Making Money Count
Programming Evaluation Introduction

The objectives for programming evaluation are:

1. To communicate short-term outcomes and longer-term impacts of this programming to stakeholders
2. To generate data for current and potential funders
3. To meet organizational requirements for reporting
4. Collect data appropriate for basic tests of statistical significance
5. Seek IRB approval so that the evaluation process has integrity
6. Quality data for reporting/publishing
7. Improve programming for future use
8. Keep the evaluation process time efficient

Evaluation measurements will take place at the end of programming to:

- Encourage goal setting with an emphasis on action items
- Measure knowledge change
- Collect formative programming data (how to make the programming better)
- Gather descriptive data about participants

A second evaluation instrument will be available to be used three months following the conclusion of programming to measure impact. How are participants better as a result of attending the programming?

- Participant behavior change/Action items incorporated

Finally, programmers will be encouraged to incorporate public value statements into their reporting. How is the community, the county and the state better as a result of this programming? Approved Family Financial Education public value statements are available at:
http://extension.missouri.edu/staff/documents/publicvalue/FFE_PV_listing_format_Final.pdf

Notes:

Programmers can choose what action items and questions to include in the end-of-class and long-term evaluations. Choose from the information and questions provided. Do not edit the questions and action items – or we will be unable to “add up” this data across the state. You may not add questions and action items – they will not have gone through the IRB approval process. The “Lone Ranger” paradigm of programming and evaluation is obsolete.

An article in the February 2011 issue of the Journal of Extension provides interesting background for the measurements strategies used for Making Money Count. The article is titled A Retrospective Pretest-Posttest Evaluation of a Personal Finance Training.