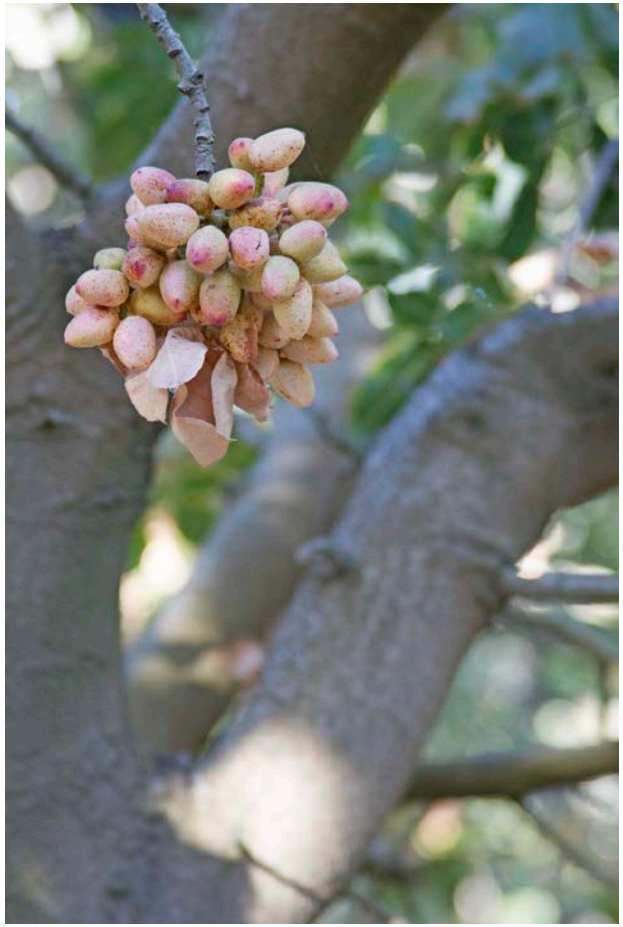


Launching the Statewide Master Gardener Survey: How You Make a Difference!

Master Gardener Volunteer Training - 10/11/17

Missy Gable, UC Master Gardener Program
Kit Alviz, UC ANR Program Planning and Evaluation
Tamekia Wilkins, UC Master Gardener/4-H Programs

Listen to Webinar

- Please follow the link to listen to the full webinar
  - A shorter, cleaner version of the training video will be available soon which will review the eval process at a later date

https://ucanr.zoom.us/recording/play/kfzf81xP5jP3P-0tFTnIqoSLiyHr5Ig4sN8pfSnX_NXDHBOWtpSJC7dNFg8geECU

Desired Outcomes

Participants will have:

- Understanding of the statewide survey background (who-what-where-when-why-how)
- Understanding of everyone's roles in making this statewide evaluation a success
- Materials/link to resources for this statewide survey process

Agenda

- Welcome
- Pilot findings
- Statewide outcome evaluation background and overview presentation
- Process and roles/responsibilities
- Survey experience
- Lessons learned from the pilot
- Q&A
- Next steps / links for resources

This is a team effort!

Statewide Outcome Evaluation Survey Purpose

Evaluate ***behavior change*** outcomes of participants of MG volunteer ***public education events***

…to tell the UC MG story to stakeholders, including potential funders.

