



# Evaluation Unit

**Helping teams understand and improve their processes and outcomes by providing facilitation, planning, and evaluation services.**

Located in Madison, Wisconsin, the Evaluation Unit is a fee-for-service business unit housed within the University of Wisconsin-Madison Division of Extension Natural Resources Institute.

We create opportunities for teams to clearly articulate and improve their programs and better understand their outcomes through rigorous approaches to program development and evaluation.

Through a team of expert evaluators, we provide custom program development and evaluation support to a wide array of partners – ranging from Extension and other UW-Madison groups to community-based organizations and federal agencies. Over the last 5 years we have evaluated over 90 programs and projects providing services valued at over 2.5 million dollars.

## Our Expertise

We specialize in utilization-focused, participatory, and culturally responsive evaluation. We work collaboratively to tailor our services to your specific needs.

### Program Design

- Needs assessments
- Logic models and theory of change
- Program planning

### Evaluation Design

- Evaluation questions and plans
- Method selection and data-collection schedules

### Instrument Development

- Surveys
- Interview and focus-group protocols
- Ripple effect mapping guides

### Data Collection

- Surveys (online and paper)
- Interviews and focus groups
- Observations and site visits

### Data Analysis

- Quantitative, qualitative, and mixed-methods approaches
- Social network analysis

### Data Visualization and Reporting

- User-friendly graphs, tables, and charts
- Executive summaries and detailed reports
- Interactive presentations

### Evaluation Capacity-Building

- Workshops and trainings
- Hands-on technical assistance
- Scholarly publications and research briefs





## Our Process

We follow a structured, collaborative approach to ensure meaningful results and actionable insights:

- 1. Initial Consultation:** We meet with stakeholders to clarify goals, timeline, and resources, and to establish mutual expectations. This meeting can also be used for incorporating our evaluation services and deliverables into grant applications.
- 2. Planning and Design:** We co-develop logic models or theory of change maps, identify evaluation questions, and select appropriate methods.
- 3. Instrument Development:** We draft, test, and finalize data-collection tools—surveys, interview guides, focus-group protocols—ensuring cultural relevance and technical rigor.
- 4. Data Collection:** Our team implements mixed-method data-gathering strategies, coordinating schedules, recruiting participants, and maintaining data quality.
- 5. Analysis and Interpretation:** We apply statistical and thematic analysis techniques, interpreting findings in light of program objectives and stakeholder needs.
- 6. Reporting and Dissemination:** We deliver clear, visually engaging reports and presentations, highlighting key outcomes, lessons learned, and recommendations.
- 7. Capacity-Building and Follow-Up:** We provide training workshops, one-on-one coaching, and ongoing technical assistance to strengthen internal evaluation capacity and support continuous improvement.

## Let's Connect

Putting in a grant application? Need some help evaluating your program? Get in touch with us! As a unit of UW–Madison Extension, we offer an internal hourly rate for collaborations with other University of Wisconsin units, alongside competitive rates for external clients.

For more information or to discuss your project, please contact the Evaluation Unit Lead **Samuel Pratsch** at [samuel.pratsch@wisc.edu](mailto:samuel.pratsch@wisc.edu).

Learn more at [naturalresources.extension.wisc.edu/evaluation](http://naturalresources.extension.wisc.edu/evaluation).



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