Evaluation is the final step in the Education and Extension process. This step is important for 1) assessing progress and 2) identifying opportunities for improvements. It should be an on-going process carried out both while and after activities (or projects) are implemented.

While evaluation models vary, four levels (Kirkpatrick and others) are commonly identified:

Four Level Evaluation

	Level			
	1.Event / Intervention Reaction – smile factor	**2. Personal Acquisition** Learning	**3. Application** Behavior change	**4. Impact** Broader Application
WHAT evaluated or collected	Satisfaction of participants and suggestions for improvement	Change in an individual's knowledge, skills, and attitudes	Extent of an individual's application of knowledge or skill to their work (in a business, institute or farm)	Organizational change as a result of transfer and incorporation of skill/knowledge and / or broad scale changes (e.g., income and yields) of farmers
HOW evaluated	Event Assessment questionnaire	Pre-test/post-test Survey: Interview and / or questionnaire	Survey: Interview and/or questionnaire	Baseline comparison using survey: Interview and / or questionnaire
WHEN evaluated	Completion of or during training	Before and at completion of training	3-6 months after training	1-3 years

How is evaluation used?

While evaluation is often used to assess impact, it should also be used to assess the effectiveness of the message and the delivery format or message packaging. Thus, the ultimate purpose of evaluation is to improve performance by listening to and responding to users and intermediaries. Through on-going interaction with farmers and development workers, feedback/information should be collected on:

1. on-going and emerging needs,
2. experiences with technologies, and
3. experiences with delivery approaches and events.

Use evaluation to assess impact _and_ improve performance.

Use feedback to:
1. modify technology,
2. improve message packaging,
3. improve delivery approaches, and
4. channel emerging needs to researchers and policy makers.

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