Pilot Findings

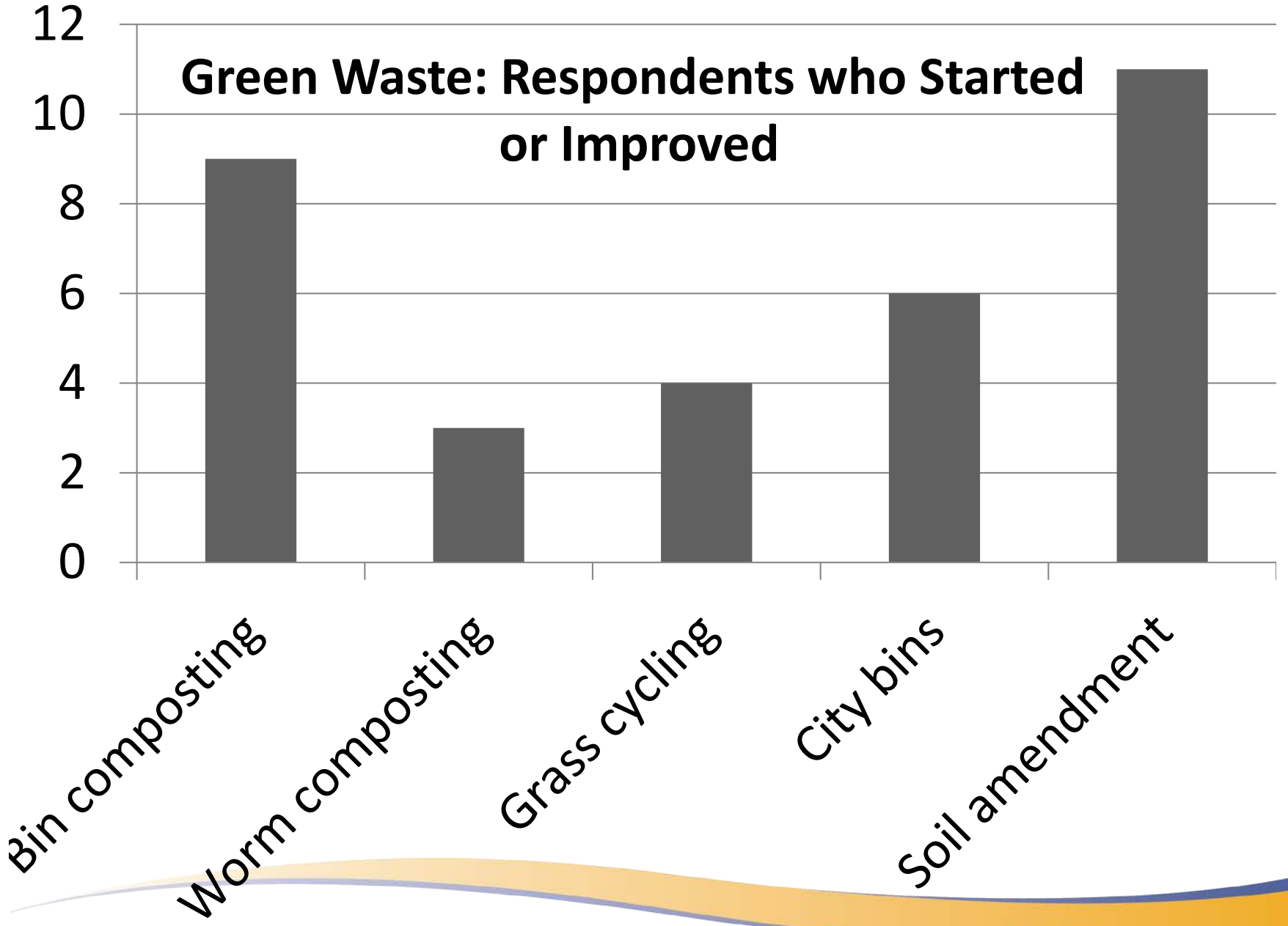
Question

Select one response that best describes any gardening changes you have made as a result of participating in [event].

