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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

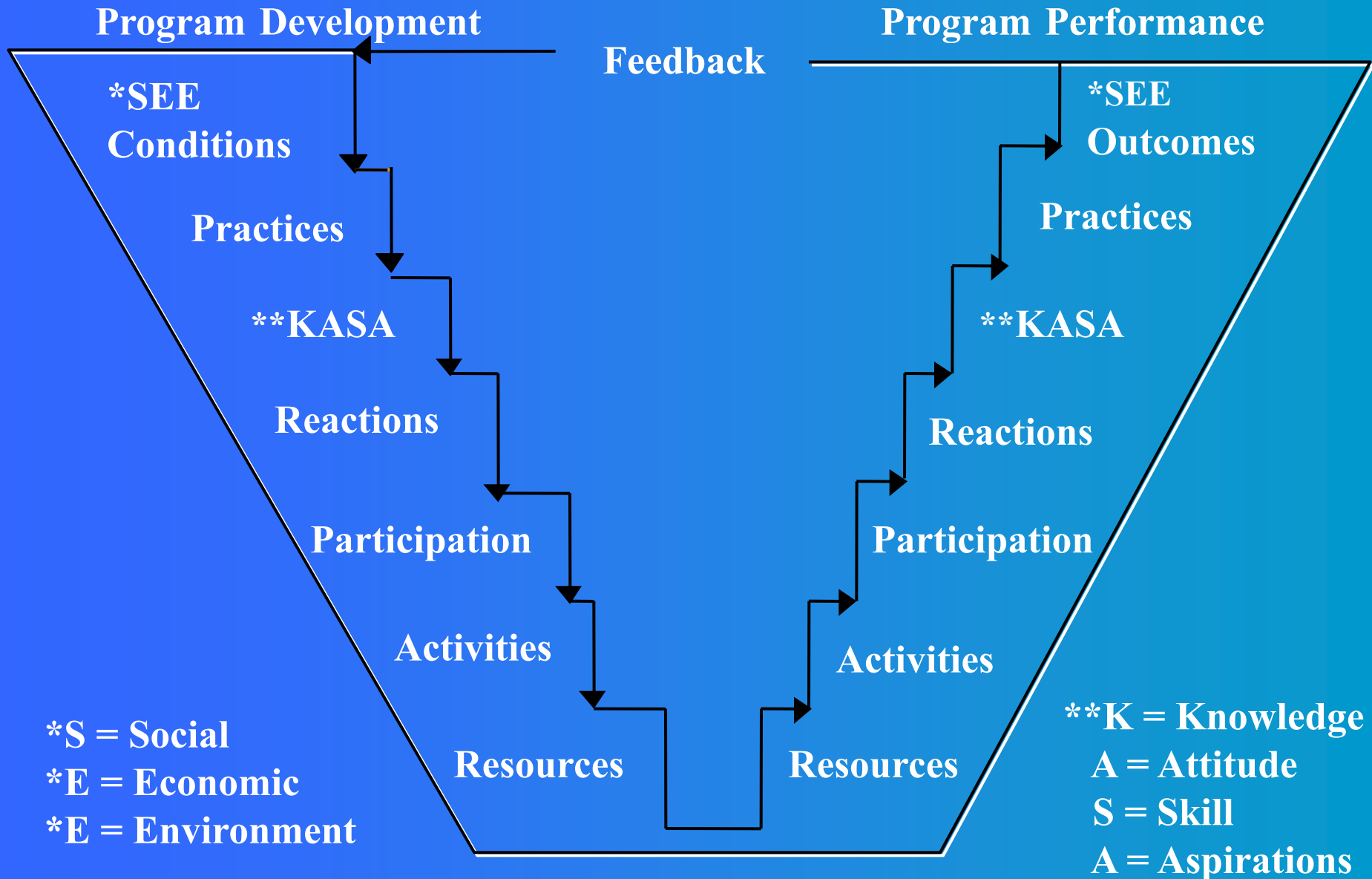
Professor and Evaluation Specialist

**Agricultural Leadership, Education and
Communications Department**

University of Nebraska

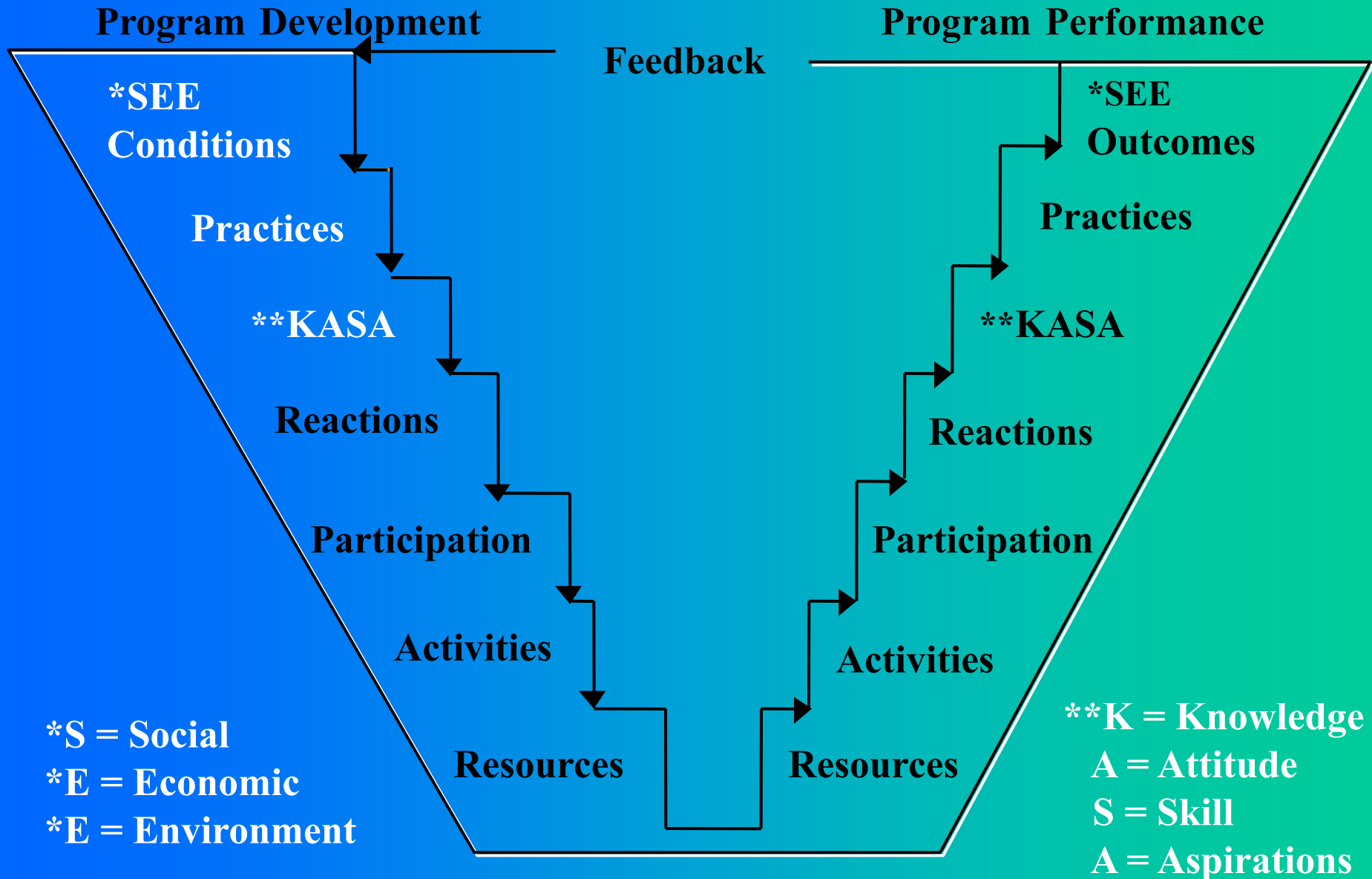
Targeting Outcomes of Programs (TOP)

