During COVID-19 times, there has been a shift in how 4-H programs engage youth. As a result, the virtual environment has led to the use of many creative and unique delivery methods that have allowed 4-H youth development professionals to continue programming! It’s important to remember, that whether it is virtual or in-person, you’re still delivering a 4-H program grounded in Positive Youth Development (PYD) with your focus being on the changes (outcomes) you intend to see in the youth.

When deciding how to evaluate virtual programs, keep in mind that although delivery methods and the activities used to teach these 4-H programs (outputs) have shifted due to COVID-19, the intended impacts of the program (outcomes) likely have not! In short, at the end of the day we’re still striving for the same programmatic impact, we’re just achieving it in a slightly different way. Reference your program logic models or goals to help you stay focused on the outcomes you’re striving to achieve. See Figure 1.

Things are changing rapidly which can feel overwhelming. Don’t let the stress of evaluating your program overshadow the good things being done! Keep your evaluations simple, focus on what you have the ability to evaluate and utilize existing CM resources to help you along the way. Focusing your evaluation on the Positive Youth Development (PYD) experience and/or defined program outcomes are good places to start. Reference the Guidelines for Youth Evaluation in a Virtual Setting for more helpful tips.

FOCUSING YOUR EVALUATION

1. **Evaluating the PYD Experience (Outputs):** Think about the indicators you might see if your program participants are engaged in your PYD experience. Do they stay engaged for your entire Facebook Live event? Do they watch your video to the end? You can also ask them to comment or use a chat box to answer questions like, “Did you learn something new today?” or “Will you join another virtual 4-H program in the future?”

2. **Evaluating Program Outcomes:** Think about the immediate changes your activity or program might have on the youth. Look to the CM 2.0 surveys for items that measure outcomes such as, “At 4-H did you learn about healthy food choices?”

3. **Evaluate Both Outputs and Outcomes:** Think about the intended purpose of your evaluation and, if appropriate, consider evaluating both outputs and outcomes in your evaluation.

Which 4-H Common Measures Survey Should I Use?

The 4-H Common Measures surveys are designed to describe the youths’ 4-H experiences and assess the impacts of 4-H programs in Science/Engineering, Healthy Living, Civic Engagement, College and Career Readiness and Universal Positive Youth Development. These surveys can be used to evaluate the PYD experience (outputs) as well as the outcomes. Review the [CM 2.0 Reference Table](#) for more details on the outcomes measured by the surveys found in the CM Library.

1. **Evaluating the PYD Experience (output)**
   - **4-H Experience Survey:** This survey captures the impact that 4-H has had on the youth demonstrating aspects of the Eight Essential Elements.
   - **Universal Survey:** This survey is designed to assess the non-cognitive outcomes of 4-H programming, focusing on the youth’s Social Skills and Personal Mindset

2. **Evaluating Outcomes**
   - **All CM 2.0 Surveys:** The surveys included in the CM 2.0 Library are designed to measure program outcomes, meaning, they are still applicable in the virtual environment. Ensure that the selected survey is measuring the outcomes that youth have the ability to achieve in your program.

3. **New CM Virtual 4-H Survey**
   - This new survey has combined items from the 4-H Experience survey to measure PYD outcomes and items that measure the impact of the virtual environment. Additional items from the CM Library could easily be added to measure other outcomes.

How Can I Virtually Administer a 4-H Common Measures Survey?

Qualtrics, or other online data collection platforms, make virtual data collection relatively simple! Qualtrics allows the user to create surveys, electronically distribute the surveys, collect and analyze data, and distribute reports. Using Qualtrics to collect survey data is actually quicker and more accurate when compared to collecting paper surveys and manually inputting the data. To aid in your virtual data collection efforts, each LGU has access to a free 4-H Qualtrics account. See below for more detailed information on using Qualtrics in the virtual environment.

