National 4-H Logic Models and CM 1.0 were developed in the spring of 2012 through a joint partnership of the Land Grant University (LGU) System, 4-H National Headquarters (NIFA) and the National 4-H Council. Five LGUs and 500 4-H members nationwide piloted the instruments.

CM 1.0

In the spring of 2013, CM 1.0 was launched nationwide to the 4-H System. 35 LGUs were trained in the use of CM and 5,000 survey responses were collected by December.

The College and Career Readiness Instrument was developed and added to the library of CM surveys. Qualtrics was also adopted as the official online evaluation platform to support data collection.

The CM Reporting template was developed and launched to assist in the reporting of program impacts. In addition, the University of Arizona conducted a psychometric analysis of CM 1.0 data and in the fall of 2015, the Nebraska Academy for Methodology, Analytics and Psychometrics (MAP Academy) reviewed Arizona’s CM 1.0 analysis and redefined the measurement goals of CM.

Through donor funding, CM 1.0 was revised and redeveloped by MAP Academy and a National Advisory Team, resulting in CM 2.0. CM 2.0 was piloted with 17 adult focus groups, 160 youth cognitive interviews, and through a formal pilot with over 800 youth at National 4-H Congress.

CM 2.0

In the spring of 2017, CM 2.0 and CM Protocol were launched to the 4-H System. In addition, the Social Emotional and the Adult Practitioner Professional Development survey tools, which were developed in partnership with 4-H military liaisons and 4-H regional representatives, were hosted in the CM survey library. Lastly, Lesson Study, a professional development peer-to-peer learning tool, was launched to support formative data collection.

The first National Call for Data, utilizing the Universal instrument, was conducted. 19 LGUs participated and 7,500 survey responses were collected. Challenge Cohort - Wave 1 begins to increase evaluation capacity; nine 1862 LGUs participate, collecting 13,400 CM 2.0 survey responses and contributing to an Implementation Study to better understand how CM could be improved. Eight learning modules in an eXtension online course, "4-H Common Measures and 4-H Lesson Study: Making Data Driven Decisions," were developed and released.

In the spring of 2019, Challenge Cohort - Wave 2 began with seven participating 1890 LGUs. Spanish versions of CM instruments were added to the CM library and the Best Practices in Evaluation Pre-Conference was hosted at the annual NAE4-HA Conference.

In the summer of 2020, the Animal Science Instrument was developed and added to the CM Library. A second National Call for Data, utilizing the CM College and Career Readiness instrument, began and will conclude in 2021. Exploration and alignment with the 4-H Thrive Model also continues.
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 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.

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.