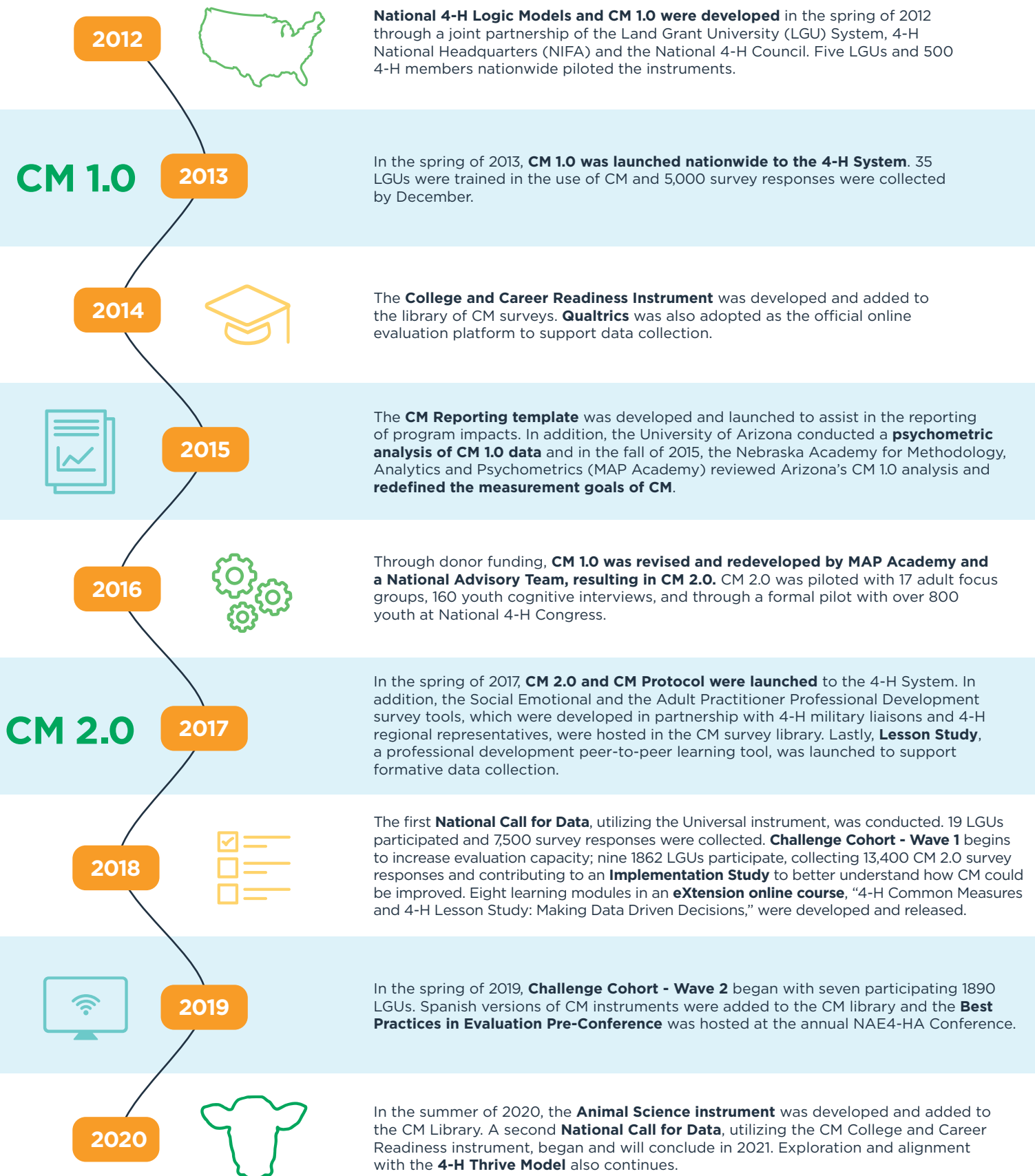


# Bringing Rigor to Evaluation:

## The Evolution of National 4-H Common Measures (CM)



# The Evolution of National 4-H Common Measures (CM)

4-H Common Measures was created in 2012 to provide the 4-H system a unified mechanism to evaluate the impact of 4-H programming in a user-friendly manner, allowing impacts to be measured, aggregated and reported. Over the years, an iterative design process has involved 4-H Youth Development educators and evaluation experts from multiple Land Grant Universities (LGUs), in partnership with 4-H National Headquarters (NIFA) and with the support of the National 4-H Council. Driven by the needs of the 4-H system, this process has ensured that the evaluation instruments meet rigorous evaluation standards and provide the 4-H system with usable instruments that produce meaningful data that can drive change.

The CM survey library currently includes seven instruments developed for youth in grades 4-12 in the areas of Animal Science, Civic Engagement, Healthy Living, College-Career Readiness (8-12th grade only), Science, Universal Positive Youth Development and an overall 4-H Experience. Each instrument is available in Spanish and English and can be accessed online at [www.4-h.org/commonmeasures](http://www.4-h.org/commonmeasures) in the CM library.

## The goals of Common Measures:

- Identify a common core of youth outcomes and indicators that can be used to improve programs and report impact.
- Provide a process for assessment and report from a national database.
- Provide state 4-H programs with resources to assist them in the planning of local, statewide and regional evaluations.

## Securing Adoption by a National System

To ensure adoption of Common Measures by an extensive field of program specialists, National 4-H Council has undertaken the following steps:

**Collaborative and Iterative Approach** to writing survey questions with professionals from across the 4-H community, including leadership at all levels of the 4-H organization. Partners include the National 4-H Council, 4-H National Headquarters (NIFA), 4-H Youth Development educators and evaluation experts from multiple LGUs, and external evaluation organizations.

**Psychometric Testing** to ensure the ongoing reliability and validity of CM.

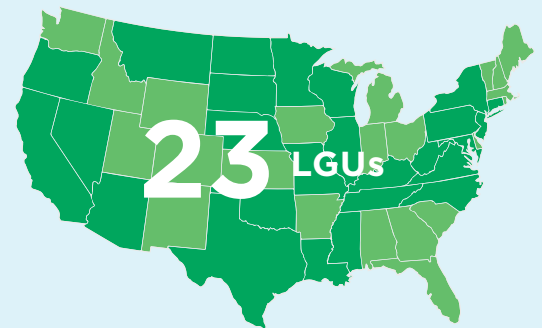
**Capacity Building** of 4-H Youth Development professionals and evaluators through extensive online and face-to-face trainings, personalized coaching calls, the development of the CM eXtension online learning course, “4-H Common Measures and 4-H Lesson Study: Making Data Driven Decisions,” and the implementation of multiple Challenge Cohorts.

**Free and Easy Access** to the CM instrument library and resources via [www.4-h.org/commonmeasures](http://www.4-h.org/commonmeasures).

**National 4-H Council Grants** will integrate CM as part of their outcome assessments.

## Iterative Development Process:

Since 2012, over 57 professionals from five organizations and 23 LGUs representing 22 states have contributed in the development of Common Measures.



## Adoption by the 4-H System:

Nearly 630,000 CM survey responses have been collected since 4-H Common Measures began in 2012. To date, 24 National 4-H Council grants are using 4-H Common Measures and 61 LGUs have established Qualtrics accounts to assist in data collection and reporting.



**630K**  
SURVEY RESPONSES



**24**  
NATIONAL 4-H  
COUNCIL GRANTS

qualtrics<sup>XM</sup>

**61** LGUs  
UTILIZE QUALTRICS