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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**

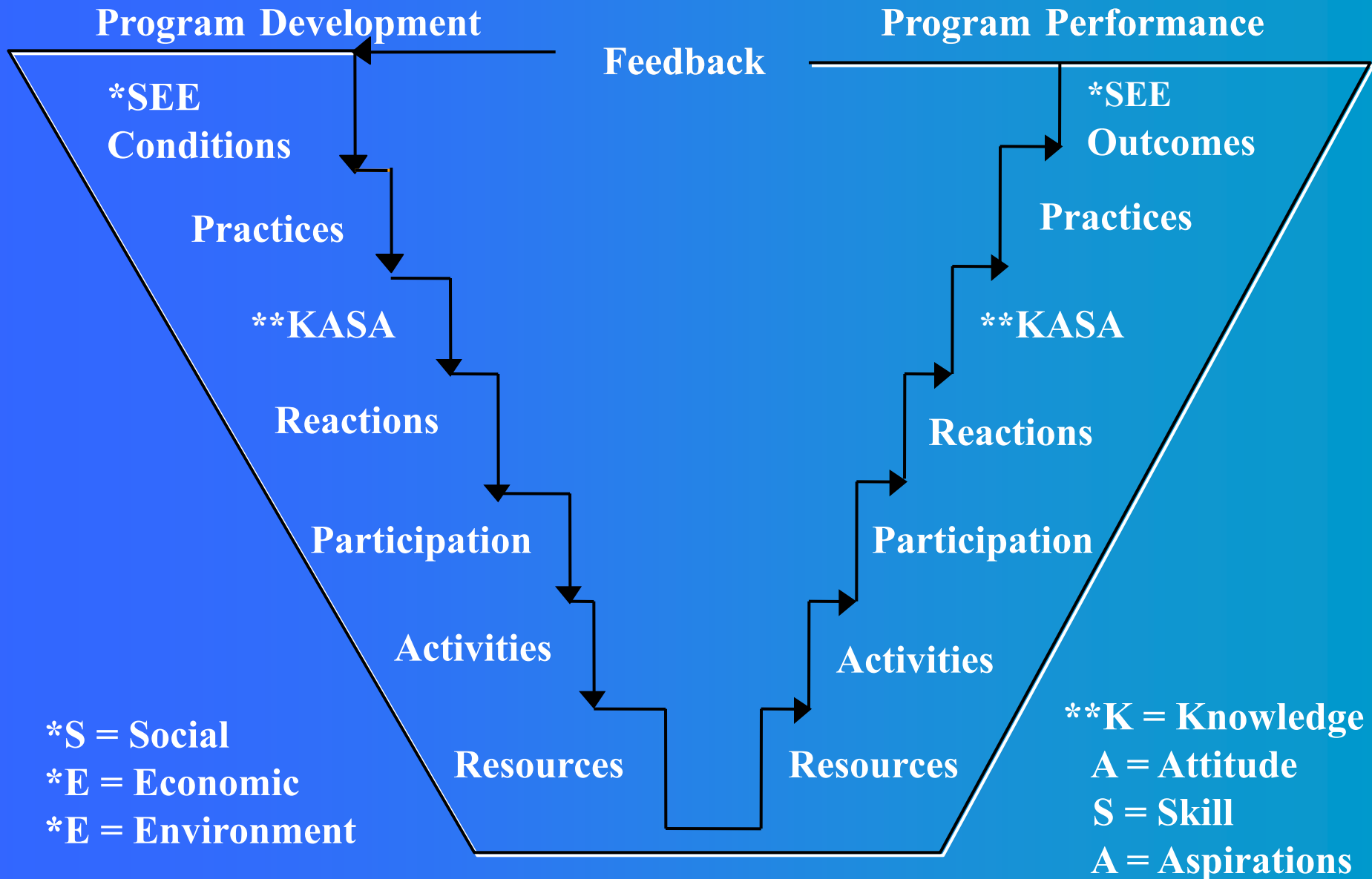
**Professor and Evaluation Specialist**

**Agricultural Leadership, Education and  
Communications Department**

**University of Nebraska**

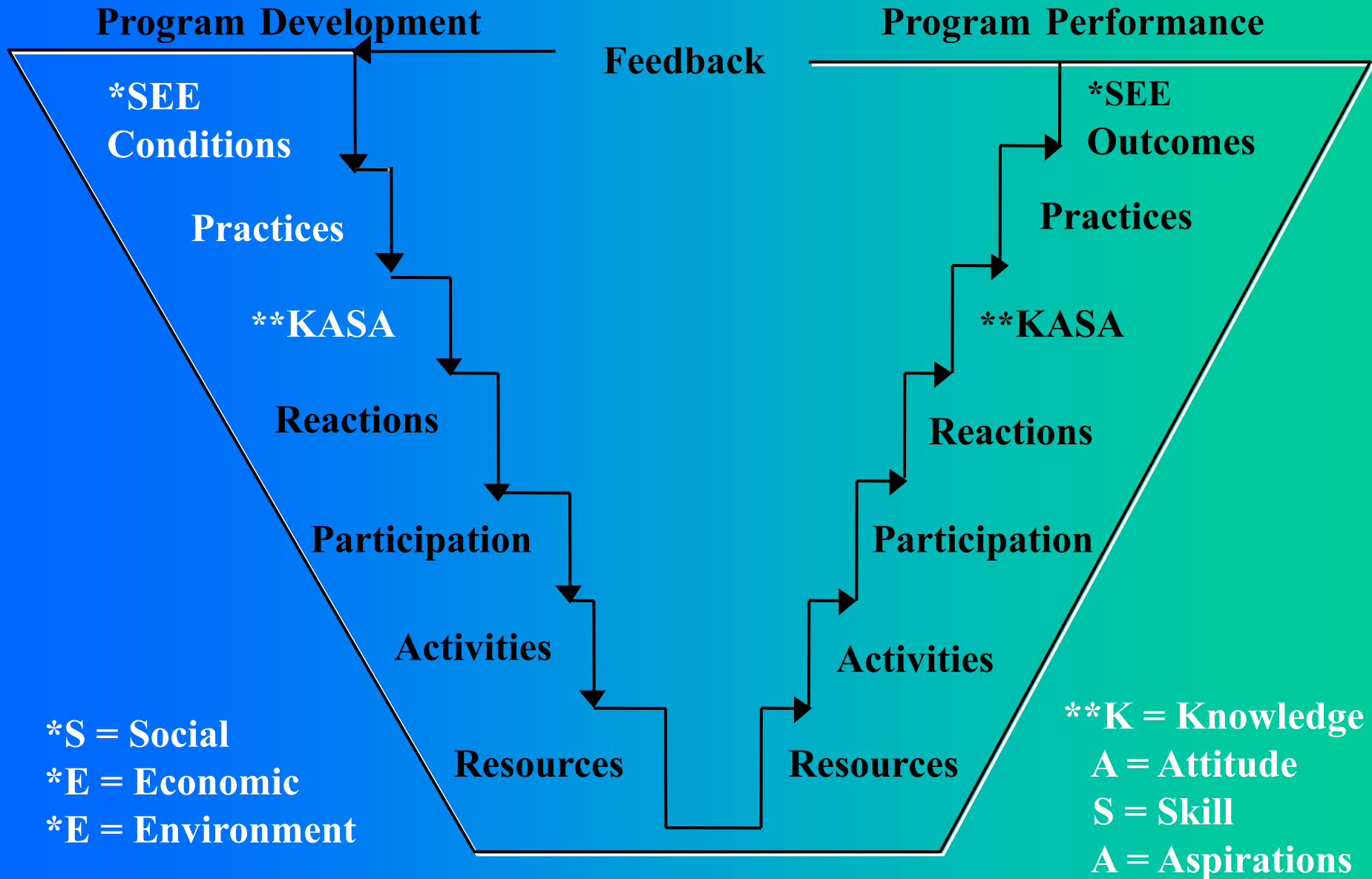
# Targeting Outcomes of Programs (TOP)

