

# Sharing Your Success: Tips and Strategies

**Charlotte Glen**

Agriculture Agent – Horticulture  
Chatham County Center

# What we will discuss this morning

## Tips and Strategies to:

- Define Success
- Track Success
- Measure Success
- Share Success

**Goal:** Provide a **framework** to define, track, and measure success so you can share it with others



# Defining Success

**Success doesn't happen by accident!**

**Begin by asking yourself:**

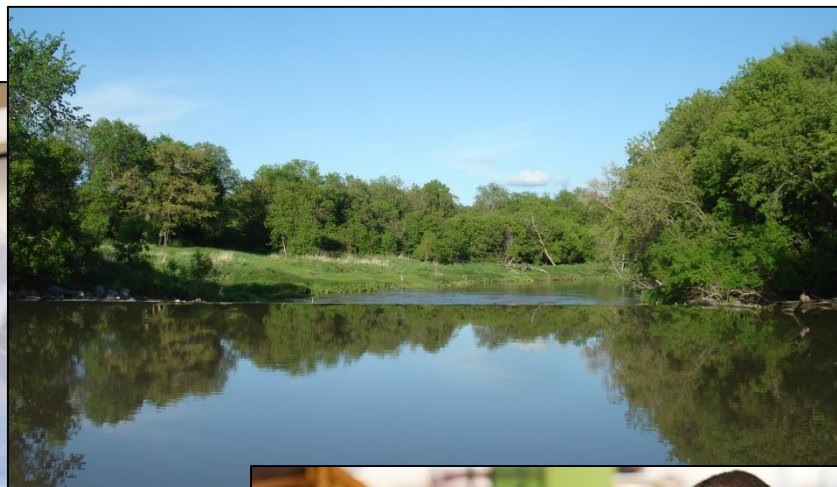
**What will success look like?**

- For an activity
- For a program
- For a target audience
- For stakeholders & county partners
- For YOU!





# VISION: What will success look like for your program?



# Success: Activity vs. Program

## Activity:

Individual efforts

- Class
- Workshop
- Tour
- Newsletter

## Program:

Combination of activities

- All efforts toward an objective
- Long term



# Extension Objectives Should Guide Major Programs

- 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](#)**

## Activities Make Programs

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

- Extension Gardener
- Enhancing Sustainability
- Successful Families



**NC STATE**

Extension Master Gardener



# Defining Success

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

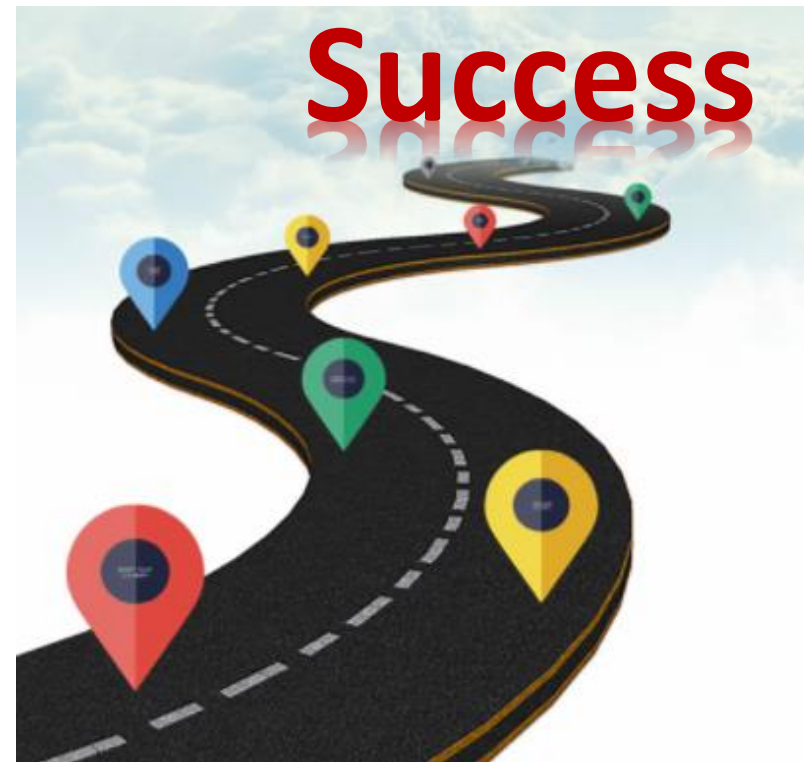
- **Consider:** What must happen for your vision to become reality?
  - What is current situation?
  - What must change?
  - **How will your program bring about this change, step by step?**
  - What will success look like at each step?





