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Gathering Evaluation Data on Fact Sheet Publications

Erin L. Yelland

Kansas State University, erinyelland@ksu.edu

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Erin L. Yelland

Kansas State University

Evaluation is a critical aspect of understanding and communicating the efficacy of Extension outreach endeavors, yet the knowledge, attitude, or behavior change triggered by a printed publication can be difficult to capture as in-person assessments may not be possible. This is particularly true for fact sheet publications, which are often used as grab-and-go pieces of reliable educational information. By printing a QR code – an electronically readable code of black and white squares – on a publication, readers can be directly linked via a variety of free smartphone applications to an online survey platform where evaluation data can be collected. In order to encourage participation, a brief explanation of the survey, the value of a response, and instructions on scanning the QR code can be provided. To facilitate a follow-up assessment, requesting participants' consent, contact information, and preferred mode of contact for future communication within the online survey can be effective.

Erin Yelland is an Assistant Professor and Extension Specialist in Adult Development and Aging at Kansas State University. Direct correspondence to Erin L. Yelland at erinyelland@ksu.edu.