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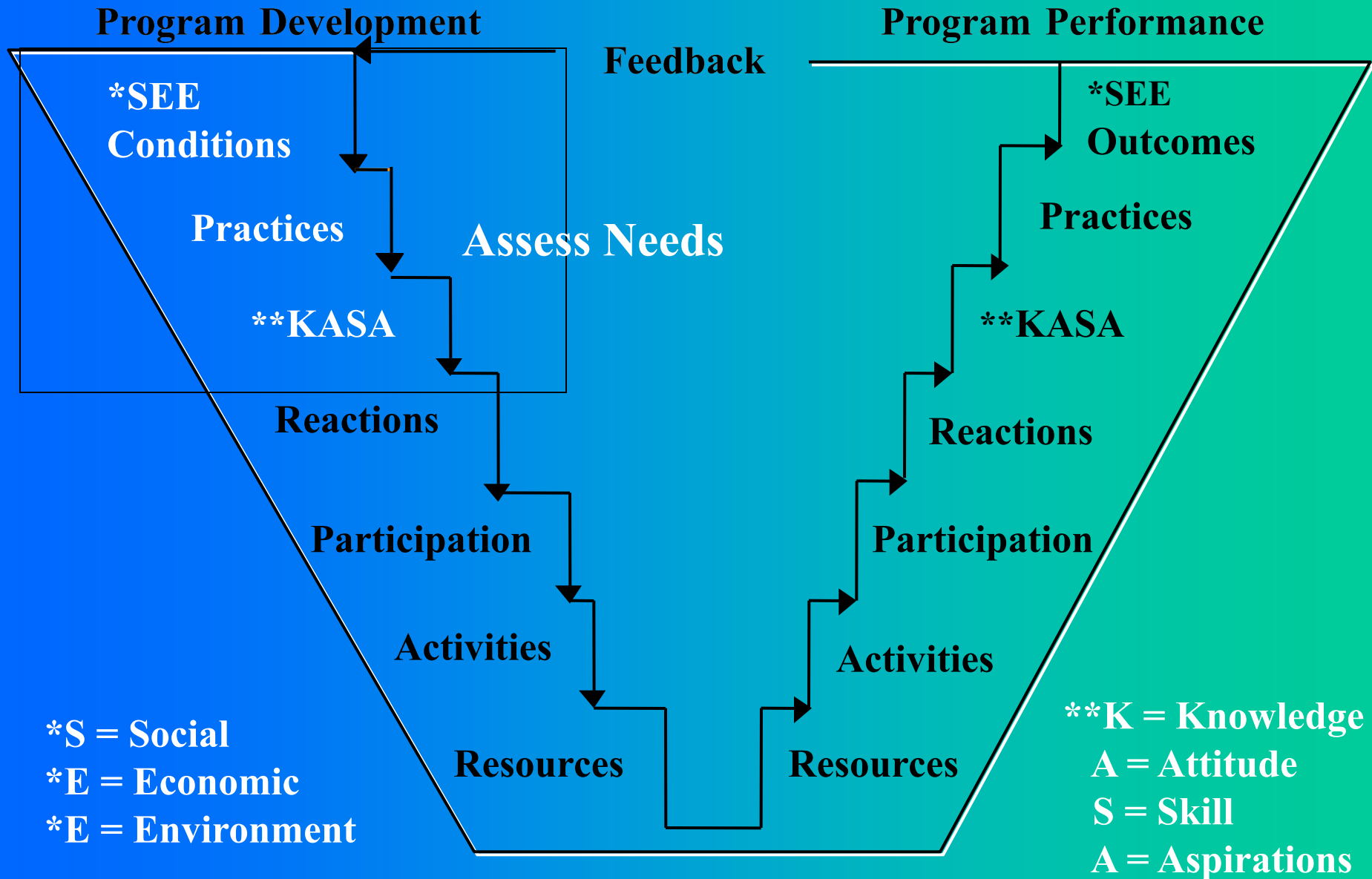
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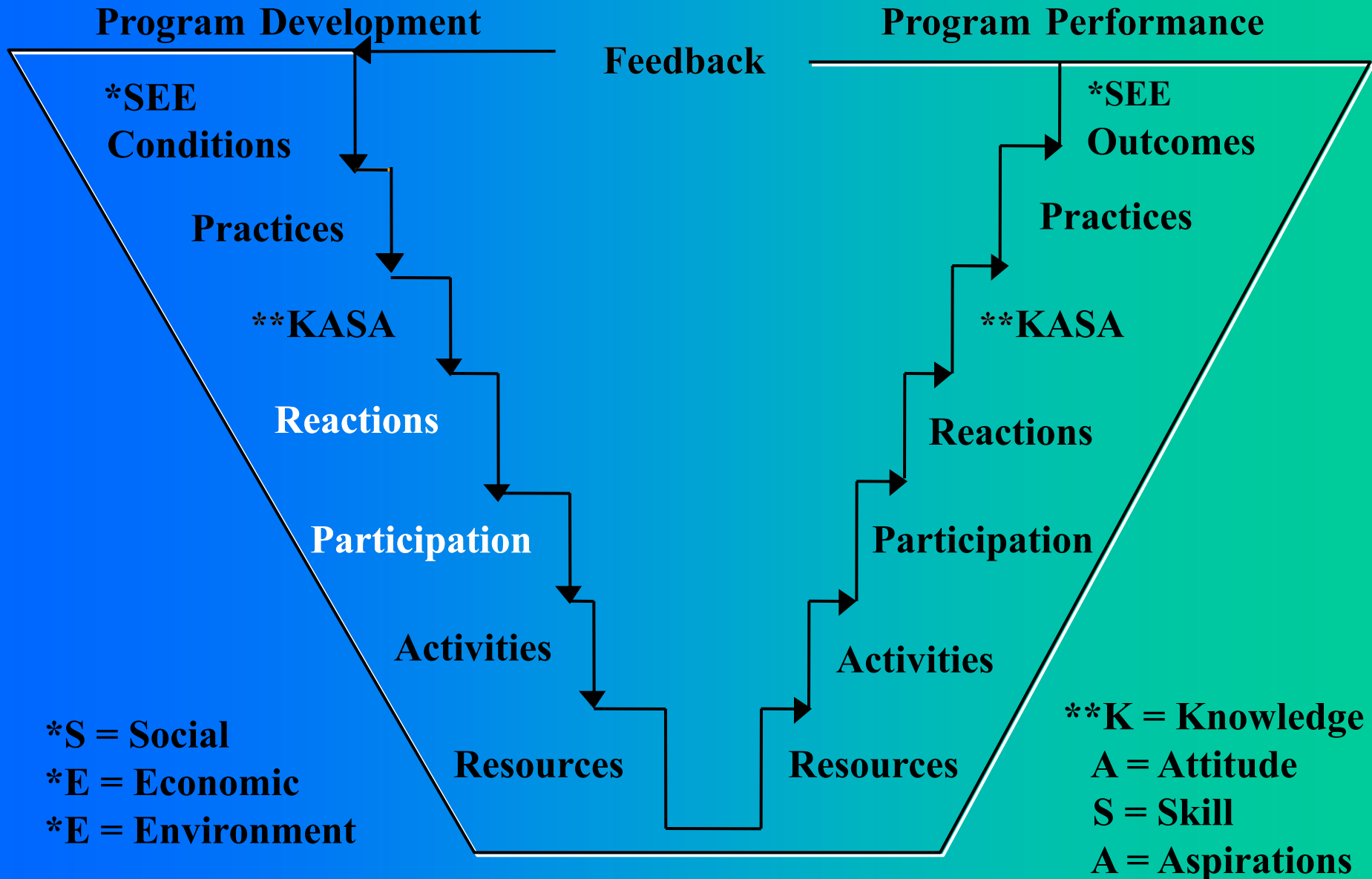
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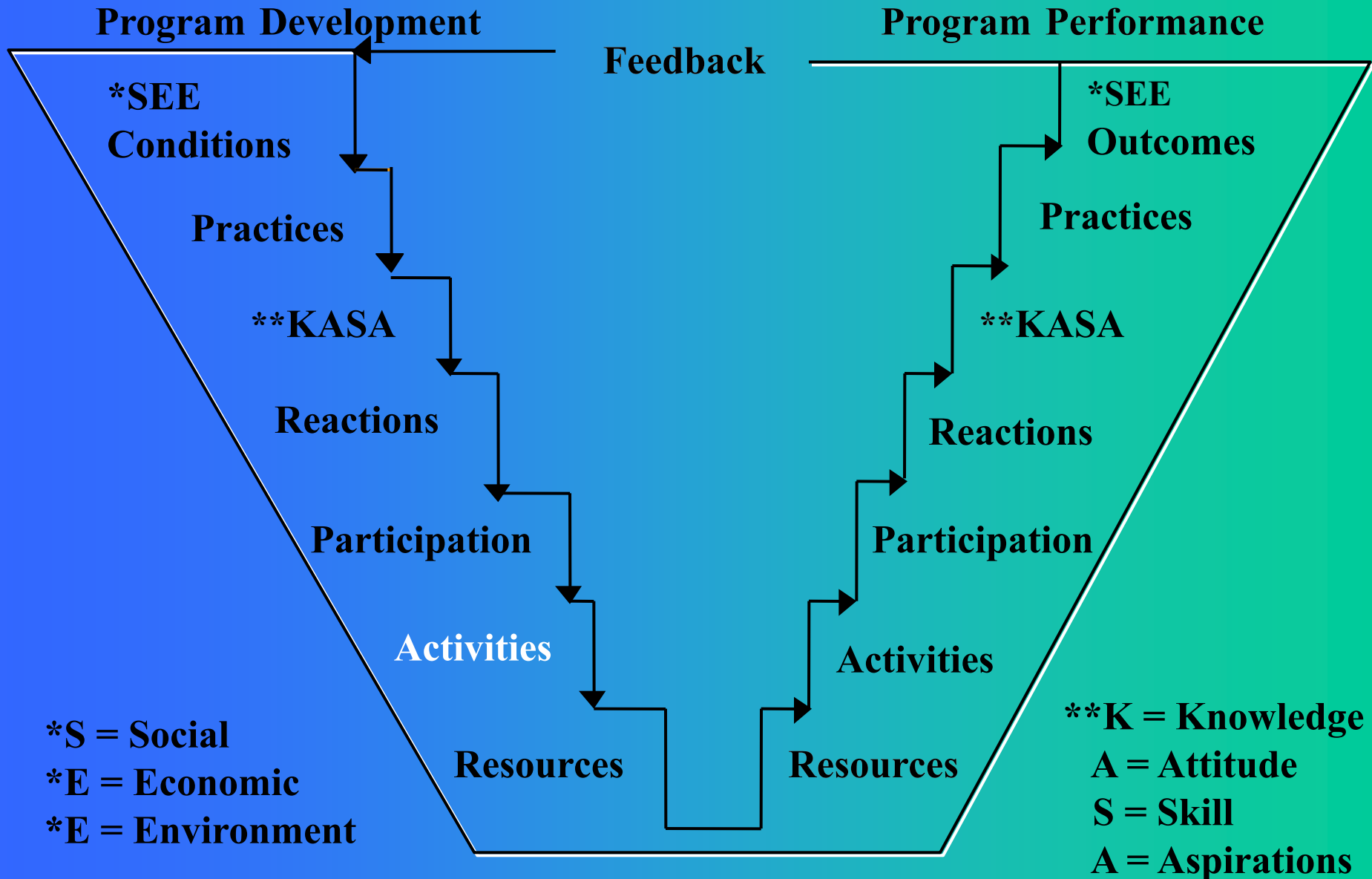
# Stakeholder

