



A Graphic Experience: Dairy Beef Quality

EXTENSION EDUCATOR: Craig Williams, Tioga County

PROGRAM

This workshop was to introduce dairymen to the meat quality issues that come from injection site lesions. Dairymen learned how these lesions affect the value of meat cuts and where the injections should be administered in different areas of the animal.

PROGRAM OBJECTIVES

Dairymen will understand how the injection sites that they use presently, affect meat quality and what the best injection sites are. Dairymen will change their injection practices to minimize injection site lesions and move some injections to the areas of lesser value meat cuts.

EVALUATION STRATEGY

The evaluation presented an interesting opportunity for a different type of evaluation that the dairymen might find more enjoyable and thus, be more cooperative than in a survey. The county educator designed an *experiential evaluation*, a hands-on exercise that caused the participant to think reflectively and in an applied way about the principles being taught in the class. But the hands-on experience also elicited before-after data without the dairymen feeling that the experience was an evaluation, test, or survey.

The idea for this evaluation came from another experiential evaluation that used a graphic in the PA Example entitled "Human Relationships That Harm."

DATA COLLECTION METHOD: Experiential Evaluation

MANAGEMENT
PRACTICE:
PREPROGRAM

The educator presented a graphic illustrating a cow. The directions asked the dairymen to circle the area(s) in which they had given injections and to estimate the percentage of the time that the injections were given in each area.



MANAGEMENT
PRACTICE:
POST
PROGRAM



Following the program the educator presented another graphic illustrating a cow. The directions asked dairymen to circle the areas in which they plan to give injections in future and to estimate the percentage of time the injections would be given in each area.

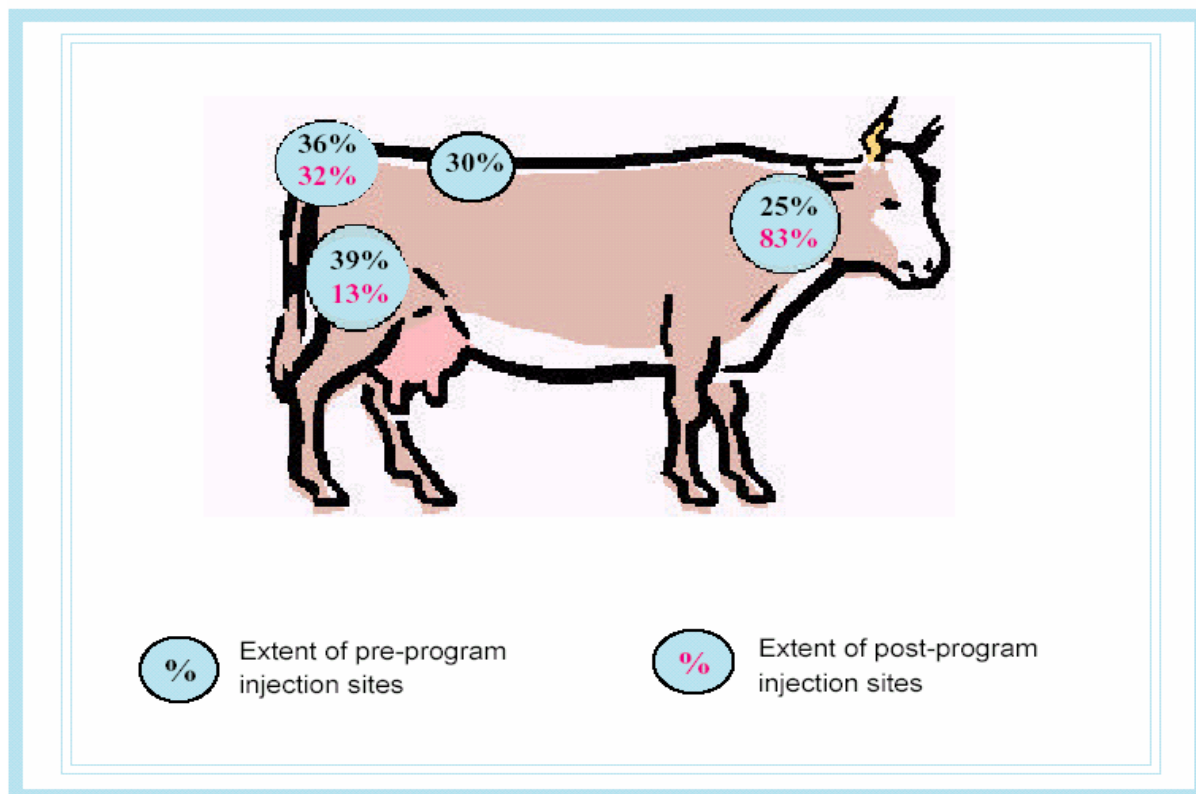
Benefits: This evaluation had many benefits. It was:

- INEXPENSIVE
- EDUCATIONAL
- HANDS-ON
- EASY FOR THE RESPONDENT TO DO
- INTEGRATED WITH SURVEY QUESTIONS
- EASY TO TABULATE

Barriers: This evaluation had some barriers.

- PERCENTAGE MAY BE DIFFICULT FOR SOME PARTICIPANTS TO CALCULATE
- GROUPING THE RESPONSES MAY BE DIFFICULT IF THE DAIRYMEN CHOOSE VASTLY DIFFERENT AREAS

RESULTS



USE OF THE DATA

In designing this evaluation, the county educator provided himself with hard data using before and after measures. The data lead to three principal uses:

- The county educator measured accomplishments. The county educator measured current practices and the likelihood of the dairymen to follow the recommendations in the workshop.
- The county educator used the data to garner insight into how some dairymen thought about change. The county educator was able to see that the dairymen could ID the proper sites but they could not agree to use the proper sites due to other reasons. The evaluation revealed an interesting fact. Some dairymen understand what to change, but are not willing to change their practices.
- The county educator also used the data with stakeholders (his advisory committee and county commissioners), in a county annual report, and in press releases for other meeting advertisements.

APPLICATION OF THE EVALUATION TO OTHER PROGRAMS

This evaluation focused on positive and negative management practices in the management of beef quality. The graphic might also be a

RESTAURANT KITCHEN

or

HOME KITCHEN

in which participants could circle where they currently and later, after the program, plan to store certain foods or household chemicals. This type of evaluation could also be applied to management practices related to

PESTICIDE STORAGE

CALF AND HEIFER HOUSING

CHILD CARE FACILITIES

or

PRUNING PRACTICES.

OTHER PA EXAMPLES OF EXPERIENTIAL EVALUATION

See PA Example #2 [Human Relationships That Harm](#) and PA Example #10 [From The Woods](#).

This Web site is copyrighted by The Pennsylvania State University. The information may be used for educational purposes but not sold for profit.