Process and Outcome Evaluation of the LSU AgCenter SNAP-Ed Program Using Microsoft Dynamics 365

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Background
Supplemental Nutrition Assistance Program Education (SNAP-Ed) encourages healthier eating through education and policy, systems, and environmental (PSE) changes to support access to healthier foods. Collecting and managing data for process and outcome evaluations is challenging for SNAP-Ed implementing agencies (IAs) with variation in direct education and PSE change projects implemented. Several IAs have used the Program Evaluation and Reporting System (PEARS) to gather and manage evaluation data, but this may be cost prohibitive for IAs with smaller budgets. The LSU AgCenter Information Technology (IT) department adapted Microsoft Dynamics 365 to the evaluation needs of the LSU AgCenter SNAP-Ed program.

Objective
To conduct a process evaluation of direct education and PSE change work conducted by the LSU AgCenter SNAP-Ed program in Federal Fiscal Year 2019-2020 using the Microsoft Dynamics 365 Application.

Study Design, Settings, Participants
LSU AgCenter IT staff adapted Dynamics to collect the data necessary to report against priority indicators in the SNAP-Ed evaluation framework. IT staff created separate reporting modules for individual direct education contacts, groups of direct education contacts, community partnerships, community coalitions, and PSE changes. SNAP-Ed frontline staff were trained on the reporting system in a series of hands-on, in-person meetings held prior to March 2020.

Results
Feedback about the reporting system was overwhelmingly positive. The system collected data necessary for reporting to state and federal funding agencies. Over the course of FY2020, LSU AgCenter established 502 partnerships, made 6,473 direct education contacts, and 118 PSE changes.

Conclusions
The Microsoft Dynamics 365 Application was easily adapted to the evaluation needs of the LSU AgCenter SNAP-Ed program. Process and outcome evaluation data indicated that the LSU AgCenter met its goals for FY2020.

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