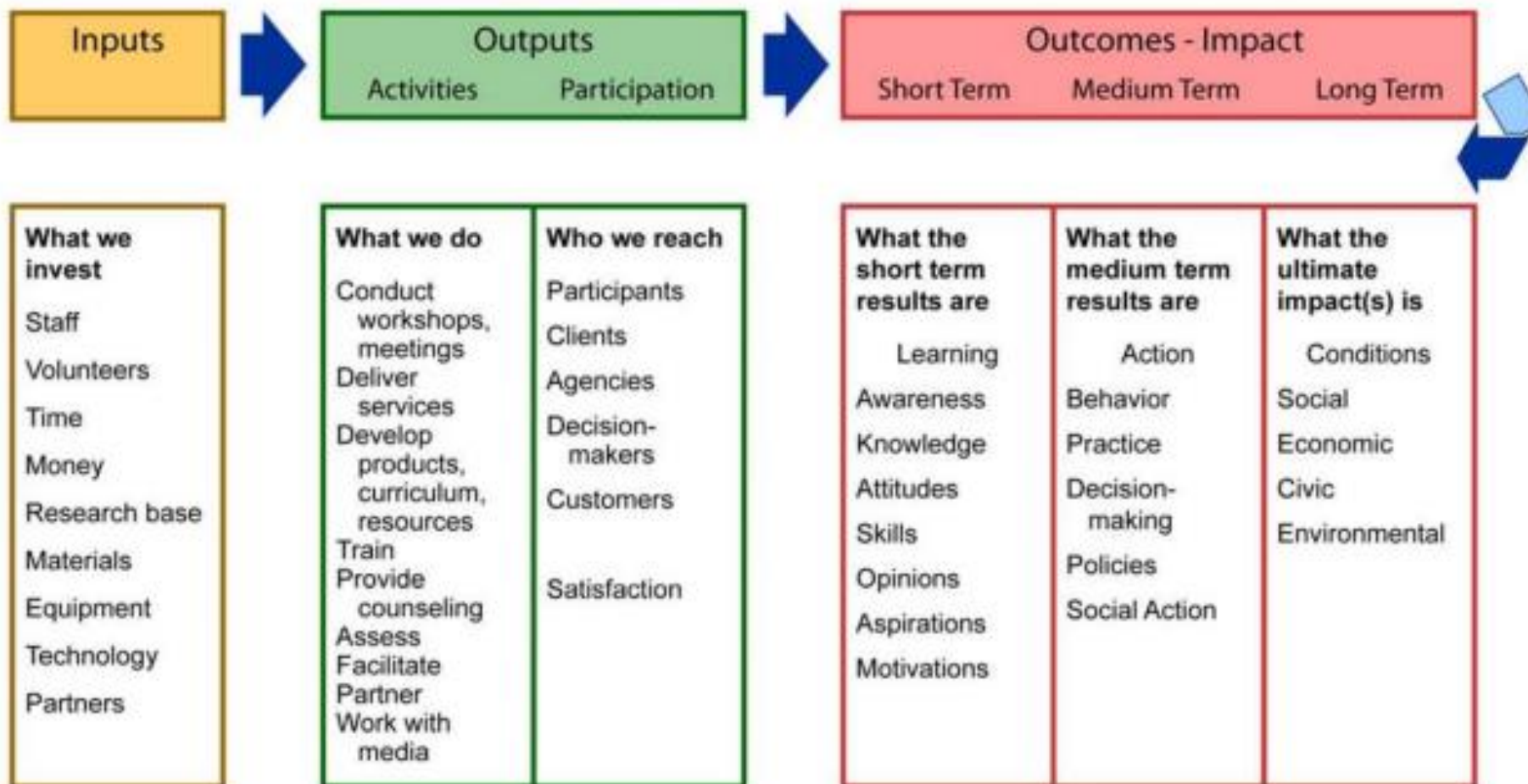
# Defining Success

- Success doesn't just occur at the end
- Many small successes are required to get to a big success
- **Define small successes** (steps) that are needed to reach big success



# Defining Success:

## Logic Models Help!

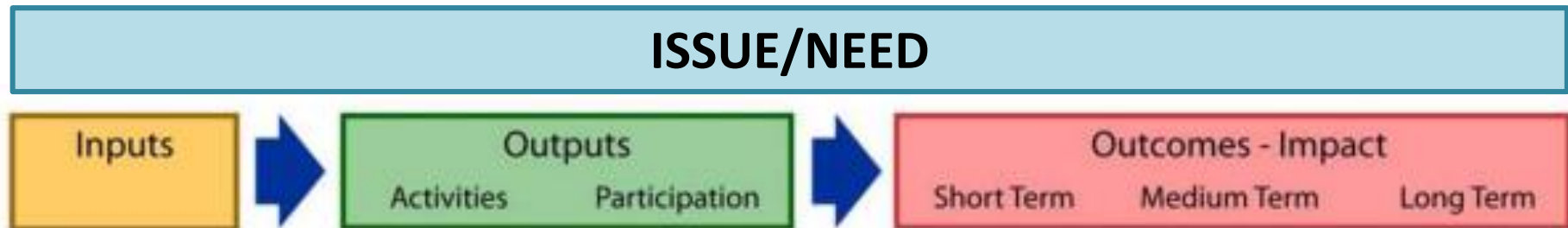


# Logic Model

Logical framework that helps:

- **Organize programming efforts**
- **Keep efforts on track**
- **Define and evaluate program success at each stage**
- **Identify barriers to success**

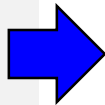
From left to right, what is required to proceed to next stage



## Stage 1: Inputs

### Inputs/ Resources

What we invest  
in the program

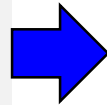


- Staff / Volunteers
- Time
- Money
- Research base
- Materials
- Equipment / Technology
- Partners

## Stage 2: Outputs

### Activities

What we do  
to address a  
need/issue



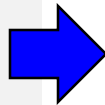
- Develop curriculum
- Hold workshops/meetings
- Conduct trials
- Write articles/newsletters
- Facilitate conversations
- Partner
- Work with media



