

Evaluation and Assessment of IPM Programs

Friday, March 27, 8:00 am - 12:00 noon

The proposed workshop is based on a highly successful self-paced course, “A toolkit for Assessing IPM Outcomes and Impacts (<http://ucanr.edu/sites/McRoberts>” Following an interactive welcome session using evaluation software, the course instructors who also helped develop the Toolkit website, will lend their expertise to several sessions on evaluation methods and reporting.

This professional development session will cover some basic assessment methods, as well as those designed specifically for IPM projects:

- **Evaluation plans.** If you are applying for a USDA-NIFA, U.S. EPA, or any other publicly funded grant, you will need a mechanism for measuring the impacts of your project. No longer is it acceptable just to evaluate knowledge gained; funding sources want to know if your audience has changed a behavior, improved their IPM skills, or adopted an IPM practice.
 - Course instructors will give a brief presentation on what should be included in a logic model.
 - Course participants are encouraged to bring their logic models to this event for review by the instructors.
- **Evaluation methods.** Designing the methods that you will use for your evaluation can seem quite daunting, but it need not be complicated or challenging. What is important is that the methods and tools you use are appropriate for your evaluation questions. The approach you take will, to a large extent, be determined by the aims and objectives of your evaluation. Quantitative and qualitative methods represent different ways data can be collected and used to inform your evaluation.
 - Qualitative approaches use narrative or descriptive data rather than numbers.
 - Qualitative methods are useful for assessing participants' needs, to identify improvements for a program in progress, for understanding why IPM policies, practices or programs are adopted (or not), or assessing what factors are most critical to IPM program success.
 - Quantitative methods are most often used to assess a project's outcome.
 - Course participants are encouraged to bring their questions about evaluation methods and how they can be incorporated into their IPM program.
- **Periodic and final reports.** Plan ahead to make sure that you have the documentation you need for the periodic and final reports. The evaluation plan used in your initial narrative must be incorporated into a final report.
 - Course participants are encouraged to bring materials so the instructors can help them outline a final report for a current, past or future project

This professional development session is especially designed for researchers and Extension specialists who are required to measure impacts of their programs to obtain funding and prepare required reports. IPM impact assessments can be in agricultural, structural, urban, or natural settings. Even if you are a seasoned veteran of IPM assessment, this workshop will provide insight into new ways of measuring the impact of your work.

Professional Development Workshop: Evaluation and Assessment of IPM Programs Organizer/Facilitator: Janet Hurley Instructors: Al Fournier, Neil McRoberts, Deb Young, Pete Goodell		
Time	Topic	Instructor
8:00 am– 8:30 am	Introduction & Welcome-Who Is This For And How Will It Help Me? This interactive session will ask the group participants some baseline data using evaluation software to rank the sessions overall objectives as well give the instructors insight into the audience's needs.	All Instructors
8:30 am–9:30 am	Getting Started with IPM Evaluation Planning; Logic Model In this session for evaluation purposes, it is essential to identify and document the program outcomes, activities, and indicators that will be evaluated. As you prepare for your project/program you need to think of the desired outcomes as what you ultimately want the program to accomplish, the activities as what you will do to get there, and the indicators as the gauge of whether, and to what degree, you are making progress. This thought process can be focused and outlined using a Logic Model. This session will cover some insight on how to use Logic Models to help you organize a grant narrative to even how to set goals for your career performance.	Al Fournier, PhD Associate Specialist, IPM Assessment, University of Arizona, Maricopa Agricultural Center
9:30 am–10: 00 am	Measuring Impact – Telling the “So What” Measuring impact is important in order to demonstrate the value of continued funding for IPM research and outreach on the national, regional or local stage, but they are not the only things that can or should be measured. This session will cover how a program has been measured in a community IPM program and the other speaker will cover measuring impact in an agricultural program.	Deborah J. Young , PhD Integrated Pest Management in communities and Director of the Colorado IPM Center, Colorado State University Peter B. Goodell, PhD Cooperative Extension Advisor, Integrated Pest Management UC Statewide IPM Program, University of California Cooperative Extension
10:00 am–10:15 am	Break	
10:15 am–10:45 am	Evaluation methods – what types available The evaluation task presents IPM practitioners with a wide array of options. Evaluations can be qualitative or quantitative, or a mixture of both. Appropriate methods vary with the aims of the project, the size of the sample group and the time span of the evaluation process. In this session we will give a broad overview of several of the most widely used methods and discuss where and when they are best used. We hope to make the session responsive to the interests of the participants so the subjects to be covered will be selected partly on the day.	Neil McRoberts, PhD Quantitative Biology & Epidemiology Lab, Plant Pathology Department, UC Davis
10:45 am–11:45 am	Developing YOUR Project a Panel Question and Answer session Course participants will have a chance to ask questions of the session instructors and others in the session about evaluation processes, methods or how to seek additional help in understanding this topic.	All
11:45 am–12:00 am	Wrap Up – Post Evaluation Using the baseline survey used at the beginning of the session participants will answer a set of interactive questions to see what knowledge was gained during this 4-hour professional development session.	All Instructors