



Sharing Your Success: Tips and Strategies

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Resource Page

Learn more!

- Review these slides and access resources and websites mentioned in this presentation:

<http://go.ncsu.edu/show-success>



What we will discuss today

Tips and Strategies to:

- Define Success
- Track Success
- Share Success

Goal: Provide a framework to share success



Sharing Your Success Starts Now!

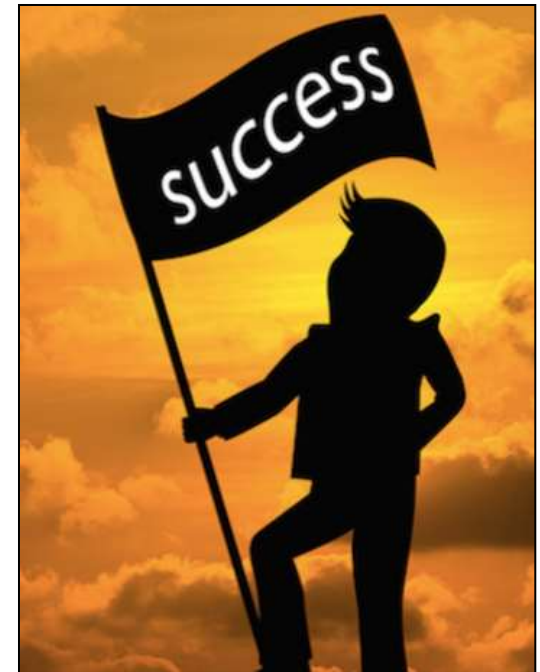


Defining Success

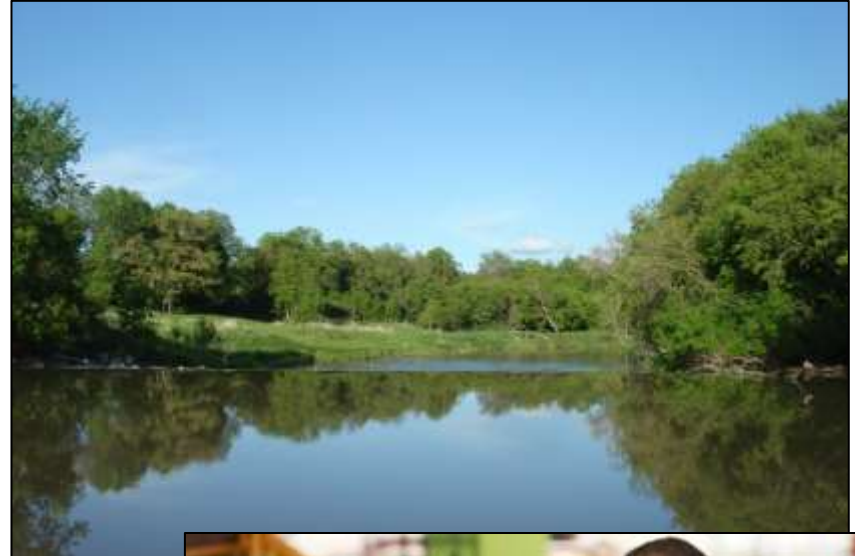
Success rarely happens by accident!

Begin by asking yourself:

- **What will success look like?**
 - For an activity
 - For a program
 - For a target audience



Vision: What will success look like?



NC Cooperative Extension



Em

Activity vs. Program

Activity:

Individual efforts

- Class
- Workshop
- Tour
- Newsletter

Program:

- Combination of activities
- All efforts toward an objective



Activities Make Programs

TIP: Market related activities for an objective/audience under a consistent name:

- Extension Gardener
- Enhancing Sustainability
- Successful Families



Extension Objectives

- Profitable and Sustainable Agriculture Systems
- Local Food Systems
- Leadership Development
- Volunteerism
- School to Career (Youth and Adults)
- Urban and Consumer Agriculture
- Healthy Eating, Physical Activity and Chronic Disease Risk Reduction

Complete list available on [One Stop Shop](#)



