

PROGRESS MARKERS

Progress Markers based on Rockwell, Jha, and Krumbach listed in the Resources section is a process for thinking about the outcomes of a program in a systematic way. Describing the program using Progress Markers can help locate good points for evaluation to occur.

Complete this form by describing a variety of outcomes that one could **Expect to see**, **Like to see**, and **Love to see** happen as a result of implementing the conservation education project. Once the outcomes are mapped, program planners can propose an evaluation plan to determine success of particular outcomes.

This form also can be used for planning evaluations other than outcome evaluations, which is one particular type of evaluation.

Progress Markers for REAP CEP Projects

As a result of our project: _____

We EXPECT to see:
(participation, activities tied to program) (write below)

We would LIKE to see:
(new practices adopted, applying new knowledge) (write below)

We would LOVE to see:
(higher-order practices, sustained behaviors) (write below)

2005 REAP CEP Revision 2004.je.ngs

Based on Rockwell, S. K.; Jha, L.; Krumbach, E. (2003). Success outcome markers in Extension (SOME): Evaluating the effects of transformational learning programs. *Journal of Extension*, 41(5)

DIRECTIONS FOR COMPLETING PROGRESS MARKERS FORM FOR REAP CEP PROJECTS

1. Title of your project or phrase describing the project.
2. List what you **expect to see** people doing who are interacting with your project. These are activities that nearly all people interacting with your project will do. These may be considered a minimum level of or outcome. List 3-5 ideas.
3. List what activities you'd **like to see** happen as a result of people interacting with your project. These may be things most of the people achieve, or may be slightly higher order activities that are probable outcomes if people really "get it" as a result of your project.
4. List activities you'd really **love to see** happening that could be attributed, in part, to interaction with your project. While you may have many things just short of world peace you'd like to attribute to your project, be realistic about your dreams for what people might do as a result of your project.

NOTE: There is no one right way to fill out the form. The purpose of listing activities people may do is to help pin point the best places to target an evaluation. It's not possible to evaluate all the outcomes you would expect to, like to, or love to see happen as a result of your project. You can choose to evaluate the activity, or activities that you feel best represent the results of your project. You can evaluate activities that are building blocks for people involved in a new project for the purpose of project improvement.

Progress Markers for REAP CEP Projects

EXAMPLE

As a result of our project: a weekend of camping and Iowa activities in the Loess Hills

We EXPECT to see:
(participation, activities tied to program) (write below)

People joining one organized hike.
People attending 1-3 sessions about prairie management and stewardship of the Loess Hills.
People talking with others about prairie and the Loess Hills during the seminar.
People participating in sessions about technical topics concerning the Loess Hills or prairie.
People camping during the seminar in the wildlife area.

We would LIKE to see:
(new practices adopted, applying new knowledge) (write below)

People exploring the area on their own during free time at the seminar.
Individuals know 3-5 new species.
People tell others positive things about prairies or the Loess Hills.

We would LOVE to see:
(higher-order practices, sustained behaviors) (write below)

People attend prairie events within 6 months to learn more and meet prairie enthusiasts.
People come back to the Loess Hills another time within two years.
People visit local prairies where they live within one year.

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