-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.

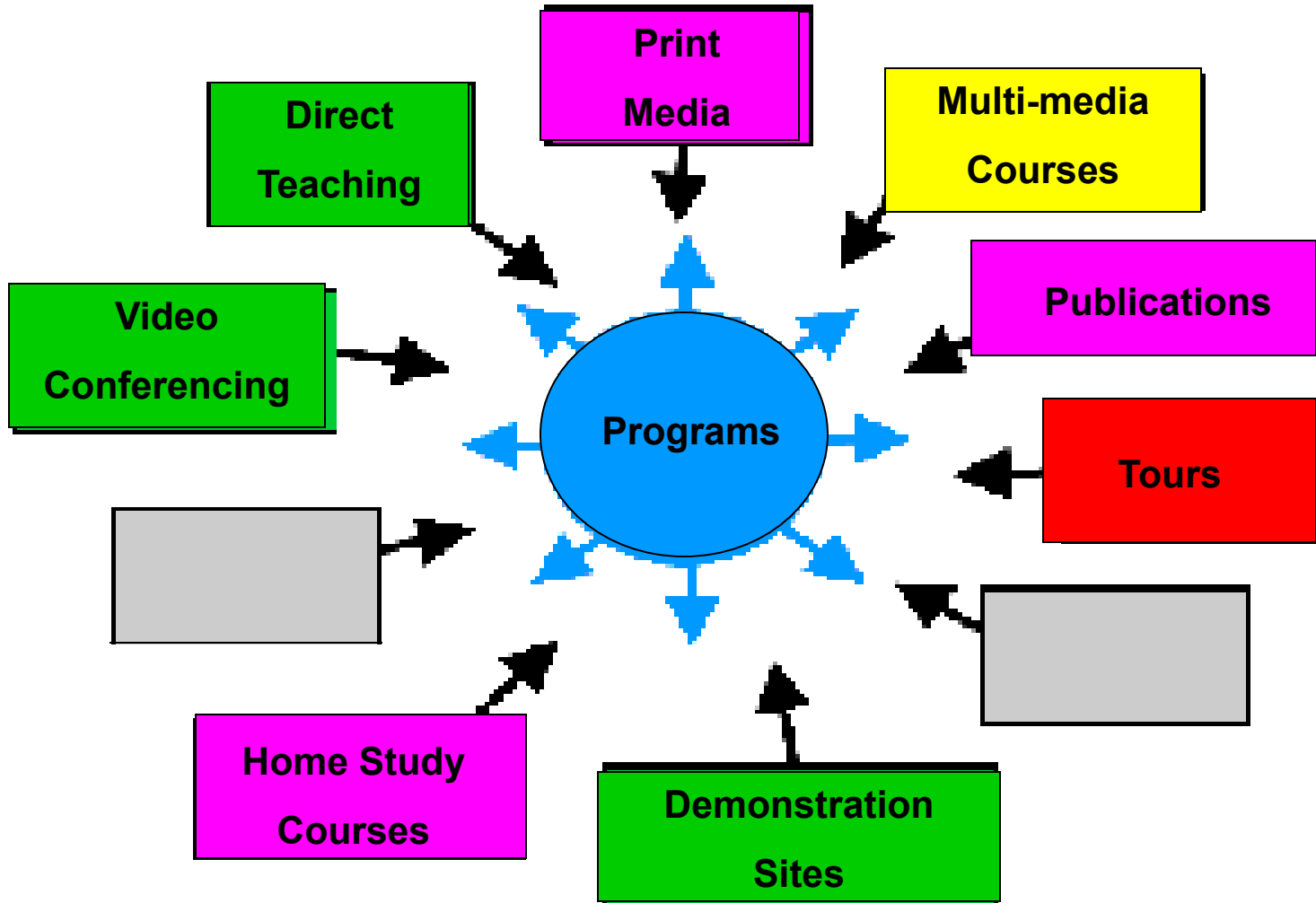
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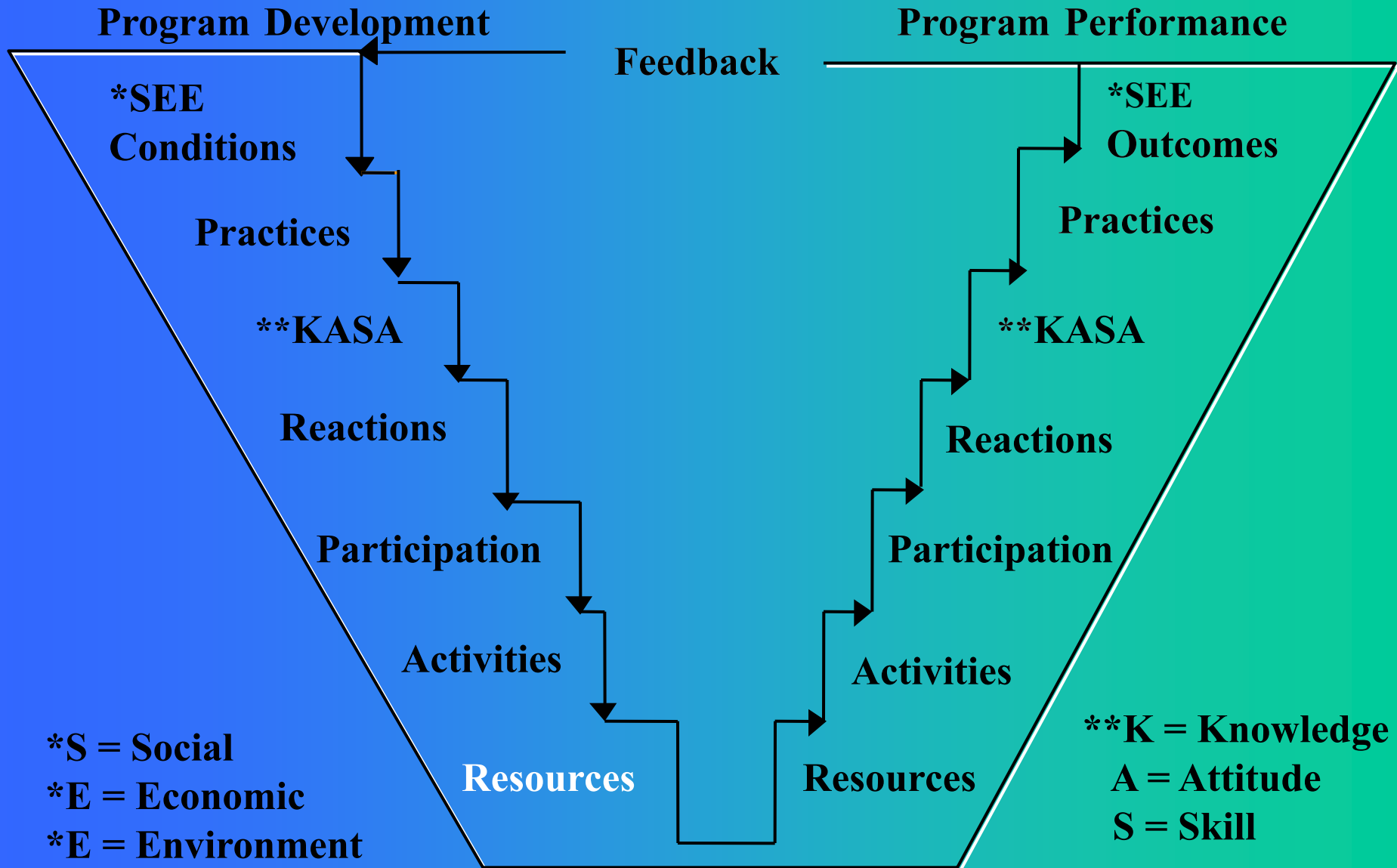