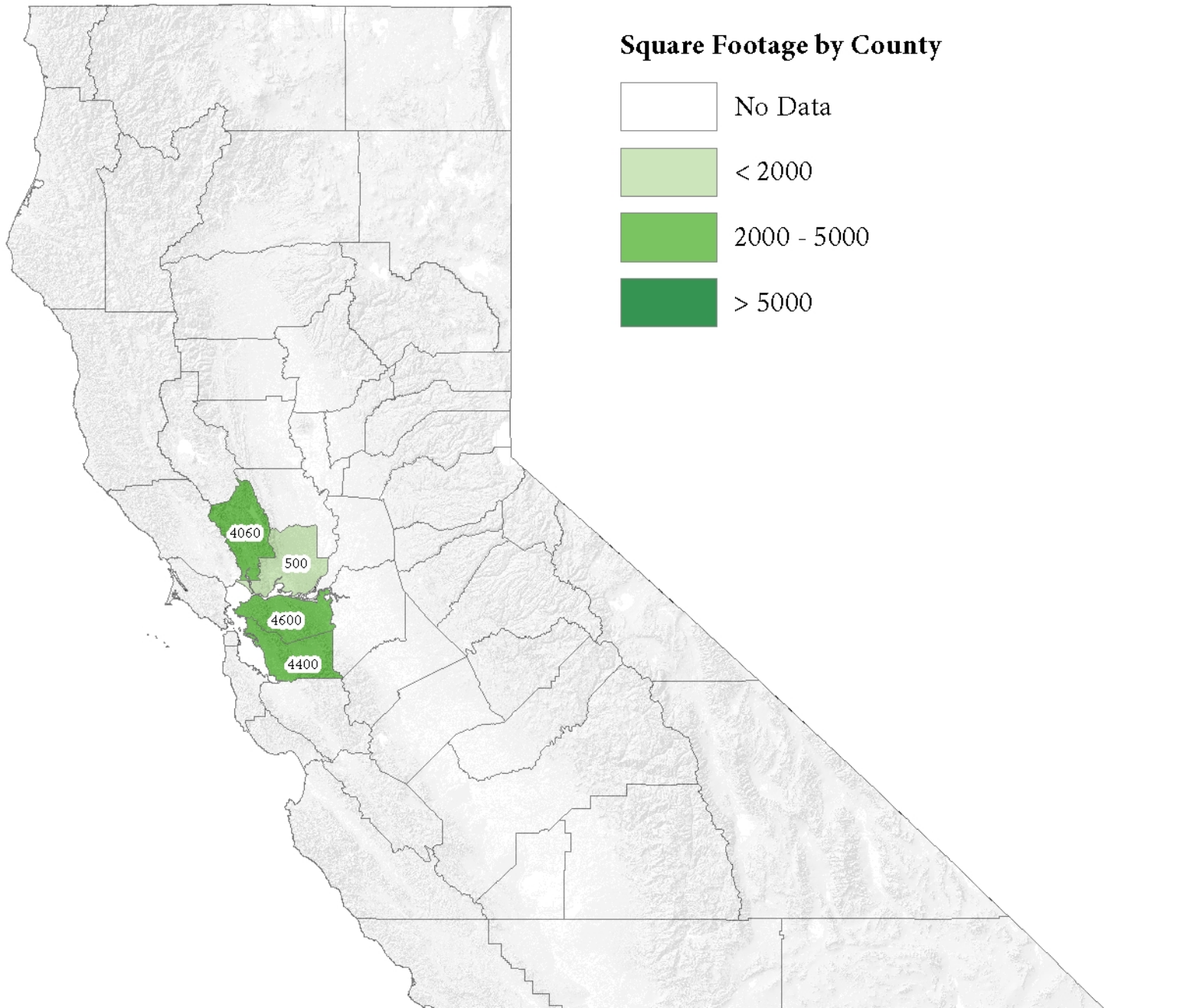
Selecting plants for any of the following: size, sun needs, water needs, maintenance level

No change	Not yet intend to start	I started doing this	Already did this, but I have improved	Not presented or not applicable
7.1% (3)	4.8% (2)	33.3% (14)	45.2% (19)	9.5% (4)

GREEN WASTE PRACTICES	No change	Not yet intend to start	Started doing this	Improved	Not presented or N/A
Bin composting	30.8% (4)			69.2% (9)	
Worm composting	50.0% (7)	14.3% (2)	14.3% (2)	7.1% (1)	14.3% (2)
Grass cycling	42.9% (6)		14.3% (2)	14.3% (2)	28.6% (4)
Using city-provided green waste bins	38.5% (5)		7.7% (1)	38.5%	15.4% (2)
Using fin. compost as soil amend.	20.0% (3)	6.7% (1)	20.0% (3)	53.3% (8)	


Green Waste: Respondents who Started or Improved
12
10
8
6
4
2
0
Bin composting
Worm composting
Grass cycling
City bins
Soil amendment

Home/school/community gardens and landscapes where practices learned from UC MG events were applied



Why are we evaluating now?

Timing is right

- Funders are more demanding of rigorous evaluation information
- Charge from UC Agriculture and Natural Resources senior leadership
- Improved program consistency statewide
- Developed more comprehensive monitoring system
- Developed consistent messaging and marketing
- Feed in and inform development of new national evaluation effort

What have we done so far?

Advisory Committee and statewide office:

- ✓ Developed a logic model to refine the objectives of this outcome evaluation
- ✓ Drafted Impact Statement for the survey results to be shared widely
- ✓ Drafted online survey and evaluation process, improved with input from Program Coordinators at VMI
- ✓ Piloted process and survey

Definition of “Public Education”

“Any project in which a Master Gardener is educating the public (usually more than one person at a time) on home horticulture topics. Workshops, classes, seminars, demonstrations, etc.” - *7.1 VMS Project Categories*

What we are evaluating right now:

- Classes held at a demonstration garden
- Workshops to a group of home gardeners
- Library talks
- Garden club talks
- Seminars for community garden coordinators and public school teachers

What we are not evaluating right now:

- Tours in demonstration garden
- Farmers Markets demonstrations
- 1-to-1 technical assistance
- Trainings for MG Volunteers (that's Phase 2!)

