

TEXAS AGRILIFE EXTENSION SERVICE – EVALUATION ROADMAP

Which programs will be evaluated?  
 Evaluate as output or outcome program?  
 Your decision in collaboration with your DEA & RPD

**PLANNING STAGE**

("Planning an Evaluation" at <http://od.tamu.edu/evaluation.htm>)

What type of an evaluation (output or outcome)?  
 No decision – follow your plan in TExAS

Output

Outcome

**PATH 1**

**Output** (using scan technology)

Use standard customer satisfaction form  
 Measures satisfaction & general impressions

**When to collect data?** (evaluation strategy)  
 No decision - post-only

**How to get data?** (data collection method)  
 No decision – custom satisfaction survey

**Who to include?** (census or sample)  
 No decision – census

**PATH 2**

**Output/Outcome** (using scan technology)

Use extended customer satisfaction form  
 Measures satisfaction & client change

**When to collect data?** (evaluation strategy)  
 No decision - post-only

**How to get data?** (data collection method)  
 No decision – extended custom satisfaction survey

**Who to include?** (census or sample)  
 No decision – census

**PATH 3**

**Outcome** (not using scan technology)

Develop own form or specialist-developed form  
 Measures client change  
 (Follow this path for any evaluation not using scan technology - output or outcome)

**When to collect data?** (evaluation strategy)  
 Your decision based on type of client change  
 [pre-post, retrospective post, post-only]

**How to get data?** (data collection method)  
 Your decision (most often – survey form)  
 For web surveys, [www.instantsurveys.com](http://www.instantsurveys.com)

**Who to include?** (census or sample)  
 Your decision (most often – census)

**IMPLEMENTATION STAGE**

**Develop survey form**

Done for you – customer satisfaction form  
<http://od.tamu.edu/forms.htm>

**Prepare forms**

Download and print form.  
 Duplicate appropriate number of forms

**Collect data**

You develop & follow procedures  
 (Administering Evaluation Forms handout)  
 Mail cover sheet and surveys to Ext. Education

**Enter data**

Done for you - forms scanned

**Tabulate / Analyze data**

Done for you - sent via email

**Interpretation/ Report**

You develop (interpretation guide available)  
<http://od.tamu.edu/customer-satisf.htm>

**Develop survey form**

Select an extended customer satisfaction form  
 and develop your own outcome questions  
<http://od.tamu.edu/forms.htm>

**Prepare forms**

Download and print form.  
 Duplicate appropriate number of forms

**Collect data**

You develop & follow procedures  
 (Administering Evaluation Forms handout)  
 Mail cover sheet and surveys to Ext. Education

**Enter data**

Done for you - forms scanned

**Tabulate / Analyze data**

Done for you - sent via email

**Interpretation/ Report**

You develop (interpretation guide available)  
<http://od.tamu.edu/customer-satisf.htm>

**Develop survey form**

Your decision (Ext. Pub. E-227)  
<http://od.tamu.edu/eval-exampl-forms.htm>  
<http://od.tamu.edu/ANR/anr-outcomindicatorsffig.htm>

**Prepare forms**

Print form.  
 Duplicate appropriate number of forms

**Collect data**

You develop & follow procedures  
 (Administering Evaluation Forms handout)

**Enter data**

Your decision - Excel recommended  
 Refer to EZAnalyze Presentation  
<http://od.tamu.edu/evaluation.htm>

**Tabulate / Analyze data**

Your decision - EZAnalyze recommended  
 Refer to EZAnalyze Presentation  
<http://od.tamu.edu/evaluation.htm>

**Interpretation/ Report**

You develop.  
<http://od.tamu.edu/successstories.htm>

  No decision or action on your part - done for you.

  Decision or action on your part (Extension Education and various resources are available to help you).

brown text Resource available to you.