

## Evaluating Indicators in the Plant Production and Management (Adult) Concentration Area

This document contains survey statements for evaluating indicators in the Plant 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 Plant 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 Plant 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: Plant Production and Management (Adult)			
KERS Indicator #	Indicator	Statements (Y/N)	Timeline for Evaluation
102.8	Number of participants who report increased economic return from improved production practices recommended in Plant Production and Management-related Extension programs.	Since participating in [XYZ-Name of Program], I have implemented improved production practices leading to increased economic return (e.g., reduced input costs or increased profit).	MT
102.9	Number of producers who reported increased knowledge of crop and	Participating in [XYZ-Name of Program] increased my knowledge of	ST

	forage production, fertility management, varieties, pest control, and/or sustainable practices.	crop and forage production, fertility management, varieties, pest control, and/or sustainable practices.	
102.10	Number of tobacco producers reporting increased economic returns, efficiency, or profitability after attending tobacco production meetings where improved production practices are presented at annual research update meetings.	Since participating in [XYZ-Name of Program], I have implemented improved production practices leading to increased efficiency and/or economic return (e.g., reduced input costs or increased profit).	MT
102.12	Number of tobacco producers participating in annual GAP Training.	<i>This is a program metric. Please report from program data e.g., attendance list.</i>	PM
102.13	Number of tobacco producers reporting higher scores on annual third-party GAP Certification audits.	<i>This is a program metric. Please report from program data e.g., attendance list, score on GAP test, record of credit awards.</i>	PM
102.14	Number of turfgrass managers who reported that they gained knowledge of improved turfgrass management.	Participating in [XYZ-Name of Program] increased my knowledge of improved turfgrass management.	ST
102.15	Number new applicator licenses awarded.	<i>This is a program metric. Please report from program data e.g., attendance list.</i>	PM
102.16	Number of farms adopting/ continuing hemp production.	Since participating in [XYZ-Name of Program], I have adopted or continued hemp production.	MT
102.17	Number of participants that indicate high likelihood of implementation of improved forage and livestock management practices.	After participating in [XYZ-Name of Program], I intend to implement improved forage and livestock management practices.	MT
102.18	Number of stakeholders who reported increased knowledge of research-based weed identification	Participating in [XYZ-Name of Program] increased my knowledge of research-based weed identification	ST

	and/or weed management practices for crops grown in Kentucky.	and/or weed management practices for crops grown in Kentucky.	
102.19	Number of participants who increased their knowledge of risk management tools.	Participating in [XYZ-Name of Program] increased my knowledge of risk management tools.	ST
102.20	Number of participants who increased their use of risk management tools.	Since participating in [XYZ-Name of Program], I have increased my use of risk management tools.	MT
102.21	Number of participants who reported increased knowledge of plant production and/or management practices.	Participating in [XYZ-Name of Program] increased my knowledge of plant production and/or management practices.	ST
102.22	Number of participants who reported reducing their inputs or costs in their plant production.	Since participating in [XYZ-Name of Program], I have reduced my inputs and/or costs in my plant production.	MT
102.23	Number of participants who reported increased efficiency in their plant production and/or management.	Since participating in [XYZ-Name of Program], I have experienced increased efficiency in my plant production and/or management.	MT
102.24	Number of stakeholders who reported increased knowledge of research-based disease identification and management practices for crops grown in Kentucky and/or share that information with other stakeholders.	Participating in [XYZ-Name of Program] increased my knowledge of research-based disease and pest identification and management practices for crops grown in Kentucky. (ST)	ST
102.25	Number of stakeholders contacting Extension for help with disease identification and management.	<i>This is a program metric. Please report from program records.</i>	PM
102.26	Number of plant samples submitted to the PDDL.	<i>This is a program metric. Please report from program records.</i>	PM
102.27	Number of commercial participants who reported improving their plant production or management practices.	Since participating in [XYZ-Name of Program], I have improved my plant	MT

		production and/or management practices.	
102.28	Number of consumer participants who reported improving their plant production or management practices.	Since participating in [XYZ-Name of Program], I have improved my plant production and/or management practices.	MT
102.29	Number of commercial growers who reported improved specialty crop production and/or management practices.	Since participating in [XYZ-Name of Program], I have improved my specialty crop production and/or management practices.	MT
102.30	Number of non-commercial home gardeners who reported improved planting and/or management practices.	Since participating in [XYZ-Name of Program], I have improved my planting and/or management practices in my home garden.	MT
102.31	Number of home or community gardeners who reported that they implemented environmental stewardship (pollinator gardens, rain catchment, etc.)	Since participating in [XYZ-Name of Program], I have implemented environmental stewardship practices (e.g., pollinator gardens, rain catchment, etc.)	MT
102.32	Number of non-commercial growers who reported adoption of improved management practices (soil sampling, reduced pesticide applications, integrated pest management, etc.)	Since participating in [XYZ-Name of Program], I have adopted improved management practices (e.g., soil sampling, reduced pesticide applications, integrated pest management, etc.).	MT
102.33	Number of participants who report increasing their knowledge of row or specialty crop marketing practices/ strategies.	Participating in [XYZ-Name of Program] increased my knowledge of row or specialty crop marketing practices/ strategies.	ST
102.34	Amount of produce donated from community gardens.	<i>This is a program metric. Please report from program data e.g., records of pounds of donated produce.</i>	PM

102.35	Number of Master Gardener volunteers who completed training.	<i>This is a program metric. Please report from program data e.g., attendance lists, program records of volunteer hours, etc.</i>	PM
102.36	Number of Master Gardener volunteer service hours.	<i>This is a program metric. Please report from program data e.g., attendance list.</i>	PM
102.37	Number of clients engaged by Master Gardeners.	<i>This is a program metric. Please report from program data e.g., attendance list.</i>	PM
102.38	Number of programs led by Master Gardeners.	<i>This is a program metric. Please report from program data e.g., attendance list.</i>	PM