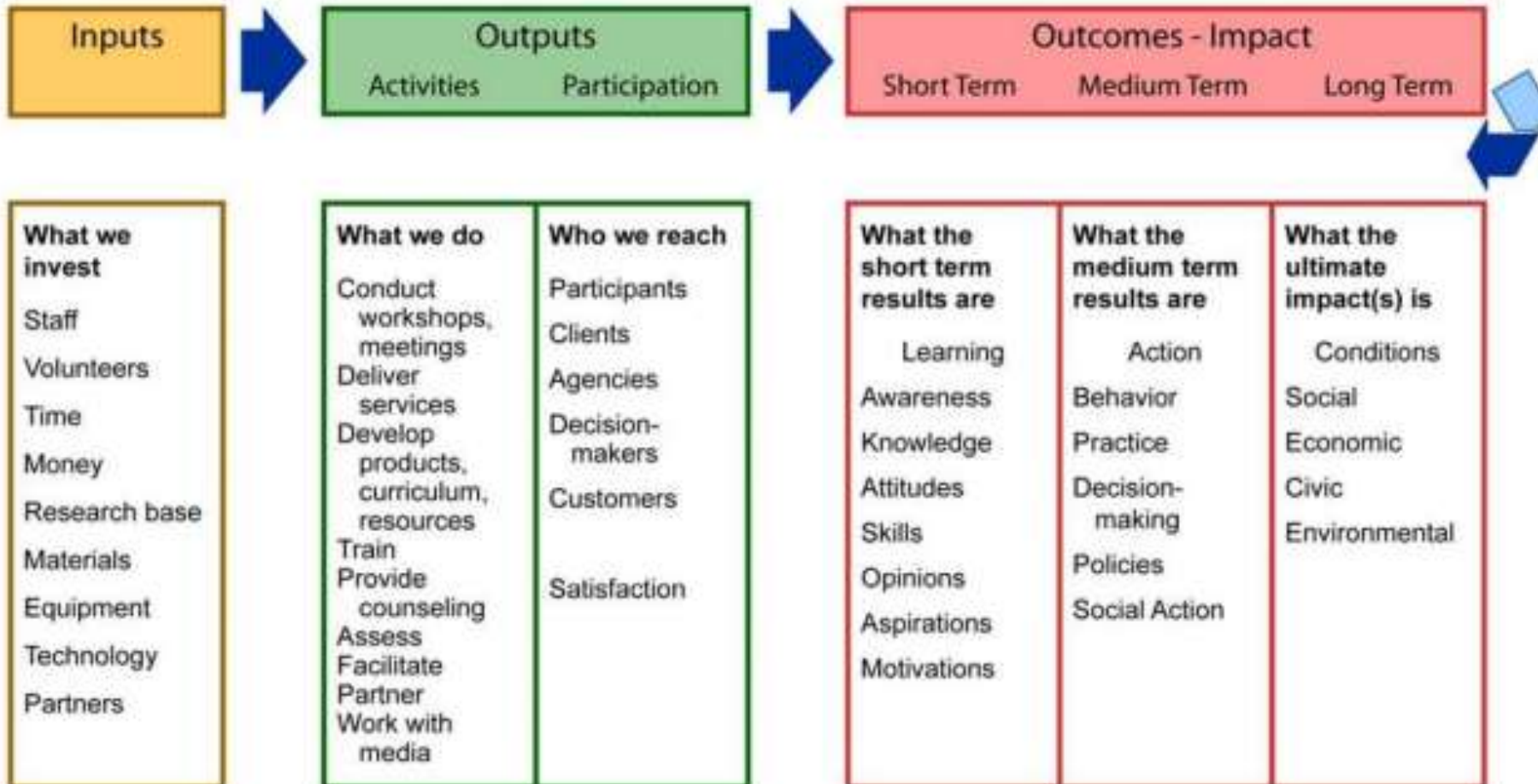
Defining Success

**Success isn't quick or easy -
There are many steps**

- **Consider:** What must happen for your vision to become reality?
- **What will success look like at each step?**



Defining Success: Logic Models Help!



Logic Model

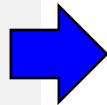
- Logical framework
- Helps organize programming efforts
- From left to right, what is required to proceed to next stage



Stage 1: Inputs

Inputs/ Resources

What we
invest in the
program



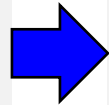
- Staff / Volunteers
- Time
- Money
- Research base
- Materials
- Equipment / Technology
- Partners



Stage 2: Outputs

Activities

What we do
to address a
need/issue



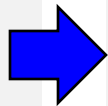
- Develop curriculum
- Hold workshops/meetings
- Conduct trials
- Write articles/newsletters
- Facilitate conversations
- Partner
- Work with media



Stage 2: Outputs

Participants

Who takes part, who we reach



- Residents
- Clients
- Agencies
- Decision-makers
- Customers
- Participants' satisfaction



Stage 3: Outcomes

Short Term:

Learning

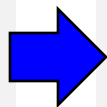
Changes in:

Knowledge

Attitudes

Skills

**Aspirations/
Motivations**



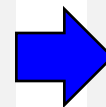
Mid Term:

Actions

Decisions
made

Practices
adopted

Changes in
behavior



Long Term:

Impact

Improvements
in conditions:

Social

Economic

Civil

Environmental

Tracking Success

Once you know what success will look like, consider:

- What information you need to collect
- When it should be collected
- How to collect it



Tracking Success: Types of Information

- Statistics
- Testimonials
- Images



"The EFNEP classes helped me learn to prepare healthier meals for my family. I also learned how to shop, prepare, serve and eat more fruits, vegetables, and whole grains while saving money on food at the same time!"

– 2014 EFNEP participant
Weld County

Statistics

- Number of activities
- Attendance numbers
- Satisfaction levels
- Outcome Data:
 - KASA changes
 - Behavior change



Track over time to show trends/growth



Testimonials

TIP: Prompt clients for meaningful, focused testimonials

Instead of “How will this workshop help you?” ask:

- “What did you learn that will help you garden more successfully?”
- “How will this workshop help you eat healthier?”



Testimonials

- *I feel more confident about my ability to garden. I didn't think I could do it before, but with so much information available it's not as intimidating.*
- *Receiving these emails helps me understand and be able to garden all year round. It encourages me to try because I have more knowledge working with pests, getting a soil sample, and how and when to plant.*



A Picture is Worth a 1000 Words!



TIP: Designate a photographer!



Plan Ahead!

Develop a strategy:

- **What** information do you need?
- **How** will you collect it?
- **When?**



**Schedule time to collect
information!**



Logic Model Framework

Inputs

- What resources, time, funding, etc. are going into the program
- Which are important to track?
- What do you want to be able to say about inputs?
- How will you track them?
- When will you record the information?



Outputs:

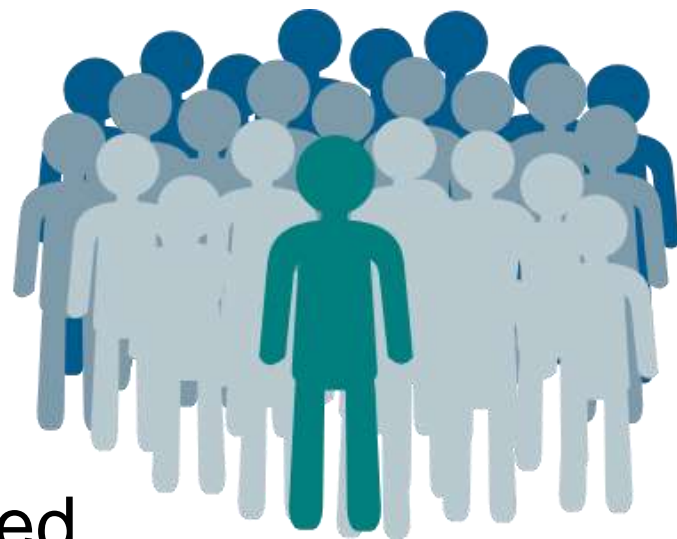
Activities & Participants

- What activity details do you need to track? When?
- What do you need to know about your audience?
- What do you want to be able to say about program activities & participants?



Outputs: Participants

- **Who are they?** Farmers, gardeners, professionals, land owners, parents
 - Race, gender, limited resource
- **Where do they live?** Which community, county?
- **Characteristics** - Level of expertise; Acres/crops managed



Collecting Participant Information

- **Ask at registration**
 - 1 or 2 questions
 - Easy with online registration
- **Utilize Turning Point clickers**
 - Low tech version: show of hands
- **Ask on evaluation survey**
 - Don' make too long



Outcomes

What type of outcomes should be expected?

- **Singel, 1-2 hour activity** = learning
- **A series of activities, same participants** = learning + actions
- **Program over time** = learning + actions + conditions



Short Term Outcomes: Learning

- **Knowledge, Attitudes, Skills, Aspirations/Motivations**
- Typically gathered at end of activity
- **Surveys** often used
- See tools on [Dr. Jay's Evaluation Portal](#) for examples



Medium Term Outcomes: Actions

- **Decisions made, practices adopted, behaviors changed**
- Requires follow up evaluation
 - 3+ months later
- Requires contact information



Gathering Contact Information

- **During registration**
 - Online Registration or Sign In
 - Email is ideal for some client groups
- **Give them something of value in return**
 - Information related to class/workshop
 - Announcements of upcoming events



Something of Value: Newsletter

- **Provides sustained contact**
- Can be used to unify program
- **Gets clients used to receiving information from you**
- Can be:
 - Online
 - Email - Constant Contact
 - Hard copy



March 11, 2016

Pender County Center

Pruning Trees and Shrubs

Are you making the cut?

