



# A “Radiant” Way to Capture Program Impacts

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WASHINGTON STATE UNIVERSITY  
 EXTENSION

NDSU  
Extension Service  
North Dakota State University

University of Idaho  
Extension

# Ripple Effects Mapping for Evaluation

To better understand the  
**ripple effects** and **relationships**  
of the Extension program on  
individuals, groups,  
communities, and regions.

# Ripple Effects Mapping for Evaluation

To better determine the  
**public value of Extension**, to  
share with funders, partners,  
and decision makers.

# Ripple Effects Mapping

- Combination of many mind-mapping processes
- Purpose – to better understand ripple effects and relationships of the program on individuals, groups, communities and regions.
- Completed post-program

# Why this tool?

- Total impact of program difficult to conceptualize and measure with other evaluation methods
- Simple evaluation tool
- Short, medium, long term outcomes
- Activities are connected to a larger purpose

# Participant benefits

- More positive and hopeful when they see all they have done
- Opportunity for reflection and growth
- Realize their value to the community or organization
- ***Fun, engaging and visual!***

# Program benefits

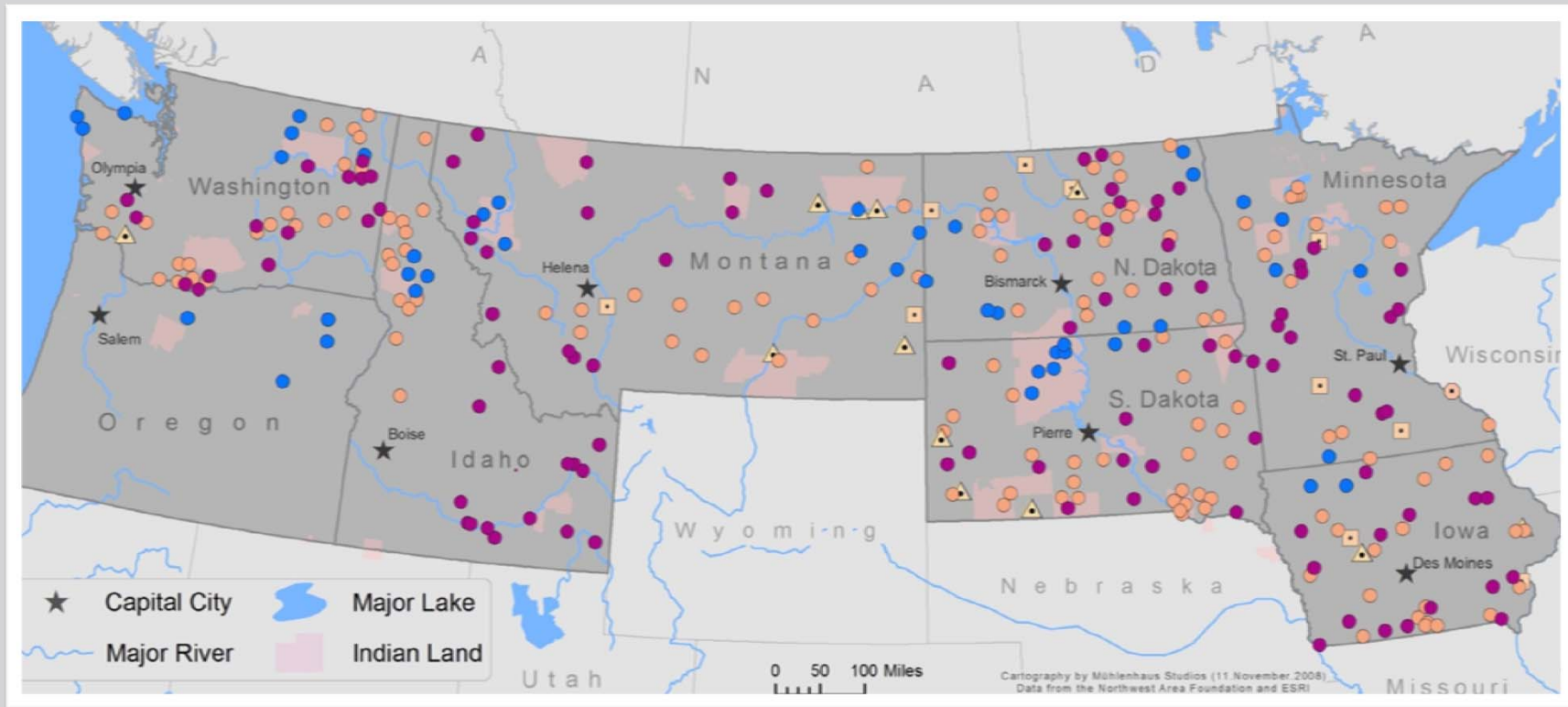
- Make decisions on what is still needed
- Further program development
  - Identifies gaps
  - Demonstrates success
- Shows public value of the program

