

# editor's page

**Special Issue: What Value, Program Evaluation?**  
**September/October, 1983**  
**Call for Manuscripts**

## *Background*

"Evaluation" and "accountability" are issues on every Extension educator's agenda. Few can deny Extension's need for program evaluation relating to program development, content, delivery, impact, public understanding, and support. But understanding the multiple purposes, approaches, and perspectives on program evaluation is a complex, and often perplexing, process.

## *Focus*

What are the current issues in program evaluation facing Extension? This special issue will focus on "why" evaluate. What are the payoffs? How does Extension, as well as our "publics," use evaluation information? What are the problems and opportunities involved in evaluating programs? What approaches hold promise for the future?

Here are some potential topics to stimulate your thinking:

- Why evaluate? What payoffs?
- Being accountable, what does it mean?
- When—when not—to evaluate?
- How do evaluation results influence decisions?
- Who's responsible for what in program evaluation?
- Multiple uses for evaluation information
- Matching evaluation designs with purposes
- The value of various evaluation approaches
- How rigorous should evaluations be?
- When are evaluation results credible?
- Interpreting results sensibly
- What are the costs of evaluating?
- Isolating Extension's impact
- Projecting impact beyond the present
- Differences (scope, methods, and uses) in program evaluation at county, state, and federal levels
- Extension participants' involvement in program evaluation

If you have questions on manuscript topics, contact:

Mary Andrews, Guest Editor  
48 Agricultural Hall  
Michigan State University  
East Lansing, MI 48824  
Telephone: 517-355-2313

Manuscripts should be no more than six double-spaced, typewritten pages, including footnotes. To have manuscripts considered for this special issue, submit 5 copies not later than February 1, 1983, to:

Joan S. Thomson, Editor  
Journal of Extension  
323 Agricultural Administration Bldg.  
University Park, PA 16802  
Telephone: 814-863-3445

*Tools of the Trade*

For this special issue, "Tools of the Trade" will highlight program evaluation tools Extension staff have found useful. To help Extension educators gain skills in program evaluation, share "how-to-do-it" resources such as staff training materials, workbooks, books, evaluation instruments, articles published elsewhere, and practical evaluation tips for implementing evaluations. Forward the following: (1) title; (2) description of tool; (3) your critique—why it's useful; (4) cost and how to obtain a copy (publisher or author address); and (5) your name, address, and telephone. Send by February 1, 1983, to:

Midge Smith, "TT" Guest Editor  
311 Rolfs Hall  
University of Florida  
Gainesville, FL 32611  
Telephone: 904-392-0386

