

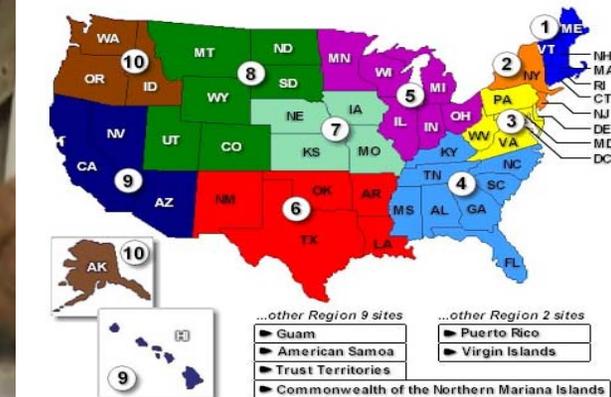


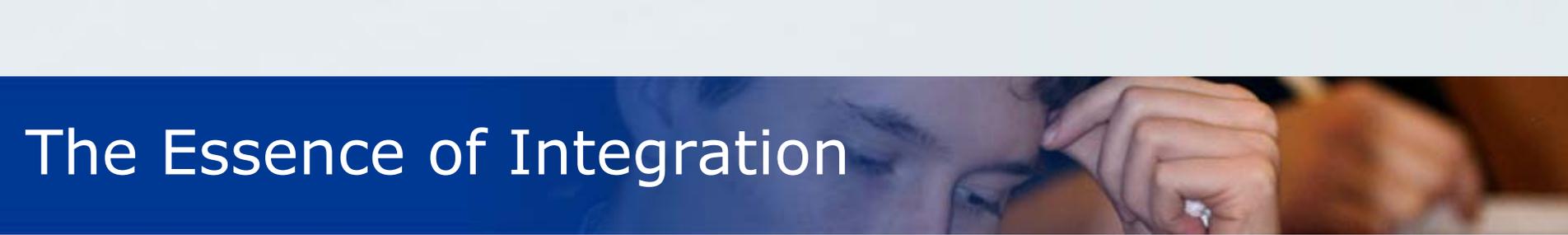
Signs of Success



State Water Quality
Coordinators Meeting

Savannah, GA
January 28, 2007





The Essence of Integration

“Research, extension and education components must complement one another and be truly necessary for the ultimate success of the project.”

Challenge Ourselves

Accountability

While there is no way of actually measuring the success of this project, we believe it can be successful.