# The Steps

1. Appreciative Inquiry conversations
2. Group mapping on the wall
3. Mapping in the software
4. Coding
5. Analyzing



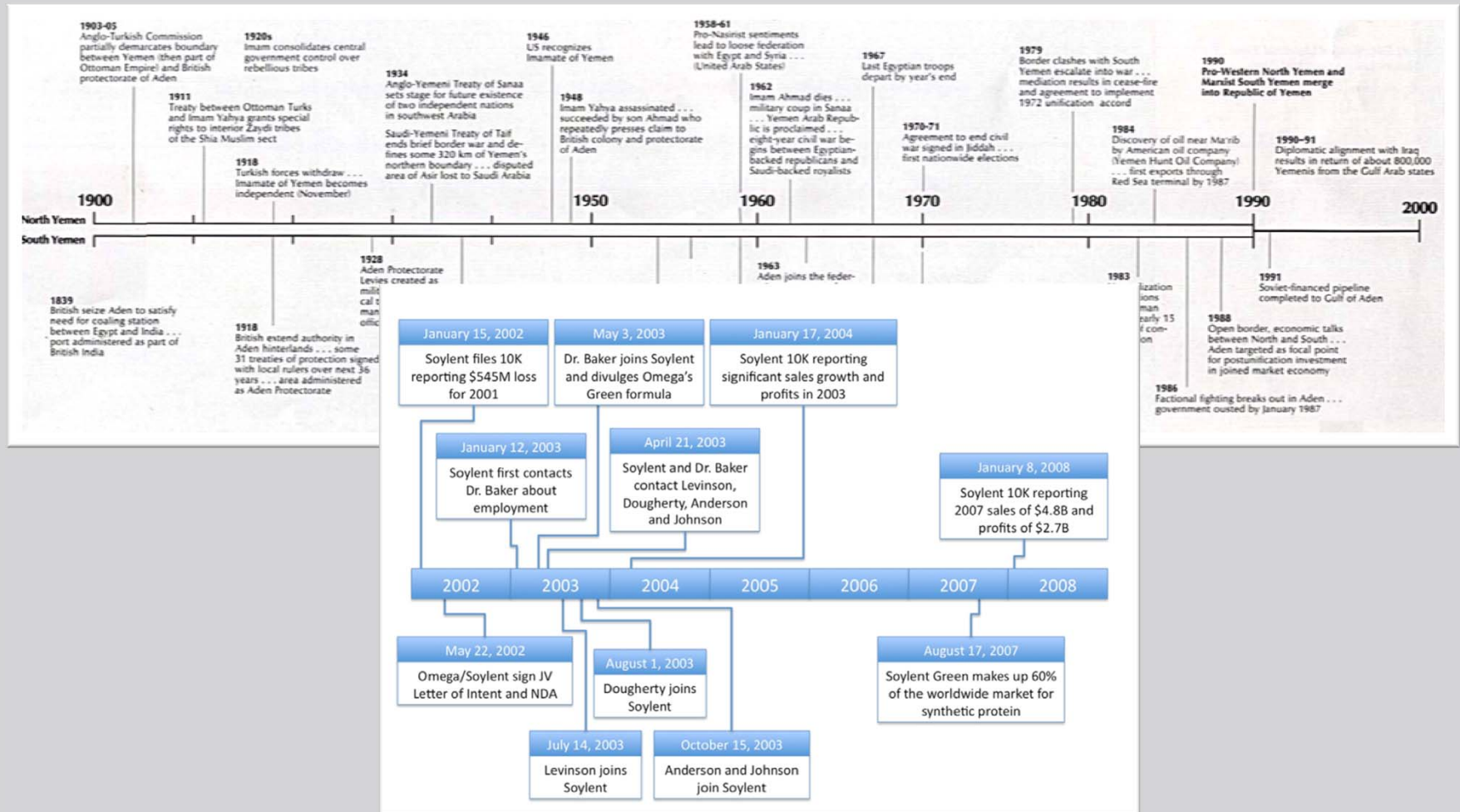
# Did the Horizons program do any good?



