic
*E = Environment
Targeting Outcomes of Programs (TOP)

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

Program Development

*SEE Conditions

Practices

**KASA

Reactions

Participation

Activities

Resources

*SEE Outcomes

Practices

**KASA

Reactions

Participation

Activities

Resources

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

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations
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
Reactions
Participation
Activities
Resources

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations

* = Social
*E = Economic
*E = Environment
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.
Targeting Outcomes of Programs (TOP)

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

Program Development

*SEE Conditions

Practices

**KASA

Reactions

Participation

Activities

Resources

*SEE Outcomes

Program Performance

Practices

**KASA

Reactions

Participation

Activities

Resources

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

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations
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
Reactions
Participation
Activities
Resources

**K = Knowledge
A = Attitude
S = Skill

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

• Staff and Volunteers
• Financial Resources
• Organization/Agency Commitments
• Grant Dollars
Targeting Outcomes of Programs (TOP)

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

Program Development

- *SEE Conditions
- Practices
- **KASA

Program Performance

- *SEE Outcomes
- Practices
- **KASA

Feedback

- Reactions
- Participation
- Activities
- Resources

Assess Opportunities

- Reactions
- Participation
- Activities
- Resources

**K = Knowledge  
A = Attitude  
S = Skill  
A = Aspirations

*S = Social  
*E = Economic  
*E = Environment
Targeting Outcomes of Programs (TOP)

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

Program Development

*SEE Conditions

Practices

**KASA

Reactions

Participation

Activities

Resources

Program Performance

Feedback

*SEE Outcomes

Practices

**KASA

Reactions

Participation

Activities

Resources

*S = Social

*E = Economic

*E = Environment

**K = Knowledge

A = Attitude

S = Skill

A = Aspirations
**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

Reactions

Participation

Activities

Resources

**K = Knowledge

A = Attitude

S = Skill

A = Aspirations

*S = Social

*E = Economic

*E = Environment
OUTPUTS = Products or services generated for programming

- Newsletters
- Workshops
- Displays
- Demonstration Projects
- Etc.

- Coalitions developed
- Curricula developed
- Consultations
- Etc.
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

Reactions

Participation

Activities

Resources

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

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations
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

Reactions

Participation

Activities

Resources

*S = Social

*E = Economic

*E = Environment

**K = Knowledge

A = Attitude

S = Skill

A = Aspirations

Process evaluation
Process Evaluation

Aim – provide information for program
…improvement
…modification
…management
(Developmental or Formative)
Targeting Outcomes of Programs (TOP)
http://deal.unl.edu/TOP/

Program Development

*SEE Conditions
Practices
**KASA
Reactions
Participation
Activities
Resources

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

Program Performance

Feedback

*SEE Outcomes
Practices
**KASA
Reactions
Participation
Activities
Resources

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations
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)
Targeting Outcomes of Programs (TOP)

*SEE Conditions
Practices
**KASA
Reactions
Participation
Activities
Resources

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

Feedback
Long-term
Intermediate
Immediate

Program Development
Program Performance

*SEE Outcomes
Practices
**KASA
Reactions
Participation
Activities
Resources

**K = Knowledge
A = Attitude
S = Skill
A = Aspirations

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

SEE
Conditions
Practices
KASA
Reactions
Participation
Activities
Resources

Targets
Targets
Targets
Targets
Targets
Targets

Targets depend upon contextual factors

Targets depend upon program resources
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 cleanness 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.
Targeting Outcomes of Programs (TOP)

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

Program Development

*SEE Conditions

Practices

**KASA

Reactions

Participation

Activities

Resources

*SEE Conditions

Outcomes

Practices

**KASA

Reactions

Participation

Activities

Resources

*S = Social

*E = Economic

*E = Environment

*K = Knowledge

A = Attitude

S = Skill

A = Aspirations
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
Reactions
Participation
Activities
Resources

*K = Knowledge
A = Attitude
S = Skill
A = Aspirations

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

*SEE Conditions
Practices
**KASA
Reactions
Participation
Activities
Resources

Feedback

Program Performance

*SEE Outcomes
Practices
**KASA
Reactions
Participation
Activities
Resources

*K = Knowledge
A = Attitude
S = Skill
A = Aspirations

*S = Social
*E = Economic
*E = Environment
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
A Hierarchy for Targeting Outcomes and Evaluating Their Achievement

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

S. Kay Rockwell
Professor and Evaluation Specialist
Agricultural Leadership, Education and Communications Department
University of Nebraska