



Chapter 9: Evaluating CIVIC Events

Community Voices, Informed Choices

Helping communities address challenging issues

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Why do we evaluate?

- Improve the program
- Measure participant satisfaction
- Assess knowledge gain, behavior change
 - Were your objectives met?
- Answer the “so what?”

CIVIC Evaluation Website

- All evaluation tools in both PDF and Word formats and suggestions for their use are on the CIVIC website:
<https://programs.ifas.ufl.edu/civic>



CIVIC Activities in Your Report of Accomplishment (ROA)

- At least 75% of participants in town hall meetings will understand why a county ordinance on lawn fertilizer might improve water quality at the end of the event. *Measured by post-activity survey.*
- At least 35% of participants in deliberative discussions will report increased familiarity with the advantages and trade-offs of two perspectives on water quality issues at the end of the event. *Measured by post-activity survey.*

Community Resource Development ROA example

- At least 75% of participants in deliberative discussions on land-use planning will be able to state how the public can be effectively involved in the county's comprehensive planning process at the end of the event. *Measured by post-activity survey.*
- A cadre of active citizens will attend at least three CIVIC activities annually and engage in follow-up activities to build community capacity. *Measured by attendance records and follow-up surveys.*

Short-term learning outcomes (STO)

1. Increase knowledge of the issue(s) and its relationship/s with other public issues.
2. Increase in awareness of diverse perspectives.
3. Increase in citizen self-efficacy and commitment to engage and deliberate to act on and influence community issues.
4. Increase in the diversity of voices engaged in community dialogue and decision-making.
5. Increase in the number of individuals/organizations actively engaged in issues.

Medium-term learning outcomes (MTO)

1. New partnerships and stronger relationships lead to increased diversity among community members and organizations.
2. Increase in the number of individuals or organizations working on issues (due to increase in short-term outcomes).
3. Program participants and partners demonstrate improved citizenship and community engagement.
4. CIVIC is viewed as an available and trusted resource.

Long-term learning outcomes (LTO)

1. Increase in community agency (i.e., capacity, action, and engagement)
2. Communities make better, more equitable decisions.
3. Community solves issues.
4. Community resilience is improved (social, economic, environmental).
5. Community values Extension as a trusted resource and partner.

Making Sense of the Evaluation Tools

Data Dashboard Demo

- CIVIC Deliberative Forum Report -
<https://datastudio.google.com/reporting/158cfdb3-9667-444b-8604-819241a66bda/page/YGtNB>
- CIVIC Townhall Report -
<https://datastudio.google.com/reporting/76ba136e-3ceb-48d0-b23a-cfc1142e007b/page/YGtNB>

Writing a Report

- Who (and how many) attended your event and how was it designed?
- What did individuals report after the event regarding their changed knowledge, perceptions, and intentions?
- How is the community changing or how has the issue been affected, as a result of this event?
- How can these changes create documentable benefits to the environment, the economy, or the social fabric of your community?
- Why is this important to your community and how could this be expanded in the future?

An excellent report includes...

- Describe the issue
- List the partners and contributors
- Context
- The event
- The setting
- The conversation
- Common ground
- Lessons learned
- Next steps

Questions?



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