

Evaluating Indicators in the Financial Security and Economic Wellbeing (Adult) Concentration Area

This document contains survey statements for evaluating the indicators in the Financial Security and Economic Wellbeing (Adult) concentration area. *Extension agents should contact specialists 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 Financial Security and Economic Wellbeing (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 Financial Security and Economic Wellbeing (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: Financial Security and Economic Wellbeing (Adult) | | | |
|--|---|--|--------------------------------|
| KERS Indicator # | Indicator | Statements (Y/N) | Timeline for Evaluation |
| 201.9 | Number of individuals who reported increased knowledge of family finance and/or resource management concepts. | Participating in [XYZ-Name of Program] increased my knowledge of family finance and/or resource management concepts. | ST |
| 201.10 | Number of individuals who reported developing skills related to family finance and/or resource management. | Participating in [XYZ-Name of Program] increased my skills related to family finance and/or resource management. | ST |
| 201.11 | Number of individuals who reported improved confidence to implement family finance and/or resource management skills. | Participating in [XYZ-Name of Program] improved my confidence to implement family finance and/or resource management skills. | ST |
| 201.12 | Number of individuals who made a sound financial decision (e.g., | After participating in [XYZ-Name of Program], I made a sound financial | MT |

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|--------|---|---|----|
| | regarding credit, budgeting, savings, debt, estate planning, fraud reduction, etc.). | decision (e.g., regarding credit, budgeting, savings, debt, estate planning, fraud reduction, etc.). | |
| 201.13 | Number of individuals who implemented at least one strategy to better manage their family finances and resources (e.g., considered wants/needs, avoided bank fees, reviewed tax forms, set savings goals, started estate plan, developed budget, increased fraud protection, etc.). | After participating in [XYZ-Name of Program], I implemented a strategy to better manage my family finances and resources (e.g., considered wants/needs, avoided bank fees, reviewed tax forms, set savings goals, started estate plan, developed budget, increased fraud protection, etc.). | MT |
| 201.14 | Dollars reported saved as a result of participating in a financial education or family resource management program. | How much money have you saved since participating in [XYZ-Name of Program]? \$_____ ¹ | MT |
| 201.15 | Number of small businesses who report developing skills related to business marketing, expansion, or retention through participating in Extension programming. | Participating in [XYZ-Name of Program] increased my skills related to business marketing, expansion, or retention. | ST |
| 201.16 | Number of small businesses who report increased knowledge of business financial management concepts (e.g. budgeting, pricing, taxes, financial planning). | Participating in [XYZ-Name of Program] increased my knowledge of business financial management concepts (e.g. budgeting, pricing, taxes, financial planning). | ST |
| 201.17 | Number of grants or tangible financial resources accessed by communities, nonprofits, or small businesses as a result of Extension-supported initiatives. | <i>This is a program metric. Please report from program data e.g., attendance lists.</i> | PM |