



COLORADO STATE UNIVERSITY  
EXTENSION

## Why and Who To Evaluate

### Why Evaluate?

The final step in the program planning and delivery process is to evaluate your efforts. Evaluation is a tool that enables you to:

1. measure your impact;
2. improve your program;
3. adjust your scope of work; and
4. refine the issues you address.

In order to accomplish these four purposes of evaluation, you need to be strategic about **who to evaluate, what to evaluate, when to evaluate, and how to evaluate**. It is also important to understand how to analyze and make use of evaluation data.

### Who to Evaluate

Evaluation can provide insights in almost any context, but evaluation plans are typically built for more formally planned programs and less to impromptu or “reactive” services such as phonecalls and emails. Therefore to the extent feasible, you will want to evaluate those who have participated in formally planned activities that are part of an overall program strategy. This would include activities such as classes, workshops, demonstrations, consultations, online content development/delivery, newsletters, etc.

Of course if being available for incoming calls and emails makes up part of your overall strategy to achieve an outcome, you may also be able to evaluate those activities at some level. This could range from providing a link to a very short survey immediately following the interaction all the way to contacting all phone/email clients at the end of a calendar year with a more in-depth survey about the impact of Extension services provided.