

tools of the trade

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Communicating Externally

Evaluation in Cooperative Extension Programs. Proceedings from Minisession at Evaluation Network Annual Conference, Baltimore, Maryland. M. F. Smith, compiler. Gainesville: University of Florida, Cooperative Extension Service, Institute of Food and Agricultural Sciences, 1982. 162 pp. Contact compiler for single copies.

This is a valuable set of 14 papers for Extension staff who are providing evaluation leadership to Extension programs, especially those at the specialist level. County staff will find provocative ideas and guidelines for evaluating programs in selected papers and a few examples of how to do it. The topics considered to have most utility for Extension include:

1. Measuring program impact by movement through stages of adoption behavior.
2. Assessment of program plans by matching educational objectives and methods.
3. Experiences of Cornell and Minnesota in staff development for program evaluation.
4. Measuring impact of Extension programs by generalizing from benefits based on findings from previous research.
5. The gap between needs assessment and program implementation.
6. Problems and issues in implementing an organization program evaluation process in West Virginia.

The annotated table of contents provides an excellent and concise summary of the various articles.

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