

Evaluating Indicators in the Animal Production and Management Concentration Area

This document contains survey statements for evaluating the indicators in the Animal Production and Management (Adult) concentration area. *Extension agents should contact specialists/coordinators in this concentration area for guidance on how to evaluate learning opportunities in this area.*

The indicators for this concentration area consist of short-term and medium-term outcomes as indicated in Table 1.

- **Short-Term Program Metrics (PM):** Indicators designated as short-term program metrics (PM) do not require a survey and are typically measured using program data and other program evaluation/process monitoring information (e.g. attendance/sign in sheets, participant records, participatory evaluation).
- **Short-Term Outcomes (ST):** Indicators designated as short-term (ST) represent expected **immediate** outcomes of UK Extension Animal Production and Management (Adult) programs. These indicators are measured using post-participation evaluation tools/surveys.
- **Medium-Term Outcomes (MT):** Indicators designated as medium-term (MT) represent expected **behavior change** outcomes of UK Extension Animal Production and Management (Adult) programs. Behavior change typically requires time to mature. Hence, these indicators are measured using follow-up evaluation tools/surveys.

Table 1: Indicators and Survey Statements

Concentration Area: Animal Production and Management (Adult)			
KERS Indicator #	Indicator	Statements (Y/N)	Timeline for Evaluation
101.8	Number of participants who report increasing their knowledge of livestock marketing practices/ strategies.	Participating in [XYZ-Name of Program] increased my knowledge of livestock marketing practices/ strategies.	ST
101.9	Number of participants reporting an increase in livestock management knowledge.	Participating in [XYZ-Name of Program] increased my knowledge of livestock management.	ST

101.10	Number of certified applicators earning continuing education credit.	<i>This is a program metric. Please report from program data e.g., attendance list, record of credit awards.</i>	PM
101.11	Number of participants reporting an increase in knowledge on integrated pest management techniques.	Participating in [XYZ-Name of Program] increased my knowledge of integrated pest management techniques.	ST
101.12	Number of participants reporting an increase in their use of risk mitigation strategies for pesticide application.	Since participating in [XYZ-Name of Program], I have increased my use of risk mitigation strategies in my pesticide application.	MT
101.13	Number of participants that report knowledge gain in identification skills of arthropods.	Participating in [XYZ-Name of Program] increased my knowledge to identify arthropods.	ST
101.14	Number of attendees that report behavior changes in pest monitoring.	Since participating in [XYZ-Name of Program], I have made changes to my pest monitoring practices.	MT
101.15	Number of horse owners using Body Condition scoring to manage their horses.	Since participating in [XYZ-Name of Program], I have utilized Body Condition scoring to manage my horses.	MT
101.16	Number of horse owners changing practices to reduce feed waste.	Since participating in [XYZ-Name of Program], I have made changes to my horse management practices, resulting in reduced feed waste.	MT
101.17	Number of horse owners selecting hay based on forage testing evaluation.	Since participating in [XYZ-Name of Program], I have used forage testing evaluation to select hay.	MT
101.18	Number of agent-led horse programming to their county programs.	<i>This is a program metric. Please report from program data e.g., attendance list</i>	PM
101.19	Number of agents supporting Pastures Please and Farm and Facility Expo in their area.	<i>This is a program metric. Please report from program data e.g., attendance list</i>	PM

101.20	Number of participants implementing mud management practices.	Since participating in [XYZ-Name of Program], I have implemented mud management practices.	MT
101.21	Number of participants using temporary fences for grazing systems for horses.	Since participating in [XYZ-Name of Program], I have used temporary fences for my horse grazing systems.	MT
101.22	Number of livestock producers indicating increased understanding of farm management.	Participating in [XYZ-Name of Program] increased my understanding of farm management.	ST
101.23	Number of participants who obtained Beef Quality and Care Assurance certifications	<i>This is a program metric. Please report from program data e.g., attendance list, record of certifications.</i>	PM
101.24	Number of participants who reported an increase in their knowledge and/or awareness of management practices for improving cattle production efficiency.	Participating in [XYZ-Name of Program] increased my knowledge/awareness of management practices for improved cattle production efficiency.	ST
101.25	Number of participants who reported making a change to improve their beef cattle management practices.	Since participating in [XYZ-Name of Program], I have made changes to improve my beef cattle management practices.	MT
101.26	Number of participants who reported an increase in knowledge and/or awareness of best practices for managing/raising small ruminants.	Participating in [XYZ-Name of Program] increased my knowledge of best practices for managing and/or raising small ruminants.	ST
101.27	Number of participants that have made changes to improve management of their small ruminant operation.	Since participating in [XYZ-Name of Program], I have made changes to improve the management of my small ruminant operation.	MT
101.28	Number of individuals who implemented small ruminant financial management programs/practices.	Since participating in [XYZ-Name of Program], I have implemented changes to the financial management of my small ruminant operation.	MT
101.29	Number of individuals who increased their knowledge of	Participating in [XYZ-Name of Program] Sheep Shearing program increased my	ST