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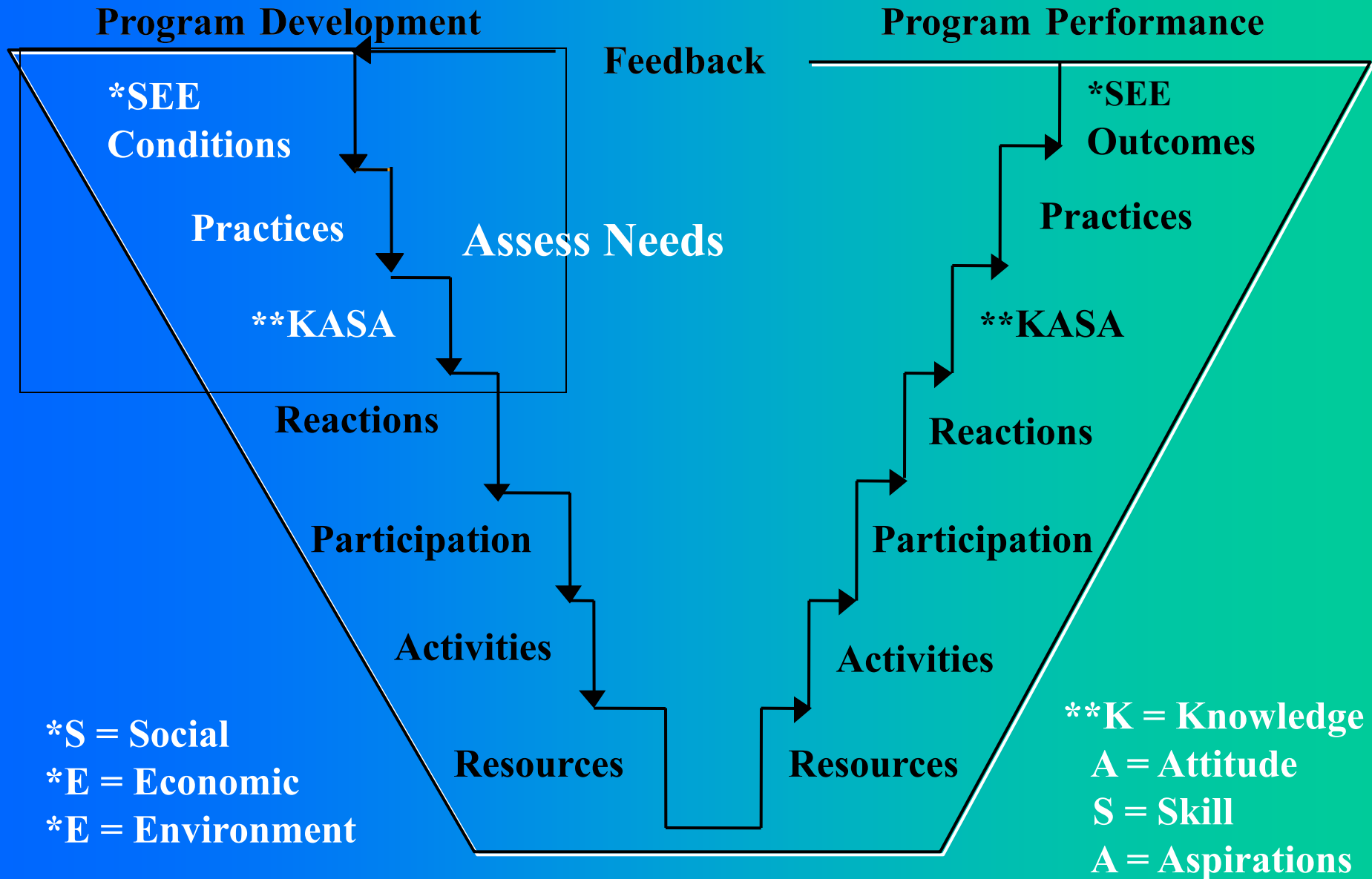
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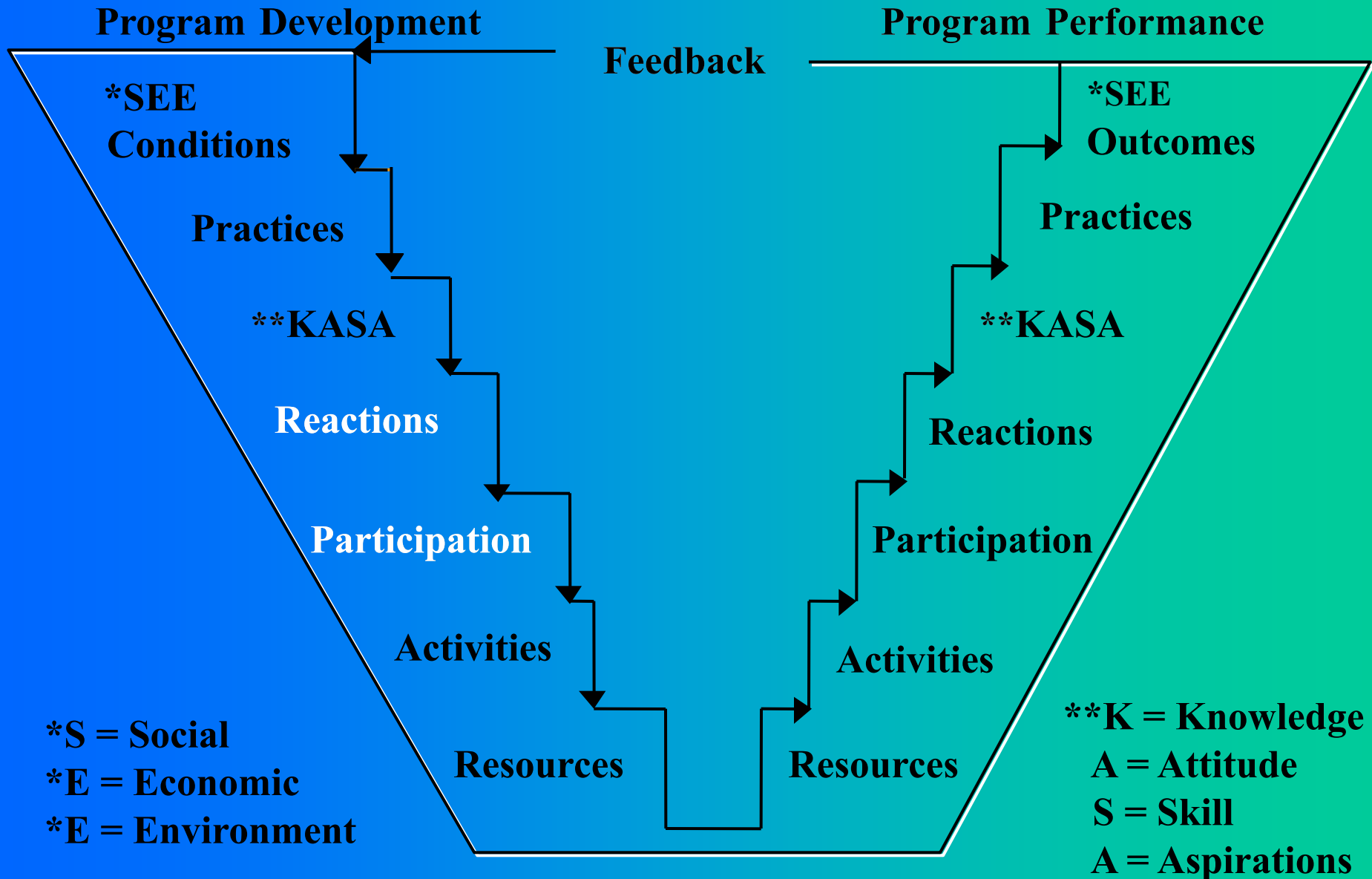
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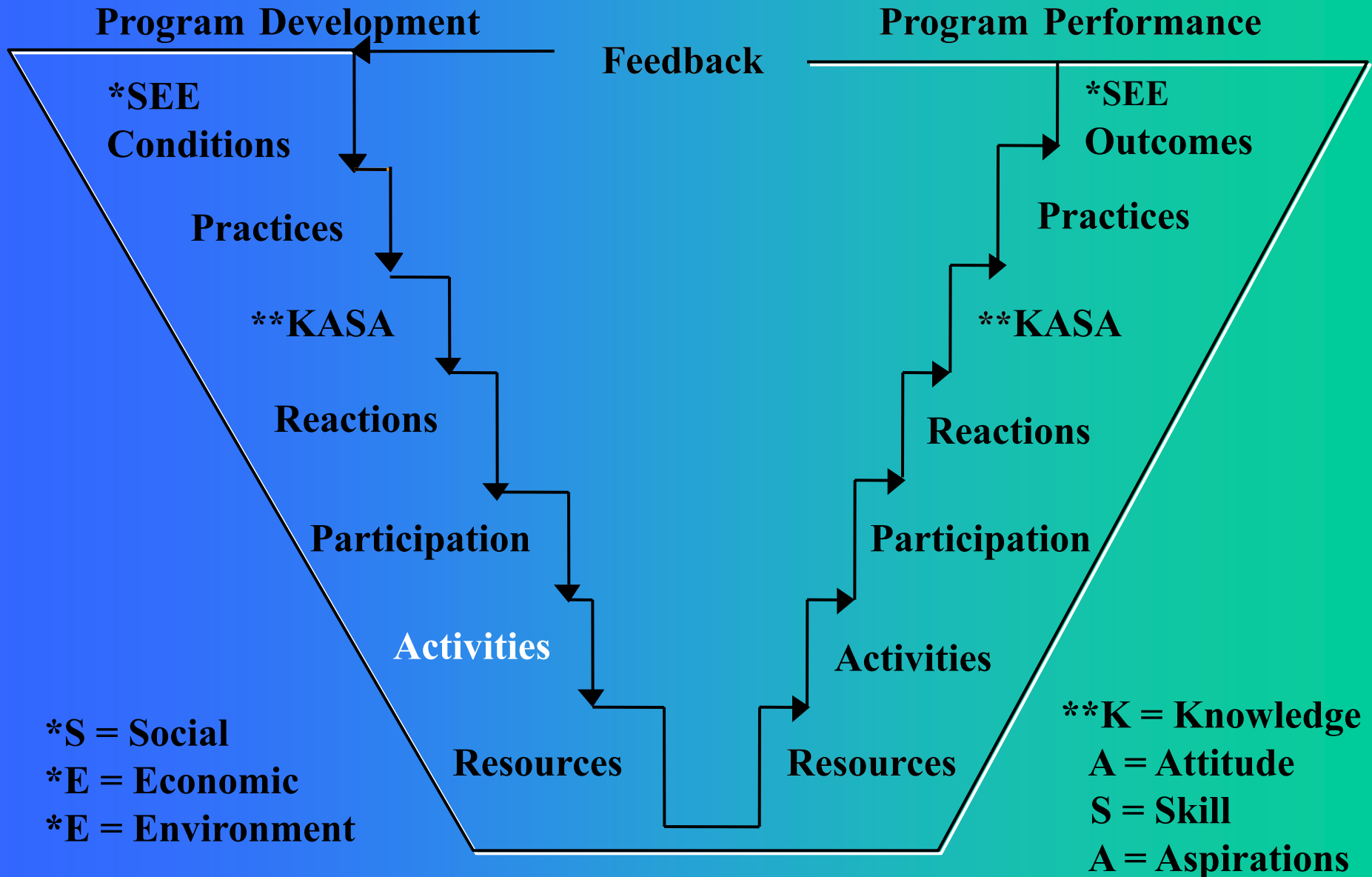
Stakeholder

