

Evaluation: Measurement Levels & Methods Worksheet

Issue & Audience: _____

Directions: Below are four Measurement Levels through which you can evaluate the effectiveness of your project. By the time you complete this worksheet, you will be able to select (and check) those Measurement Levels that apply.

- Level 1:** Reaction to the program - All programs.
- Level 2:** Learning - Programs that require participants to retain information or apply a skill.
- Level 3:** Application - Programs that require participants to change their behavior when they return to work, school, home, etc.
- Level 4:** Return on Investment (ROI) - Programs that are a top priority to the School of Agriculture and can be linked to financial numbers. (ROI may be calculated over time, and social/environmental/fiscal outcomes may be considered.)

Directions: Check the best answer to each question below, and follow the appropriate instructions.

1. Do “stakeholders” require evidence of results?

- Yes. Levels 3 and 4 of evaluation must be completed. Use the “Measurement Methods” table (see reverse side) to help you select the best measurement methods. Check Levels 3 and 4 above.
- No. Complete # 2.

2. Perform the exercise below, and follow the appropriate instructions.

- Rate the **scope** of this initiative (number of people who might be influenced by this initiative and the range of backgrounds these people represent). 1 = very limited; 10 = very extensive and comprehensive.

1 2 3 4 5 6 7 8 9 10

- Rate the **profile** of this initiative (the type of attention this initiative will generate *and* the status of the people who will openly support this initiative). 1 = very low; 10 = very high.

1 2 3 4 5 6 7 8 9 10

- Total the two ratings.

Scope rating _____
+ Profile rating _____
Total Rating _____

- Is the **Total Rating** equal to or greater than 13?

- Yes. Consider applying Levels 3 and 4 of evaluation. Use the “Measurement Methods” table to help you select the best measurement methods. Check Levels 3 and/or 4 if you determine they are appropriate.
- No. Select Level 1 evaluation, and determine if Levels 2, 3, and 4 would be appropriate. Use the “Measurement Methods” table to help you select the best measurement methods. Check the levels you determine are appropriate.

(OVER)

Issue & Audience: _____

Directions: Select the appropriate Measurement Levels, and check the best methods for performing them.

Note: You may want to use **two** or more measurement methods in order to validate the outcomes of the evaluation.

Measurement Methods

Level 1 The evaluation form you use could solicit reaction to:	Level 2 Learning could be demonstrated by:	Level 3 Application could be determined by:	Level 4 ROI could be determined by: (ROI may be calculated over time)
<ul style="list-style-type: none"> <input type="checkbox"/> Content <input type="checkbox"/> Duration <input type="checkbox"/> Handout materials <input type="checkbox"/> Videos <input type="checkbox"/> Exercises <input type="checkbox"/> Simulations <input type="checkbox"/> Games <input type="checkbox"/> Learning environment <input type="checkbox"/> Instructor/facilitator 	<ul style="list-style-type: none"> <input type="checkbox"/> Self-assessments <input type="checkbox"/> Team assessments <input type="checkbox"/> Facilitator assessments <input type="checkbox"/> Performance testing <input type="checkbox"/> Simulations <input type="checkbox"/> Case studies <input type="checkbox"/> Skill practices <input type="checkbox"/> Role plays <input type="checkbox"/> Exercises 	<ul style="list-style-type: none"> <input type="checkbox"/> Follow-up surveys <input type="checkbox"/> Follow-up questionnaires <input type="checkbox"/> Observation <input type="checkbox"/> Interviews with participants <input type="checkbox"/> Follow-up focus groups <input type="checkbox"/> Program assignments <input type="checkbox"/> Action planning <input type="checkbox"/> Performance contracting 	<ul style="list-style-type: none"> <input type="checkbox"/> Control groups <input type="checkbox"/> Trend line analysis <input type="checkbox"/> Forecasting methods <input type="checkbox"/> Participants' estimate of impact (percent) <input type="checkbox"/> Supervisor's estimate of impact (percent) <input type="checkbox"/> Management's estimate of impact (percent) <input type="checkbox"/> Use of previous studies <input type="checkbox"/> Subordinate's report of other factors <input type="checkbox"/> Calculating/estimating the impact of other factors <input type="checkbox"/> Use of customer input