



## Eastern District Innovative Grant Program

### Fiscal Year 2005/2006 Application Form

Completed application form should not exceed (3) pages, using a minimum font size of 11 point, and no less than 1-inch margins. Submit completed application electronically to [karen.smiley@ces.uwex.edu](mailto:karen.smiley@ces.uwex.edu), and fax signature page (if electronic signature not available), by **Friday, March 31, 2006.**

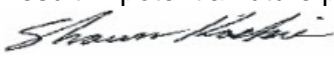
Project must be completed by December 31, 2006, unless prior approval received for extended timeline.

1. **Project Title:** Interactive -"Real Time" Evaluation, Education, & Presentation Tool

2. **Funding Requested:** \$3,784

3. **Project Lead/Grant Applicant (Name & County):** Shawn Kaskie, Marinette County CNRED

**Project Collaborator(s):** Preliminary discussions with Ellen Taylor-Powel (UWEX CE PD&E) could result in potential future programming opportunities.

4. **Signature:** 

#### 5. **Project Description**

a) Situation Statement:

Evaluation methods, feedback techniques, and opinion surveys are common and necessary parts of every Extension employee's programming. Educators or administrators in all program areas and organizational levels are often involved in organizational assessment or strategic planning processes, such as the responsibility based culture, or other facilitated group forums that require a "town hall" setting.

This tool instantly graphs individual question results as they are answered, whether the situation relates to a pre-post evaluation or opinion survey. For key questions, the product results can be broken down (cross-tabbed) by socio-economic groups thereby supporting opportunities for "teachable moments" and relevant discussion based on that group's perspective on specific issue. Questions can also be typed in on the fly if necessary. Statements or questions can measure actual knowledge gained during specific parts of a program immediately after each section. Immediate testing of has shown to improve knowledge retention due to increased interactivity. The tool automatically aggregates the results for consecutive programs in multiple locations, yet has the flexible to sort by location if necessary. The time-cost efficiency for survey tabulation alone could potentially pay for this tool in years. Here's an example of how it works and looks using the remote keypad entry system: Please go to the following link... <http://www.optiontechnologies.com/pdf/OptionPower%20PowerPoint%20Demo.ppt>

One example how I may use this product would be in a county-wide public participation process for comprehensive planning. As each municipality, or cluster, undergoes a community 20-year visioning process this tool allows the quantitative benefits for a formal survey to be combined with more a more facilitated discussion or key planning issues. For key issues, questions the product instantly graphs results broken down by socio-economic groups when appropriate. From personal experience using the tool

during graduate school in Illinois, I found it to make learning and evaluation more interactive, fun, and therefore more memorable.

- i) This product could be used in survey or strategic planning scenarios across public and private settings. I could train users at on a county or District In-service bridging cross- program area divisional gaps.
  - ii) Private Institutions needing feedback from satellite offices may even pay for the service after training and appropriate marketing efforts were established.
  - iii) The application of this product could result in a major new cross-programming innovations such as:
    - Greater time-cost efficiencies resulting from automatic survey tabulation and graphical display.
    - This “cutting edge” new technology will improve Cooperative Extension’s “professional” image by demonstrating our ability to conform innovative educational strategies.
    - As shown in the articles submitted to the Journal of Extension, there is evidence of its value by other State Extension programs. The growing knowledge of potential use of these technologies can take the form of local success stories. The Wisconsin application can make for excellent national scholarship opportunities by adding to the pool or reviewers with Extension experiences. Based on my data collection, Extension Educators in: California, North Dakota State, Texas A&M, & Illinois (not UI Extension, WIU IIRA) have used this project. Samples provided here from Journal of Extension and the supplier’s “white paper” site:
      - (1) <http://www.joe.org/joe/2005december/tt3.shtml>
      - (2) <http://www.joe.org/joe/2005june/rb10.shtml>
      - (3) [http://www.optiontechnologies.com/applications/apps\\_training\\_whtpap.asp](http://www.optiontechnologies.com/applications/apps_training_whtpap.asp)
  - iv) New private or Non-profit audiences may benefit on a regional basis from increase internal feedback on programming or operations
  - v) This training program, as a possible facilitative tool, could expose potential employees to UWEX through the new audience mentioned in the previous point.
- b) Project Objectives/Expected Outcomes:
- Tested and tried new programs that have improved accountability reporting for:
- E. District through improved organization or strategic assessment interactivity
  - Community groups through post program evaluation, knowledge testing, or “town hall” forums
  - Extension as a whole – Innovative technology with application for UWEX in both in programming and technology thereby improving the professional “image” of UWEX.

Project Objectives/Expected Outcomes provided by supplier:

- Increase Retention – Learners exhibit greater focus and awareness resulting in greater memory recall.
- Increase Attentiveness – Interactive presentations hold participant interest by showing the responses of the entire group for discussion and analysis.
- Increase Participation – Anonymously responding with keypads helps overcome the “shyness factor” or fear of rejection.
- Reduce Time to Competency and Training Time – Increase training program efficiency by using instant assessments to determine an individual’s readiness.

The interactive handsets would allow Educators to anonymously poll a session and get immediate feedback. This accelerated feedback loop has helped private sector clients:

- \* Increase meeting productivity by 45%
- \* Increase participant attentiveness by 87%
- \* Increase information transfer by 27%
- \* Increase the number of learning points taught by 25%

c) A tentative Project Timeline may involve training of potential users as early as 2<sup>nd</sup>-3<sup>rd</sup> quarter of 2006. Trained users would be responsible for determining the most effective application of the tool at time frames coordinated by Marinette County Extension for equipment check-out.

d) Evaluation Plan

vi) Coordinated system for equipment storage and check-out at county office within one month of product delivery.

vii) Trained 2-3 users in the region by before end of 2006

(1) 1-2 of these trained users have achieved the at least one of the points listed in section "b." and reported this as a success by 2007. *\*Not including the grant author who plans to apply the product in land use planning, or other facilitated opinion survey process and write a success by end of 2006.*

(2) Preliminary discussions with Ellen Taylor-Powel (UWEX CE PD&E) could result in potential collaborations on a statewide level if District level trial applications are perceived successful.

**6. Detailed Budget Breakdown (specifying the amount and purpose of funds requested from District Resource Management funds, and clarifying the source and amounts from other funds):**

a) Base budget below (see attached proposal from Supplier for details)

b) Not included in the Attached proposal from Supplier budget:

i) Mileage, meals, and other travel related expenses related to training of faculty would be borne by county offices as requested. I could drive to a central location if a cluster of educators' desired training, or a single educator could drive to Marinette.

ii) The Marinette County UWEX office has a spare computer where the software will be installed.

c) I have NOT received Resource Management funds in the past.

**System Components**

Qty	Description	Unit Price	Price
1	OptionPower 25 Keypad License	\$1,140.00	\$1,140.00
1	OptionFinder G2 Base Station	\$ 535.50	\$ 535.50
25	OptionFinder G2 Keypad	\$ 65.56	\$1,639.00
1	Case #2720 ATA approved shipping case, measuring 24.6"x19.7"x11.7" with wheels and telescoping handle made of high performance resin. Slotted foam insert included. Comes with manufacturer's unconditional lifetime warranty.	\$ 389.50	\$ 389.50
1	Insured Shipping	\$ 80.00	\$ 80.00
	Total		\$3,784.00