## Stage 2: Outputs

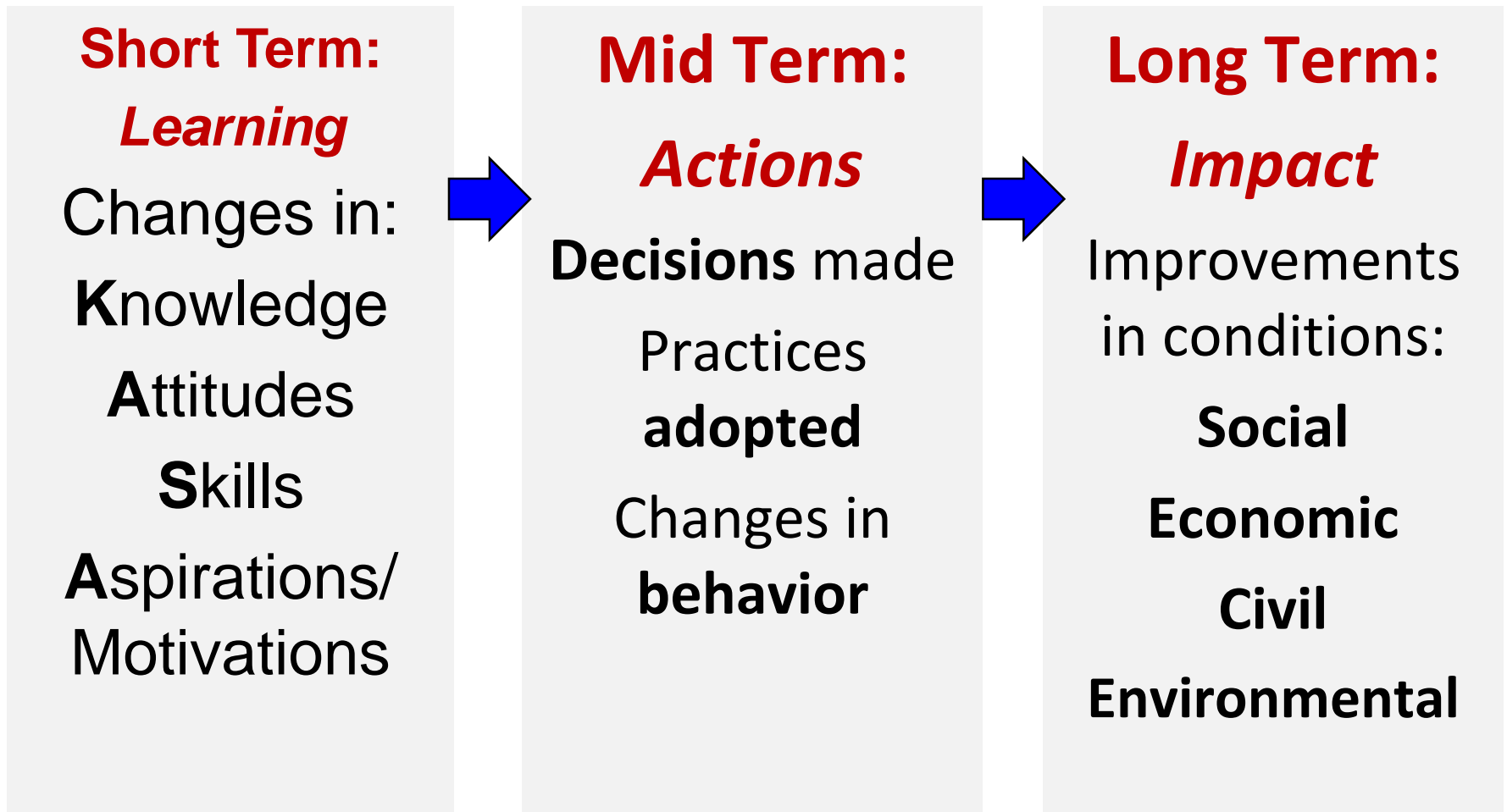
### Participants

Who takes  
part, who we  
reach



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

## Stage 3: Outcomes



# Tracking and Measuring Success

Once you know what success will look like at each step, consider:

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

**Please share one way Pender Gardener emails have helped you garden more successfully:**

- *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.*

# Images: 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?**

**Tip: 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 do you want to be able to say about program activities & participants?**

- What activity details do you need to track? When?
- What do you need to know about your audience?



## 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?

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



# 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

## 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

## FREE:

- **Google Forms**
- **Qualtrics**
  - Recording from April 14 [Lunch-N-Learn Webinar](#)

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' which is a linear scale. The scale has four points labeled 1, 2, 3, and 4, each with a radio button. Below the scale, there are two dropdown menus for '1' and '5', with 'to' in between. At the bottom, there are two optional label fields: '1 Label (optional)' and '5 Label (optional)'. On the right side, there is a 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 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



# Healthy Eating, Physical Activity and Chronic Disease Risk Reduction

## Behavior Change:

- Number of participants increasing their fruit and vegetables consumption
- Number of participants increasing their physical activity

## End Result:

- Those who make healthy food choices and are physically active are more likely to achieve and maintain a healthy weight as well as reduce chronic diseases.
- Ultimately, this will lead to reduction in health care costs, increased longevity, greater productivity and improved quality of life.