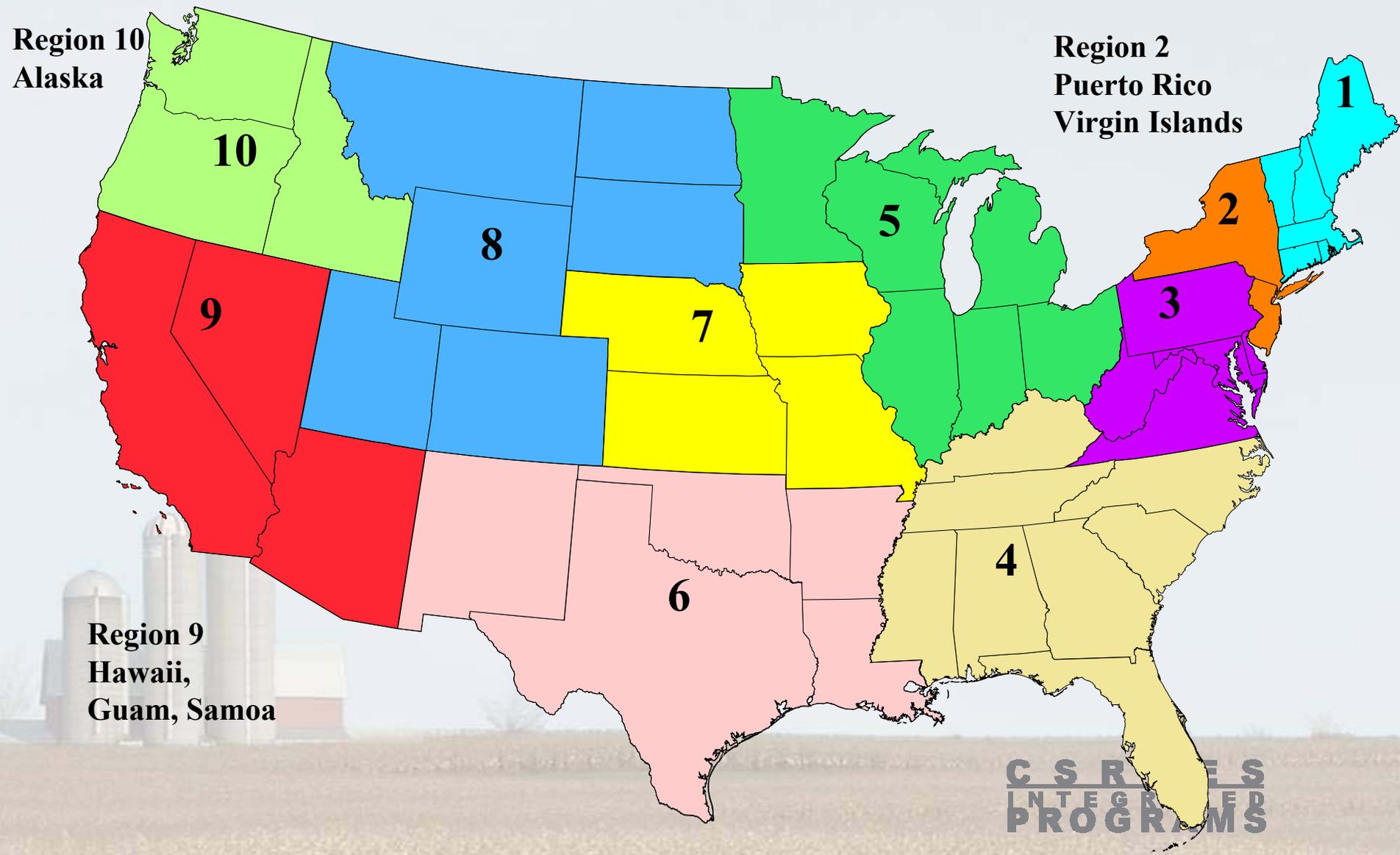
Paraphrased from an Water Outreach Project Proposal

The Signs of Success

“For far too long, the question we seemed to address was ‘how much?’ not ‘how well?’; it is time to put the burden of proof where it should be – on the proponent of spending”

Mitch Daniels,
Former Director, OMB

CSREES Regional Water Coordination Projects



Lessons Learned

A decorative banner at the top of the slide features a field of vibrant yellow sunflowers with dark brown centers, set against a clear blue sky. The banner has a dark blue gradient background on the left side where the title is located.

“The primary objective must be the collective performance, rather than the elusive notion of merely working together better.”

Katzenbach and Smith. The Wisdom of Teams

Why Do We Evaluate?

- Measure and document long & short term successes
- Communicate the value of various efforts
- Improve program performance
- Demonstrate accountability
- Increase credibility
- Gain support for NPS programs



Tools That Can Help

Cooperative Extension

PD&E **Program Development and Evaluation**
University of Wisconsin - Extension

HOME SITEMAP CONTACT SEARCH

Program Development

- [PD Model](#)
- [Logic Model](#)

PD&E Specialty Areas

- [Evaluation](#)
- [Evaluation Reports](#)
- [Program Planning](#)
- [Situational Analysis](#)
- [Priority Setting](#)
- [Teaching & Learning](#)
- [Self Leadership](#)
- [Diversity in Educational Programs](#)

Curriculum/Courses

Special Projects

[UWEX Planning and Results System](#)

LOGIC MODEL

- [Examples of logic models](#)
- [More logic model information >>>](#)

