



United States
Department of
Agriculture

National Institute
of Food
and Agriculture



BIOENERGY, CLIMATE,
AND ENVIRONMENT



FOOD PRODUCTION
AND SUSTAINABILITY



YOUTH, FAMILY,
AND COMMUNITY



FOOD SAFETY
AND NUTRITION



INTERNATIONAL
PROGRAMS



USDA NIFA

NATIONAL INSTITUTE OF FOOD AND AGRICULTURE



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INVESTING IN SCIENCE | SECURING OUR FUTURE | WWW.NIFA.USDA.GOV

Program Evaluation/Assessment

Hispanic PD Meeting

ARS-Beltsville area

Building 005, Room 021

Beltsville, MD 20705

January 10, 2014

Henry M. Doan, Ph.D.

Planning, Accountability, and Reporting Staff (PARS)

Office of the Director



Program Evaluation/Assessment

**Federal requirements of performance
management and accountability**



USDA/NIFA



Partners – Partners - Partners



Program Evaluation/Assessment

Portfolios (of programs)

Bioenergy

Climate Change

Consumer Sciences

Education

Environment Sciences

Food Safety

International Programs

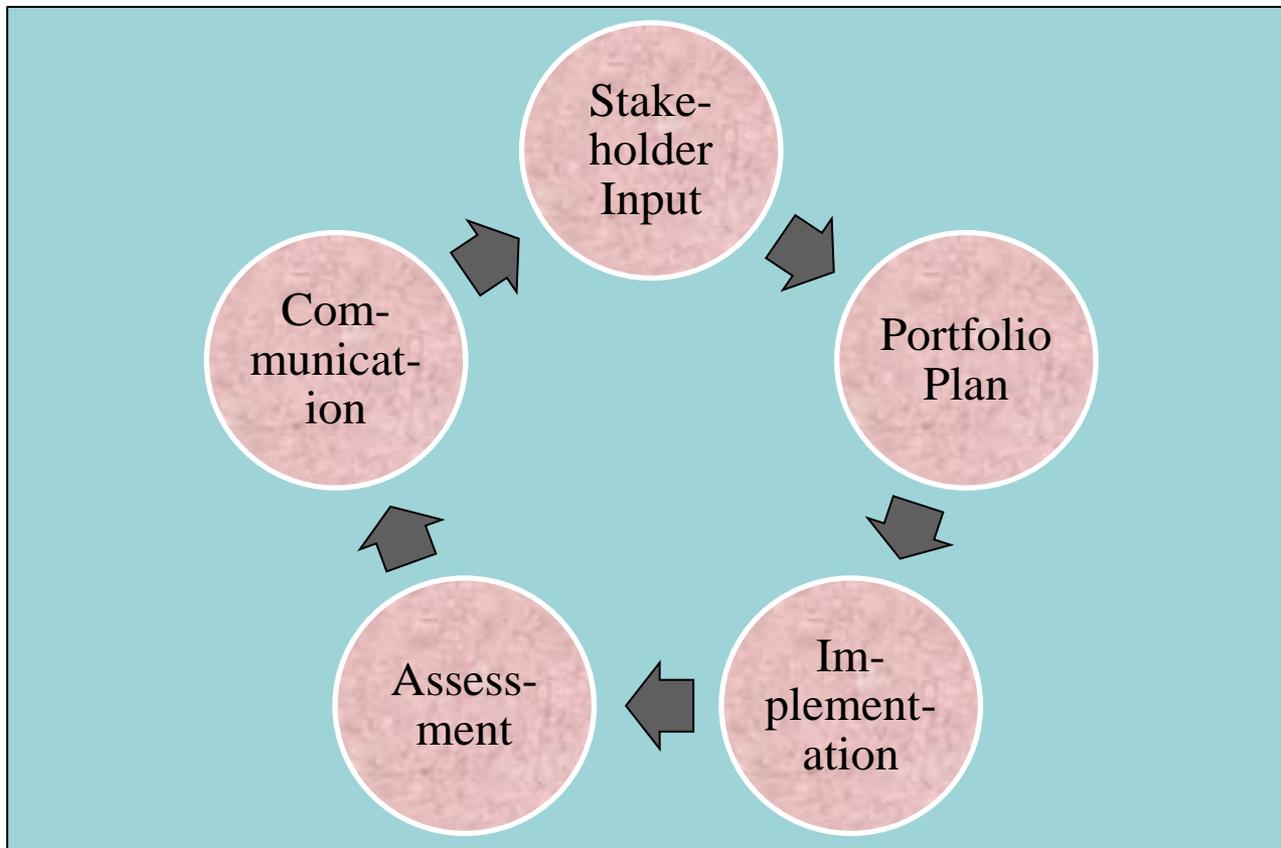
Nutrition and Healthy Food Choices

Sustainable Agriculture Systems

Youth Development

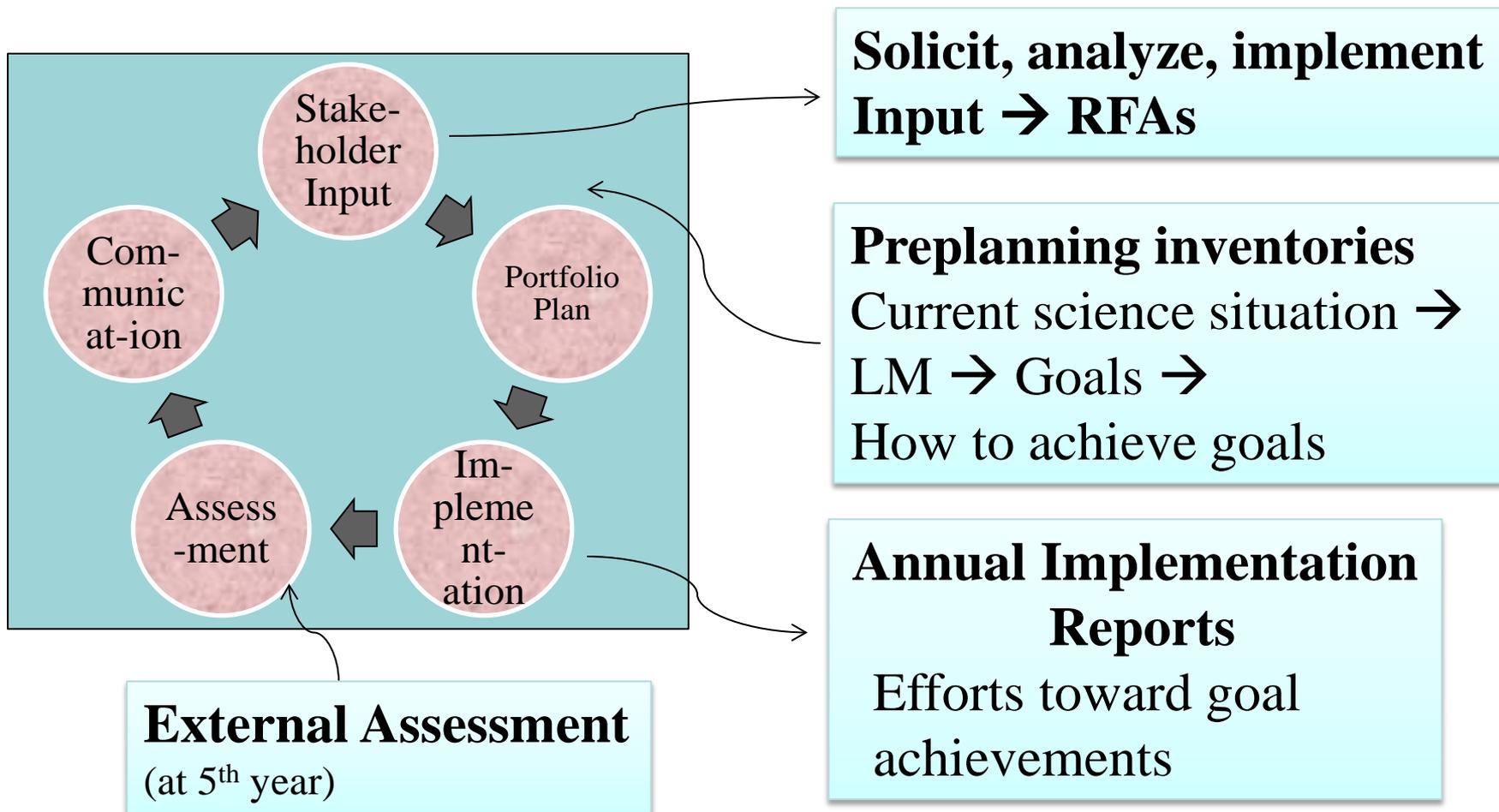
Program Evaluation/Assessment

Portfolio Assessment Process



Program Evaluation/Assessment

Portfolio Assessment Process (details)





Program Evaluation/Assessment

Why evaluation/assessment?

“I want to show my funding agency that my project works”

“I want to provide evidence that my project is effective”

“I want to show that my project is beneficial to end users”

“What is working, what is not working for my program/project”?

“I want to identify program/project strengths as well as weaknesses”



Program Evaluation/Assessment

Program Evaluation/Assessment

Concerns:

“How complicated is it?”

“Would it increase my burden?”

“Where do I find resources for it?”

“Would it take away resources that are meant for participants/end users?”