# Program vs. Activity



# Targeting Outcomes of Programs (TOP)

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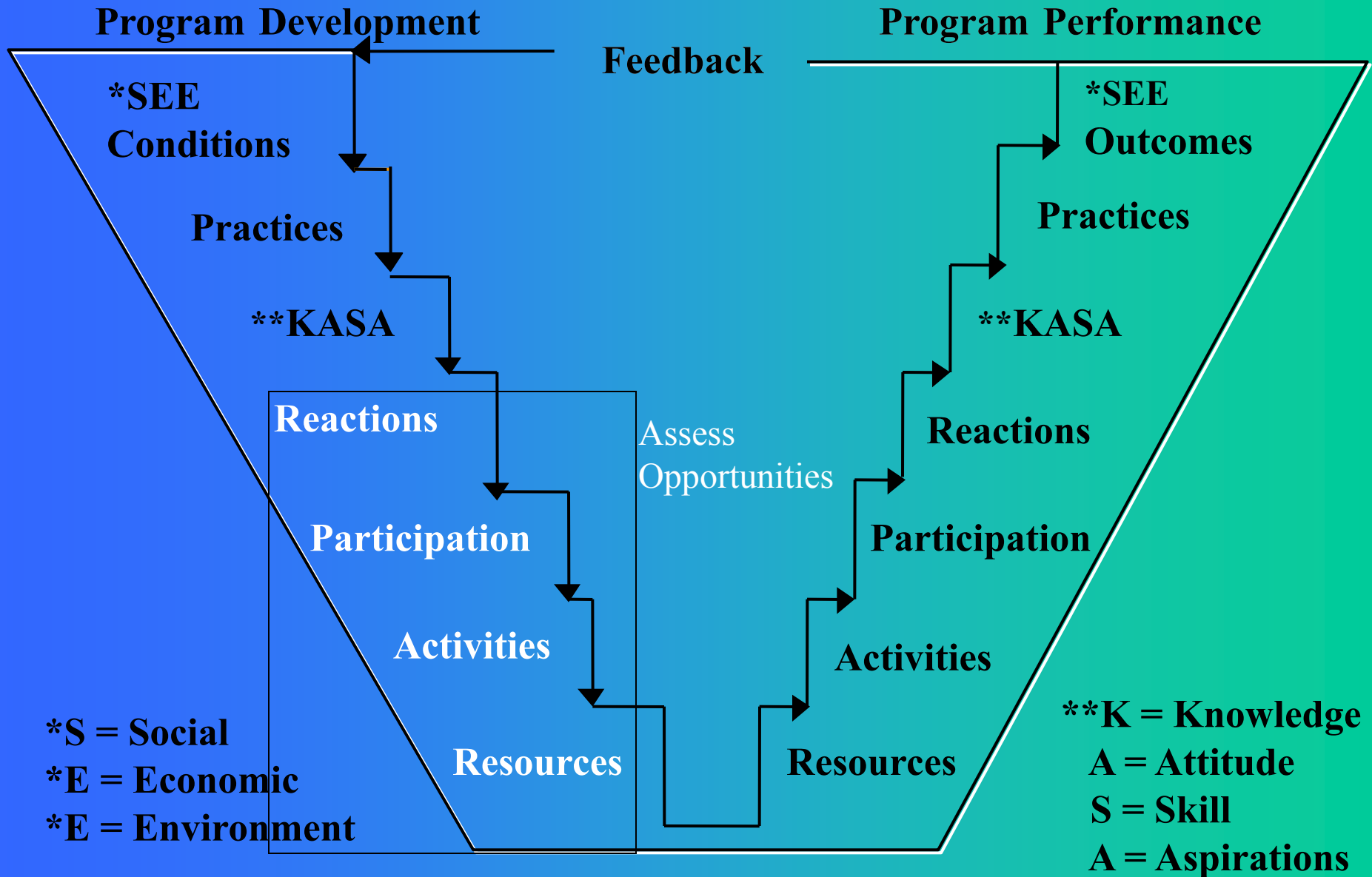