What will we measure?

- Changing behaviors
- Locations and sizes of gardens/landscapes where behaviors are being applied
- Demographics
- Limitations

Your existing evaluation efforts are important and encouraged!! This follow-up survey should not replace other local, end-of-session survey efforts.

Why is the statewide office leading this effort?

Statewide office is part of YOUR communication team!

- Communicate/report how the Program is affecting Californians statewide; increase public and donor awareness

Centralized effort given outcome evaluation is resource-intensive

- Measuring behavior change outcome is resource-intensive

Overarching Outcomes

- Community and school gardens are built and sustained
- Home gardens and landscapes are built and maintained

Behavior Change Outcomes and Indicators

Sustainable Landscaping Outcomes

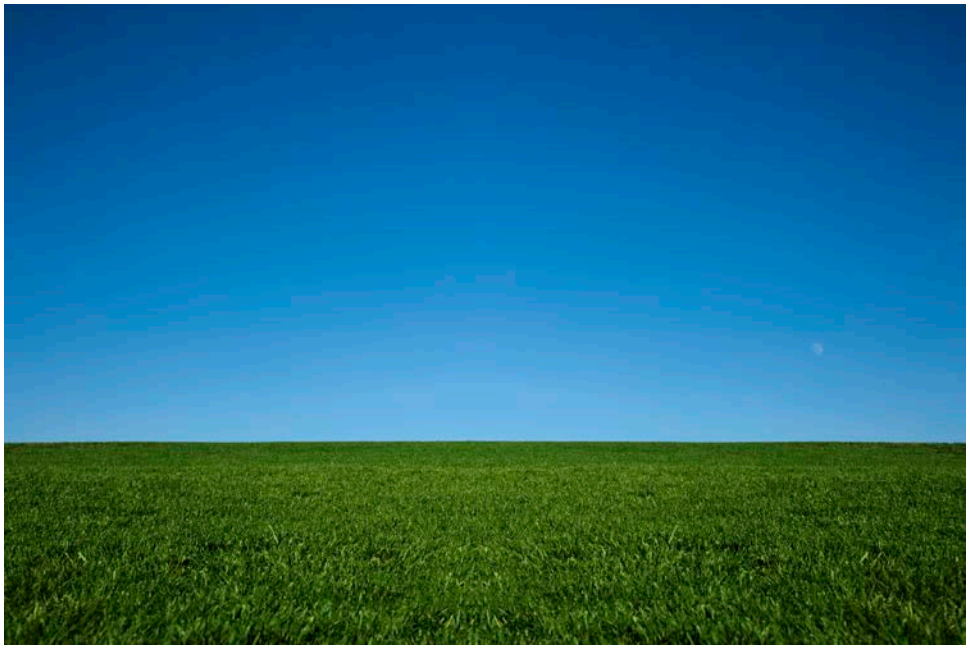
- Use right-plant right-place considerations in decision-making
- Use recommended green waste reduction practices
- Adopt pest management practices
- Create and enhance pollinator-friendly gardens
- Adopt improved landscape water use efficiency practices

Food Gardening Outcome

- Grow food more successfully

Community Well-Being Outcome

- Improve quality of life



Survey Process

“Scenario”

Guests pre-register online or sign-in during the day of event

At the end of the event, a quick FYI about the survey (<1 minute!)

Designated person submits e-mail sheet to Tamekia within 1 week of event

Evaluation Process

MG Coordinators = Support MG Volunteers

1. Revise sign in sheet/online registration for public education events to include evaluation blurb

2. Use Program Coordinator resources webpage to support MG Volunteers

Evaluation Process

MG Volunteers = Survey Recruitment

1. Collect participant names and emails for EVERY public education event

2. At the END of the event, socialize the survey by asking participants to please complete the online survey that will arrive in their email in three months

   - Utilize marketing materials to encourage survey participation and the value of collecting behavior change data

Help Us Grow!

Our follow-up survey provides us the tools we need to grow and improve the quality of our program.