# Complex Community Program



# Timelines – don't work



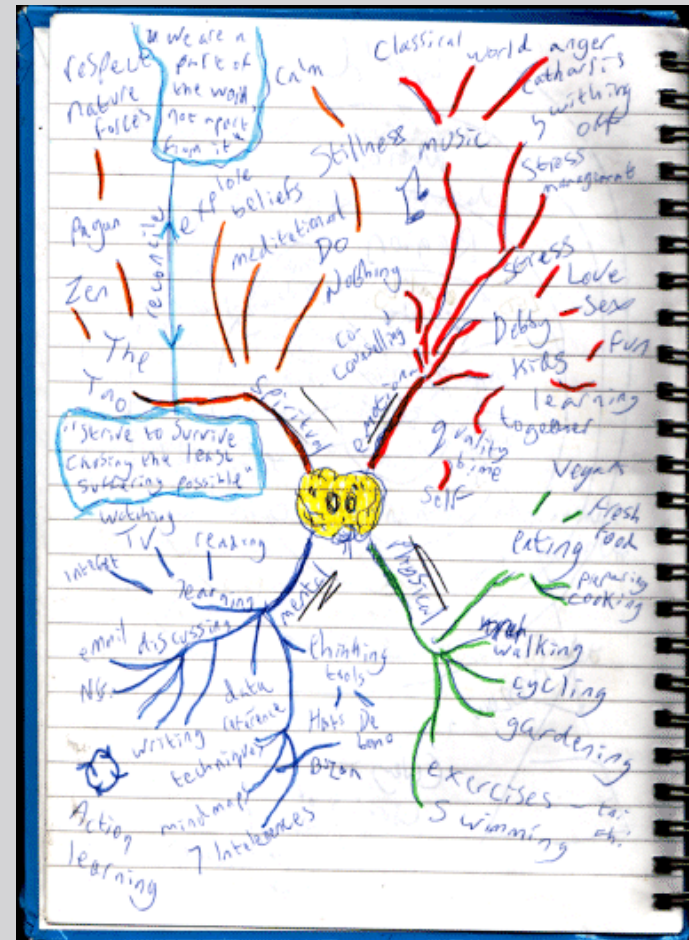
# Mind Mapping

## Pictorial method

- Note taking
- Brainstorming
- Organizing
- Problem solving

And now...

- Evaluation



# Types of “Mindmaps”

- Outcome mapping (OM)
- Concept mapping
- Participatory Impact Pathways Analysis (PIPA)
- Ripple Effects Mapping (REM)

**Why is it unique?**

**It's done at the  
END of the program**

# Community Capitals Framework

Understand the *interconnectedness* of resources.