-a person, inside or outside the organization, who has:

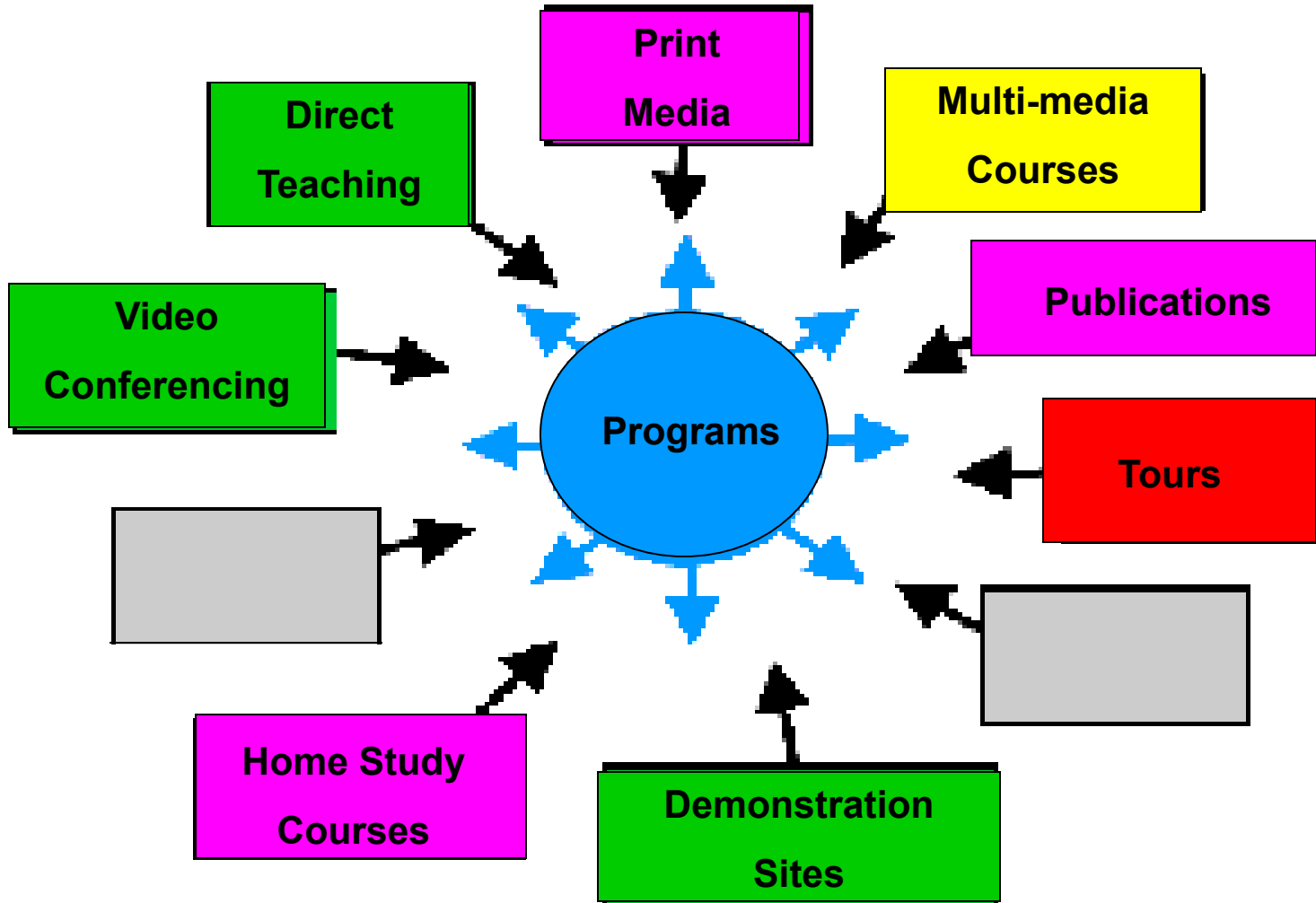
- a real, active interest in the organization and its programs;
- an investment in the organization/program (time, mental/emotional energy, money); and
- a commitment to the organization's/program's success.

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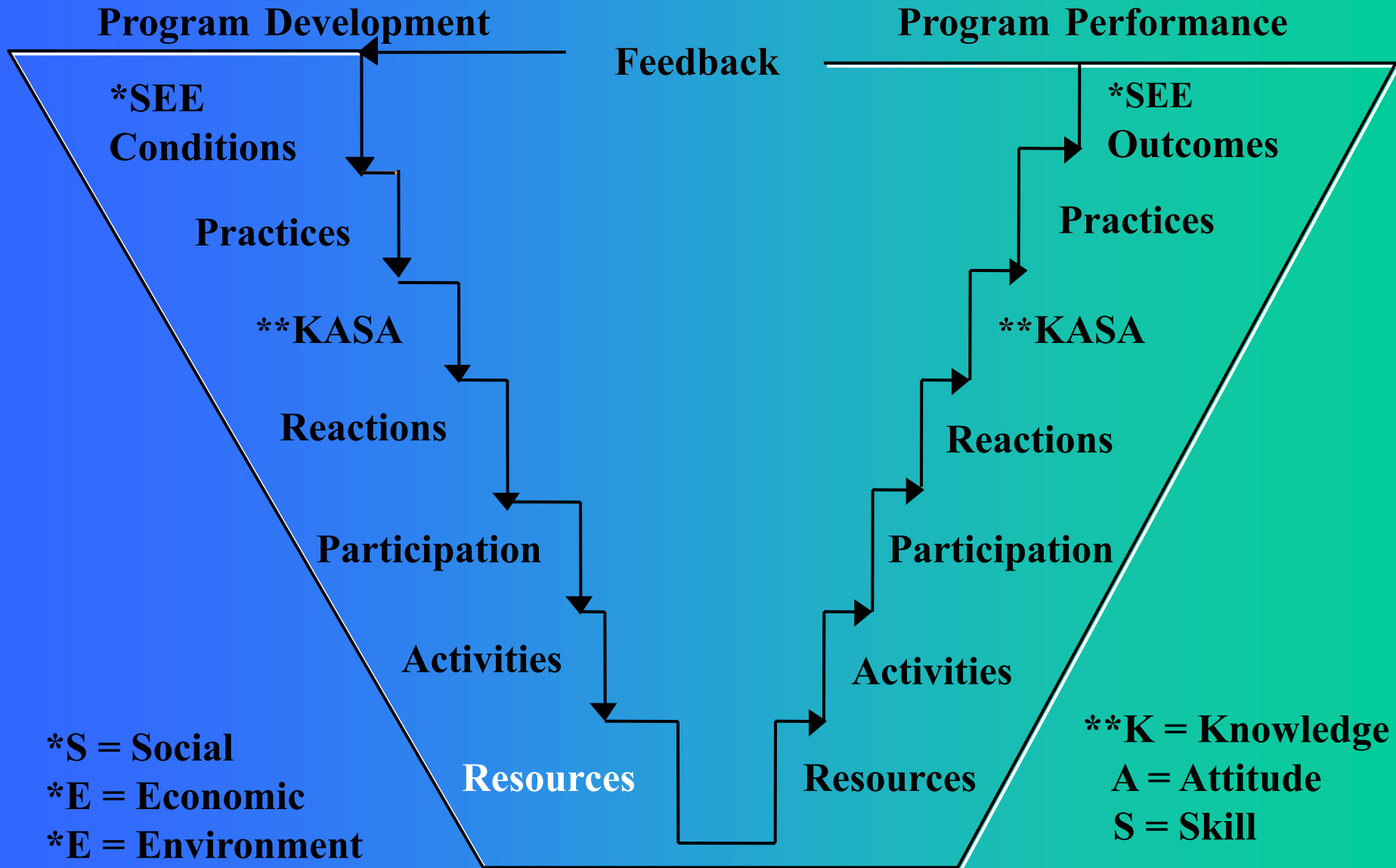


