EXTENSION EVALUATION & ACCOUNTABILITY COLLABORATIVE CHARTER

**Vision for Evaluation**
For Texas AgriLife Extension Service – at all levels – to understand, value, and practically implement excellence in evaluation for accountability, program improvement, planning, and interpretation purposes.

*Extension Education Strategic Plan, 2006 – 2010*

**Vision for Accountability**
For Texas AgriLife Extension Service to fully and accurately account for individual, fiscal, and programmatic efforts – as evidence of our value and to maximize the agency’s effectiveness and efficiency with our stakeholders.

*Extension Education Strategic Plan, 2006 – 2010*

Texas AgriLife Extension Service will develop and utilize a comprehensive system for individual, fiscal, and programmatic accountability to maximize the agency’s effectiveness and efficiency with our stakeholders.

*Organizational Goal, Accountability, TCE Agency Strategic Plan, 2006 – 2010*

Texas AgriLife Extension Service will develop and utilize a comprehensive system for program interpretation to maximize accountability efforts aimed at maximizing the agency’s effectiveness and efficiency with our stakeholders.

*Organizational Goal, Accountability, TCE Agency Strategic Plan, 2006 – 2010*

**Vision for EAC**
In order to help advance the aforementioned organizational visions, the EAC will serve as the focal point for leadership and practical support of strategically important Extension evaluation and accountability efforts – utilizing the diverse perspectives, talents, and experiences of faculty from a variety of disciplines within the agency.

**Target Audiences**
- TCE Administration
- Legislative Budget Board
- Funders, granting agencies, TCE partners
- Developers of high-potential programs
- Extension faculty who conduct evaluations

**Project Scope**
EAC will conduct and support high impact evaluation and accountability projects of regional or statewide scope and/or of strategic importance to the agency.

**Current Unit Participation**
- Agricultural Economics
- AgriLife Information Technology
- Family Development and Resource Management
- Organizational Development
Collaborative Team
Paul Pope – Organizational Development
Dr. Steve Green – Family Development and Resource Management
Dr. Dean McCorkle – Agricultural Economics
Dr. Rey Santos – Extension Information Technology

Other Participants
Program area liaisons (ANR, FCS, 4-H, CD)
Faculty as individual projects dictate

Operational Vision / Timeframe
EAC seeks to coordinate and more effectively utilize the existing resources and efforts of individual team members to address major evaluation and accountability issues.

It is envisioned that the goals and strategies outlined in this document will be accomplished over the next three to five years. A separate plan of work would outline anticipated efforts for next year.

Addendums
EAC may modify or otherwise adapt this strategic plan to the changing needs of the organization or in response to issues that arise in the course of working on projects.

Goals / Strategies

Goal 1: Support statewide reporting of outreach and impact.

Strategies

1.1 Support ongoing, strategically important statewide reporting efforts such as customer satisfaction.

1.2 Conduct periodic impact studies in four major program areas.

1.3 Study feasibility of developing a central database of Extension clientele for sampling frame purposes to support research efforts at the state level.

1.4 Provide input and technical assistance into the design of TExAS reporting system.

1.5 Support tabulation and summarizing outcome data from TExAS across numerous projects for statewide reporting purposes.
Goal 2: Conduct high quality, timely evaluations for selected projects.

Strategies

2.1 Design and implement evaluation projects as appropriate for EAC – from defining study requirement through interpretation.

This may include needs assessments, participant satisfaction, output measurement, outcome measurement, economic impact measurement, and administrative directives such as employee surveys.

2.2 Utilize advanced data collection technologies (forms scanning, ASP, web surveys, etc.) – where feasible and appropriate – for more efficient data collection.

2.3 Utilize PPRI or other research organizations for data collection and other services – where feasible and appropriate.

2.4 Incorporate economic impact analysis – where feasible and appropriate.

2.5 Utilize internal and external data sources to augment evaluations – where feasible and appropriate.

2.6 Utilize subject matter and research methodology expertise of EAC team members and other Extension faculty.

2.7 Make results of studies conducted by EAC accessible to all Extension personnel.

Goal 3: Serve in consulting role for faculty conducting high-impact evaluations.

Strategies

3.1 Provide general guidance to faculty designing evaluations via a regular avenue of communication (i.e., EAC web page).

3.2 Provide technical assistance in all areas of evaluation for specific projects — from defining project requirements through interpretation.

3.3 Serve in a review role – to ensure that interpretation of results are reasonable, accurate, and defensible.
Goal 4: Improve the overall quality of Extension evaluations.

**Strategies**

4.1 Develop and implement data quality standards – to help faculty design and produce higher quality evaluations and to give faculty, administrators and other users of evaluation context in interpreting results.

4.2 Develop software tools and techniques to support evaluation as needed.

4.3 Educate faculty on including economic impact questions in evaluations.

4.4 Create a library of evaluation projects to improve archiving and accessibility of past evaluations efforts. This can serve as a resource for quality evaluations and best practices.

4.5 Educate faculty on effective and defensible interpretation of program impacts

4.6 Encourage peer review, especially at county level.

Goal 5: Explore new evaluation models, methodologies, best practices, and technology and recommend to Extension faculty as appropriate.

**Strategies**

5.1 Scan web and review relevant literature for cutting-edge evaluation models, methodologies, best practices, and technology – and innovative application of evaluation principles. Develop and communicate recommendations to Extension faculty.

5.2 Develop and apply new evaluation techniques, methodologies, and best practices to EAC projects.

Goal 6: Increase awareness of evaluation’s strategic importance to the organization.

**Strategies**

6.1 Develop an “excellence in evaluation” award to recognize outstanding evaluation efforts (independent of outcomes) – from the collaborative or possibly as a new Superior Service Award category.

6.2 Highlight and praise outstanding evaluation efforts throughout the year via a regular avenue of communication (i.e., EAC web page).

6.3 Increase awareness of strategic importance of including economic impact analysis in evaluation – if possible.