## Capital:

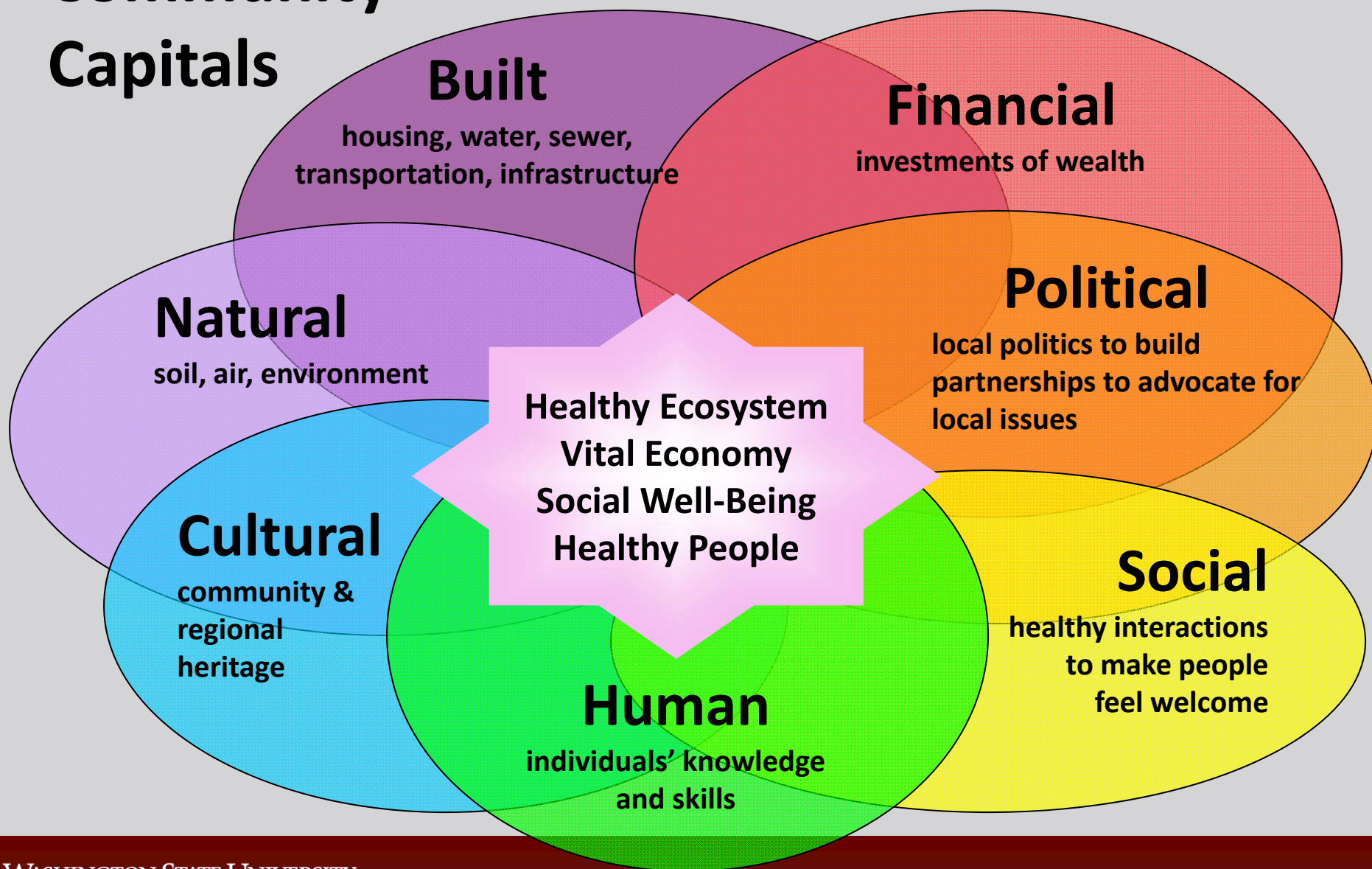
***existing*** resources invested to create ***new*** resources over a long period of time

# Why focus on the Capitals?

- Importance of place
- Interdependency and interaction
- Balance
- Ripple effect



# Community Capitals



# Why Appreciative Inquiry?

- **To Appreciate** is the art of recognizing the best in people and their past and present strengths, successes, and potentials.
- **Inquiry** is asking positive questions.