# **Inputs**

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

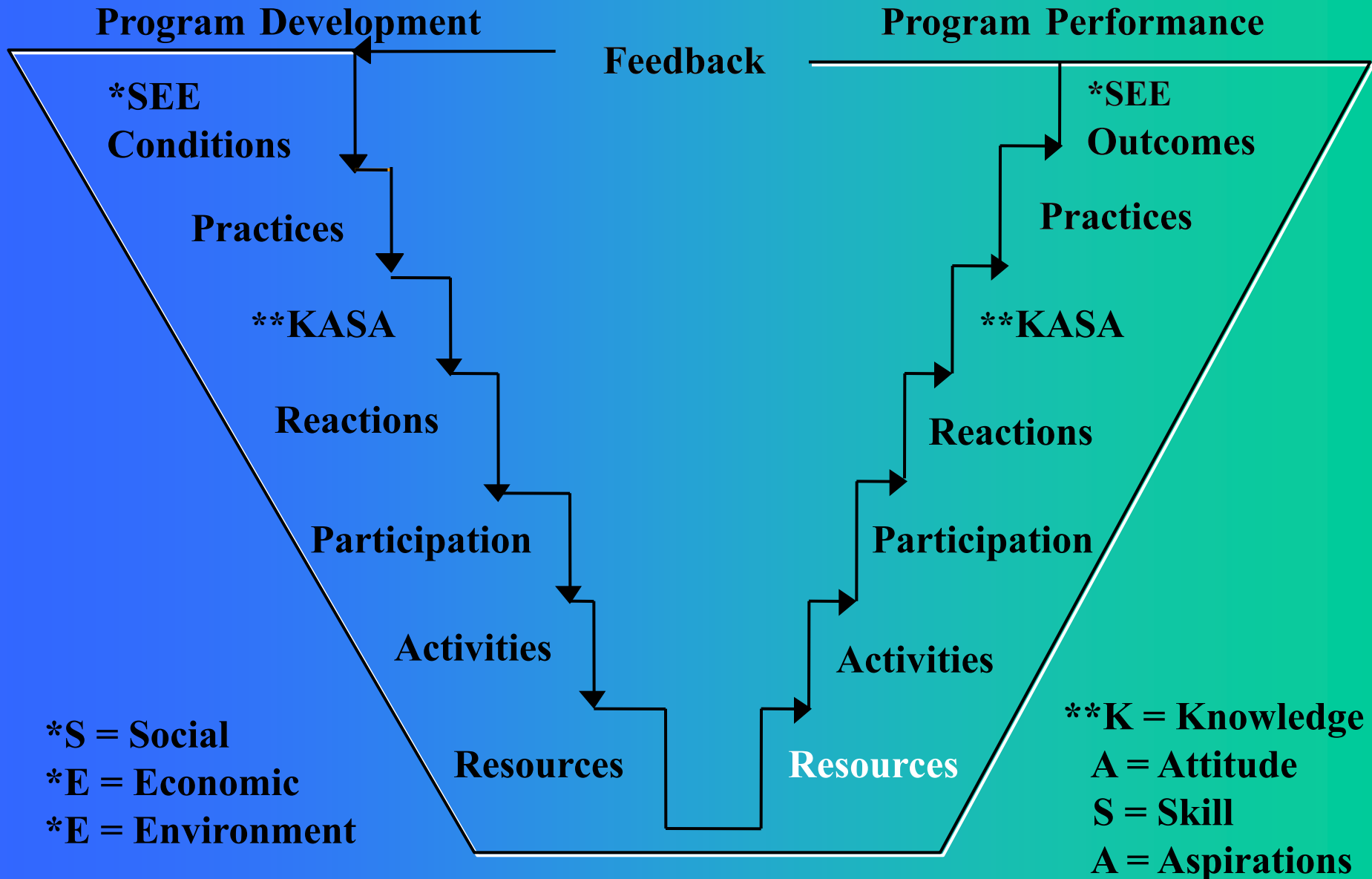
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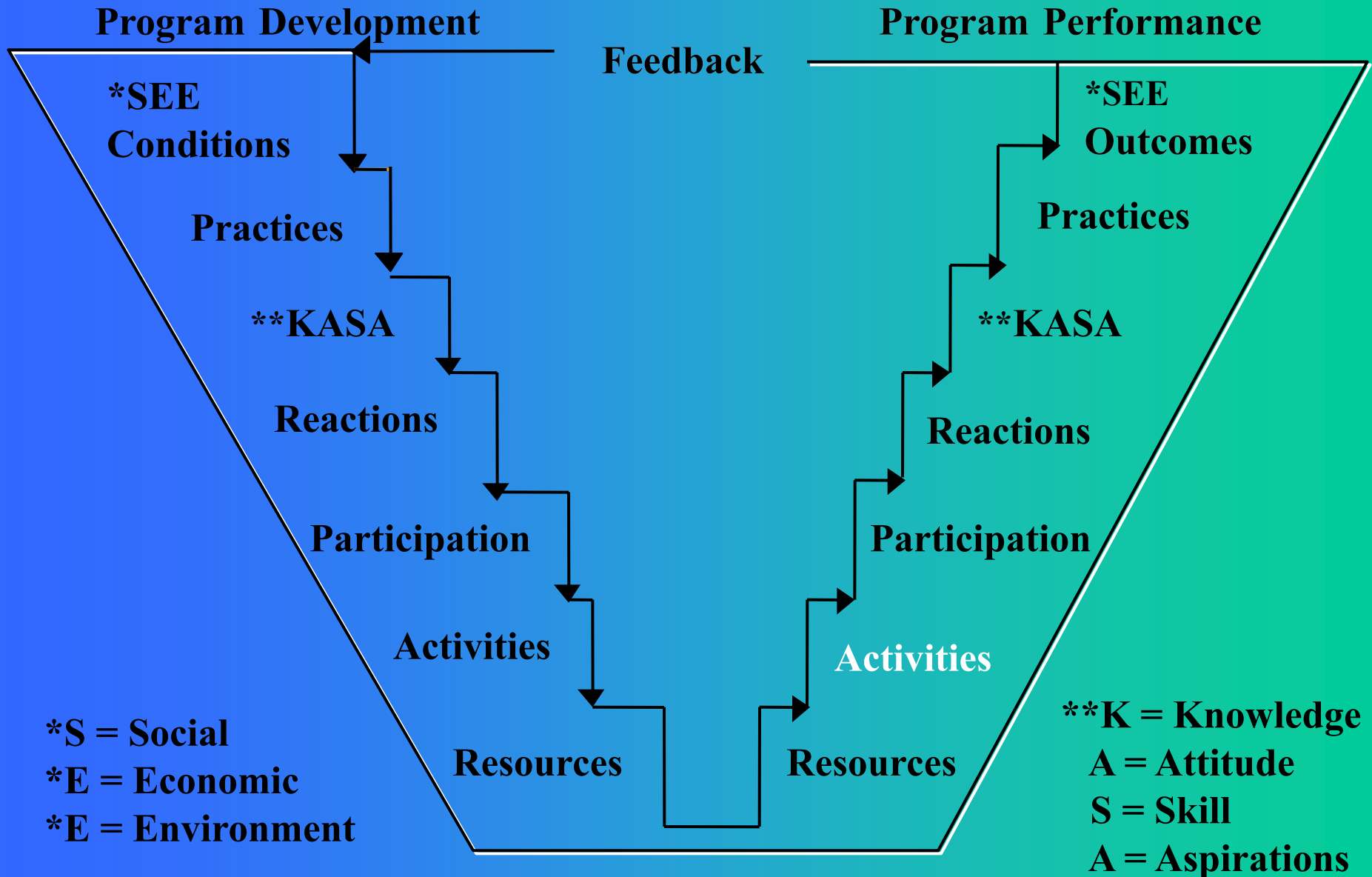
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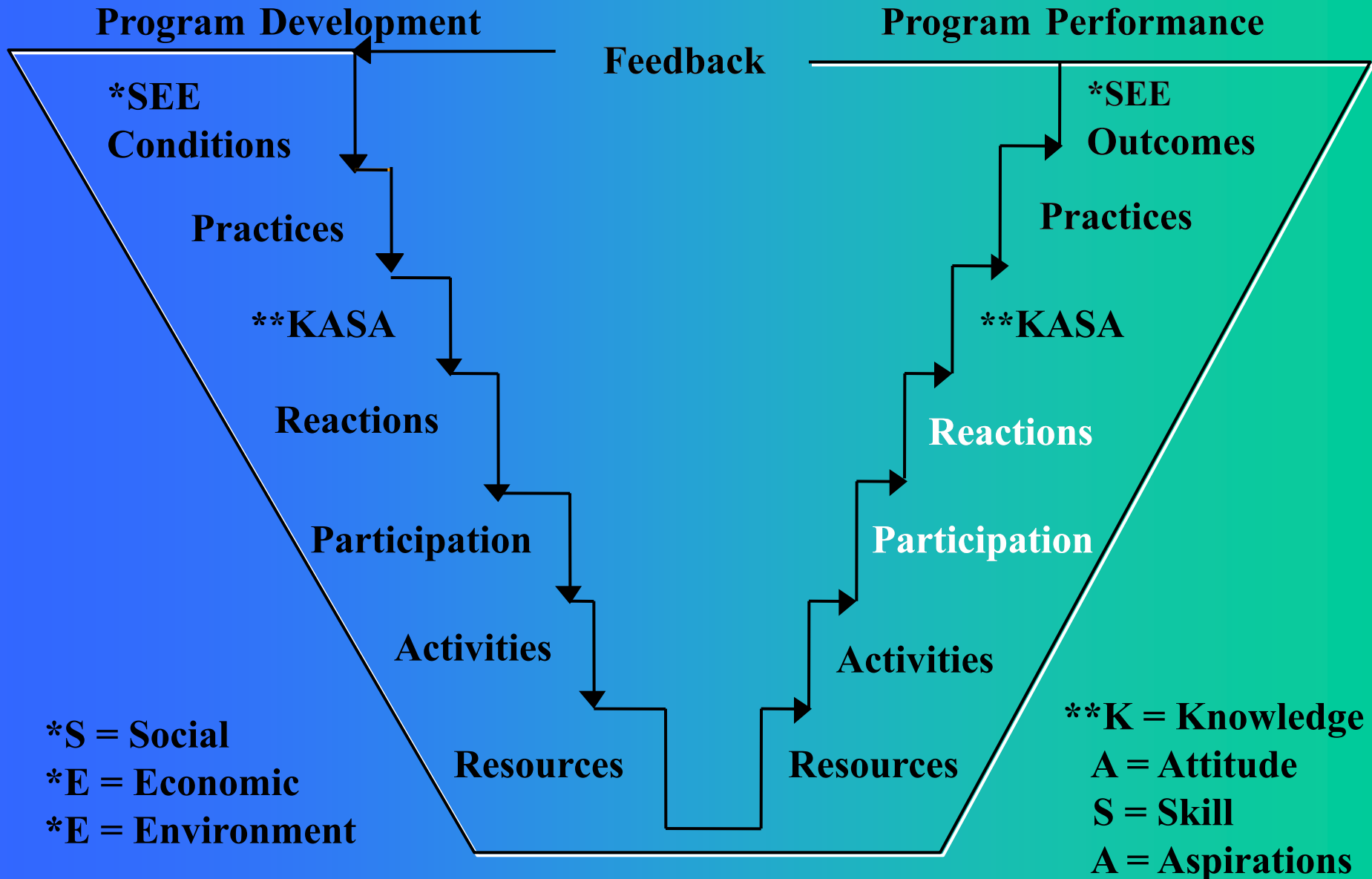


# **OUTPUTS** = Products or services generated for programming

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

# Targeting Outcomes of Programs (TOP)

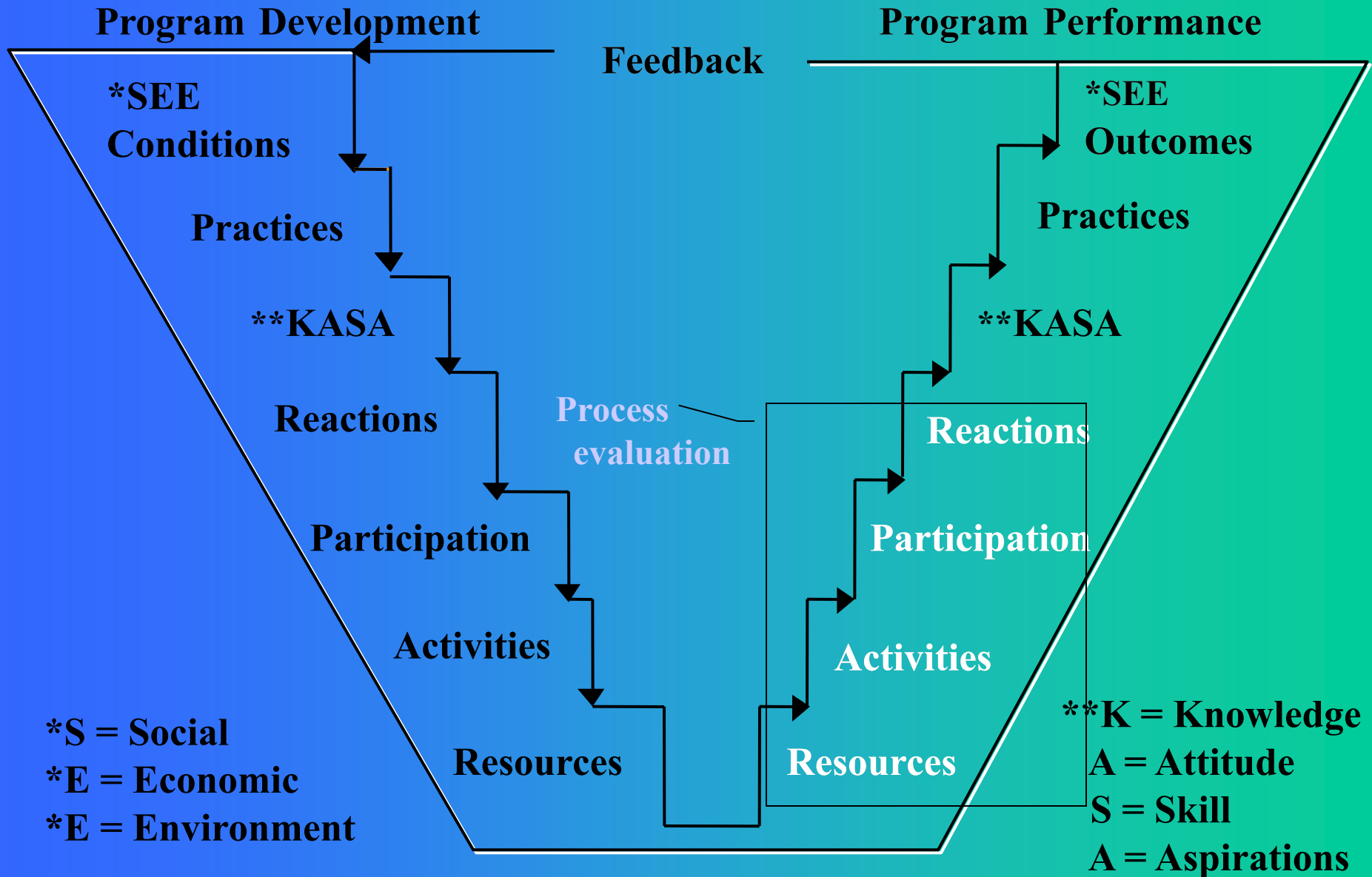
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# Targeting Outcomes of Programs (TOP)