# 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
  - Reduce Fertilizer Use
  - Protect Water Quality
- **Extension Gardener Participants**
  - Report Fewer Pest Problems
  - Reduce Pesticide Use
  - Protect Pollinators
- **Local Residents** Improve Health
- **Youth 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](http://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](http://www.carolinapollinator-garden.org) for photos, plant lists, a garden tour schedule, and more.

—Debbie Roos

Sharing success helps market your  
programs!

- The N.C. Cooperative Extension Chatham County Center conducted four blueberry pruning demonstrations in 2016. Around 250 farmers and gardeners from 22 NC counties attended the demonstrations.
- NCSU Blueberry Specialist Bill Cline talked about the importance of annual pruning to promote plant health and ensure large, high quality berries for many years to come.
- Pruning is done during the dormant season, usually between December-early March in the piedmont. Many people are reluctant to prune because it removes some of the flower buds and reduces berry production for the year, but if pruning is neglected berries get increasingly smaller and bush health declines. Consider pruning an investment in the long-term success of your plants!
- [Visit our website to see photos from the event and learn more about blueberry cultivation.](#)

# 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

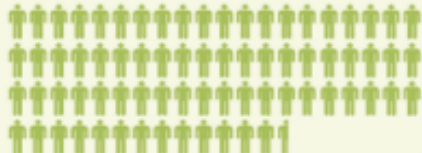
## UTAH 4-H STATISTICS

**4-H VOLUNTEERS  
IN UTAH**



8,002

**4-H YOUTH IN UTAH**



73,680

1 icon = 1,000

**YOUTH INVOLVED IN ACTIVITIES**



**75,539**

SCIENCE,  
ENGINEERING,  
and TECHNOLOGY



**29,224**

CITIZENSHIP



**27,535**

HEALTHY  
LIFESTYLES

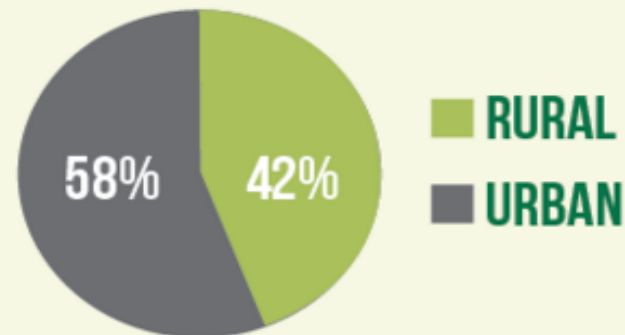


MORE THAN

**\$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



MORE THAN  
**200**  
PROJECT  
AREAS





# Success Stories

In OSS, you can read other agent's success stories

## 2017 Success Story Report All Employees

Year	2017 ▼
County	all counties ▼
Objective	all objectives ▼
University	all universities ▼

**463 Stories Found**

<b>Report Record #</b>	1 of 463
<b>Date (Last Updated)</b>	Sept. 14, 2017
<b>County</b>	Surry
<b>Employee</b>	Radford, Joanna
<b>Objective</b>	Profitable and Sustainable Plant Production Systems
<b>Title</b>	Beekeeper's Wife Helped
<b>Situation</b>	A local, older beekeeper passed away and left numerous beekeeping supplies. His wife contacted NC Cooperative Extension in hopes of getting help on moving the unwanted supplies. She did not know anyone to sell the supplies to nor did she know what the worth of the beekeeping supplies were. Her husband had given her instructions to see the supplies sold.

## 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

- **Set and celebrate milestones** to chart progress and maintain momentum
- Use **required reporting** to stay on track and reflect on your experiences
- **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 are posted, along with these slides:

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

# **HOMEWORK: 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?





# Questions?

Charlotte Glen  
Agriculture Agent – Horticulture  
Chatham County Center

919-542-8243  
[charlotte\\_glen@ncsu.edu](mailto:charlotte_glen@ncsu.edu)

