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SOUTH AUSTRALIAN
RESEARCH AND
DEVELOPMENT
INSTITUTE

Evaluation

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Outline



- What is evaluation?
- Why we do it
- Principles of how we evaluate
- Examples of evaluations
- What we do with the information

What is evaluation?

Evaluation: the making of a judgement about the amount, number, or value of something; assessment

A systematic determination of a subject's merit, worth and significance, using criteria governed by a set of standards. It can assist an organization, program, project or any other intervention or initiative to **assess** any aim, realisable concept/proposal, or any alternative, to **help in decision-making**; or to **ascertain the degree of achievement** or value in regard to the aim and objectives and results of any such action that has been completed. The primary purpose of evaluation, in addition to gaining insight into prior or existing initiatives, is to **enable reflection** and assist in the **identification of future change**.
<http://en.wikipedia.org/wiki/Evaluation>

Why do WE do evaluation?

- We said we would in the project application!
- A requirement of a collaborative project
- To determine the appropriateness and effectiveness of an event/activity/extension output (continuous improvement in delivery)
- To determine the effectiveness of a project – how do you know if your project was successful?
- To determine whether something has changed as a result of what you have done

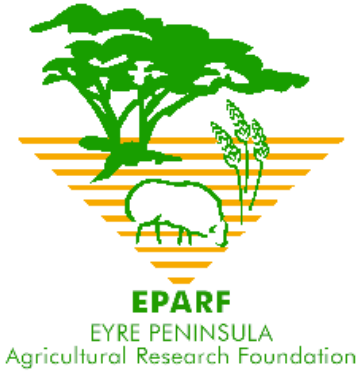
How do we evaluate?



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- Consider audience for the evaluation – who needs to know? What do they need to know?
- Choose methods to collect the information.
- Design and data analysis.
- How will results be presented and reported?
- How will the information be used?



What do we do?



- Surveys
 - Written at events
 - Electronic forms
 - Survey monkey
 - Keepad 'clickers'

Collecting the info



Collecting the info

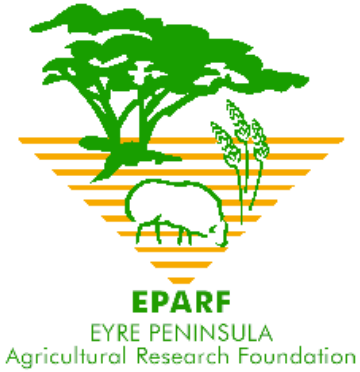
- Link to [report](#)

Pros

- Easy and relatively painless!
- Growers like participating
- Can use it within normal presentations to direct content, gauge understanding

Cons

- Only closed questions - no open ended questions
- Expensive to purchase - but options are increasing through the use of smart phones (if you have good signal, definitely look into this option)



What do we do with the info?

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- Use it in final reports and to inform development of project applications
- Report back to members, sponsors
- Use it to refine what we are doing

Tips?

- Always test your evaluation questions on a range of other people before you use them
- Have 1 or 2 ‘easy’ questions up front, ‘harder’ questions’ in middle, couple easy ones at end.
- Keep it short, only ask what you need
- Provide feedback ASAP
- Get help from experts



Questions?

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