

Stronger Economies Together Participants' Guide  
Module Nine: *Measuring for Success*

Handout 2: Measurement Plan Template

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Animal Production

What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<p><i>Your Strategy:</i> Extension office class to producers "Keep beef local"</p> <p><i>The Participants:</i> Ranchers Processors</p>	<p># classes, participants</p> <p>producer types</p>	Ext office producers	class logs	get logs w/in 2 weeks of end of class
<p><i>Attitudes/Knowledge/Skills</i> ▲ - favor Natural Beef Prod stay local ↑ regulatory issues knowl potential profits \$\$\$</p>	<p>current attitudes + practices &amp; reasons for those</p>	producers	ask/survey attitudes before/after class	end of ea class
<p><i>Behavior</i> Keep Beef in area, &amp; ship</p>	<p># cattle produced locally &amp; # shipped out</p>	<p>producers * Dept of Ag * FSA</p>	Request Report	annually
<p><i>Condition</i> → large processing facilities <del>Process - buyers for meat</del></p>	# of facilities	Facility owners	Economic <del>dev</del> dev	1x per yr

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Handout 3: Measurement Plan Example: Web Design Course for Small Business Owners

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What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<p><i>Your Strategy:</i> Web Design Course</p> <p><i>Class Participants:</i> Targeting small business owners</p>	<ul style="list-style-type: none"> <li>Number of classes held, length of classes</li> <li>Number of participants</li> <li>Business status (current business owners, potential entrepreneurs, etc.)</li> </ul>	<p>Instructors</p> <p>Participants</p>	<ul style="list-style-type: none"> <li>Ask instructors to turn in participant logs</li> <li>Ask basic question(s) about business status on registration form</li> </ul>	<p>Ask instructors to turn in logs within two weeks of completing the training</p>
<p><i>Attitudes/Knowledge/Skills</i></p> <p>Participants become more interested in establishing a website for their business</p>	<p>Change in participants' learning/attitudes</p>	<p>Participants</p>	<p>Post survey asking participants to indicate interest in Web presence before the training vs. after</p>	<p>At the end of every training class</p>
<p><i>Behavior</i></p> <p>Participants will launch a website for their business</p>	<p>How many participants launched a website</p>	<p>Participants</p>	<p>Trainers will follow up with participants to check on progress and offer technical assistance (additional strategy)</p>	<p>3 months after training</p> <p>6 months</p> <p>1 year</p>
<p><i>Condition</i></p> <p>Participants that launch a website for their business will see revenue growth</p>	<p>Business revenue growth</p>	<p>Participants</p>	<p>Trainers will survey participants to ask about growth. (Google analytics introduced as part of the training.)</p>	<p>Annually</p>

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RN Shortage

What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<p><b>Your Strategy:</b> Make RN profession in Western Ok a desirable job!</p> <p><b>The Participants:</b> Current health workers, current students, (incl. k-12)</p>	<ul style="list-style-type: none"> <li>- Perception of job</li> <li>- QoL perception</li> </ul>	<ul style="list-style-type: none"> <li>- Local RNs</li> <li>- Potential RNs (students)</li> <li>- Teachers</li> </ul>	<ul style="list-style-type: none"> <li>- surveys</li> </ul>	<ul style="list-style-type: none"> <li>- Annually?</li> </ul>
<p><b>Attitudes/Knowledge/Skills</b></p> <p>Encourage Participation in Training in k-12 Positive Rural Perception</p>	<p>Perception of school programs Career Day Interaction</p>	<p>Current RNs Schools</p>	<p>Talk, Surveys</p>	<p>Two times per year</p>
<p><b>Behavior</b></p> <p>Community Incentives Pathways by Employers</p>	<p>Checklist for employer/communities</p>	<p>Employers (Hosp, Home Health, etc) Chamber City Mgr</p>	<p>Talk / Discussions Surveys</p>	<p>Annually</p>
<p><b>Condition</b></p> <p>Increased RNs in Region</p>	<p>How many now? How many in school? How many in 5 yrs?</p>	<p>Employers - Hosp - Home health</p>	<p>Secondary Data (BLS, BEA) Local surveys</p>	<p>Annually (depending on goal)</p>