Program vs. Activity



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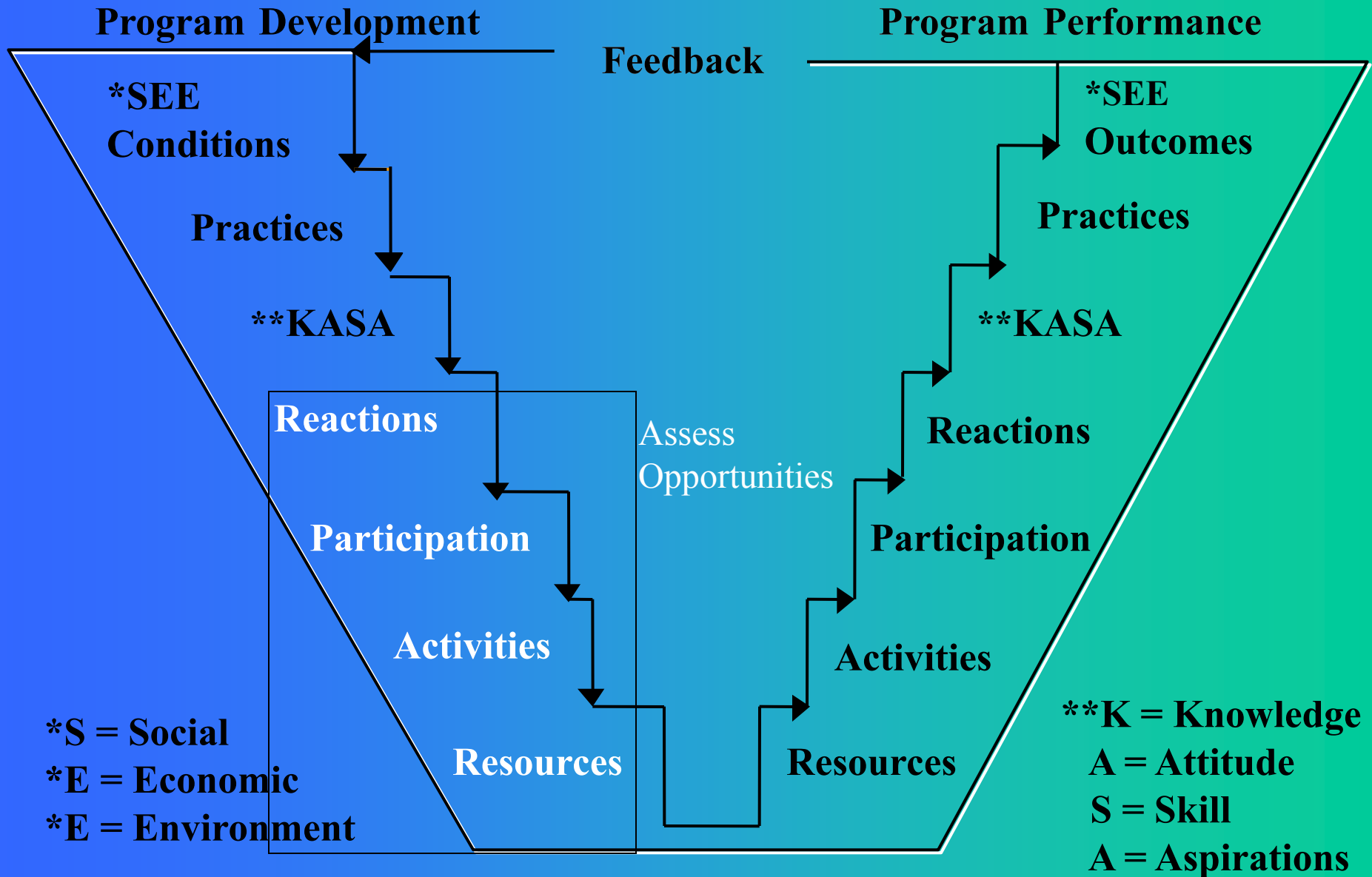


