



Lessons Learned from Logic Models: Documenting FRM Program Impacts

Financial Security for All Webinar | April 28, 2021



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Agenda for today

- Where have we been?
- What have we learned?
- Moving forward...?



First, we CELEBRATE!



1,657,641

Total number of CONSUMERS REACHED by educators
and trained volunteers 2017 – 2019





46,486

Consumers INCREASED KNOWLEDGE

54,156

Consumers INTENDED TO CHANGE BEHAVIOR

84,800

Consumers CHANGED BEHAVIOR



“

I'm now paying bills on time and setting aside \$25 per month in an emergency fund.

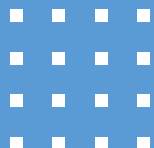
Delaware Consumer





Writing my money down
that I received and spent
made it real to me!

Wisconsin Consumer





This is exactly what I needed...just someone to go to with questions I don't know how to ask anywhere else.

Maryland Consumer





Where have we been?

Financial Capability and Well-Being Data

Aggregation Project

Situation:

If all people are to have the opportunity to experience health and well-being at all stages of life, financial knowledge and skills are critical. Cooperative Extension Family Resource Management (FRM) personnel work with clientele to strengthen financial capability and enhance financial well-being. These efforts are often integrated into Cooperative Extension youth, individual, family, community, and farm programming. Despite its importance, funding and support for FRM programs and positions within Cooperative Extension has steadily declined over the past 20 years.

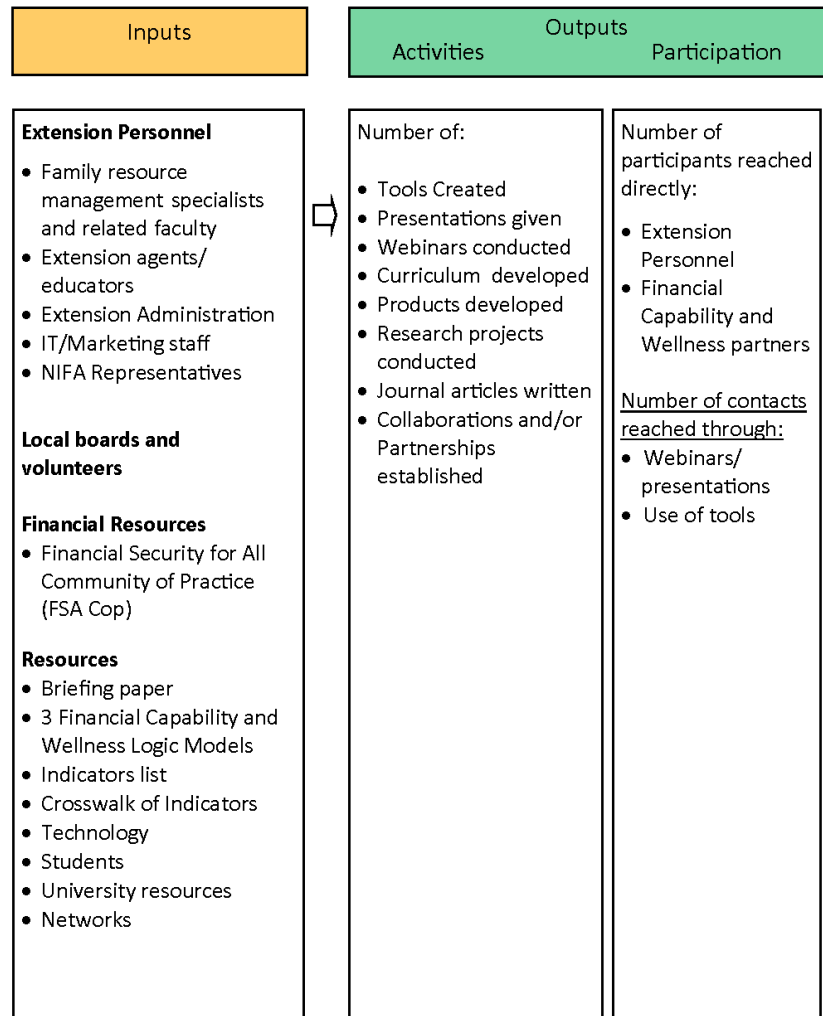
The ultimate goals of the Financial Capability and Well-Being Aggregated Data Project are:

1. to document the relevance and impact of Cooperative Extension FRM content and programming, and
2. for Cooperative Extension to be recognized at the federal level as one of the systems that contributes to the health and financial well-being of Americans. In order to reach project-level outcomes, dedicated resources that support FRM programs as well as the annual collection, aggregation, and reporting to stakeholders of county-, state-, and national-level data are needed.