Late winter is an excellent time to prune trees and shrubs - with some exceptions. Spring blooming shrubs should not be pruned until after their blooms have faded. When considering pruning, you should keep in mind the reason for doing so. Some of the reasons for pruning are: training young plants, maintaining health and appearance, controlling plant size, influencing flower and fruit production, and achieving a certain form. A recently updated publication from specialists at NC State University gives very good advice about how to prune specific trees and shrubs. To read this publication [click here](#).



Start Warm Season Plants Indoors

As we get closer to April 15th, now is time to start thinking about starting your warm season vegetable plants indoors. My cool season vegetables have been in the garden now for several weeks and crops like snow peas, early cabbage, and lettuce will soon be ready to harvest. Warm season crops, on the other hand, such as peppers, tomatoes, cucumbers, and squash are not safe to plant outside until after the threat of frost has passed. That doesn't mean that you can't get a head start by starting plants indoors now. Seeds planted now should be just about ready to go out into the garden by mid-April. For a good resource on when to plant, you can check out the *Vegetable Planting Guide for Eastern North Carolina* [here](#).



Tool Care

Proper tool care can go a long way toward improving your enjoyment in the garden. Whether it is sharpening your pruning tools or performing maintenance on your lawn mower, the time to complete these tasks is before you need the tool. Nothing is more aggravating than pulling on the lawnmower starter for the first time of the season and the cord breaks. And, there you stand with it in your hand. The lawn



Use Newsletter List to Evaluate Program Outcomes

- **Every 1-2 years**
- Can provide incentive
 - eg. 10 people will be selected at random to receive _____.
- Send 2-3 reminders
- **Let people know why you need this information!**



Tools for Online Surveys

- **Google Forms**
- **Qualtrics**
 - “Learn in 5 easy steps that will get you up to speed in less than 3 hours”

The screenshot displays the Qualtrics survey editor interface. At the top, there are tabs for 'QUESTIONS' and 'RESPONSES'. The main area shows an 'Untitled form' with a 'Form description' field. Below this is an 'Untitled Question' section. The question is a linear scale with four points labeled 1, 2, 3, and 4. Each point has a radio button. Below the scale, there are two dropdown menus: the first is set to '1' and the second to '5', with a 'to' label between them. Below the dropdowns are two text input fields, each labeled 'Label (optional)'. On the right side, there is a vertical menu of question types: 'Short answer', 'Paragraph', 'Multiple choice' (selected), 'Checkboxes', 'Dropdown', 'Linear scale', 'Multiple choice grid', 'Date', and 'Time'. At the bottom right, there are icons for a copy, delete, and a 'Required' toggle switch.

Long Term: Impacts

- **Improvements in conditions that occur as result of behavior change:**
 - Social, Civil, Environmental, Economic
- **Most not directly measured**
 - Economic easiest to measure for some program areas



Long Term: Impacts

- **Answers, “So what?”**
- **Connect to need for program, big issue**
 - In OSS:
 - Outcome/Impact Objective Description
 - End results of behavior change



Activity: Using Logic Models to Define and Track Success

- For a real or potential program
- For each stage:
 - **What** does success look like?
 - **What** information will you track?
 - **How?**
 - **When** will this happen?



Share Your Success with the Public

- **Why?**
- **Use programming channels to share success:**
 - Social media
 - Email list
 - Newsletter
 - Feature Column



Know Who You're Talking To

What info is relevant to them?

- Clients
- Volunteers
- Partners
- Funders
- Avoid jargon or acronyms



What Words Will Catch Their Attention?

- Chatham County Farmers Increase Profits
- Extension Gardener Participants Report Fewer Pest Problems
- Local Residents Improve Health
- Young Leaders Win Scholarships



Extension Showcase

Pollinator Garden Success

About 80 percent of flowering plants depend on pollinators, which require forage and nesting habitat to thrive.

Agriculture Agent Debbie Roos with the Chatham County Extension center created a demonstration pollinator garden in 2008 to teach visitors about creating pollinator habitat.

