

Example of Model Use in Research and Extension Programming

The Gene Marker Case --
Planning the Program

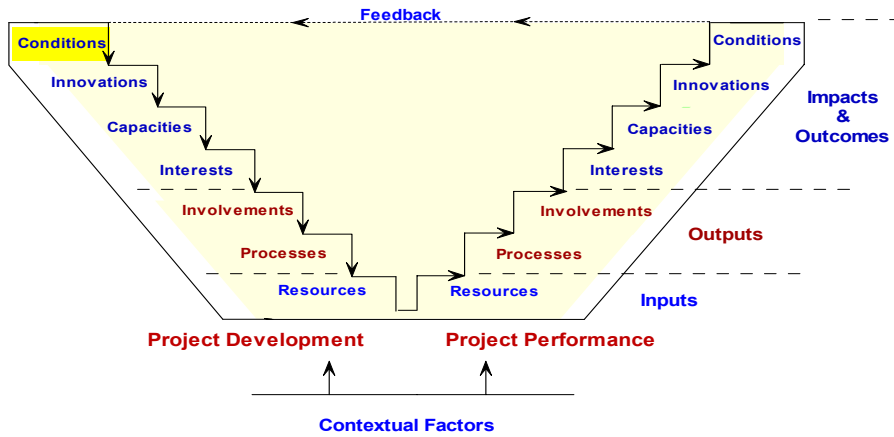
Hierarchy Analysis of Gene Marker* Planning and Evaluation

I. *Objectives* for
Research and Extension

***GeneSTAR Test for
Thyroglobulin DNA**

Figure 7.

Hierarchal Model for Planning and Evaluation



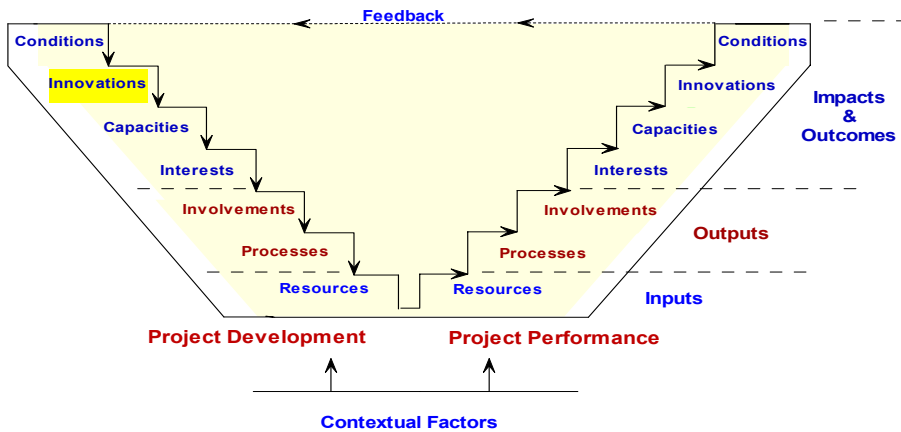
Source:
Planning and Evaluating Collaborative Research and Extension (2002)
by Claude Bennett, Shaun Coffey, Bronwen McDonald, and Brian McNeal

Conditions -- seek improvements in:

- marbling of beef meat
- genetically-based weight gains
- consumer acceptance and profits
- environmental situation

Figure 7.

Hierarchal Model for Planning and Evaluation



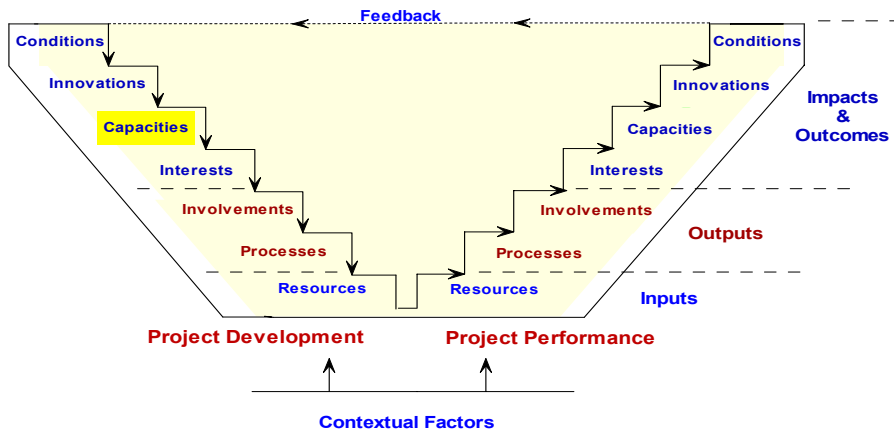
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Innovations -- seek improved technologies and practices:

- develop and test gene marker *technology* and *practices*
- refine and obtain adoption of gene marker *technology* and *practices*

Figure 7.