Outcomes

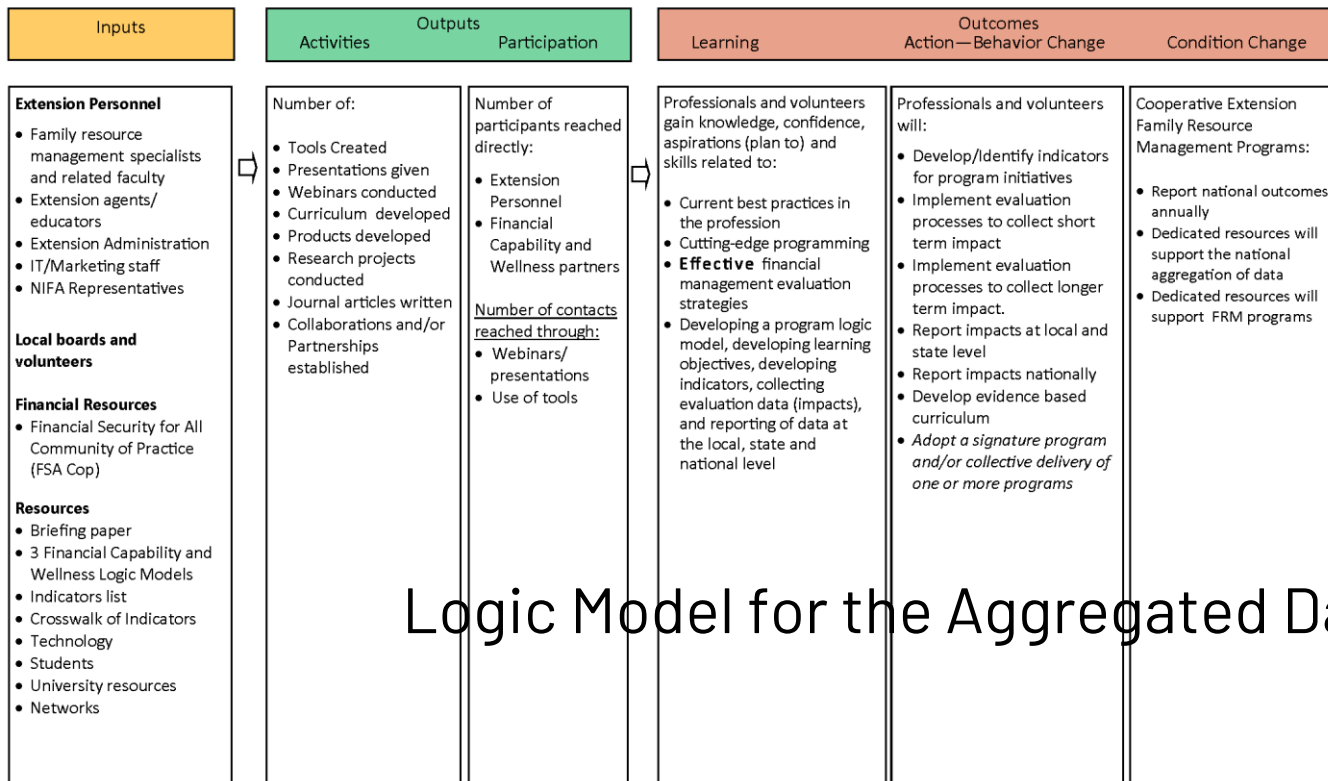
| Learning | Outcomes Action—Behavior Change | Condition Change |
|---|---|---|
| <p>Professionals and volunteers gain knowledge, confidence, aspirations (plan to) and skills related to:</p> <ul style="list-style-type: none"> • Current best practices in the profession • Cutting-edge programming • Effective financial management evaluation strategies • Developing a program logic model, developing learning objectives, developing indicators, collecting evaluation data (impacts), and reporting of data at the local, state and national level | <p>Professionals and volunteers will:</p> <ul style="list-style-type: none"> • Develop/Identify indicators for program initiatives • Implement evaluation processes to collect short term impact • Implement evaluation processes to collect longer term impact. • Report impacts at local and state level • Report impacts nationally • Develop evidence based curriculum • <i>Adopt a signature program and/or collective delivery of one or more programs</i> | <p>Cooperative Extension Family Resource Management Programs:</p> <ul style="list-style-type: none"> • Report national outcomes annually • Dedicated resources will support the national aggregation of data • Dedicated resources will support FRM programs |