Inputs

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

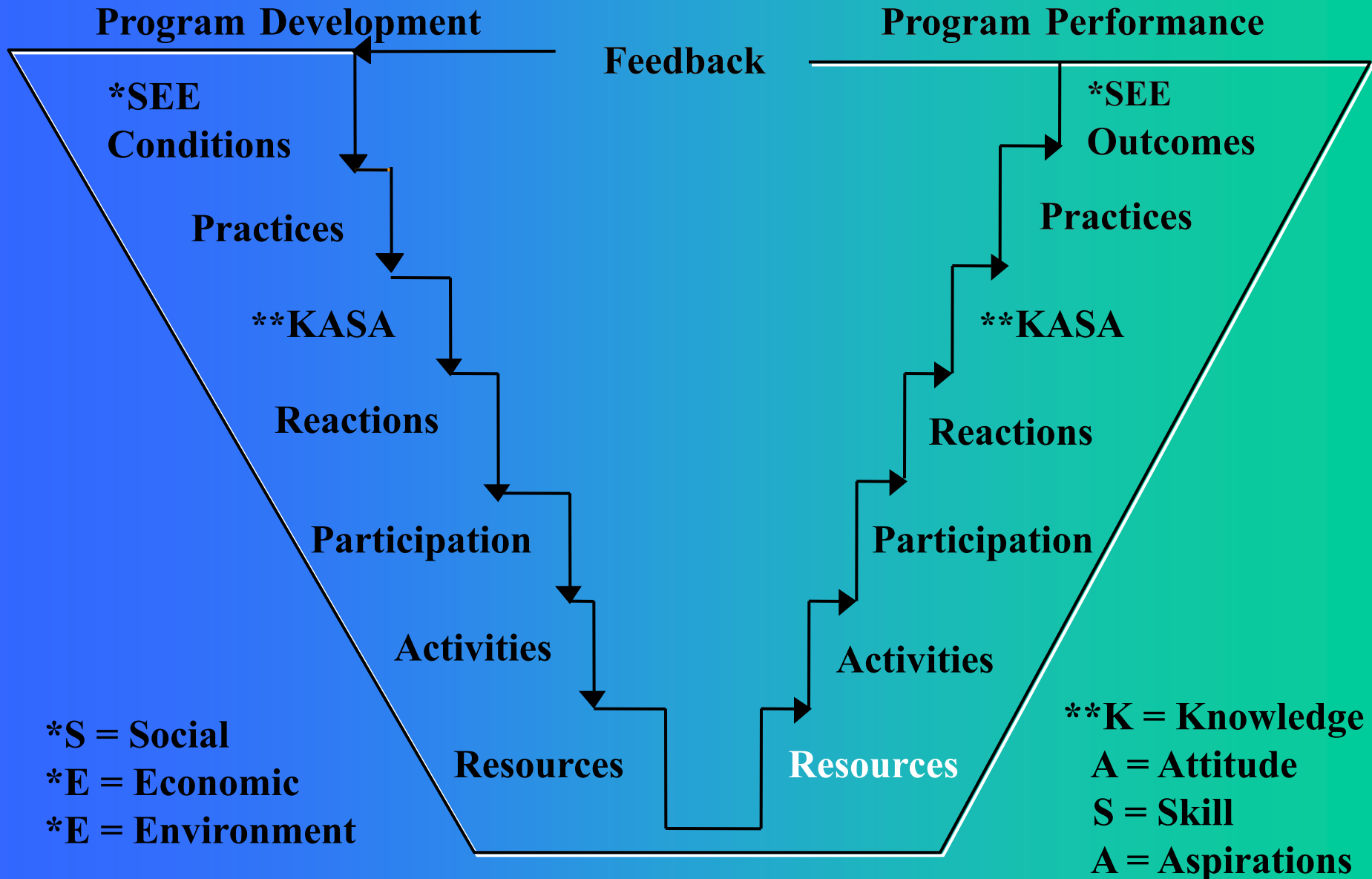
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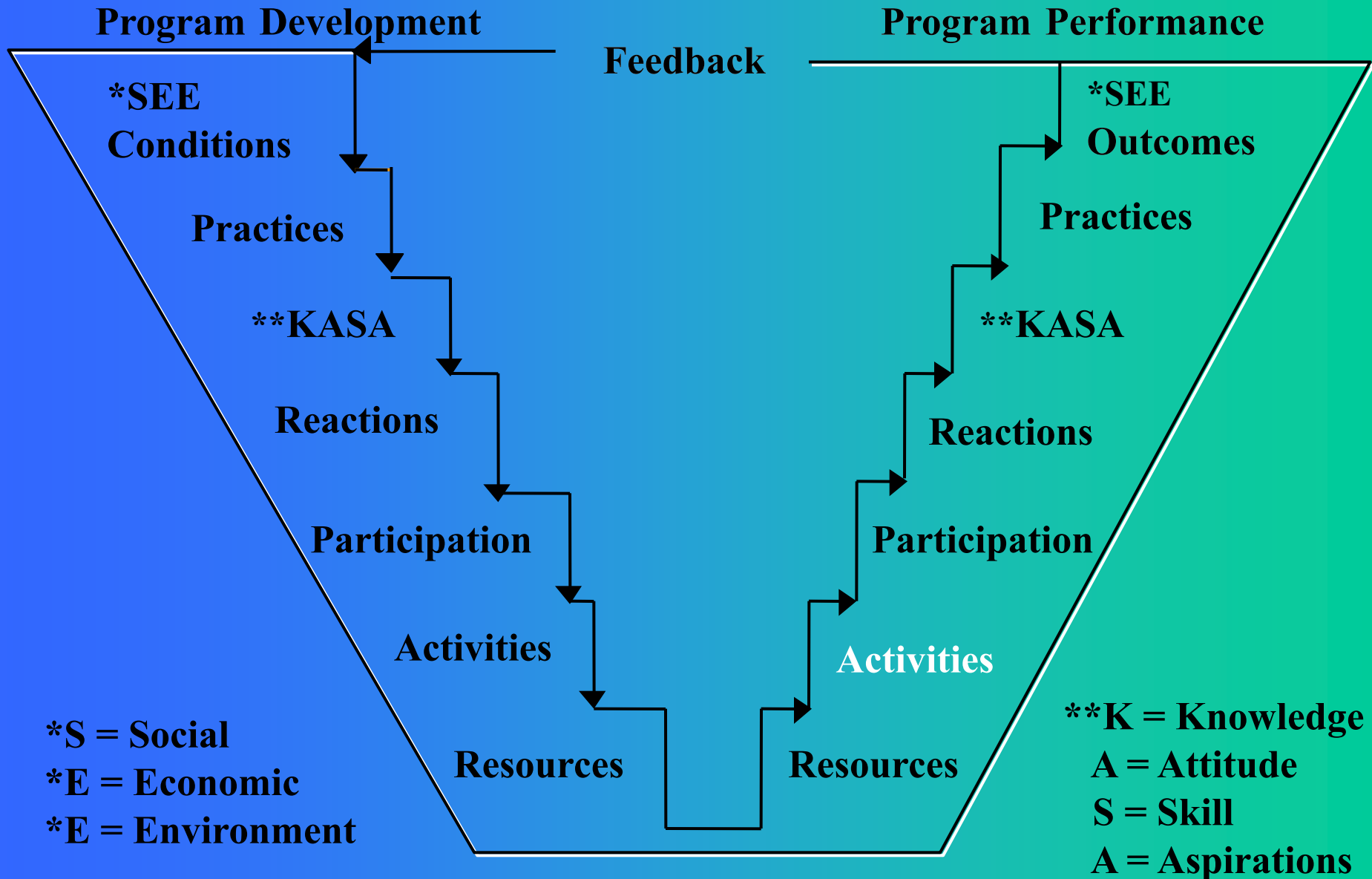
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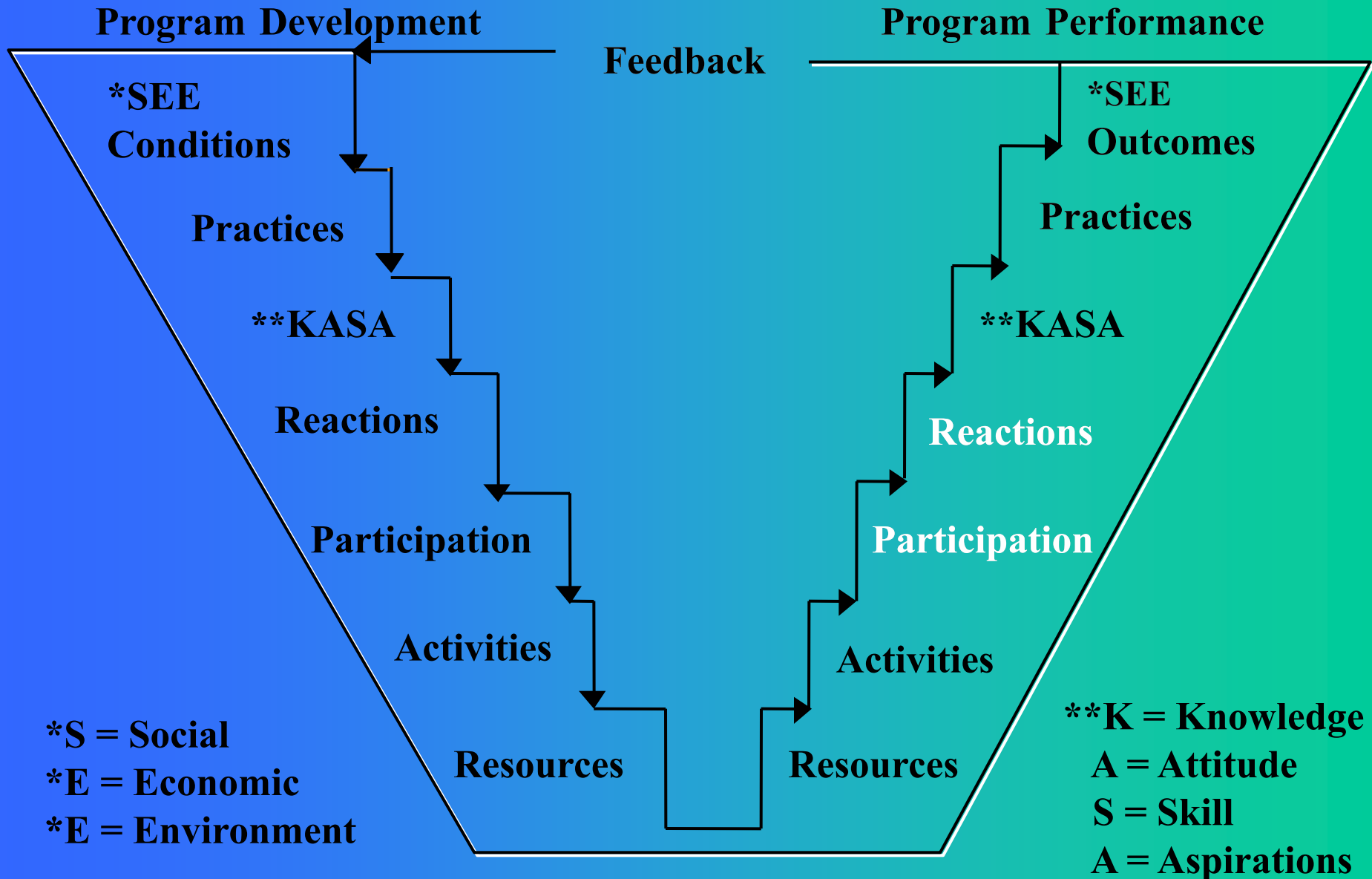


OUTPUTS = Products or services generated for programming

- Newsletters
- Workshops
- Displays
- Demonstration Projects
- Etc.
- Coalitions developed
- Curricula developed
- Consultations
- Etc.

