

Outcome Report

The **GREW Project** aims to improve evaluation of beginning farmer education efforts to more effectively and efficiently document success, improve programs, and help farmers meet their goals.

Evaluation Basic Skills

Goal 1: Make evaluation easier to do, stronger, more effective

“The GREW project is an extremely useful tool for BFRDP projects.”

All sessions

From Post Session Surveys

Percent who at least somewhat agreed

95% Gained useful knowledge (n=82)

88% Are inspired (n=120)

77% Plan to do something (n=120)

74% Know where to go for info (n=120)

From the 2022 Follow-Up Survey

49% Utilized something

they learned from engaging with the GREW project sessions or resources (n=53)

Of those who said utilized something and responded to the impact question



82% Reported at least one desired impact (n=22)

- 45% It is too soon to tell impact!
- 45% Evaluation plan is more realistic, clear or feasible
- 41% Evaluation plan is stronger in grant proposal
- 32% Outcome are more realistic and relevant
- 27% Data collection is more useful for staff/participants

Social Change thru Evaluation

Goal 2: Use evaluation for social change to better serve beginning farmers

“I've felt stuck in a system of counting things that funders want to be counted and that feels demoralizing. It is wholly encouraging to be able to view evaluation as something that can transform systems.”

All Data from the 2022 Follow-Up Survey

CREaTE Series: Culturally Responsive, Equitable and Transformative Evaluation Series	Plan to Use	Used
Include participatory methods in evaluation plans or processes (n=17)	71%	29%
Include measures of equity in evaluation plans or processes or instruments (n=15)	67%	33%
Include culturally responsive principles or practices in evaluation plans or processes or instruments (n=17)	47%	53%
Address structural issues in an evaluation plan or processes (n=14)	71%	29%

55% Identified social change impacts (n=22)

Includes: Identified equity issues at their organization as a result of evaluation; program changes have been made as a result of evaluation; used evaluative thinking process with co-workers or others; program changes have been made to improve diversity, equity or inclusion; programming is more strategic based on results.

Project Reach

577 Participants (duplicated)

10,000+ Web page hits

61% Shared something they learned with others (*n= 43, 2022 Follow-Up Survey*)

Select Quotes

From the 2022 and 2020
Follow-Up Surveys

“It has given me the tools that I need to achieve the values that we hold as an organization.”

“The resources made a huge difference. I referenced them multiple times in the past few months.”

”[I now view] evaluation as a bigger picture, inclusive tool for program development”

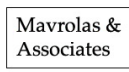
Evaluation Methods

Post Session Surveys: Total sample, 576 participants; 128 completed online surveys; response rate = 22%

2022 Follow-Up Survey: Sent to 365 people (session attendees and listserv folks); 53 completed the survey (16 from CREaTE); overall response rate = 15%; CREaTE response rate=53%

2020 Follow-Up Survey: Sent to 310 people (session attendees and listserv folks); 31 completed the survey; response rate = 10%

The [GREW Project](#) is a collaborative effort, including the following partners and collaborators:



GREW Project Activities & Resources

7 Webinars (298 participants, 1551 YouTube web hits)

Access on the GREW [Evaluation Webinar](#) webpage

- [Evaluation 101](#)
- [Develop Outcomes](#)
- [Most Significant Change & Photo Voice](#)
- [Past Participant Outcomes](#)
- [Self-Assessment](#)
- [BFRDP Proposal Development](#) (Feb 4, 2021)
- [New Entry – Past Participant Outcomes](#)

9 Learning Communities (222 participants)

Access on the GREW [Learning Community](#) webpage

- [Farmer Training Program Planning and Evaluation](#)

Culturally Responsive, Equitable and Transformative Evaluation (CREaTE) Series, 8-sessions (30 participants)

5 Tools (720 web hits)

Access on the GREW [Evaluation Tools](#) webpage

- [Outcomes List](#)
- [Long-Term & System Level Outcomes](#)
- [Farmer Success](#)
- [Aspiring Farmer Outcomes](#)
- [Example Pathway Model](#)

6 Resource & Tip Sheets (720 web hits)

Access on the GREW [Ideas, Tips, and Resource Highlights](#) webpage

- [Grant Writing Tips](#)
- [Equity Resources](#)
- [Eval Tools BFR Orgs Use](#)
- [Self-Assessment Resources](#)
- [Basic Eval Tools & Resources](#)
- [Follow-Up Eval Resources](#)

Evaluation Library (249 resources, 1,551 web hits)

Access on the [GREW Evaluation Resource Library webpage](#)



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