



Evaluation Tools and Strategies

Bright Beginnings: Understanding and Enhancing Your Young Child's Growth and Development is an educational curriculum developed by the North Dakota State University Extension Service. It is intended to help parents and caregivers build a sound foundation for raising happy and well-adjusted children.

Understanding how an educational program is used and the results of the program for participants is a key part of the educational process. This section of the curriculum identifies several *evaluation tools and strategies* that are meant to be used with the *Bright Beginnings* program.

Evaluation of program efforts is critical because results are needed to determine if a program is successful and why. Results can be measured in a variety of ways. These may include anecdotes about a program's impact on a participant's life or specific changes in a person's attitudes, knowledge of topic areas, or behavior due to participation in the program. If we do not measure program outcomes, then we will not be able to tell if we have made a difference in the lives of participants. In addition, evaluations can also tell us how to improve specific parts of the program or the program in general.

There will be a variety of different evaluation tools provided that can be used for different purposes.

Please use them as much as possible, and send completed evaluation forms to:

Bright Beginnings Program
CDFS Extension
EML 277
North Dakota State University
Fargo, ND 58105

A summary of each evaluation tool and how it can be used is given below.

NDSU
Extension Service

North Dakota State University, Fargo, North Dakota 58105

A. Program Usage Form (for facilitators)

This form is intended to provide information about how the program is being used. The form should be completed and returned by the facilitator/instructor: (1) after using the curriculum in a single lesson, a series, or a whole program, or (2) to report other uses of the curriculum material, such as in news columns, radio programs, displays, parent support groups, or other presentations. The intended uses are:

- To gather information on program usage and topics addressed.
- To gather information from facilitators on their responses and results with participants.

Please make copies of the form and return completed forms.

B. Story Reporting Form (facilitators or participants)

This form is intended to collect qualitative stories or anecdotes about program impacts or results shared by participants or facilitators. Facilitators can use this form to gather qualitative feedback about program experiences directly from participants. Facilitators may also fill it out personally to report on stories or anecdotes shared with them, or to record their own stories or feedback they'd like to provide.

C. Individual Lesson Evaluation (for participants)

Each specific lesson in the curriculum has its own evaluation form (included at the end of each lesson). This form is for participants to complete at the end of a lesson, whether it is used individually or in a series. The intended uses are:

- To give participants a reminder of key points in the lesson material and help them to apply it.

- To give facilitators specific feedback on content or presentation of the lesson that can be used to plan or improve future efforts.
- To give the program designers useful information on program impact. Please return completed forms (original or a copy).

D. Program Evaluation (for participants)

This is the most important part of the evaluation project. A set of evaluation tools is included in the packet to use with participants before and after a program has been completed. These tools can help to understand impacts of the program related to changes in attitudes, knowledge or behavior. Please use these evaluation tools and return the completed forms as possible.

A variety of evaluation tools are provided so that programs might have different options to meet their particular needs. The tools are:

1. **Bright Beginnings Program Evaluation Form.**
This 1-page form is meant to be used with all evaluation efforts to document the type of program conducted.
2. **Participant Information Form.** This 1-page form makes it possible to collect some demographic information on program participants.
3. **Program Evaluation – Single Retrospective Form.** This 3-page form can be given once at the end of a program and used to gather both general and retrospective information about the program impact.
4. **Program Evaluation – General Form.**
This 1-page form can be used at the end of a program to gather general information about the program impact.

5. Program Evaluation – Pre and Post Tests.

These two 2-page forms can be used together to conduct a pre- and post-test of the program impact.

6. Program Evaluation – Qualitative Form.

This 3-page form can be used before or after a program to gather information about participant comprehension and retention of concepts.

Conclusion

The information above provides an outline of the reasons for evaluation and the tools provided in the *Bright Beginnings* curriculum to be used for evaluation purposes. Copies of each evaluation tool and any needed instructions are included in the remainder of this section.

This handout may be copied for noncommercial, educational purposes in its entirety with no changes. Requests to use any portion of the document (including text, graphics or photos) should be sent to permission@ndsuxt.nodak.edu. Include exactly what is requested for use and how it will be used.

For more information on this and other topics, see: www.ag.ndsu.nodak.edu