The garden contains 180 species of pollinator plants, 85 percent of which are native to the NC piedmont. Debbie has conducted more than 100 workshops and tours of the pollinator garden for a diverse audience of farmers, gardeners, and educators from across the state.

A recent survey highlighted the many positive impacts of the garden tours and workshops. Not only were hundreds of visitors inspired to plant their own garden, but 88 percent of visitors said they spent money eating out and shopping in Pittsboro when they came to visit the garden, contributing to economic development.

See www.carolinapollinator-garden.org for photos, plant lists, a garden tour schedule, and more.

—Debbie Roos



When Sharing Success, Connect Clients to Resources

- Your county website
- An Extension publication
- Create a [resource page](#)

See **www.carolinapollinator-garden.org** for photos, plant lists, a garden tour schedule, and more.

—Debbie Roos

Sharing success helps market
your programs!





Seek Inspiration

- **Interesting, innovative ways** to communicate success
- **Pay attention:** How do other agents, states and organizations share their success



Take a Look!

- [Currituck County](#) – 2 minutes of impact bimonthly videos

Impact Reports

- [Colorado Extension](#)
- [Washington State Extension](#)



Infographics

UTAH 4-H STATISTICS

**4-H VOLUNTEERS
IN UTAH**



8,002

4-H YOUTH IN UTAH



73,680

1 figure = 1,000

YOUTH INVOLVED IN ACTIVITIES



75,539

SCIENCE,
ENGINEERING,
and TECHNOLOGY



29,224

CITIZENSHIP



27,535

HEALTHY
LIFESTYLES

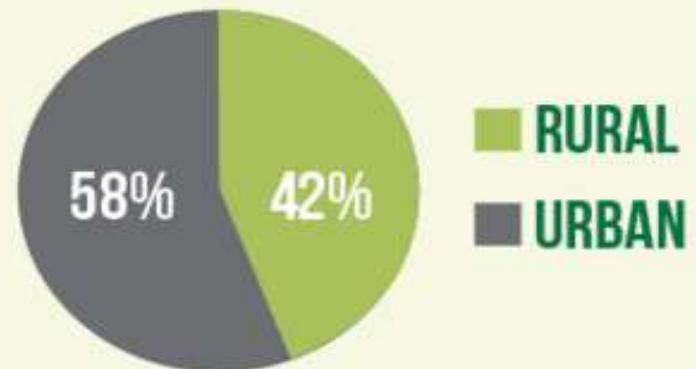


MORE THAN

\$100,000

in SCHOLARSHIPS
AWARDED

4-H YOUTH



*Youth may be involved in more than one activity

Great Examples:


- [Utah Extension](#)
- [Texas AgriLife](#)

Create free online: <http://piktochart.com>

WHAT DOES 4-H DO FOR YOUTH?


2X MORE LIKELY
TO PLAN TO GO
TO COLLEGE

2X 
MORE LIKELY
TO GET BETTER
GRADES IN SCHOOL

41% 
LESS LIKELY TO
ENGAGE IN RISKY
BEHAVIORS

GIRLS ARE 
2X MORE LIKELY
TO PURSUE
SCIENCE CAREERS
OVER THEIR PEERS

4-H HAS SOMETHING FOR EVERYONE



Success Stories

- You can read success stories written by all NCCE agents
- OSS – ERS Reports



Success Story Reporting

[Report Menu](#)

Summary			
Objective:	<input type="text" value="* All Objectives *"/>		
Listing By:	Year:	Sort Order:	
<input type="text" value="* ALL LOCATIONS *"/>	<input type="text" value="2016"/>	<input type="text" value="* DEFAULT ORDER *"/>	<input type="button" value="Get Report"/>

Final Tips

- **Experiment with methods**
 - Tracking/capturing information
 - Recording information
- **Find system that works for you**
 - Capture info: surveys, interviews, . . .
 - Record info: paper, spreadsheet, online calendar, . . .



Final Tips

- Use required reporting to stay on track and reflect on your practices
- **No failure** – only feedback and opportunities to improve!
- **Start now!**



Resources

You don't have to go through this alone!

- Peers and mentors
- [Dr. Jay's Evaluation Portal](#)
- In-service training, association meetings & conferences
- [AEE graduate courses](#)
- [Journal of Extension](#)
- [eXtension Impact Statement Course](#)



Resource Page

- Resources and websites mentioned in this presentation
- Review these slides
- <http://go.ncsu.edu/show-success>



Questions?

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EXTENDING KNOWLEDGE
CHANGING LIVES

