



Baseline Data for your Program?

Because a POW team has a statewide perspective, the team can develop a statewide sampling plan to collect baseline data and get buy-in from some educators for a year, rather than have every county educator collect data where the program is conducted. Sampling can reduce the burden on county educators and program participants statewide and provide a representative profile of the target audience statewide.

How a team should sample the target audience in a program depends on *the design* of the program and *how the program is delivered*. For information on this important subject, please go to the following Journal of Extension article:

Kiernan, N. E. (2006.) Baseline Data for Your Program. Journal of Extension 44(3)

Available at <http://www.joe.org/joe/2006june/tt6.php>. Current as of 3/13/2009.

Other related resources about sampling within Extension on the Penn State Program Evaluation Web Site <http://www.extension.psu.edu/evaluation/titles.html>

[Tipsheet #49: County Mailing List: Appropriate?](#)

[Tipsheet #57: Random Samples: How and Why.](#)

[Tipsheet #58: Sampling a Diverse Audience.](#)

[Tipsheet #60: How to Determine Sample Size](#)

[Tipsheet #68: How do I Evaluate Impact when the Audience is not Consistent?](#)

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The reference citation for this Tipsheet is: Kiernan, Nancy Ellen (2006). Baseline Data for Your Program? Tipsheet #75, University Park, PA: Penn State Cooperative Extension.
Available at: <http://www.extension.psu.edu/evaluation/pdf/TS75.pdf>

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