	effective fiber production practices through participation in sheep shearing programs.	knowledge of effective fiber production practices.	
101.30	Number of individuals that increased their knowledge of direct marketing of small ruminants.	Participating in [XYZ-Name of Program] increased my knowledge of direct marketing of small ruminants.	ST
101.31	Number of individuals who reported selling lamb directly to consumer/retailer.	Since participating in [XYZ-Name of Program], I have sold lamb directly to consumers and/or retailers.	MT
101.32	Number of participants who reported increased knowledge of management practices related to raising pigs.	Participating in [XYZ-Name of Program] increased my knowledge of management practices for raising pigs.	ST
101.33	Number of participants who reported that they intend to use the knowledge/skills gained from UK Extension to improve their swine management practices.	After participating in [XYZ-Name of Program], I intend to use the knowledge/skills I gained to improve my swine management practices.	ST
101.34	Number of participants who reported an increased knowledge of egg and/or poultry food safety practices.	Participating in [XYZ-Name of Program] increased my knowledge of egg and/or poultry food safety practices.	ST
101.35	Number of participants who demonstrated/reported improved eggs and/or poultry cooking skills.	Participating in [XYZ-Name of Program] improved my eggs and/or poultry cooking skills.	MT
101.36	Number of participants who reported an increased knowledge of the dairy industry.	Participating in [XYZ-Name of Program] increased my knowledge of the dairy industry.	ST
101.37	Number of participants who reported an increased knowledge of dairy management practices	Participating in [XYZ-Name of Program] increased my knowledge of dairy management practices.	ST
101.38	Number of participants who demonstrated/reported applying dairy management skills learned	Since participating in [XYZ-Name of Program], I have applied the dairy	MT

	from UK Extension to their farm operations	management skills I learned to my farm operations.	
101.39	Number of participants who reported a financial gain through using the skills learned in their dairy business.	Since implementing skills I learned in [XYZ-Name of Program], I have experienced financial gain in my dairy business.	MT
101.40	Profit increase (dollars) reported by dairy businesses.	By how much has your annual dairy business profit increased since participating in [XYZ-Name of Program]? \$ _____ ¹	MT
101.41	Number of participants who reported an improvement in their quality of life because of implementing the dairy management skills/practices learned from UK Extension.	Since implementing dairy management skills and practices I learned in [XYZ-Name of Program], I have experienced improvements in my quality of life.	MT
101.42	Number of participants indicating an increase in knowledge and/or awareness of poultry production.	Participating in [XYZ-Name of Program] increased my knowledge and/or awareness of poultry production.	ST
101.43	Number of adults in the county 4-H country ham program.	This is a program metric. Please report from program data e.g., attendance lists.	PM
101.44	Number of participants who reported an increase in knowledge of animal harvesting and carcass fabrication skills.	Participating in [XYZ-Name of Program] increased my knowledge of animal harvesting and carcass fabrication skills.	ST
101.45	Number of participants who increased their knowledge of the equipment and methods used in meat processing.	Participating in [XYZ-Name of Program] increased my knowledge of equipment and methods used in meat processing.	ST

¹ Please note that this indicator assesses the amount of money saved, hence, the question is asking participants to indicate an amount in dollars. An agent implementing any of the learning opportunities that targets this indicator will add (sum) the amount of money reported by all participants in their program and report the total in KERS.