“What if it produces negative results that would make my program/project look bad?”



Program Evaluation/Assessment

Why should it be conducted?

- Provide feedback for program improvement and external accountability.
- Answer evaluation questions about results and the processes that managers directly control to achieve results.
- Document program effectiveness and value added to society.



Program Evaluation/Assessment

Evaluation/Performance Management

Evaluation = studies conducted to assess how well a program works on a periodic or ad hoc basis; mostly answering the “whys” and “hows.”

Performance = ongoing monitoring- reporting of program accomplishments; conducted by program management; mostly answering “whats.”

-- GAO

→ **Performance Management** = monitoring progress toward achieving goals.



Program Evaluation/Assessment

Evaluation/Assessment Process

Preparing:

- Develop program description (capacity to make a difference)
- Develop a conceptual model – Logic Model (expected results/achievements) ...

Conducting:

- Collect data
- Analyze data
- Report findings

Program Evaluation/Assessment

The Logic Model



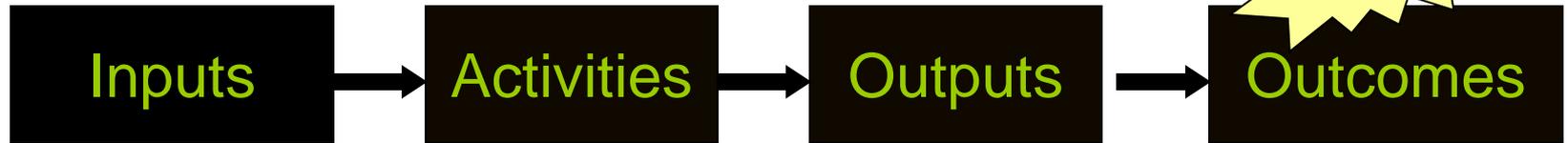


Program Evaluation/Assessment

Program Conceptual Model/Logic Model

- Logic model is “the conceptual tool for planning and evaluation which displays the sequence of actions that describe what the science-based program is and will do; how investments linked to results.”

(January 15, 2006 Federal Register)



Resources

Funding
Staff
Volunteers
Equipment

Constraints:

Laws
Regulations
Other requirements

Services

Surveying
Interviewing
Record-
reviewing
Training

Products

Participants
interviewed
Records
reviewed
Training
sessions
conducted
Reports
generated

Goals

1. Short term
2. Mid-term
3. Long-term



Program Evaluation/Assessment

Input, Activities, Outputs, Results/Outcomes

Input:

Resources, contributions, and investment in the evaluation, expressed as a noun
e.g. funding, evaluators, program staff, etc.

Activities:

What the evaluation does with the input to perform program assessment, expressed as an –ing verb
e.g. surveying, interviewing, etc.



Program Evaluation/Assessment

Input, Activities, Outputs, Results/Outcomes

Output:

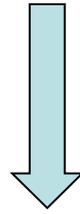
Products, services, etc. that are intended to lead to the outcomes of the evaluation, expressed as the number of things produced by an activity
e.g. the number of people interviewed, the number of records reviewed, etc.

Program Goals/Outcomes/Impact:

Planned results of the evaluation.

Program Evaluation/Assessment

How do we know if our program/project is achieving the desired and/or expected Outcomes (described in the logic model?) i.e. how do we measure successes or goal achievements?



MEASURES (yardsticks)

- Performance measures
- Performance indicators



Program Evaluation/Assessment

Performance Measures (The yardsticks)

Measuring productivity and changes that come about as a result of program activities. They are measures of the program's strategies and activities accomplished.

Measures of effects & measures of efforts:

- Measures of effect: reflect changes in knowledge, skills, attitude, or behavior; i.e. what happens in short-, mid-, and long-term. (How will I know that my program participants are better off?)
- Measures of efforts: direct outputs of program activities. (What does my program generate, what levels of activities do we produce?)



Program Evaluation/Assessment

Performance Indicators

Evidence that the program/project is moving toward achieving expected outcomes/goals.

Goal = Students filled 90% jobs in agricultural fields.

Performance measure = Students increased knowledge and skills to fill jobs in agricultural fields.

Performance indicator = Number of degrees received in agricultural sciences.



Program Evaluation/Assessment

Goals – Performance Measures – Performance Indicators

Job training program:

Goals = Better jobs and long-term earnings.

Performance Measure: Participants' skills needed to get and retain a job are increased. (Even though the outcome goal of the program is a job, a significant performance measure is whether the program increases participants' skills needed to get and retain a job).

Performance Indicator: A degree or certificate is attained.
(This is a step to attain before gaining a job).



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Thank you!

Henry M. Doan, Ph.D.

hdoan@nifa.usda.gov

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