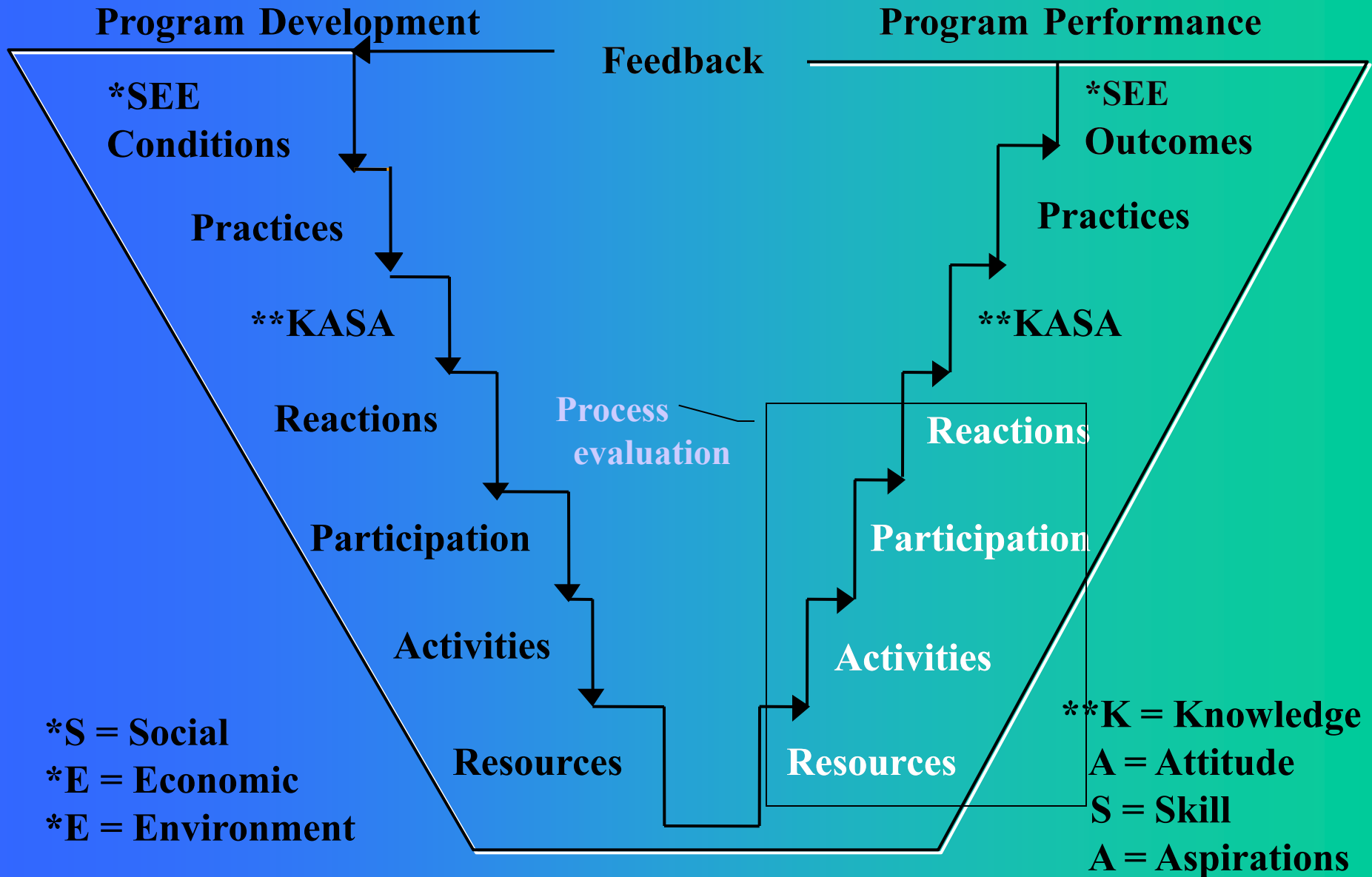
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Process Evaluation

Aim – provide information for program

...improvement

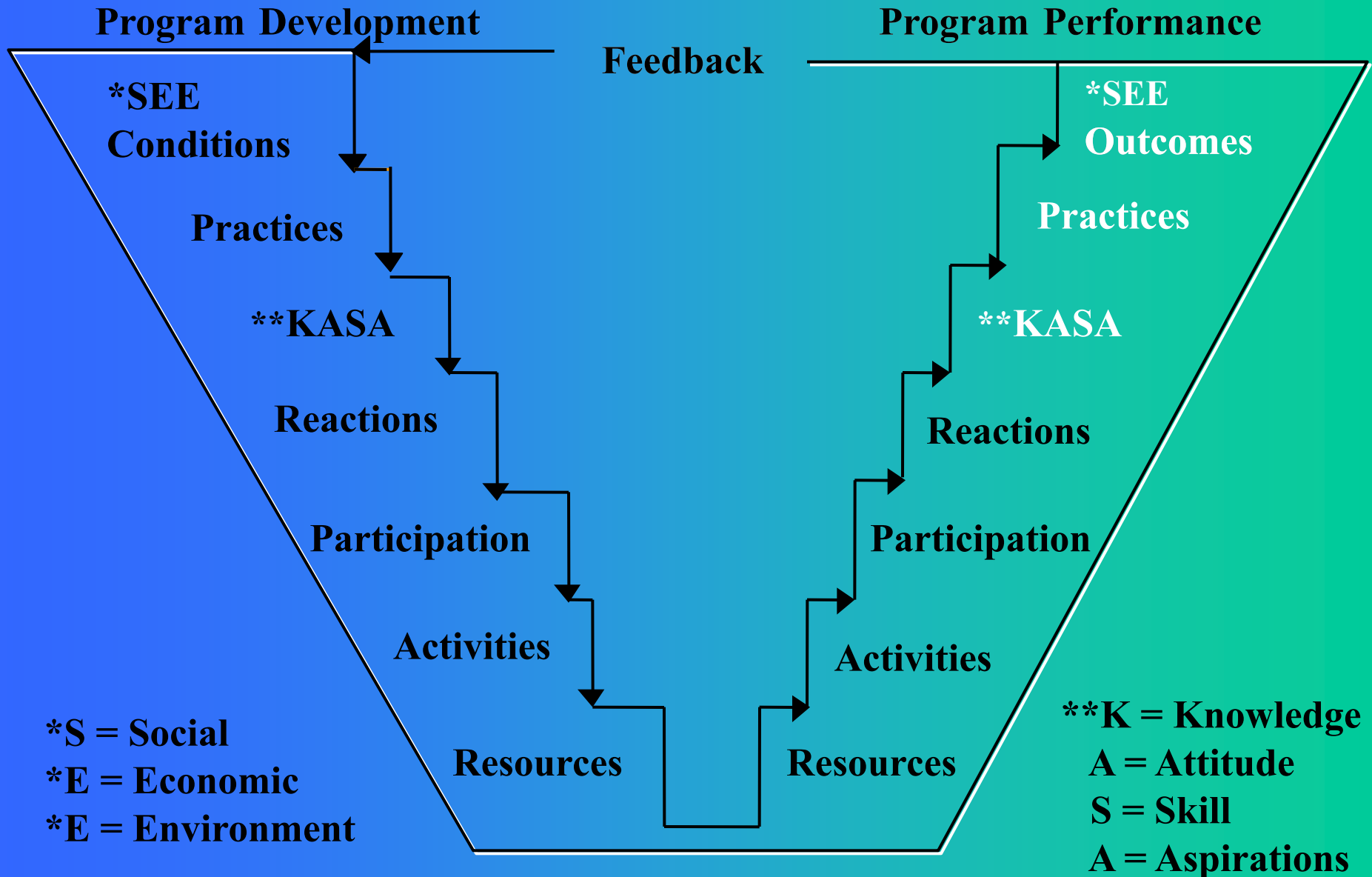
...modification

...management

(Developmental or Formative)

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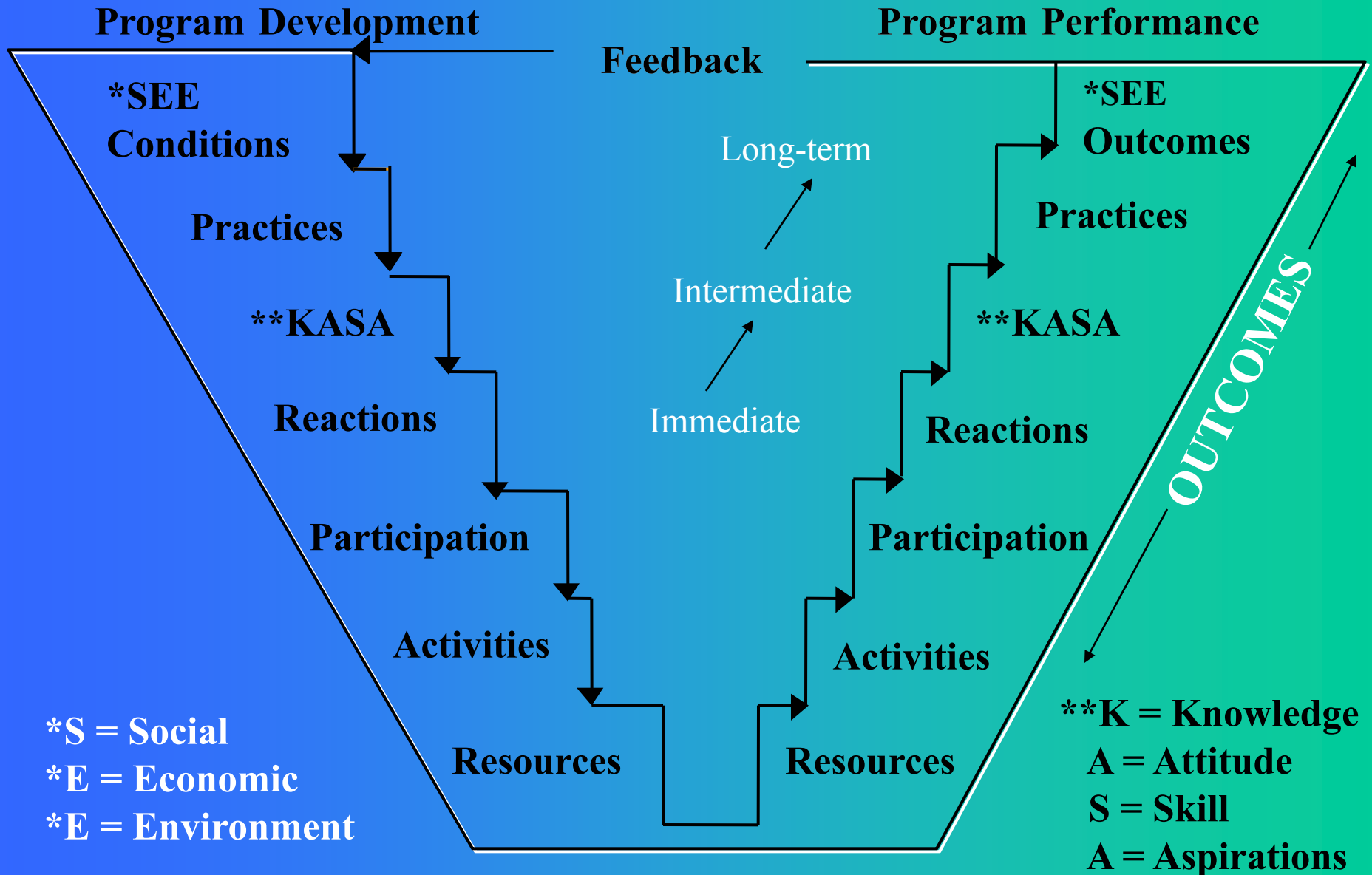
Outcomes =

