



## Food and Craft for Profit Evaluation

### COUNTY EDUCATORS

Nancy Grotevant, Pike County, NE Region  
Dawn Olson, Monroe County, NE Region

### PROGRAM

When someone gets the idea to start a business in their home, it seems like the perfect idea. It looks like a way to use talents and hobbies more fully while helping financially. However, before they open their doors, potential home business owners need to do a little more homework to see if their idea is feasible. Besides Dawn Olson and Nancy Grotevant, other NE agents contributed to the program as speakers: Dwane Miller, Monroe County; Peter Wulfhorst, Pike County and Debra Bryant, Wayne County.

### PROGRAM OBJECTIVES

- Participants will learn (and receive examples of) business plans, marketing strategies, zoning and legal issues, feasibility criteria and how to determine selling price for products.
- Participants who plan to be in business will use four practices to increase profit within (timeframe).

### EVALUATION STRATEGY

Agents distributed the booklet type survey to all participants in the one-day seminar. The target audience was comprised of people interested in starting a business or new to having a home based business. Distributed at the end of the workshop, the evaluation garnered data on initial impact and on the need for other educational information in future. A follow up evaluation is planned. Information from the initial evaluation was used in two ways.

- 1 The findings were distributed to stakeholders: to the public through Extension's Annual Report and with the Extension Board and County Commissioners.
- 2 The findings were used to improve the program in a timely way. In April of this year, a third workshop was conducted, integrating speakers and topics generated from the evaluation.

### DATA COLLECTION METHOD: END OF PROGRAM SURVEY

REACTION  
QUESTION

- 1 Please give an overall rating of the entire workshop.  
(circle answer, 1 being not very helpful, 10 being very Helpful)

NOT  
VERY  
HELPFUL      1      2      3      4      5      6      7      8      9      10      VERY  
HELPFUL

INTENTION AND PREVIOUS BEHAVIOR QUESTION

2 As a result of attending this seminar, what practices do you plan to implement?

Practice				
Start a business	Already did before program	Plan to do in 6 months	Probably will not do	Don't know
Conduct feasibility studies	Already did before program	Plan to do in 6 months	Probably will not do	Don't know
Explore zoning regulations	Already did before program	Plan to do in 6 months	Probably will not do	Don't know
Determine a method for pricing your product.	Already did before program	Plan to do in 6 months	Probably will not do	Don't know

QUESTION ON KNOWLEDGE, ATTITUDE, OR SKILL

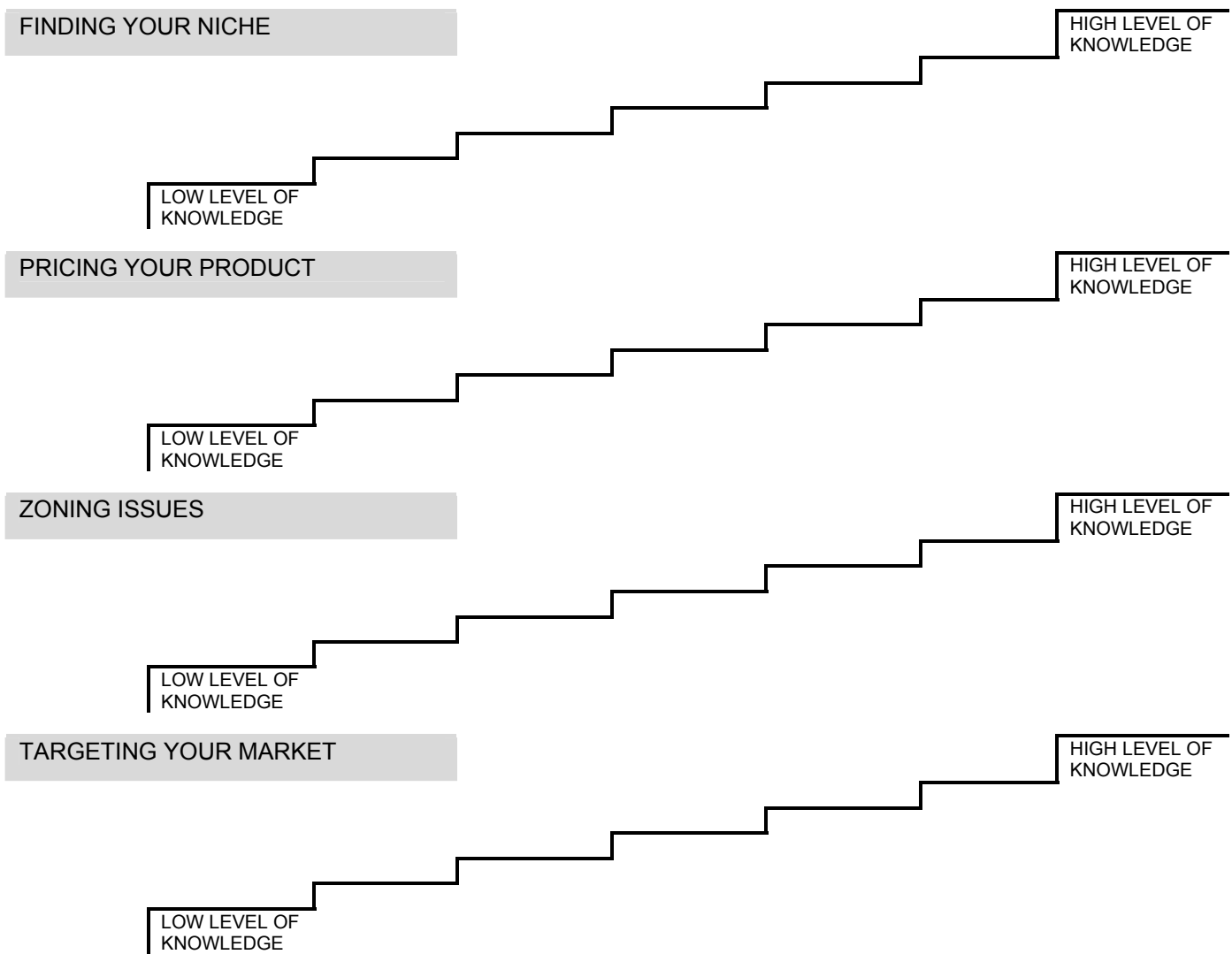
3 List two additional things you learned as a result of this seminar.