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# Process Evaluation

Aim – provide information for program

...improvement

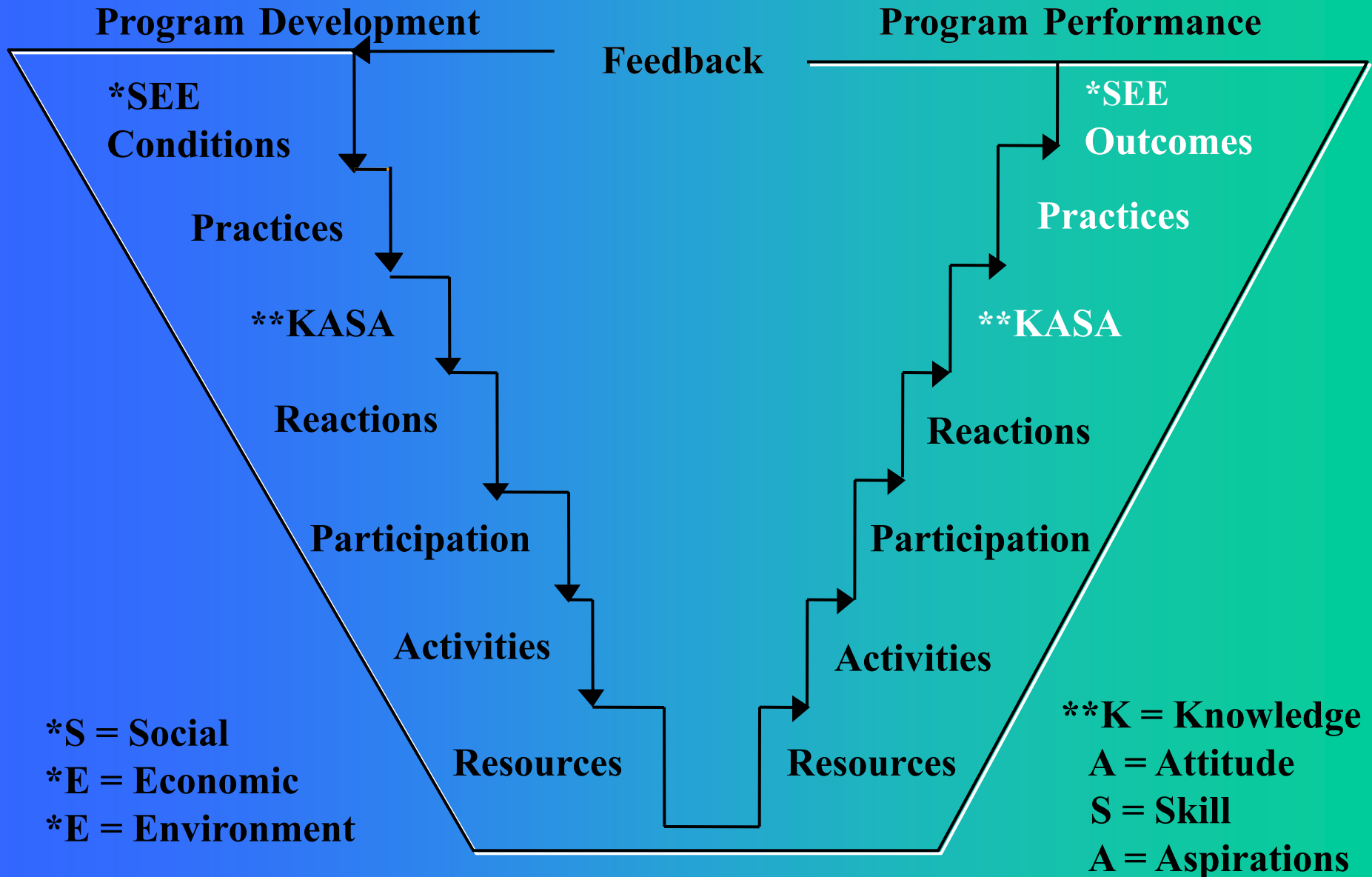
...modification

...management

(Developmental or Formative)

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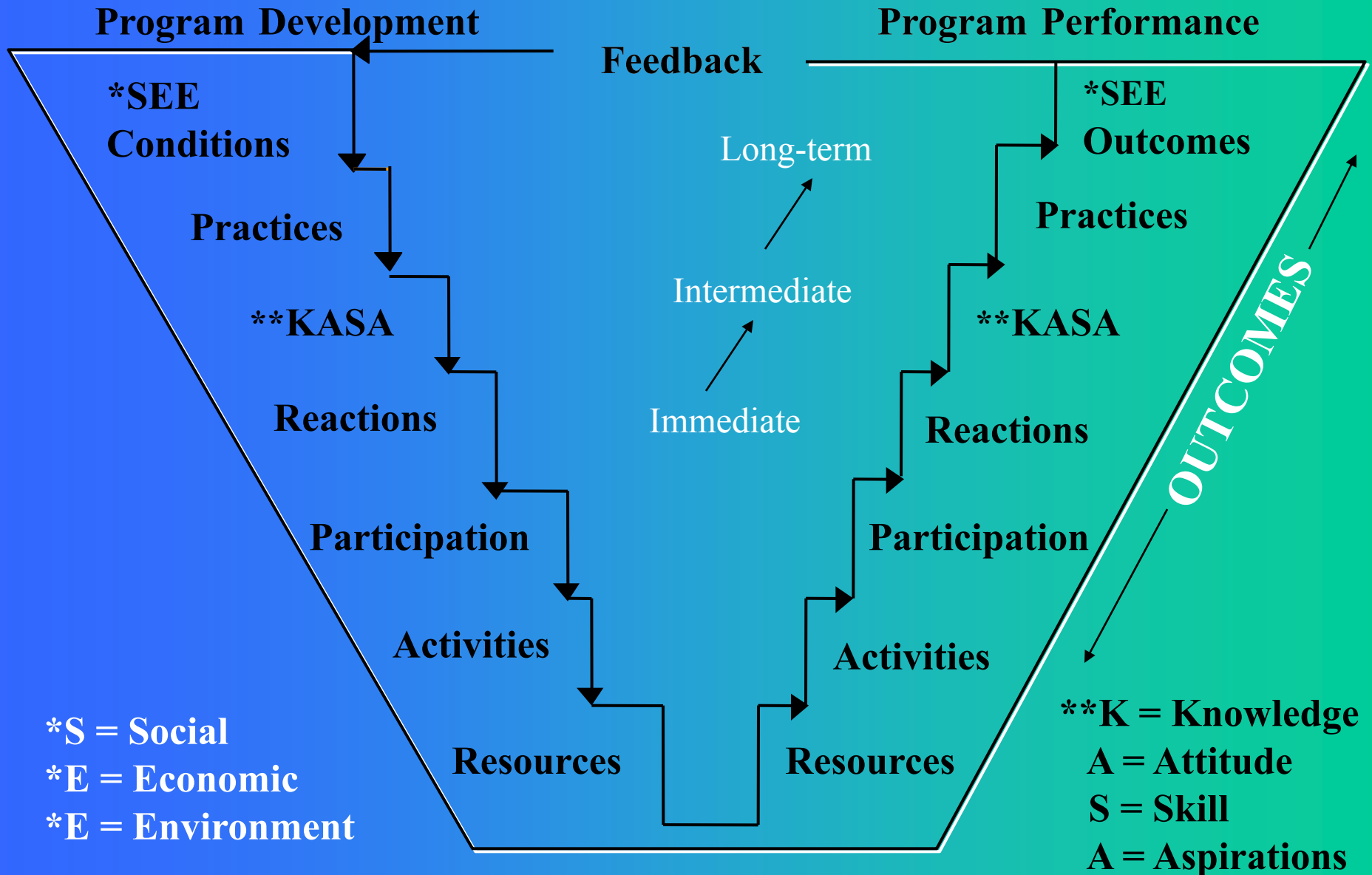
# Outcomes =