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

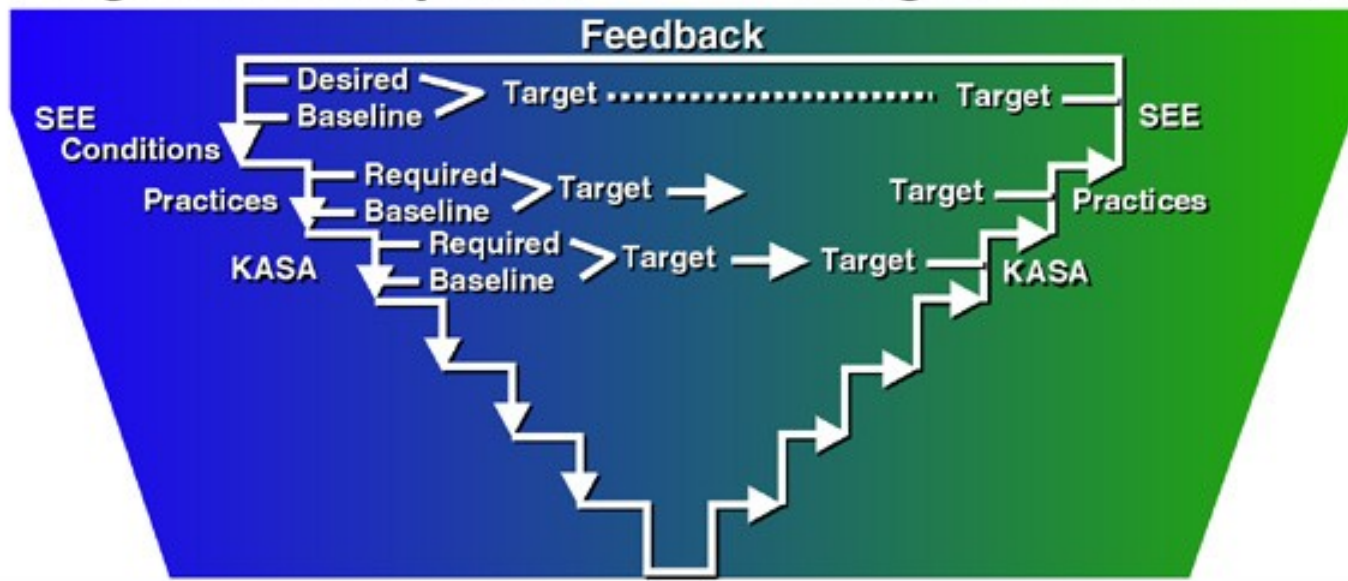
Compare

Program
Outcomes

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

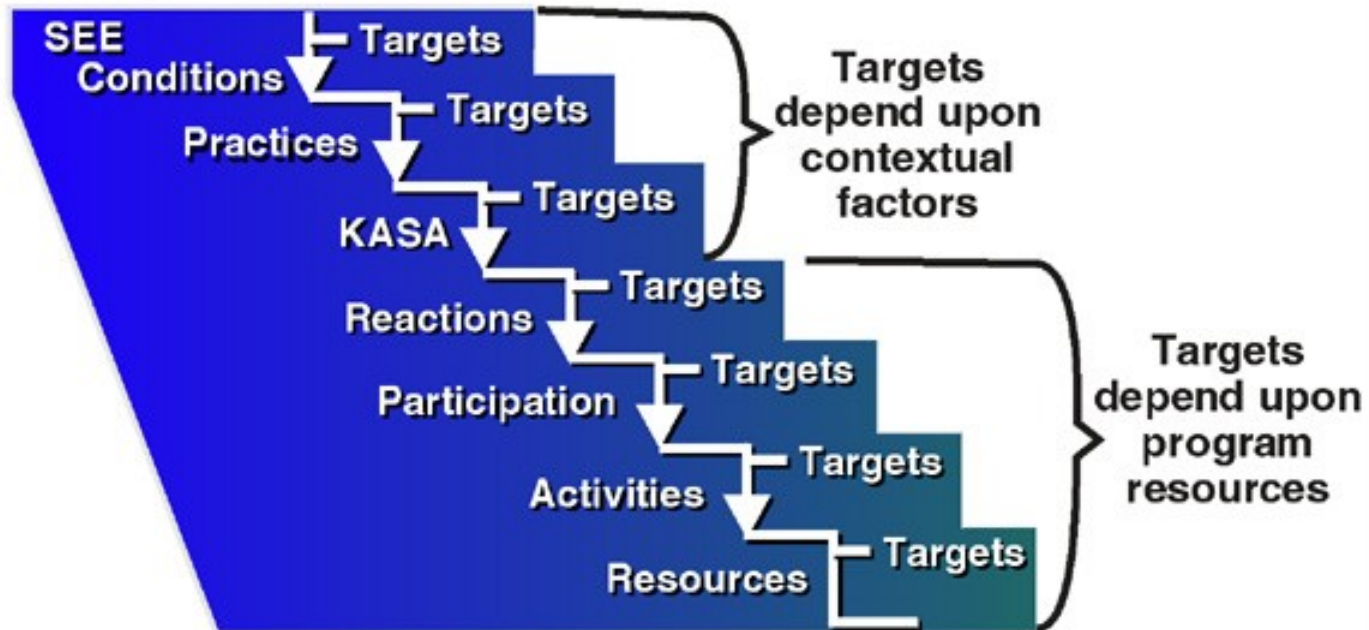
Program Development

Program Performance





Program Development



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

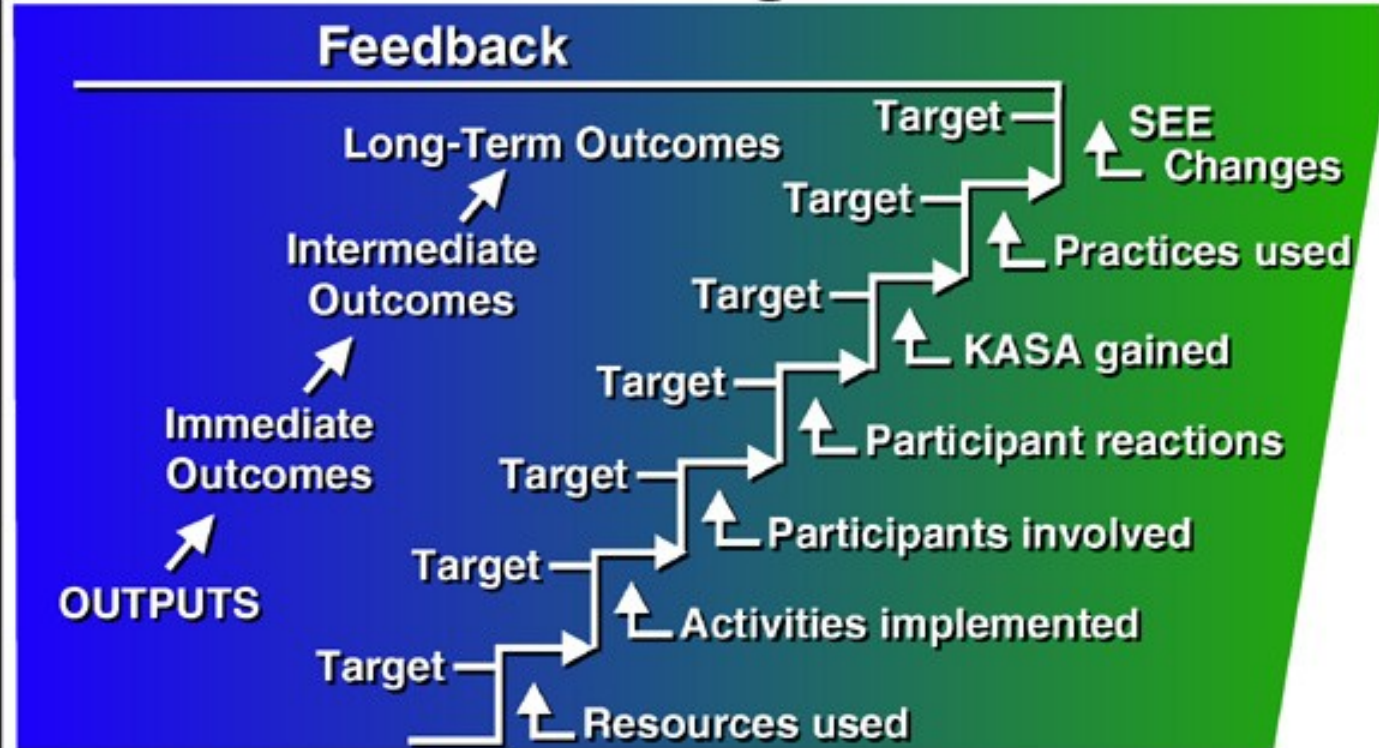
- Statistical records
- Objective tests
- Third party observations
- Etc.