Hierarchal Model for Planning and Evaluation



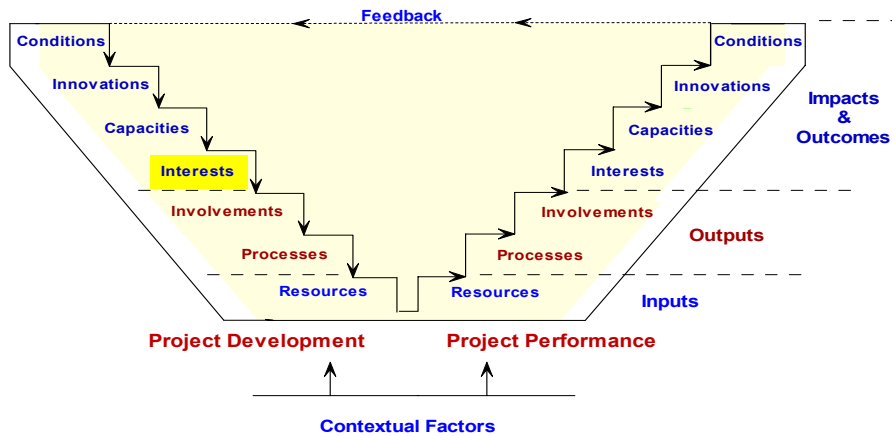
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Capacities (KASAs) -- learn and, in turn, help producers learn about:

- genetic propensity to marble (*K*)
- *fast/easy use of marker kit in operations* (*A*)
- *effective use of marker kit* (*S*)
- *profitability of using marker kit* (*A*)

Figure 7.

Hierarchal Model for Planning and Evaluation



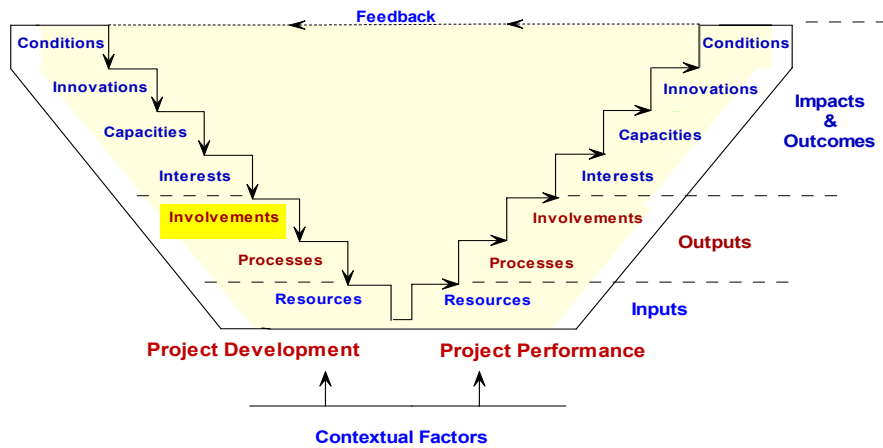
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Interests -- select characteristics of:

- cooperators for research, who introduce advanced technologies
- audiences for extension, who adopt technologies early, and other producers

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Hierarchal Model for Planning and Evaluation



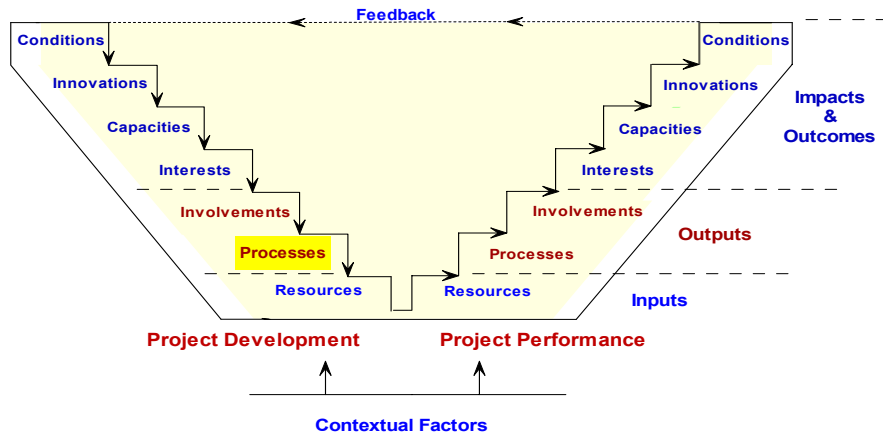
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Involvements -- identify for project areas:

