

National 4-H Common Measures



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An Introduction to the
4-H Common
Measures: Phase 2

Discussion Topics

- What is Common Measures (CM)
- CM development
- Overview of the tools
- Phase 2 of CM
- CM in use
- Access to the tools
- Notable Features
- Future development



4-H Common Measures

- Library of evaluation instruments designed to measure impact and build evaluation capacity
- Ability to describe 4-H consistently and simply
- Friendly, feasible and brief instruments available to all 4-H faculty and staff
- Measures applicable to a broad range of programs



What was needed?

- Ability to aggregate data at the local, state, and national levels
- Ability to pinpoint successes and areas for improvement
- A “common language”
- Accessible instruments



General Benefits-Why Common Measures?

(Payne & McDonald, 2012)

- Secure and maintain scarce or limited funding
- Develop or impact legislation/policy
- Increase accountability to funders and participants
- Assist in decision making
- Improve quality of program evaluations



Goals for Common Measures

- Provide state 4-H programs with resources to assist in the planning of local, state-wide, and regional evaluations
- Identify a common core of child/youth outcomes and indicators that are included in the National Institute of Food and Agriculture Plan of Work system
- Identify a common core of outcomes, indicators and measures to create a standard survey tool that will be used by National 4-H Council grantees



Development Process

Collaborative Development of the Tools



Development Process

- Started with National 4-H Logic Models
- Spring, 2012: Common outcomes indicators and items were identified for all outcome areas for both 4-7 and 8-12 grade
- Summer, 2012: Surveys were pilot tested in LA, MT, WV, NE, and VA with 500 4-Hers; included facilitator input
- Fall, 2012: Print versions were made available



Development Process

- Spring, 2013: Phase 1 online data collection system launched; training delivered to 35 LGUs and National 4-H Council grant managers
- Spring, 2013: Year one implementation study including psychometric analysis, report available in Spring 2014
- Winter, 2013: Transition to Phase 2; Qualtrics platform and preliminary psychometric analysis



Development Process

- Spring, 2014: Phase 2 training and a measures development meeting for Career Development items
- Spring, 2014: Continue onboarding grants and ongoing coaching with LGU's
- Summer 2014: Pilot career development items
- Fall 2014: Launch career development items, wave two of psychometric analysis



Overview of the Tools

The 4-H Common Measures Tool and Outcomes



Overview of the Tools

- Eight Surveys designed to assess the outcomes found on the National 4-H Logic Models
 - 4-7 and 8-12 Grade Universal Measures
 - 4-7 and 8-12 Grade Citizenship Measures
 - 4-7 and 8-12 Grade Healthy Living Measures
 - 4-7 and 8-12 Grade 4-H Science Measures
 - Custom items by grant or local program
 - Career Readiness Measures: Coming Soon!
- <http://www.4-h.org/commonmeasures/>



Item Selection

- Items were identified or developed by a team of writers from National 4-H Council, 4-H National Headquarters, USDA and LGU faculty from each region
- They are clustered around the outcomes of the national 4-H Logic Models
- They are sourced from a variety of studies and include benchmark items from large national studies (YRBSS/CDC, NAEP/ED)
- Full reference list at

<http://www.4-h.org/commonmeasures/>



Universal Outcomes

- Make positive choices
- Effectively communicate
- Build connections
- Apply content
- Contribute to the health, growth and well-being of self, family, community, nation and the world



4-H Science Outcomes

- Interest and engagement in Science
- Positive attitudes and aspirations toward Science
- Develop Science skills and abilities
- Apply learning, make a contribution through Science



Citizenship Outcomes

- Awareness of community and community issues
- Appreciation of cultural diversity
- Engagement in community and engagement with community issues
- Understanding of the Democratic process



Healthy Living Outcomes

- Choose food consistent with dietary guidelines
- Improve physical activity practices
- Avoid and prevent negative risk behaviors
- Assess and regulate emotions & behaviors
- Establish & maintain healthy relationships



Phase 2 Transition

4-H Common Measures on the Qualtrics Platform



Phase 2 Transition

The Qualtrics platform was selected in response to the needs reported in year one, benefits include:

- Customizable tools
- Pre-post compatible
- Improved Analysis
- Improved technical support
- Potential for language translation



Phase 2 Transition

- Features of the Qualtrics Platform
 - Security
 - Access to the 4-H items in the library
 - Ability to customize tools
 - Paper and electronic survey administration
 - Import data entry process for paper copies
 - Analysis and reporting tools



Common Measures Use

Current Applications and User Roles



Applications for Common Measures

- Unique Program Evaluation
- Annual Cross-Sectional Sample “State of 4-H Youth”
- Needs Assessment
- Grants



User Roles

- Common Measures Team
 - Maintain the tools and platform
 - Assist in protocol and instrument development
 - Provide data access
- Account Mangers (LGU Managers and Grant Managers)
 - Develop custom tools and protocol
 - Communicate protocol to the program staff
 - Develop reports



User Roles

- 4-H Program Staff and National 4-H Council Grantees
 - Carrying out assigned protocol
 - Collect and enter data
 - Secure IRB (grantees)
 - No direct access to Qualtrics



Access to the Tools

Common Measures access for non-account managers



Access to the Tools

How can I access the tools?

- Users will access the tools necessary to administer surveys and enter data from Account Managers
 - Paper copy, survey-links and CSV import file
 - An IRB information packet is also available if needed



Entering Data

How will I administer surveys and enter data?

- An anonymous link will be created for each survey for electronic survey administration
- Paper copies can also be generated and data can be keyed in via the anonymous link or into a CSV file for easy import
- Populated CSV files will then be returned to the account manager or other identified contact for uploading



Running a Report

How will I access data?

- Users will need to work with the account manager to export data or run reports
- Data and reports can be made available in Excel, Word or Pdf formats
- *Data from grants can also be collaborated to LGU accounts or live links can be provided*



Notable Features

- Custom measures for 4-H which integrate measures from national studies and other established tools
- Flexible methodology
- Rigor of LGU research and program perspectives, including a responsibility to Institutional Review Boards
- Sophisticated and secure on-line platform, Qualtrics



Lessons learned

- Be familiar with the outcomes
 - Understand what can and can't be measured
 - Program and evaluation need to align
- Survey Development
 - Pros and cons to customization
 - Challenges for aggregation
- Data entry – it is important to follow the established protocol
 - Ask questions as needed!



Next steps...

- Development of Career Readiness measures
- New resource development including protocols and reporting templates
- Continue psychometric analysis
- Annual feedback survey to State Program Leaders



Questions?



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- Information and Resources

<http://www.4-h.org/commonmeasures/>

