



6th National Small Farm Conference

Tuesday, September 18, 2012
1:00 pm – 5:00 pm

Short Courses Description

3. ***Evaluation Strategies: Best Practices for Best Results (Getting the Results You Need!)*** *Skills and Attitudes Essential to Successful Small Farm Program Evaluations*

Moderator: Harry Baumes, *USDA-Office of the Chief Economist*

Instructors: John O'Sullivan, *North Carolina A&T* and
Mary Peabody, *University of Vermont*

1:00 pm – 4:00 pm (Central Standard Time)

The goal of this session is to help translate evaluation from being seen as a curse into being recognized as an essential component of any educational program. The logic is simple. We need to know what we want to get out of a program so that we can conduct it correctly. Then we need to stop and check to see if in fact we did what we wanted to do and ultimately how to make the program better. Yet it frequently happens that we make evaluation into the monster under the bed until the very last minute making it indeed a very difficult challenge indeed. It is thought of as an add-on or a drag on successful programs rather than the steps of roadmap development and milestone checking that allows us to understand and achieve our goal.