Subjective Indicators

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

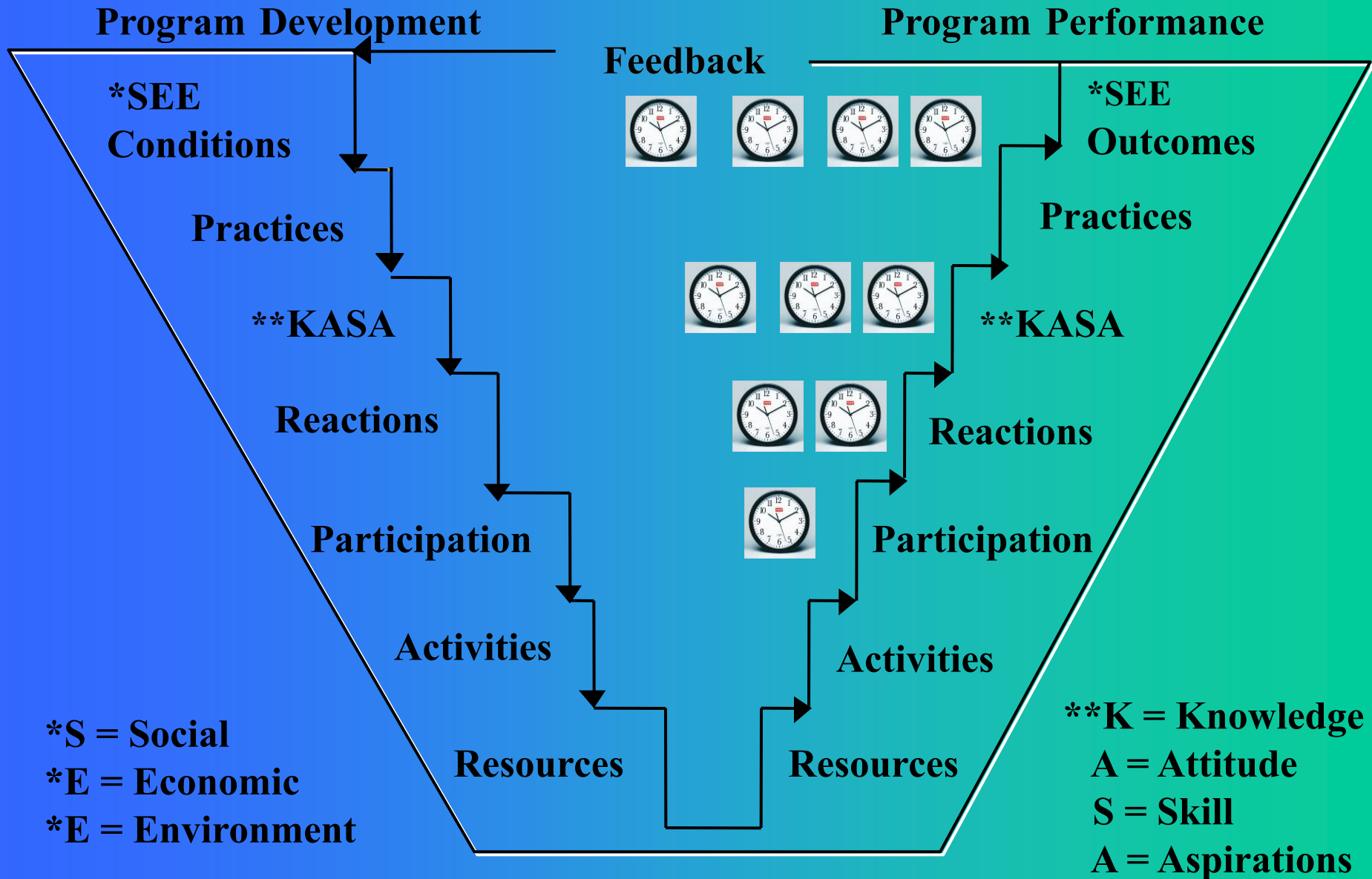
- Example 1: Public satisfaction with personal health; economic status; and cleanness of public air, land, and water
- Example 2: reports/ratings by program teams or program participants of their adoption and use of recommended practices and technologies.

Program Performance



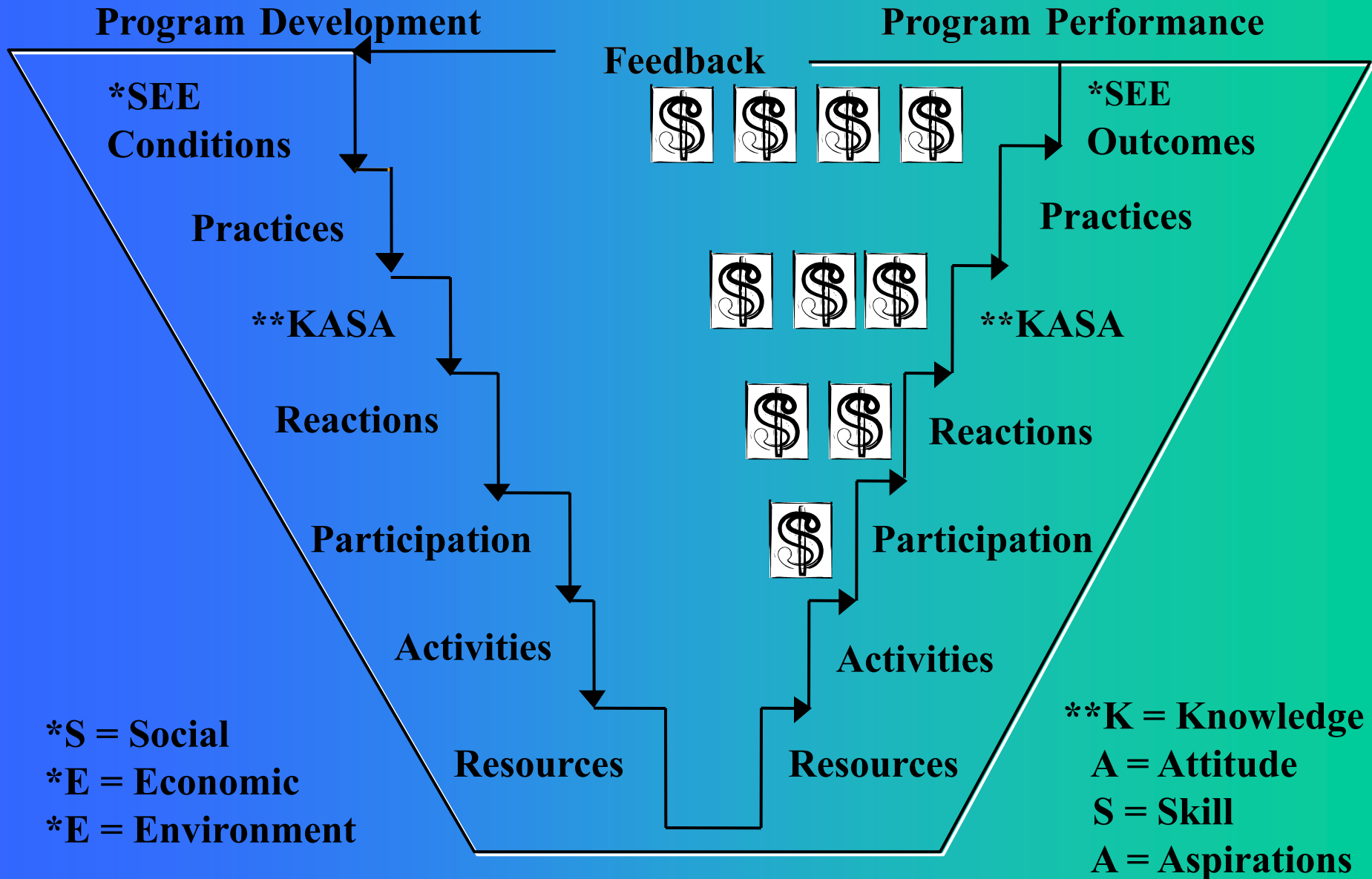
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Why Assess needs and evaluate?

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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