- research-cooperators
- firm to build/sell marker kits
- extension cooperators
- other audience(s) of beef producers

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Hierarchal Model for Planning and Evaluation



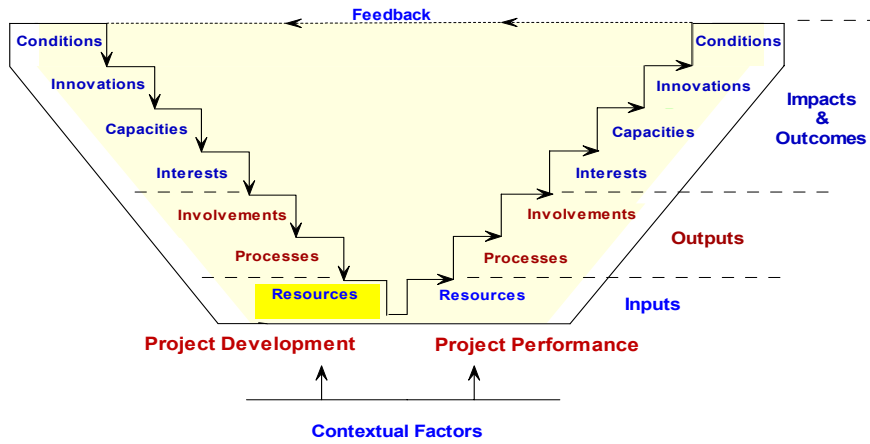
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Processes -- plan research and extension activities to:

- collect DNA and marbling data
- identify best DNA marker
- assess marker system in the field
- inform and educate producers in system use

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Resources -- budget inputs to:

- develop, test, and refine
- commercialize marker kit and services
- transfer information and educate
- monitor and evaluate

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The Gene Marker Case --
Evaluating the Program

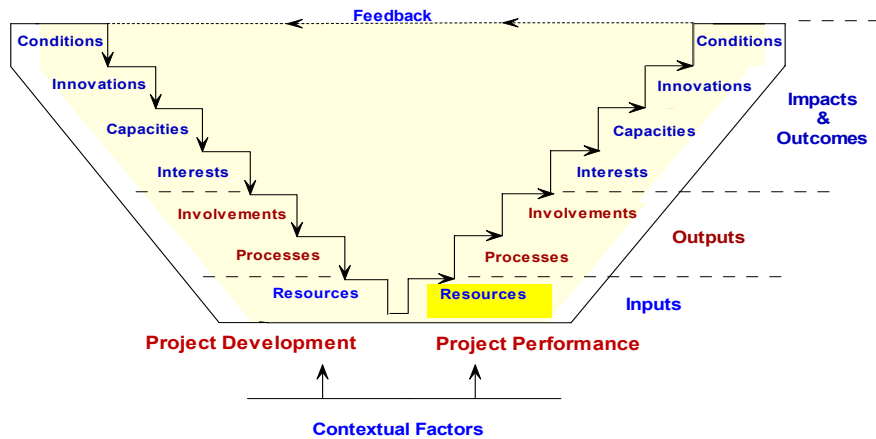
Hierarchy Analysis of Gene Marker* Planning and Evaluation

II. *Evaluation of Research
and Extension Performance*

***GeneSTAR Test for
Thyroglobulin DNA**

Figure 7.