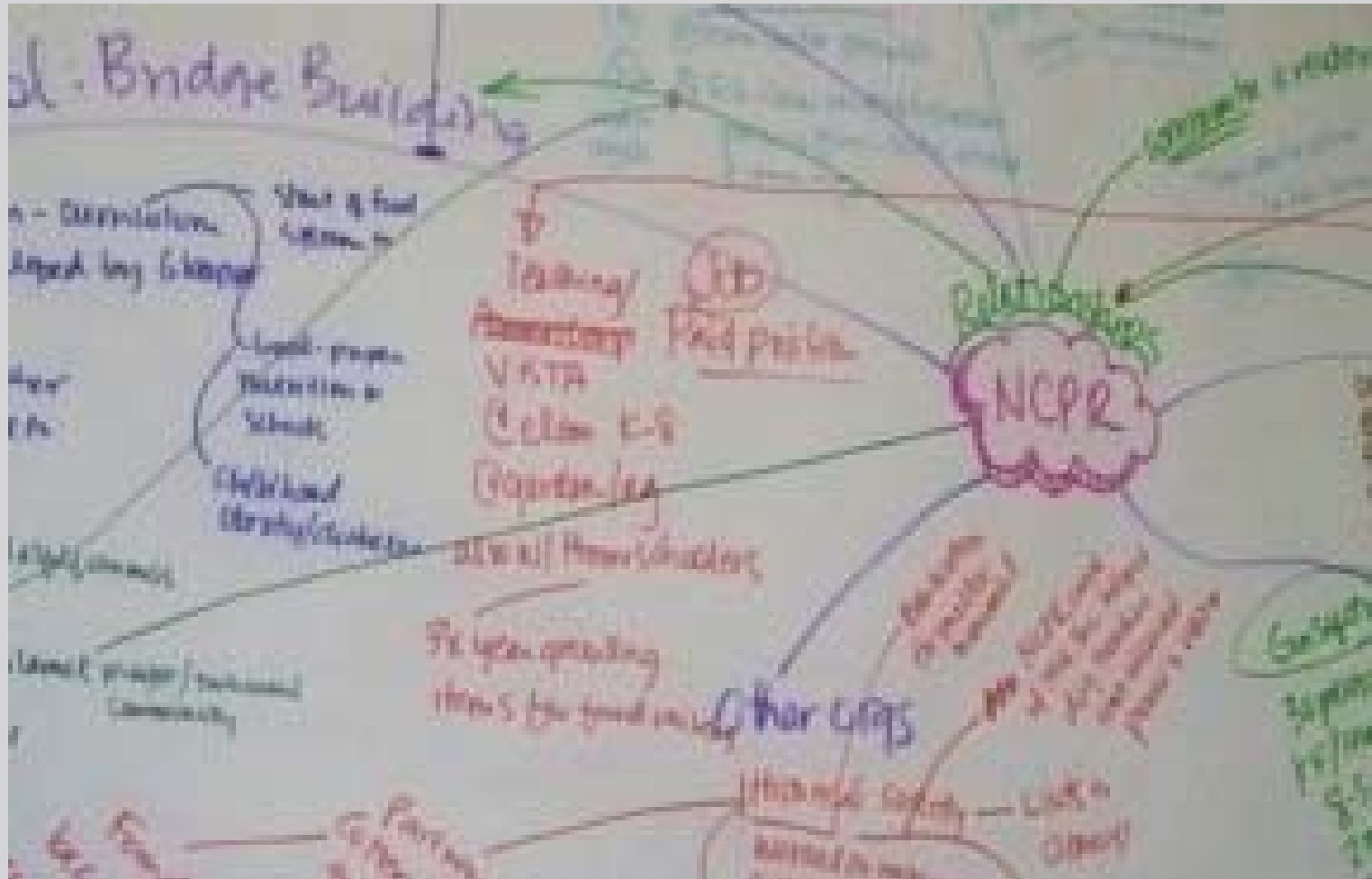
# Ai Interview Questions

- “Tell me a story about how you have used the information in the program”
- “Is there anything you are especially proud of you’d like to share (cost savings, new ways to work, etc.)”
- “Is there any specific achievements or a successes?”
- “Have you shared what you’ve learned with anyone?”
- “What new resources or opportunities do you have?”
- “How has your attitude or behavior changed?”