Elevator Speech (key points)

- Understand the impacts the UC Master Gardener Program makes across all of California.
- Help us identify how our efforts have impacted California's gardening practices since attendance at a public workshop or event.
- Share findings with current and future stakeholders to help secure funding for continued free and low-cost program delivery in our communities!

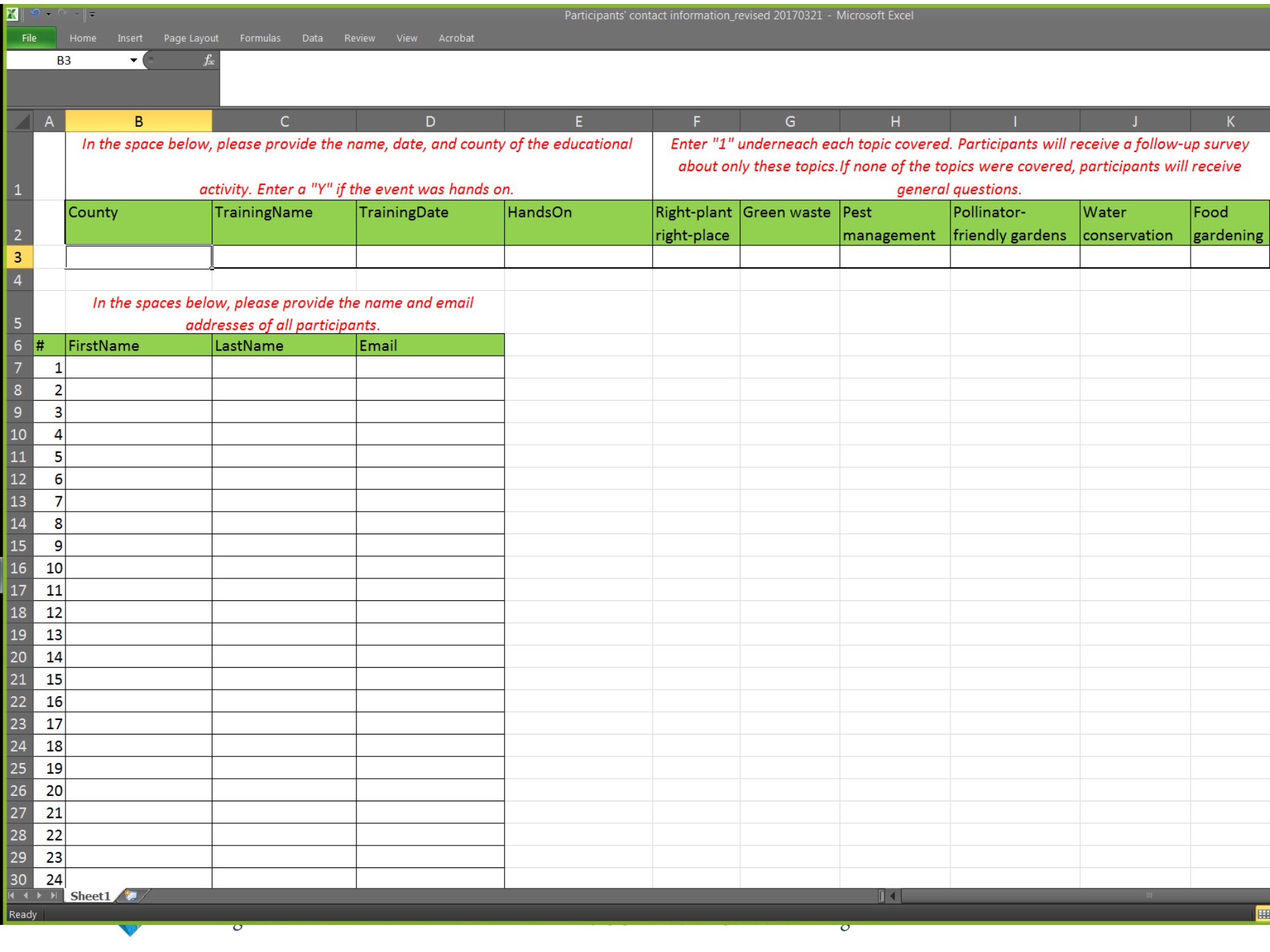
Evaluation Process

MG Volunteers

3. Complete and email the excel contact sheet within one week of each event to mgevaluation@ucanr.edu:

- Participant names and emails
- Public education event name, date, county, hands-on, and primary topics

- ✓ Right-plant right-place
- ✓ Green waste
- ✓ Pest management
- ✓ Pollinator-friendly gardens
- ✓ Water conservation
- ✓ Food gardening



Participants' contact information_revised 20170321 - Microsoft Excel

File Home Insert Page Layout Formulas Data Review View Acrobat

B3

In the space below, please provide the name, date, and county of the educational activity. Enter a "Y" if the event was hands on.

