

UW-Extension, Continuing Education Extension Program Impact Reporting Process

Each UW Continuing Education unit has a “Program Impact Contact” whose responsibility is to coordinate the program impact initiative on his/her campus. This includes helping to identify programs to evaluate and report each year for program impact. See list at end for campus contacts.

CEEC established guidelines to assist the Contacts in identifying programs for impact reporting. For example, they might choose a program that matches a campus priority, a Plan 2008 goal, or a campus specialty or niche. The program should be more than a single event that enables longer-term evaluation, such as having a large number of participants that can easily be contacted, or one that can be evaluated with limited resources.

The CEE division goal is to have each campus evaluate and report 2-3 programs each year.

Program impact activities are coordinated by Mary Crave, Continuing Education Extension, Evaluation and Diversity Specialist. Mary is available throughout the year for evaluation guidance and training. She reports frequently to CEEC and represents Continuing Education on the UW-Extension Program Impact Team. Contact information: crave@conted.uwex.edu

Process for Continuing Education units:

October 1 – Campus Contacts identify programs to be evaluated for outcomes and reported to the Program Impacts web site the next summer.

Fall – Spring – Programmers conduct and evaluate programs. Depending on the nature of the program and expected outcomes, a program may be conducted in one program year and evaluated during another program year – several months after the educational intervention. As a result, some programs may be identified 2-3 years before outcomes will be evaluated and reported.

January – All persons conducting an evaluation for the current year are welcome to take part in a teleconference to discuss and answer questions related to conducting evaluation. This is announced via e-mail to the Program Impact Contact and directly to those persons identified in October as planning to conduct an evaluation.

April/May – All persons submitting impact evaluation reports are welcome to take part in a teleconference focusing on how to write and submit program impact reports.

June 1 – Program impact reports due; submit according to instructions found at www1.uwex.edu.edu/impacts to Mary Crave, CEE Evaluation Specialist.

Summer – CEE Evaluation Specialist will review reports, edit as appropriate (with consultation of the programmers) and send them on to the Program Impacts Team for inclusion in the web site data- base of reports. Reports will also be returned to the programmers for use in program improvement, marketing and publicity, and reports to stakeholders.

August – Impact reports and briefings are posted on the UWEX Program Impact web site.

Campus Program Impact Contacts – 2002

UW Colleges – Diane Pillard

UW - Eau Claire – Robert Whitcomb

UW - Green Bay – Bob Skorczeski

UW - LaCrosse – Don Campbell

UW - Madison – Judy Reed

UW - Milwaukee – Mary Mulroy

UW - Oshkosh – Billie Gauthier

UW - Parkside – Margaret Gename

UW - Platteville – Marian Maciej-Hiner

UW - River Falls – Lee Zaborowski

UW - Stevens Point – Joan Sosalla

UW - Stout Solutions – Howard Lee

UW - Superior – Del Kangas

UW - Whitewater – Richard Lee

School for Workers – Ken Mericle