



University of Kentucky
College of Agriculture,
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Cooperative Extension Service

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Evaluation Tips

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When beginning a multi-session program, consider asking the participants what they want to accomplish over the next six weeks or year. Plan your evaluation according to the objectives that the participants want to accomplish. Identify the participants' experience on the topic before you start.

Numbers and stories are both important. Why did the participants come to the program? How did the experience meet their expectations? When using a survey, include a variety of question types including open-ended and text responses.

Capture the participants' accomplishment but don't downplay the challenges they faced to reach their objectives. Identify unintended program consequences and areas to improve in the future.

Adapted from AEA 365 Posted on July 20, 2016 by Oscar Espinoza.