Enter "1" underneach each topic covered. Participants will receive a follow-up survey about only these topics.If none of the topics were covered, participants will receive general questions.

County	TrainingName	TrainingDate	HandsOn	Right-plant right-place	Green waste	Pest management	Pollinator-friendly gardens	Water conservation	Food gardening

In the spaces below, please provide the name and email addresses of all participants.

#	FirstName	LastName	Email
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			

Sheet1

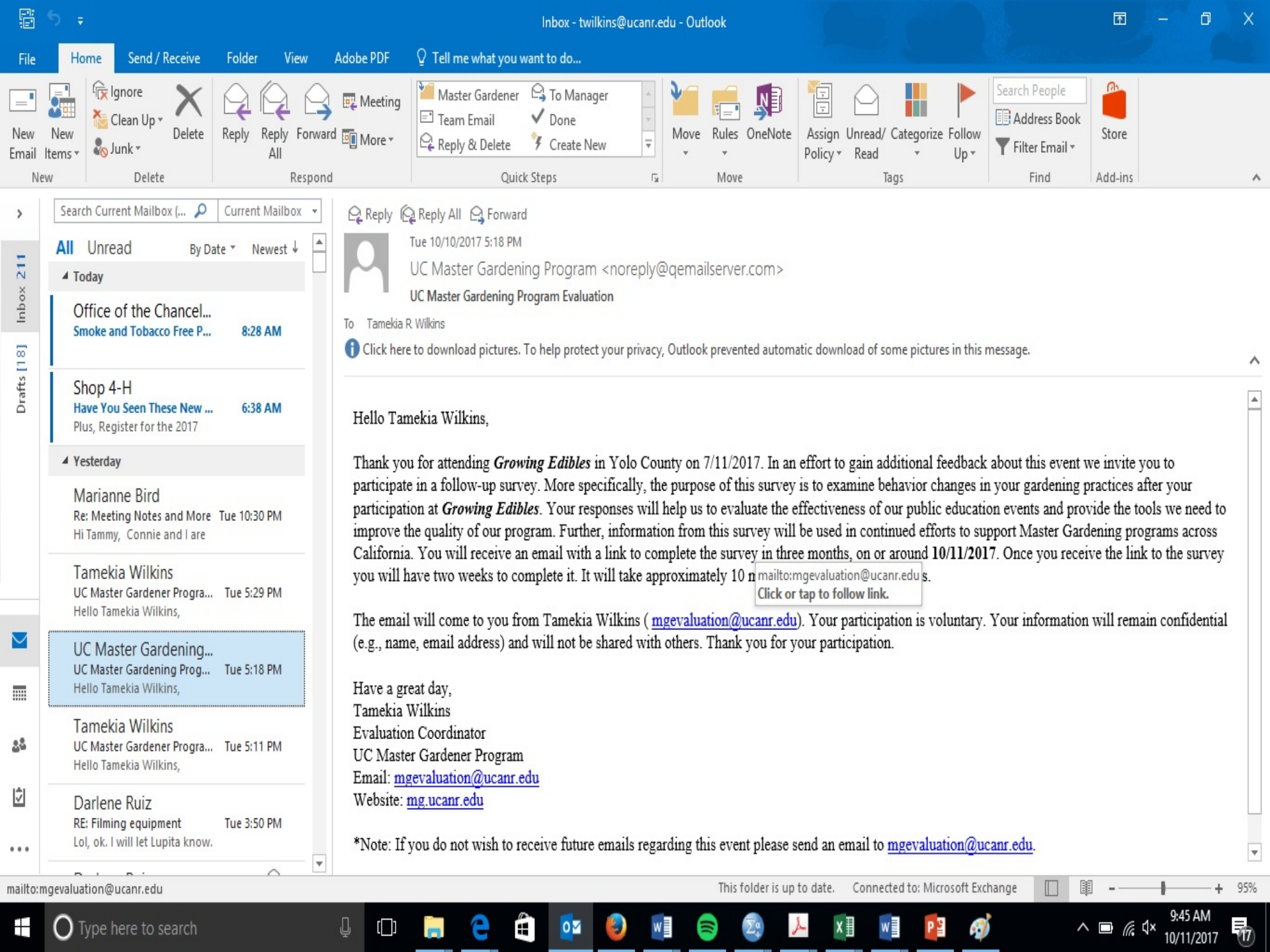
Ready

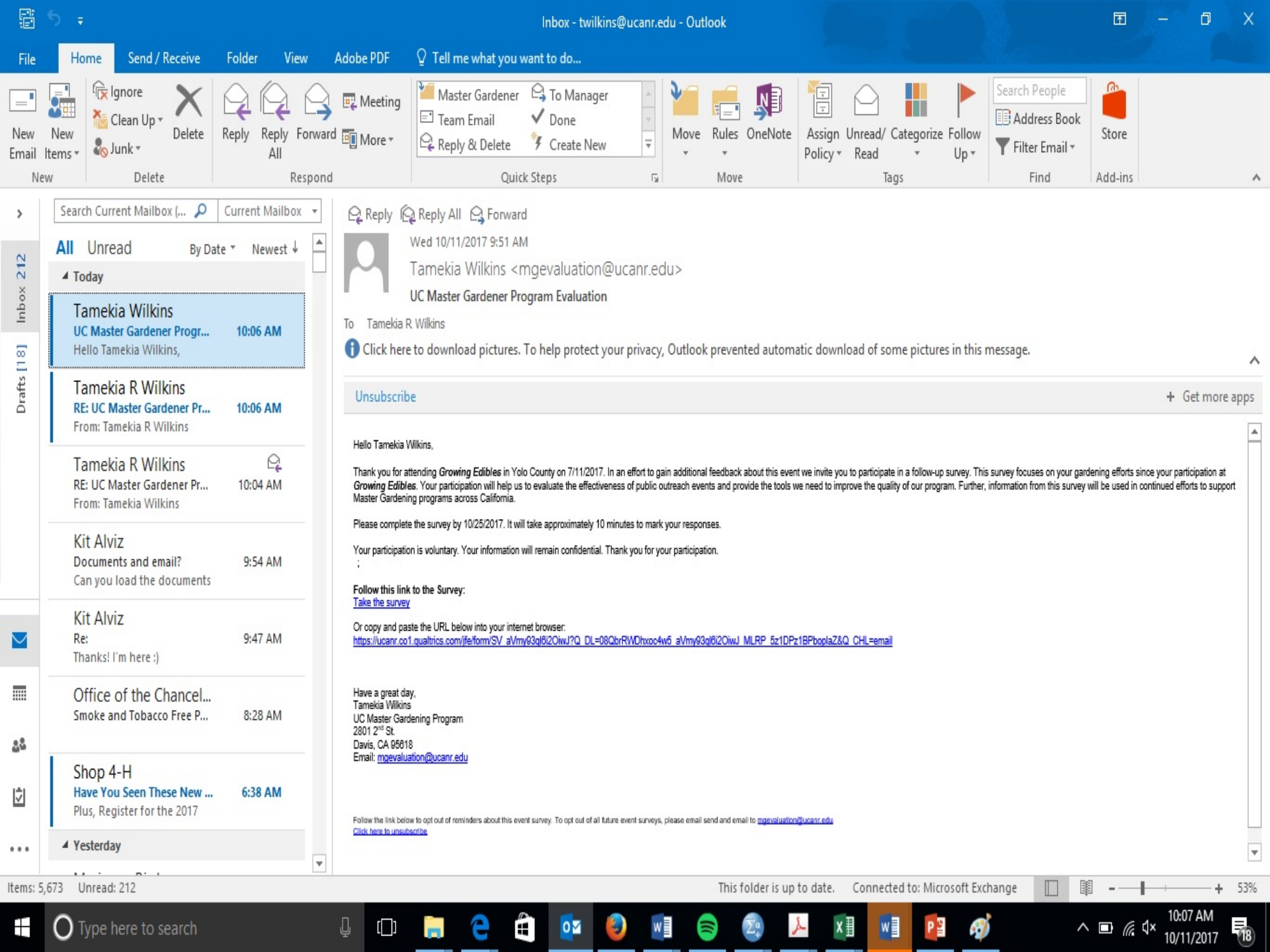
Evaluation Process

Statewide Office:

- Obtain consent to participate in survey
- Send online survey invitations **three months after** each event
- Monitor participation, send reminders, etc.
- Analyze and report back findings
- Share data with counties on quarterly basis
- Update statewide Impact Statements with survey results on annual basis