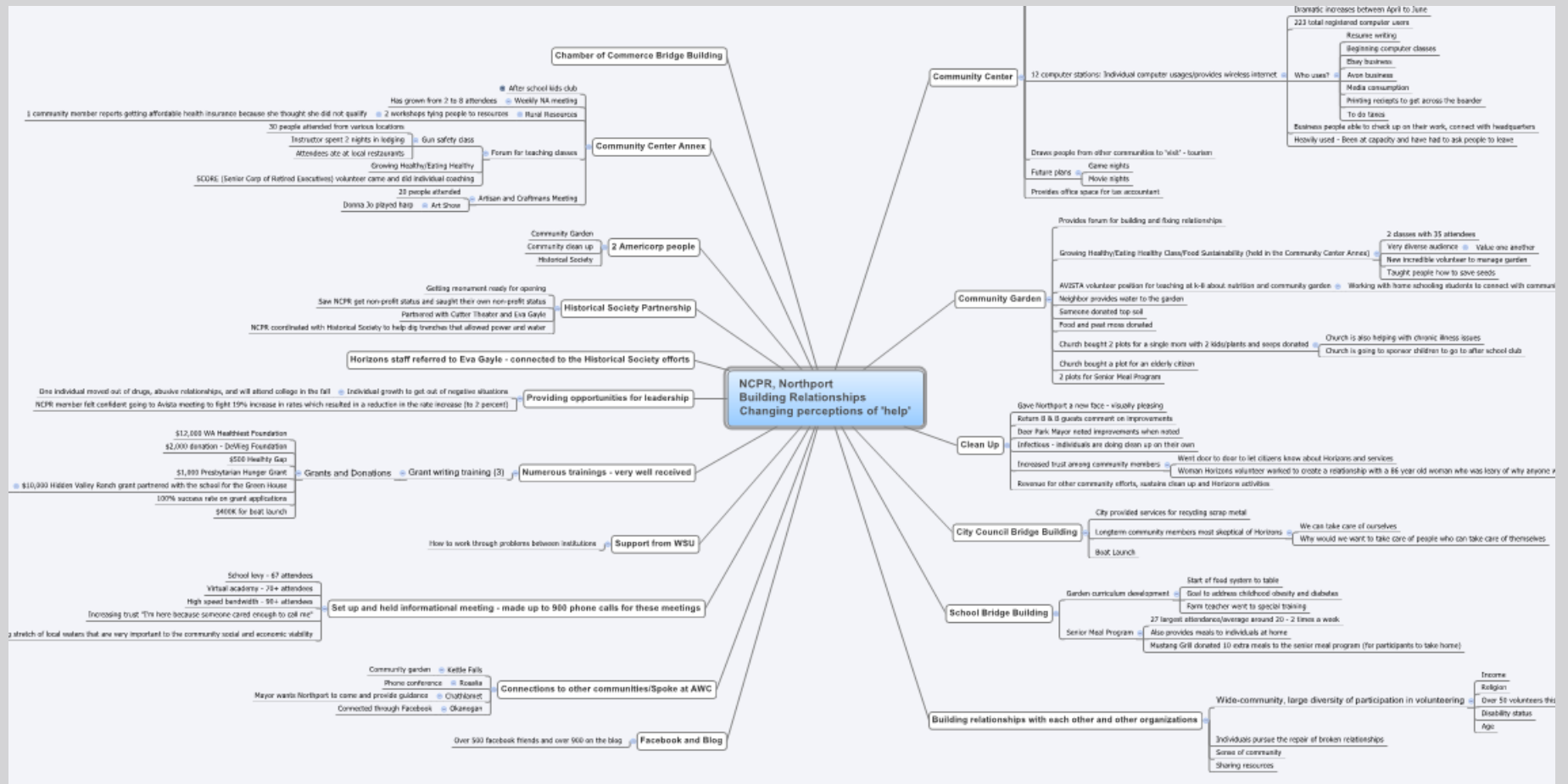
# Activity

Mapping Extension's  
Community Development  
quality outcomes

# Mapping on the wall



# Mapped in Xmind





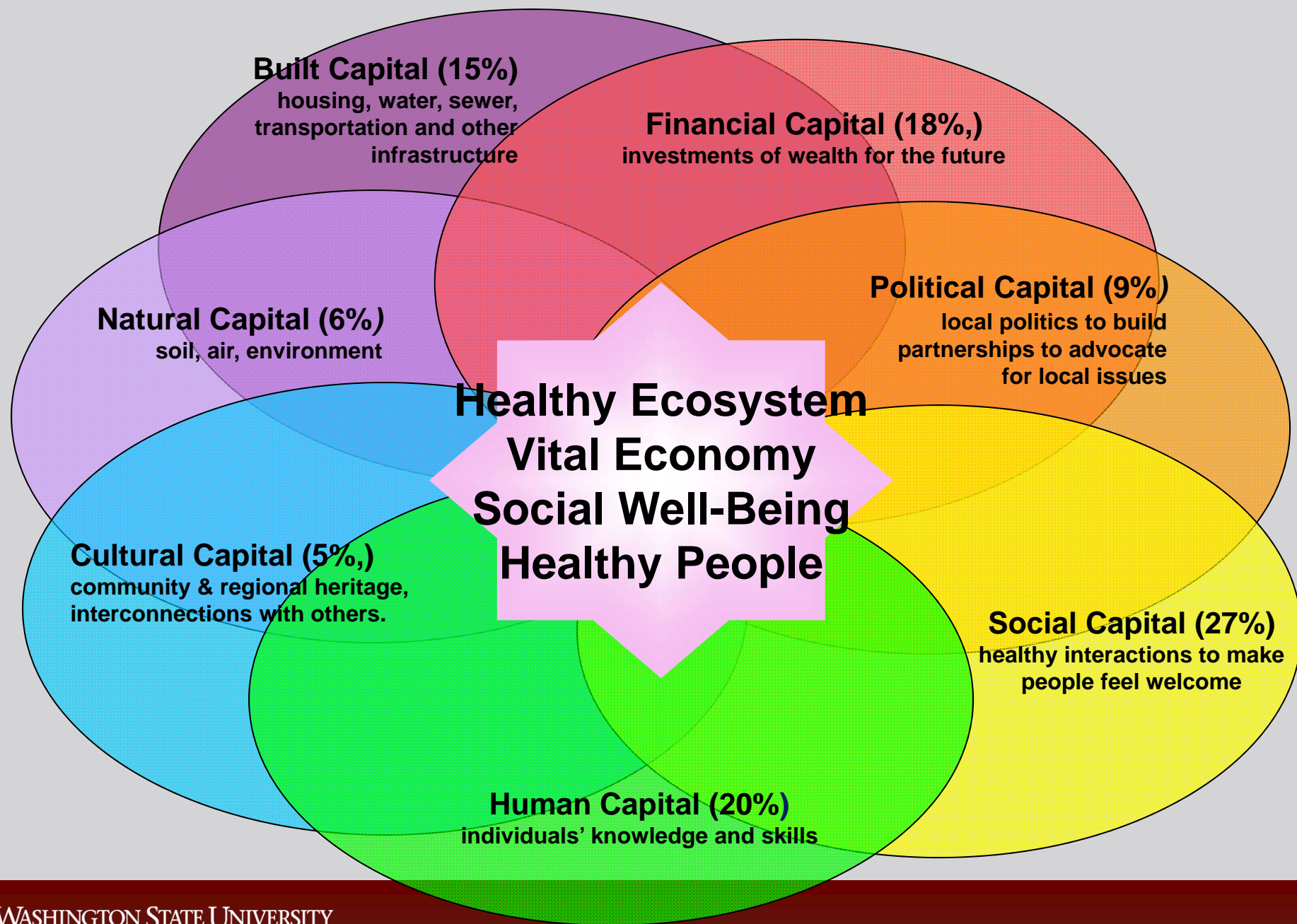
# Detail in Xmind



# Exported to Excel

	A	B	C	D	E	
1	<b>NCPR, Northport Building Relationships Changing perceptions of 'help'</b>					
2	Capitals	Natural	Cultural	Human	Social	P
3						
4	1. Community Center					
5	1.1 Several business people use community center for free advertising					
6	1.1.1 Generated business for computer technician because					
7	it provides a place to advertise - at least 3 or 4 referrals					
8	1.2 Ran completely by volunteers			M		
9	1.2.1 15 volunteers work steady, 3 on call				M	
10	1.3 Gives kids something positive to do				M	
11	1.3.1 Especially for kids who don't have anything else to do				M	
12	1.4 12 computer stations: Individual computer usages/provides wireless internet					
13	1.4.1 Dramatic increases between April to June					
14	1.4.2 223 total registered computer users					