- Each LGU has received a free Qualtrics account from National 4-H Council. Contact your account manager to determine how your LGU is managing your free account. To find the account manager for your LGU, click [HERE](#).
- Creating a survey in Qualtrics is easy! To create a Common Measures survey within Qualtrics, select from the pre-created blocks of Common Measures questions or select an entire survey to import from the National 4-H Council Library. Learn more about creating a project [HERE](#). Learn more on how to use the Qualtrics Survey Library [HERE](#). Qualtrics assistance is available through the monthly CM Office Hours. CM Office Hours provides 4-H staff an outlet to engage in informal question and answer sessions regarding anything 4-H Common Measures or Qualtrics. Office Hours are hosted, via Zoom, the 4th Monday of each month from 11:00-12:00 CDT. You may register [HERE](#).
- Create an anonymous survey link within Qualtrics to collect Common Measures data. The Anonymous Link is a basic hyperlink used to complete your survey and does NOT collect any identifiable information. You can distribute this link by pasting it into an email, onto a website, or on in-page pop-ups. Using this link, the survey can be completed multiple times on the same device. Learn more about the anonymous survey link [HERE](#).
- Qualtrics provides an easy and convenient way to distribute your survey to large groups of people via email. By using the Qualtrics Mailer, you can send customized email invitations to your participants, track their progress, and prevent abuse of your survey. Learn more about emailing a survey invitation [HERE](#).
- In Qualtrics, you will have access to view a live (real-time) frequency data report for your survey. You will see the frequencies for each question change with each submitted response. The report link will never change so you can reference it multiple times throughout your data collection process. Reports can be downloaded reflecting aggregate frequency data collected up to that point in time. Learn more about Qualtrics reports [HERE](#). For detailed reports depicting aggregate frequency data, utilize our [CM Reporting Template Tool](#).
Where Can I Access Virtual 4-H Evaluation Resources?

<table>
<thead>
<tr>
<th><strong>4-H Common Measures website</strong></th>
<th>The CM website contains ALL of the free CM resources. The CM surveys are available in English and Spanish versions. To obtain access to the website, and the CM resources, complete the “Sign-Up” section and select “Common Measures” under “Additional Access”.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CM Evaluating Virtual 4-H Programs</strong></td>
<td>The “Evaluating Virtual 4-H Programs” is a new section within the CM website. It contains virtual evaluation resources to aid 4-H youth development professionals to safely and successfully collect online data while programming in the virtual setting. These resources include guidelines and a 4-H Virtual Survey.</td>
</tr>
<tr>
<td><strong>CM 2.0 Reference Table</strong></td>
<td>For each 4-H Common Measures survey, the 4-H Common Measures Reference Table identifies outcomes addressed by Common Measures, the indicators for each outcome, the questions that answer to each outcome, as well as the larger content block in which the outcomes are grouped. It includes step-by-step instructions on how to use the Reference Table to create a survey that is right for your program.</td>
</tr>
<tr>
<td><strong>CM 2.0 Protocol</strong></td>
<td>The CM 2.0 Protocol Includes data collection procedures, data management, data reporting and an administration script.</td>
</tr>
<tr>
<td><strong>CM 2.0 Surveys</strong></td>
<td>The 4-H Common Measures surveys are designed to describe the youths’ 4-H experiences and assess the impacts of 4-H programs in Science/Engineering, Healthy Living, Civic Engagement, College and Career Readiness and Universal Positive Youth Development. 4-H staff and volunteers are encouraged to use the surveys to evaluate the impacts of your local program to make data-driven programming decisions and report program impacts to local stakeholders. All surveys are available in English and Spanish. The CM surveys are located on the CM website under the Common Measures 2.0 tab. Surveys are in Microsoft Word format, free and downloadable.</td>
</tr>
<tr>
<td><strong>Online eXtension course</strong></td>
<td>The course, 4-H Common Measures and Lesson Study: Making Data-Driven Decisions, is hosted on the eXtension platform. It contains a series of eight learning modules that will build capacity of youth development professionals to use data to better inform program decisions. The modules will introduce participants to the tools of both Common Measures 2.0 and 4-H Lesson Study and offer an opportunity for free, self-guided professional development. The learning modules can be completed as a series or individually. A participant receives a certificate after successfully completing the course.</td>
</tr>
<tr>
<td><strong>CM Office Hours</strong></td>
<td>CM Office Hours provides 4-H staff an outlet to engage in informal question and answer sessions regarding anything 4-H Common Measures or Qualtrics. Office Hours are hosted, via Zoom, the 4th Monday of each month from 11:00-12:00 CDT. Register HERE.</td>
</tr>
<tr>
<td><strong>2020 CM Online Professional Development Opportunities</strong></td>
<td>This on-line training series consists of five, 30 minute, training webinars offered at multiple times throughout the year. These webinars are perfect introductory trainings for new staff or anyone interested in learning the basics about Common Measures and Lesson Study! To Pre-Register for a webinar, click here: Pre-Registration for 2020 CM Learning Opportunities</td>
</tr>
<tr>
<td><strong>Recordings of the 2020 CM Online Professional Development Opportunities</strong></td>
<td>Recordings of the 2020 CM Online Professional Development Opportunities webinars. Also, recordings of the 2020 Nebraska MAP Academy evaluation webinars.</td>
</tr>
</tbody>
</table>

Please contact a member of the Common Measures Team if you have any questions.

Sincerely,

Jill Lingard jlingard@unl.edu
Jessie Mullendore jmullendore@unl.edu
Renae Oestmann roestmann1@unl.edu
Debbie McDonald dmcdonald@fourhcouncil.edu

May, 2020