Inputs and Outputs



Financial Capability and Wellbeing Aggregated Data Project

Situation: If all people are to have the opportunity to experience health and well-being at all stages of life, financial knowledge and skills are critical. Cooperative Extension Family Resource Management (FRM) personnel work with clientele to strengthen financial capability and enhance financial well-being. These efforts are often integrated into Cooperative Extension youth, individual, family, community, and farm programming. Despite its importance, funding and support for FRM programs and positions within Cooperative Extension has steadily declined over the past 20 years. The ultimate goal of the Financial Capability and Well-Being Aggregated Data Project is: 1) to document the relevance and impact of Cooperative Extension FRM content and programming, and 2) for Cooperative Extension to be recognized at the federal level as one of the systems that contributes to the health and financial well-being of Americans. In order to reach project-level outcomes, dedicated resources that support FRM programs as well as the annual collection, aggregation, and reporting to stakeholders of county-, state-, and national-level data are needed.



Logic Model for the Aggregated Data Project



What have we learned?

2017 - 2019

Lessons learned

- Be inclusive
- Keep it simple and build in complexity
- Set goals
- Understand that personnel capacities in program evaluation differ



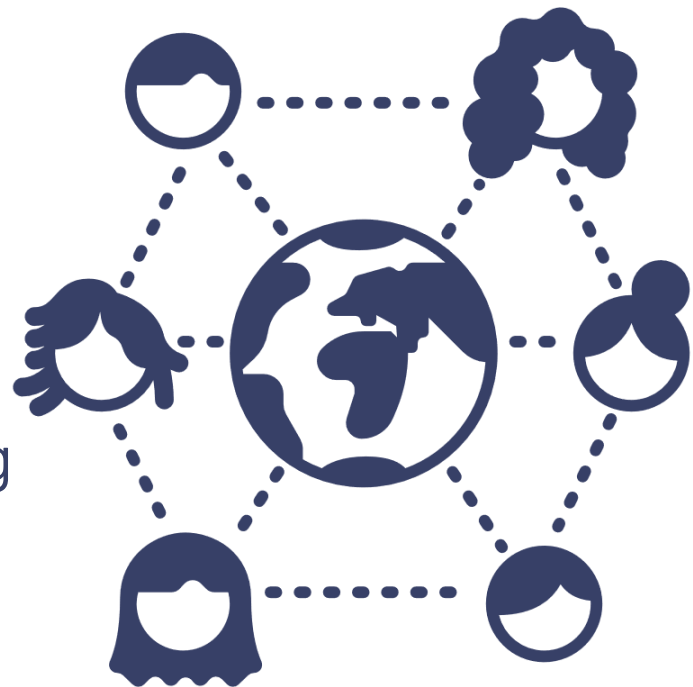
Lessons learned, continued

- Recognize that colleagues may have a limited role in reporting
- Conduct a concept test
- Convene and communicate regularly
- Disseminate and celebrate accomplishments



It takes all of us

We are a network of amazing
professionals

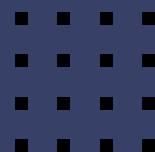


We (Cooperative Extension) will not be recognized as part of the national/global dialogue until we have rigorous evidence documenting our work