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)

# Targeting Outcomes of Programs (TOP)

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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

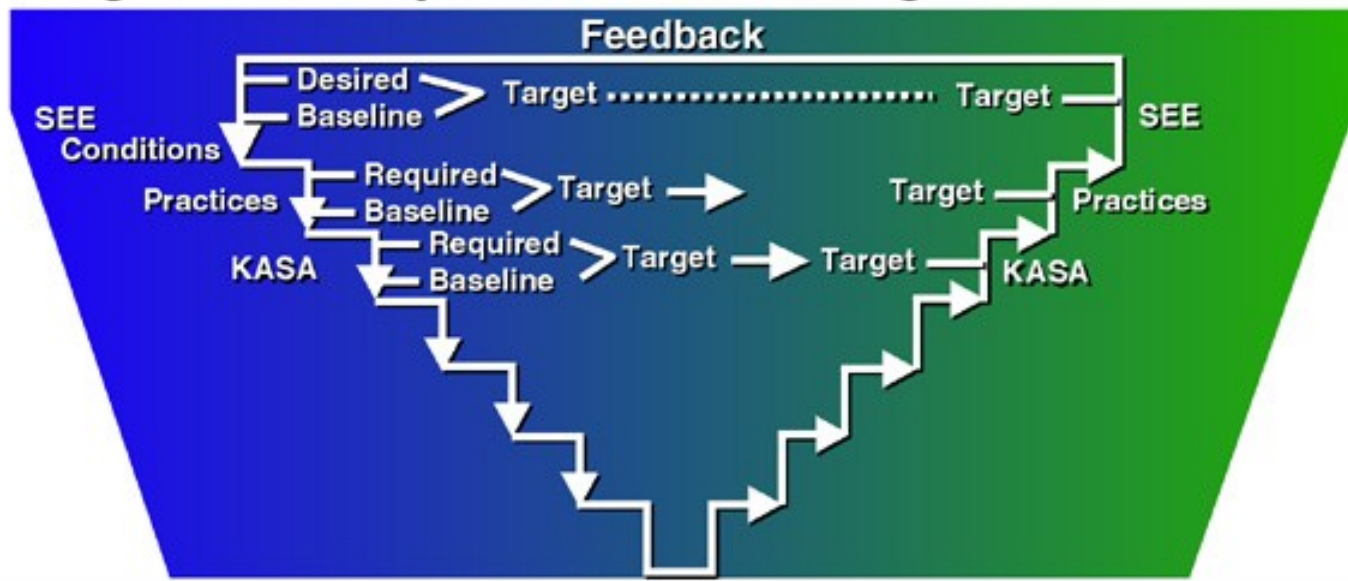
Compare

Program  
Outcomes

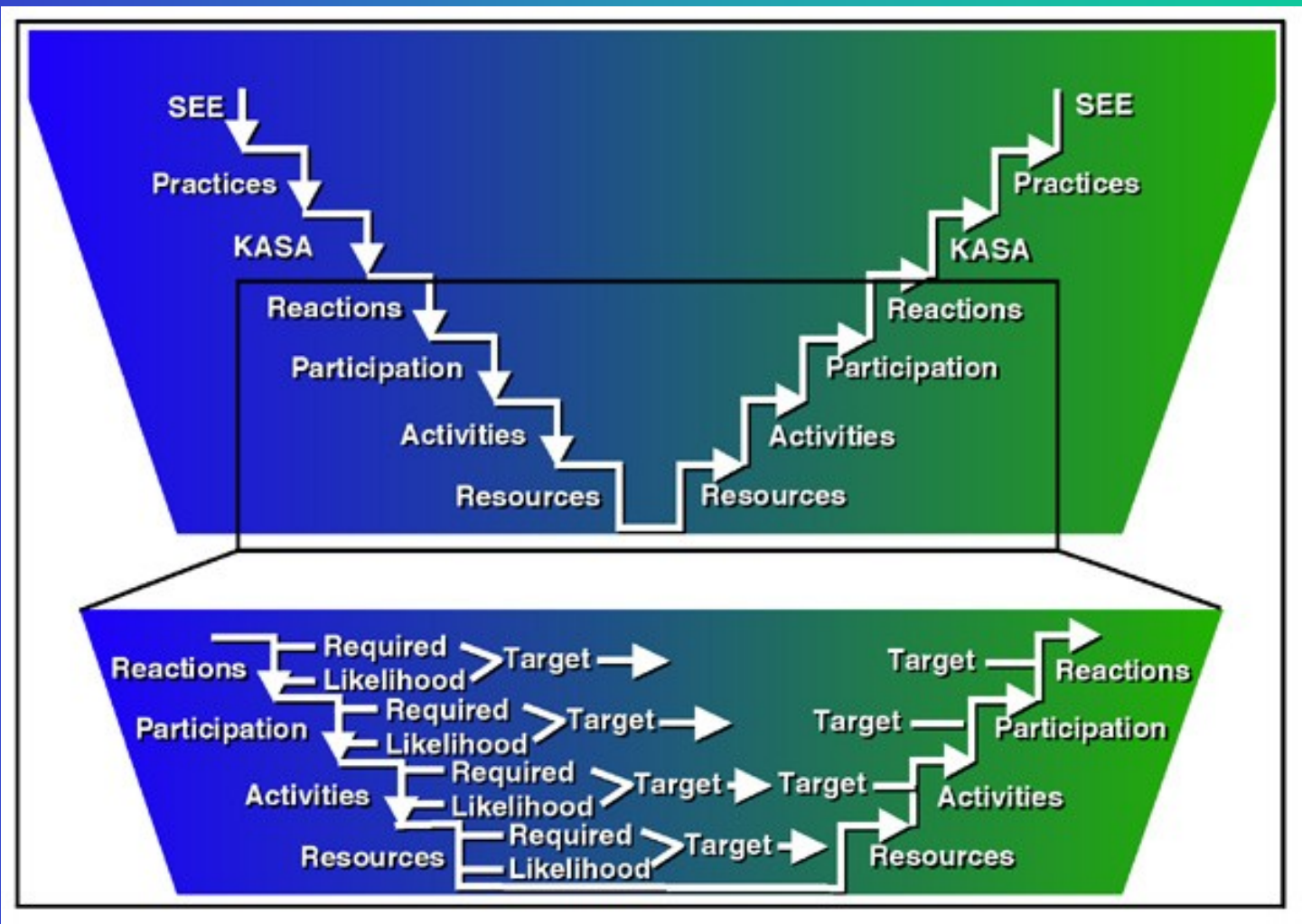
Estimate of what would  
have happened in the  
absence of the program

## Program Development

## Program Performance









# 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

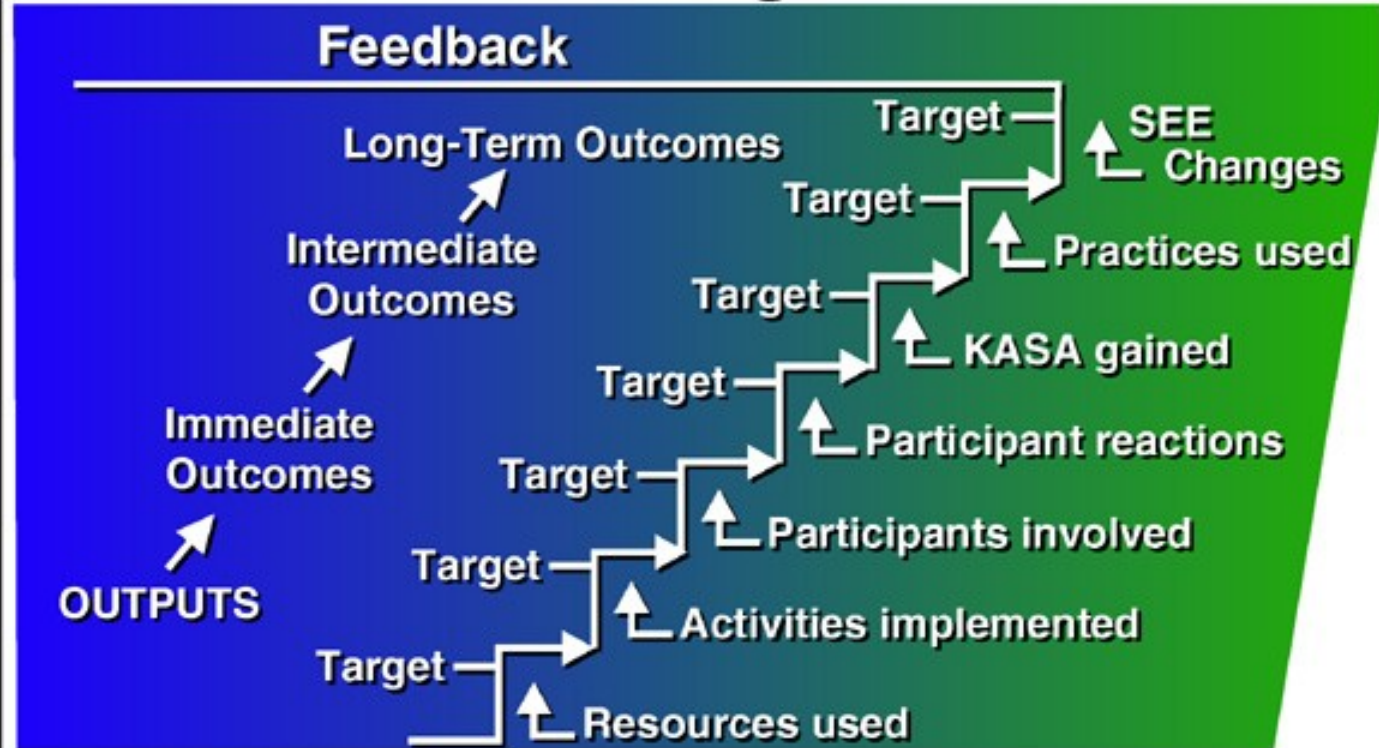
- Statistical records
- Objective tests
- Third party observations
- Etc.