Hierarchal Model for Planning and Evaluation



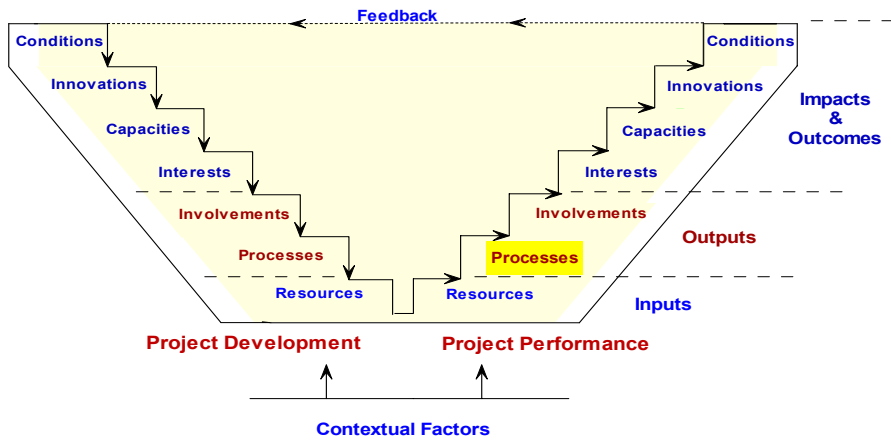
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Resources -- how adequate were they to:

- support research and extension processes?
- involve producer-cooperators and producer-audience(s)?
- implement monitoring and evaluation?

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Hierarchal Model for Planning and Evaluation



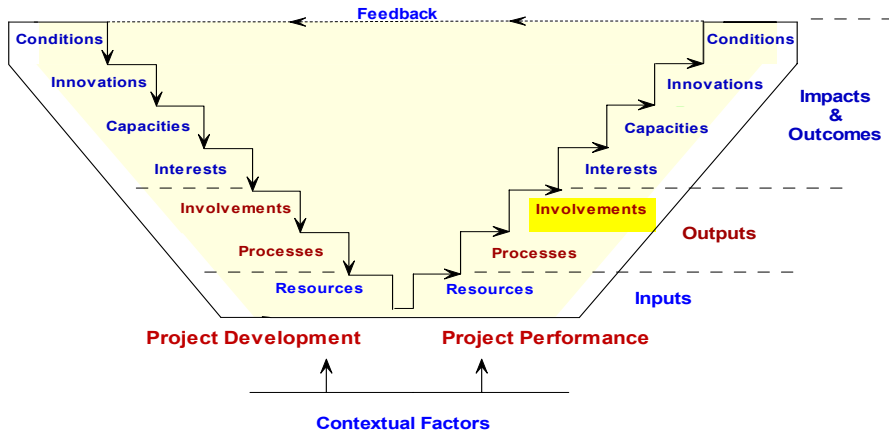
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Processes -- how effectively did they:

- identify the best gene marker?
- recruit marker kit manufacturer(s)?
- field assess the gene marker system?
- promote adoption of marker system?

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Hierarchal Model for Planning and Evaluation



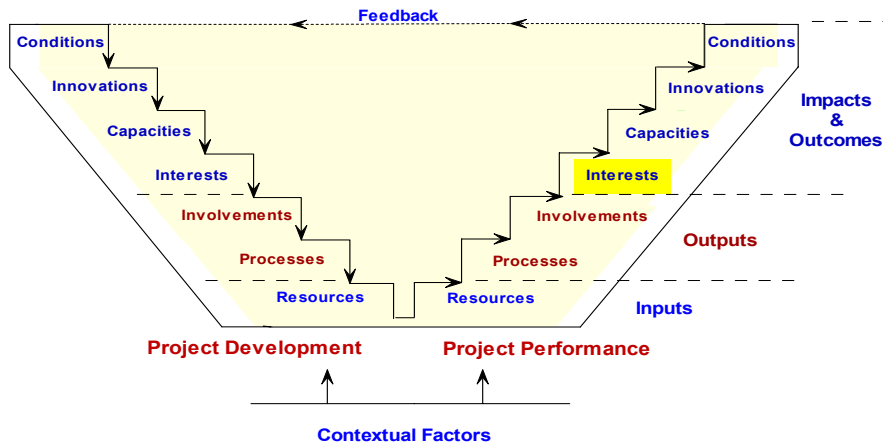
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Involvements -- how adequate was participation of:

- research cooperators -- producers, extensionists, and firms?
- extension and audiences -- early-adopters and other producers?