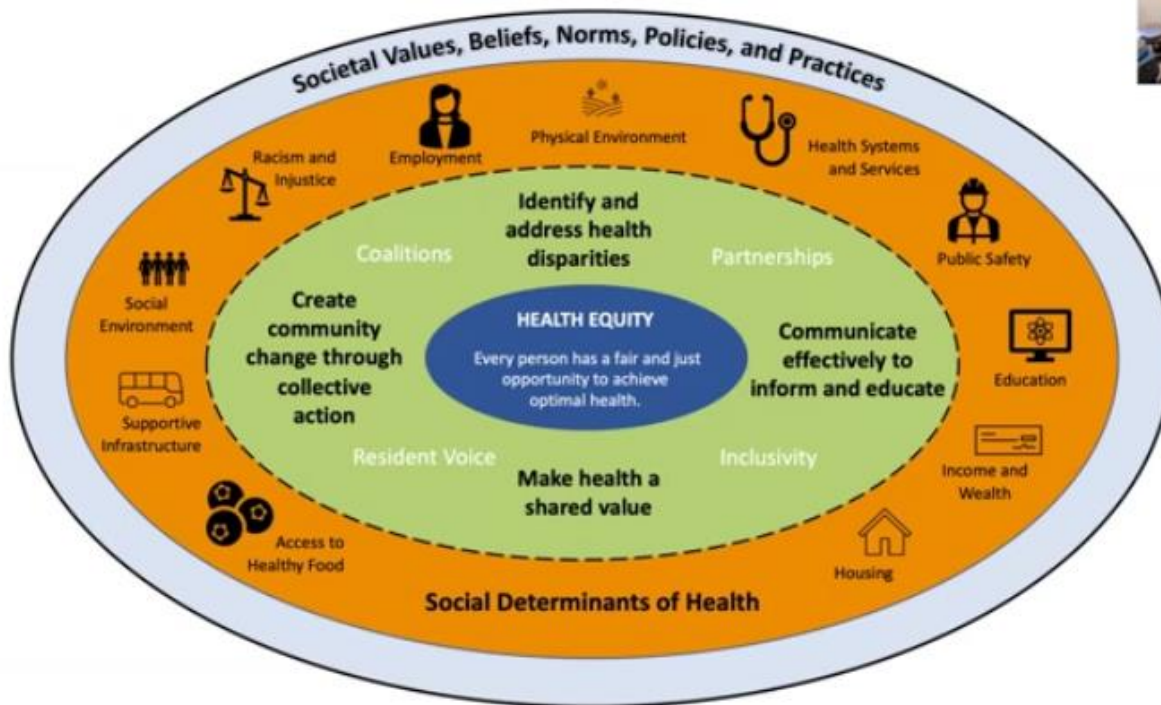
Moving forward...?

2022 and beyond



Changing policies, systems, and environment

- Healthy People 2030
 - Settings and Systems
 - Social Determinants of Health
- <https://health.gov/healthy-people>
- ECOP Health Innovation Task Force (2020-2022)
 - A platform for how to think and work innovatively
 - Updated Framework for Health with future focus



per month
broff et al.,
costs, and
ion,
Disease
health
thier people
insurance and workle

Cooperative Extension's Framework for Health Equity and Well-Being (updated 2021)

Opportunities

- What can I do locally?
 - Integrate FRM into other extension program areas
 - Talk with administrators
 - ask how FRM data can be better captured within reporting system
- What can we do together?
 - Speak and elevate our work and relate it to ECOP national efforts
 - Justify doing programming at the overlap of health of financial well-being

We are at a cross-roads

- Many routes to any destination
- Starting the discussion today
 - Goal to have consensus and move forward early 2022

What is our destination/end goal?

- Maintain the viability of FRM as a program area
- National programming, locally implemented
- Curriculum that meets strict standards as an evidence-based program
- To be recognized at the federal level as one of the systems that contributes to the financial security of Americans



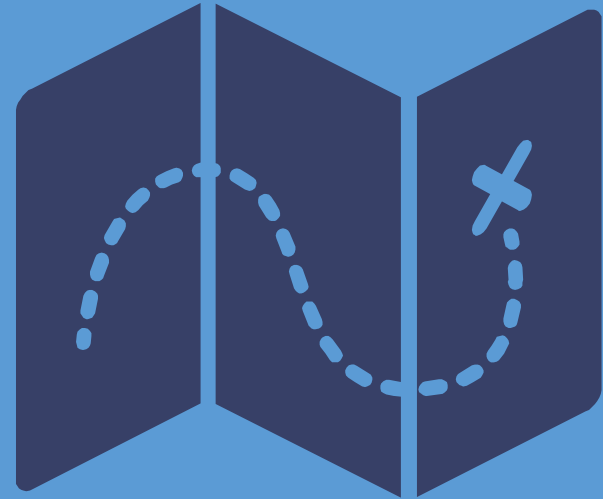
IF destination is use of evidence-based curriculum

- **Everyone uses the same curriculum**
 - **A single choice****OR**
 - **Select from a menu**
- **Establish our own evidence-based curriculum**
 - **Identify from existing curricula****OR**
 - **Develop one**
- **Go it on our own (CES)**
OR
 - **Actively seek national partnership**



Next steps

- Talk with FRM colleagues and others in your state
- Be part of the continuing conversation
- Connect with this team to share your ideas or learn more



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Credits

Special thanks to all the FRM professionals who have already contributed to this initiative!

Special thanks to all the people who made and released these awesome resources for free:

- Presentation template by [SlidesCarnival](#)
- Photographs by [Unsplash](#)