# Subjective Indicators

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

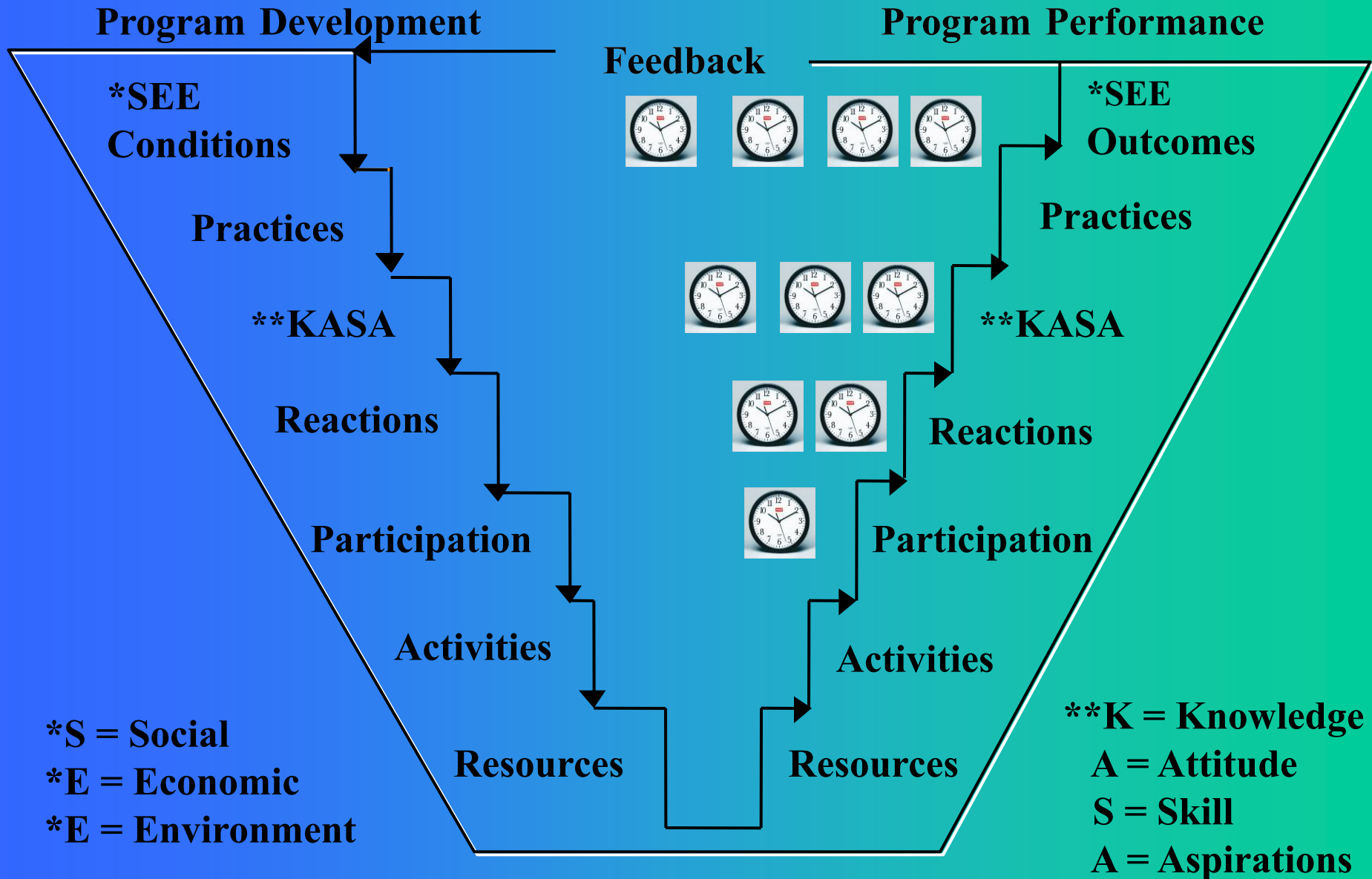
- Example 1: Public satisfaction with personal health; economic status; and cleanness of public air, land, and water
- Example 2: reports/ratings by program teams or program participants of their adoption and use of recommended practices and technologies.

# Program Performance



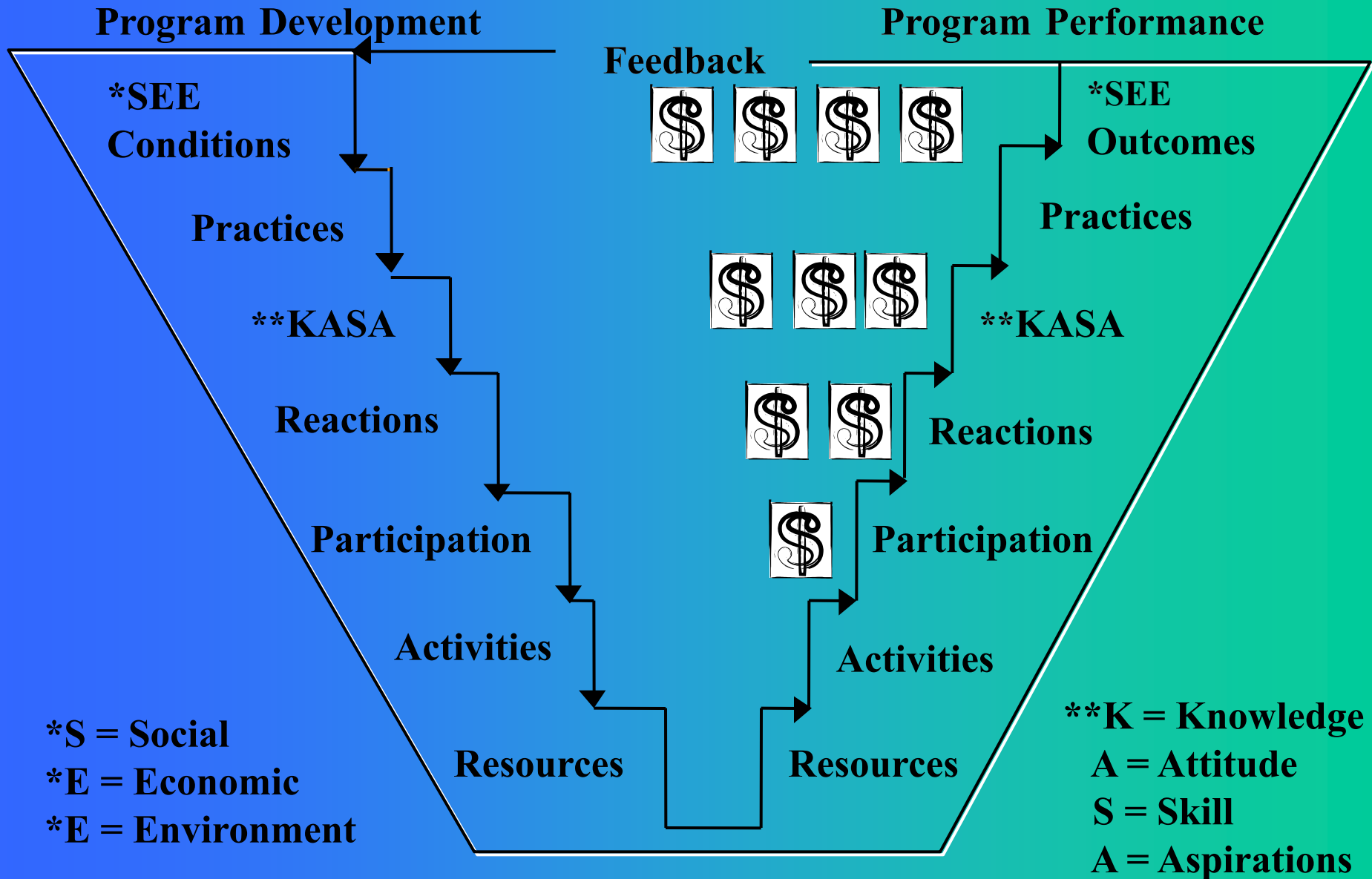
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## Why Assess needs and evaluate?

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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