1 \_\_\_\_\_

2 \_\_\_\_\_

KNOWLEDGE QUESTION

4 Please think back to your knowledge before this seminar and what it is now at the end of the seminar. For each topic listed below, place a **B** at the point where your knowledge was at *before* the seminar and an **N** for where your knowledge is now, *after* the seminar.



REGULATIONS

LOW LEVEL OF KNOWLEDGE

HIGH LEVEL OF KNOWLEDGE

RECORD KEEPING/TAXES

LOW LEVEL OF KNOWLEDGE

HIGH LEVEL OF KNOWLEDGE

STARTING & OPERATING A HOME BUSINESS

LOW LEVEL OF KNOWLEDGE

HIGH LEVEL OF KNOWLEDGE

TARGET AUDIENCE PROFILE QUESTIONS

5 Please circle the county in which you reside. [circle number]

- 1 LACKAWANNA
- 2 MONROE
- 3 PIKE
- 4 WAYNE
- 5 OTHER

TARGET AUDIENCE PROFILE QUESTIONS

6 Please circle your reason for attending this seminar.

- 1 Presently involved with a food/craft related business. If so, please specify your product and years in operation.

PRODUCT \_\_\_\_\_

YEARS \_\_\_\_\_

- 2 Considering starting a food/craft related business. If so, please specify your product.

PRODUCT \_\_\_\_\_

- 3 Other (please describe)

\_\_\_\_\_

NEEDS  
ASSESSMENT  
QUESTION

- 7 What additional topics would you be interested in receiving more information on: [circle all that apply]
- 1 SETTING UP A WEB SITE
  - 2 PACKAGING YOUR PRODUCT
  - 3 DIRECT MARKETING
  - 4 LEGAL ISSUES
  - 5 FORMS OF BUSINESS OWNERSHIP
  - 6 SELLING BY CONSIGNMENT
  - 7 DISPLAYING YOUR PRODUCT
  - 8 ADVERTISING / PROMOTION
  - 9 BUSINESS PLANS

NEEDS  
ASSESSMENT  
OR MARKETING  
QUESTION

- 8 How would you like to receive this information?
- 1 NEWSLETTER
  - 2 VIDEO
  - 3 FULL DAY SEMINAR
  - 4 HOME STUDY PROGRAM
  - 5 INDIVIDUAL ASSISTANCE
  - 6 1/2 DAY SEMINAR

NEEDS  
ASSESSMENT  
QUESTION

- 9 If you'd like to attend another seminar, please circle the day and times you prefer. [circle all that apply]
- |             |             |
|-------------|-------------|
| 1 MONDAY    | 1 MORNING   |
| 2 TUESDAY   | 2 AFTERNOON |
| 3 WEDNESDAY | 3 EVENING   |
| 4 THURSDAY  |             |
| 5 FRIDAY    |             |
| 6 SATURDAY  |             |

MARKETING  
QUESTION

- 10 How did you find out about this workshop? [circle all that apply]
- 1 BROCHURE
  - 2 EXTENSION NEWSLETTER
  - 3 FRIEND
  - 4 NEWSPAPER
  - 5 RADIO
  - 6 OTHER

- 11 Additional comments:

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**For further information about the evaluation, please contact Nancy Grotevant ([neg2@psu.edu](mailto:neg2@psu.edu)) or Dawn Olson ([dmo1@psu.edu](mailto:dmo1@psu.edu)). This Web site is copyrighted by the Pennsylvania State University. The information may be used for educational purposes but not sold for profit.**