

Criteria For Assessing the Value of a Cooperative Extension Program  
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Name of existing or proposed Cooperative Extension program (course, event, activity, project, etc.) being evaluated:

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**Directions:** Please rate this program for each of the following criteria, where **1=Highly Questionable (HQ)** and **5=Most Definitely (MD)**. (*Circle* number of corresponding rating for each criterion, then total scores in space indicated.)

<i>This program...</i>	<u>(HQ)</u>	_	<u>(MD)</u>
<b>1.</b> Has high past or current attendance/enrollment.....	1	2	3 4 5
<b>2.</b> Has high future attendance/enrollment potential (growth).....	1	2	3 4 5
<b>3.</b> Is unique (Number of similar available opportunities is limited, at least for target audience, and therefore, does not duplicate other efforts).....	1	2	3 4 5
<b>4.</b> Has adequate funding, human and other resources to be successful .....	1	2	3 4 5
<b>6.</b> Projects favorable, contemporary image to general public.....	1	2	3 4 5
<b>7.</b> Has potential for attracting non-traditional audiences.....	1	2	3 4 5
<b>8.</b> Is of political importance (to grassroots level or formal political powers).....	1	2	3 4 5
<b>8.</b> Directly addresses a critical societal issue, concern, or need.....	1	2	3 4 5
<b>9.</b> Has base of support at land-grant university (Available specialists or other faculty; available resources, research and knowledge bases).....	1	2	3 4 5
<b>10.</b> Provides opportunity for effective recruitment of ongoing program participants/volunteers.....	1	2	3 4 5
<b>11.</b> Is consistent with Cooperative Extension/program mission.....	1	2	3 4 5
<b>12.</b> Has established purpose(s) and objective(s).....	1	2	3 4 5
<b>13.</b> Provides worthwhile learning-by-doing experience.....	1	2	3 4 5
<b>14.</b> Uses or promotes safe practices.....	1	2	3 4 5
<b>15.</b> Complements other Cooperative Extension programs offered and integrates well into total Cooperative Extension program.....	1	2	3 4 5

- Continued -

**Criteria For Assessing Value Of A Cooperative Extension Program, Continued**

<i>This program...</i>	<u>(HQ)</u>		<u>(MD)</u>		
<b>16.</b> Conforms to moral standards of the community.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>17.</b> Is interesting or fun for participants.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>18.</b> Attracts favorable mass media attention.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>19.</b> Provides valuable skill(s).....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>20.</b> Is not unnecessarily costly for participants.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>21.</b> Utilizes appropriate balance of paid staff and volunteer efforts.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>22.</b> Provides non-competitive experiences.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>23.</b> Is a service to community.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>24.</b> Is of educational value.....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>25.</b> Results in positive <i>impact</i> .....	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

**TOTAL RATING:** \_\_\_\_\_

Interpretation: Generally, the higher the total score (sum of ratings for all 25 criteria), the higher the indicated value of the Cooperative Extension program evaluated. However, even a program with a very high overall rating might be deemed inappropriate to develop or continue if a criterion such as "safe" or "moral" is rated very low. In other words, a single criterion, if rated low enough, may greatly reduce the overall worth of the program. Which such criteria depends on their importance in the eyes of the evaluator. Keep in mind that this worksheet is simply a tool to help assess program strengths and weakness and aid in prioritizing potential programs. Ultimately, the goal is to maximize a program's strengths (items rated high) and eliminate or reduce its weaknesses (items rated low) where possible.

*Developed by* Keith G. Diem, Ph.D., Affiliate Specialist in Educational Design, Rutgers Cooperative Extension, November 19, 1987. (Originally titled *Criteria for Assessing the Value of a 4-H Program.*) Revised 2/90 & 3/02.