Program Action - Logic Model

Inputs	Outputs		Outcomes - Impact		
	Activities	Participation	Short Term	Medium Term	Long Term
What we invest Staff Volunteers Time Money Research base Materials Equipment Technology Partners	What we do Conduct workshops, meetings Deliver services Develop products, curriculum, resources Train Provide counseling Assess Facilitate Partner Work with media	Who we reach Participants Clients Agencies Decision-makers Customers Satisfaction	What the short term results are Learning Awareness Knowledge Attitudes Skills Opinions Aspirations Motivations	What the medium term results are Action Behavior Practice Decision-making Policies Social Action	What the ultimate impact(s) is Conditions Social Economic Civic Environmental
	Assumptions		External Factors		
Evaluation Focus - Collect Data - Analyze and Interpret - Report					

Situation
Needs and assets
Symptoms versus problems
Stakeholder engagement

Priorities
Consider:
Mission
Vision
Values
Mandates
Resources
Local dynamics
Collaborators
Compellers
Intended outcomes

Signs of Success

CSREES National Water Quality Program - Windows Internet Explorer

http://www.uwex.edu/ces/regionalwaterquality/apps/index.cfm

File Edit View Favorites Tools Help

CSREES National Water Quality Program

 **Reporting Tools** 

Water Quality Reporting Tools

The demand for effective and efficient programs has always been part of extension and university outreach, but mounting pressures from politicians and agency personnel through program reviews and audits, as well as the federal enactment of the Government Performance and Results Act in 1993 are direct examples of new, expanded attention on program impacts. In this climate of increased demand for accountability, it is imperative to develop a regional and national mechanism and long term plan for evaluating our programs and the "regional" emphasis of Section 406 of the National Water Quality Program.

Reporting Categories for the 406 Regional Coordination program align with the [8 National CSREES Water Quality Themes](#). Each Regional Coordination Project may focus in on a few of these Themes, or they may choose to program regionally in all Themes. Whatever the approach, it is important that program impacts are captured.

Project Planning

This template was designed to assist states, islands, or local projects in describing their activities. This document is a planning tool.

Project Inventory

This reporting form is designed for project managers to capture project descriptions, program impacts, partnerships and funding levels for 406 funded projects.

You may edit your existing project inventories below:

- [Developing a Social Component for a Nonpoint Source Evaluation Framework](#)

Regional Coordination

This template is for Regional Water Quality Coordinators to describe their multi-state activities related to coordination.

You may edit your existing forms below:

- [No Title](#)
- [No Title](#)

[Log Out](#)

Internet 100%

Signs of Success: A State-Driven, National Effort

- ✓ **Focus on medium-range outcomes** (e.g., behavior, action, transformational education) - A consistent effort of integrating “Signs of Success” with our national web presence and marketing efforts.
- ✓ **Technical assistance and consultation** with those who have successes to share and provide information and those who use the information.
- ✓ **Centralize, and where possible (within reason), provide a clearinghouse of natural resource program evaluation tools, success ideas, FAQs, where to get help** –supplemental resources for those who need/want help with program evaluation.
- ✓ **Support for Water Quality Coordinators** through training and/or materials

Perspectives on The Story We Want to Tell:

Overall Message Points – national scale

- We made a difference – members of our audience do something with the information we provide.
- A sense of common purpose.
- A Flow “among” Research, Extension and Education.
- Partners share accountability and performance measures.
- Address bio-physical and social/human dimensions.
- Role definition of partners.
- Attention to building local capacity to implement programs.
- Right people, right place, right time (Chemistry and Luck)

Criteria for Indicators

- Clear and understandable
- Measurable
- Practical in terms of accessibility & cost
- A valid measure of the desired result
- Has stakeholder ownership

Categories of Impact

- Individuals
- Society & Community
- Institutional & Organizational
- Economic
- Ecological

Group Discussion Questions

1. What are the dominant programs within the theme?
2. What are the common expectations, or overarching goals within the theme?
3. List as many mid-range outcomes as possible for the theme.

Mid-range Indicators

Changes in the actions of the program's intended audience.

Economic change for individuals, communities.

Behaviors that indicate progress toward longer-term ecological change.

Think of a 3-5 year time frame.

Success “flies” in The Sum of The Parts

“Wild ducks make a lot of noise, but they also have the sense to benefit from occasionally flying in formation.”

Author: unknown