

An Ag Educator's Perspective of Collecting Impact Assessment Information. (A04-robinson141101-Oral)

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Abstract:

In the fall of 2001, Oklahoma county extension agriculture educators conducted an in-person survey of wheat producers to determine impact of extension educational programs teaching changes in grazing termination practices. The 28 ag educators that conducted the surveys were asked for their perspective on this impact assessment effort. There were 18 of the county ag educators that responded on what they had found by doing the interviews. The use of a random survey gave ag educators the opportunity to interview both long-time extension users and hard to reach wheat producers. Slightly over half of the county ag educators were surprised by the responses they received from producers. The biggest surprise was realizing producers did not understand as much as the educator expected they would. Over 60% of the county extension ag educators felt this assessment would benefit them in developing future extension programs in wheat production. County ag educators' suggested changes for improving procedures and perspective of the assessment will be presented.

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