15	1.4.3 Who uses?					
16	1.4.3.1 Resume writing					
17	1.4.3.2 Beginning computer classes					
18	1.4.3.3 Ebay business					
19	1.4.3.4 Auto business					





# Outcomes per Capital

Community Capitals	Short-term outcomes	Medium-term outcomes	Long-term outcomes
Natural	26	21	7
Cultural	67	80	49
Human	667	436	116
Social	548	386	70
Political	168	166	74
Financial	196	332	100
Built	21	39	74

Short = something learned | Medium = action taken | Long = change

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# Suggestions

## For communities:

- More time
- Broader representation
- Discuss “credit” - recognize that  
Extension isn’t trying to take all  
credit for all change

# Suggestions

- **Deploy same research team:**
  - Wall mapper
  - Facilitator/Coach to offer prompts
  - Map recorder: on software
- Make prior decision about metric to measure (Capitals, Triple Bottom Line, etc.)
- Determine “probing” prompts beforehand



# Data from coach



# Same with dedicated typist



# Our Program Benefits

## For Horizons

- Emerging patterns
- Regionalism of issues
- Trends in increased Capitals
- Complex to Simple
- Short, medium, long-term outcomes
- Demonstrated Public Value



# Community Benefits

- A “snapshot” in time
- What is still needed?
- Celebrate success
- Restores hope and excitement



# Community Comments

“I can’t believe we did all this!”

“Look at all that has been done. I can look at the map and understand everything that has happened.”

“We were thinking to give up... looking the map we are so glad we stayed the course.”

# Other Programs

- 4-H Youth
- Beach Watchers  
& Shore Stewards
- Business  
Retention &  
Expansion
- Leadership



# Concerns and Challenges



# Mind Mapping Software

- Xmind (\$49/year – professional)
- Freemind
- Mindjet (\$20/month)
- Mindmeister (free)
- iMindMap (\$99-\$225)

# Supporting Materials

Are located on this site:

**[stevens.wsu.edu](http://stevens.wsu.edu)**

– in “Communities – Tools”

# Ripple Team



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