

Steps in Planning a Verification/Evaluation Strategy

Program For Farmer

Program For Service Provider

1 Identify **stakeholders** and find out **WHAT** they want to know about the program? (e.g. besides SARE, a future grantor? local or state legislators?, county commissioners? state coordinator?)

2 **WHAT** will you verify?
 •initial/long-range milestones
 •performance target
 •other stakeholder demands besides SARE
 •barriers to change
 •delivery methods (of the events)
 •marketing (participation of beneficiaries)

3 How can SARE can **claim credit**?
 HOW often/when will you verify?
 before? after? Retrospectively or a two times? follow up?
 HOW will you collect **baseline** data?
 HOW will you take into consideration **other** influences on the outcomes of the program?
 WHAT sampling can be done?
 HOW will you get **100% response**?
 (See Tipsheets #74 and #22)

4 What **data collection** methods will you try? Anything new? mail, web surveys, observation, experiential activities

5 What **questions** will you use to verify the milestones and target, if a survey? Or, what **items** in an observation tool? Or, measure for an experiential activity?

6 Verification/evaluation—implementation

7 Summary: For which milestones/targets above do you
 want to **write summary statements**?
 to **emphasize** in a report for each stakeholder above?

WHAT to verify

How to verify

Using Results