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Hierarchal Model for Planning and Evaluation



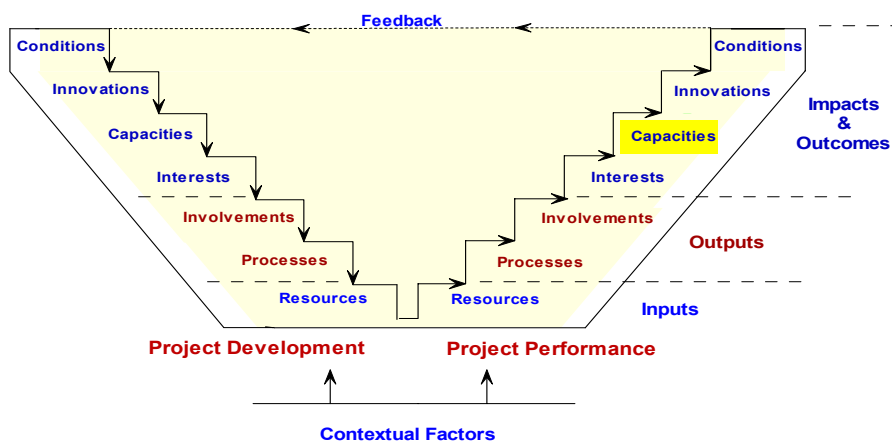
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Interests -- how positive were reactions by:

- research cooperators, regarding development of the marker system?
- producer audience(s), regarding extension activities promoting the marker system?

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Hierarchal Model for Planning and Evaluation



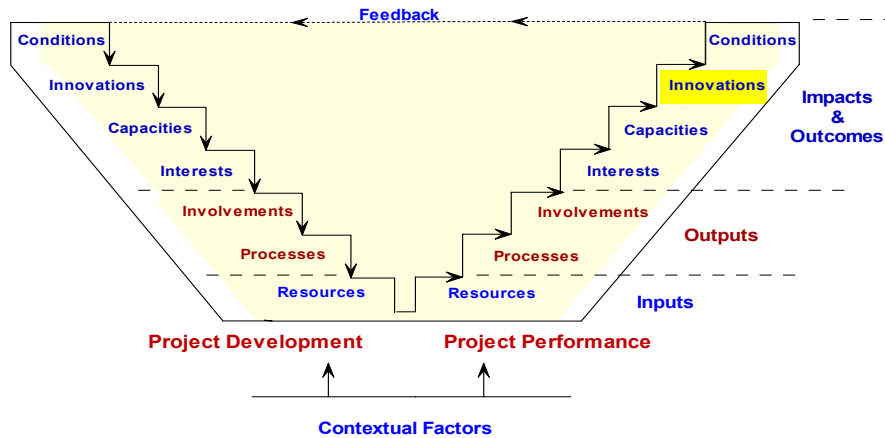
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Capacities (KASAs) -- how much did project staff learn and, in turn, audiences learn about:

- identifying the best gene marker? (*K*)
- *fast/easy/effective* ways to use marker kits in herd operations? (*A & S*)
- *advantages* of marker kit use? (*A*)

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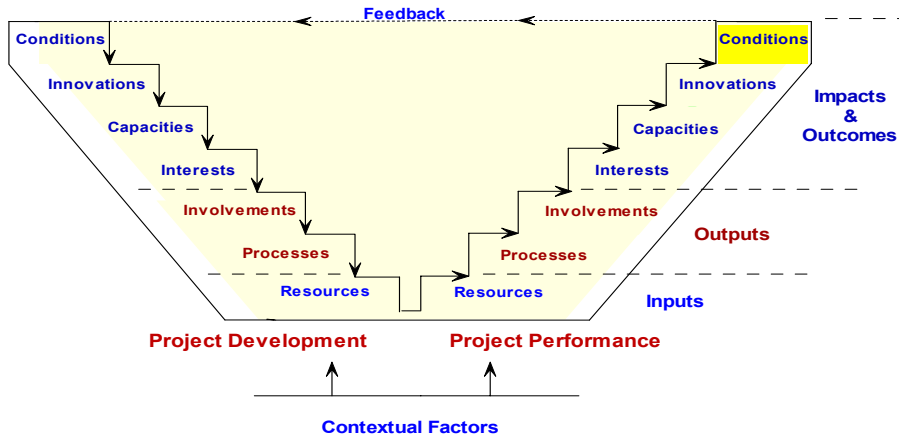
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Innovations -- is the marker kit system:

- effective and widely availability?
- easy to use?
- selling rapidly enough?
- adopted for a significant portion cattle herds?

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Conditions -- are there sufficient improvements in:

- beef meat marbling?
- genetically-based weight gains?
- profits due to increased consumer acceptance of beef meat?
- environmental situation?