Participant Survey Experience


Inbox - twilkins@ucanr.edu - Outlook
File
Home
Send / Receive
Folder
View
Adobe PDF
Tell me what you want to do...
New Email
New Items
Ignore
Clean Up
Junk
Delete
Reply
Reply All
Forward
Meeting
More
Master Gardener
Team Email
Reply & Delete
To Manager
Done
Create New
Move
Rules
OneNote
Assign Policy
Unread/ Read
Categorize
Follow Up
Search People
Address Book
Filter Email
Store
New
Delete
Respond
Quick Steps
Move
Tags
Find
Add-ins
Search Current Mailbox (...
Current Mailbox
All
Unread
By Date
Newest
Today
Office of the Chancel...
Smoke and Tobacco Free P...
8:28 AM
Shop 4-H
Have You Seen These New ...
6:38 AM
Plus, Register for the 2017
Yesterday
Marianne Bird
Re: Meeting Notes and More
Tue 10:30 PM
Hi Tammy, Connie and I are
Tamekia Wilkins
UC Master Gardener Progra...
Tue 5:29 PM
Hello Tamekia Wilkins,
UC Master Gardening...
UC Master Gardening Prog...
Tue 5:18 PM
Hello Tamekia Wilkins,
Tamekia Wilkins
UC Master Gardener Progra...
Tue 5:11 PM
Hello Tamekia Wilkins,
Darlene Ruiz
RE: Filming equipment
Tue 3:50 PM
Lol, ok. I will let Lupita know.
Inbox 211
Drafts [18]
Reply
Reply All
Forward
Tue 10/10/2017 5:18 PM
UC Master Gardening Program <noreply@qemailserver.com>
UC Master Gardening Program Evaluation
To Tamekia R Wilkins
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.
Hello Tamekia Wilkins,
Thank you for attending Growing Edibles in Yolo County on 7/11/2017. In an effort to gain additional feedback about this event we invite you to participate in a follow-up survey. More specifically, the purpose of this survey is to examine behavior changes in your gardening practices after your participation at Growing Edibles. Your responses will help us to evaluate the effectiveness of our public education events and provide the tools we need to improve the quality of our program. Further, information from this survey will be used in continued efforts to support Master Gardening programs across California. You will receive an email with a link to complete the survey in three months, on or around 10/11/2017. Once you receive the link to the survey you will have two weeks to complete it. It will take approximately 10 n
mailto:mgevaluation@ucanr.edu
Click or tap to follow link.
s.
The email will come to you from Tamekia Wilkins (mgevaluation@ucanr.edu). Your participation is voluntary. Your information will remain confidential (e.g., name, email address) and will not be shared with others. Thank you for your participation.
Have a great day,
Tamekia Wilkins
Evaluation Coordinator
UC Master Gardener Program
Email: mgevaluation@ucanr.edu
Website: mg.ucanr.edu
*Note: If you do not wish to receive future emails regarding this event please send an email to mgevaluation@ucanr.edu.
mailto:mgevaluation@ucanr.edu
This folder is up to date.
Connected to: Microsoft Exchange
95%
Type here to search
9:45 AM
10/11/2017


Inbox - twilkins@ucanr.edu - Outlook
File
Home
Send / Receive
Folder
View
Adobe PDF
Tell me what you want to do...
New Email
New Items
Ignore
Clean Up
Junk
Delete
Reply
Reply All
Forward
Meeting
More
Master Gardener
Team Email
Reply & Delete
To Manager
Done
Create New
Move
Rules
OneNote
Assign Policy
Unread/ Read
Categorize
Follow Up
Search People
Address Book
Filter Email
Store
New
Delete
Respond
Quick Steps
Move
Tags
Find
Add-ins
Search Current Mailbox (...
Current Mailbox
All
Unread
By Date
Newest
Today
Tamekia Wilkins
UC Master Gardener Progr...
10:06 AM
Hello Tamekia Wilkins,
Tamekia R Wilkins
RE: UC Master Gardener Pr...
10:06 AM
From: Tamekia R Wilkins
Tamekia R Wilkins
RE: UC Master Gardener Pr...
10:04 AM
From: Tamekia Wilkins
Kit Alviz
Documents and email?
9:54 AM
Can you load the documents
Kit Alviz
Re:
9:47 AM
Thanks! I'm here :)
Office of the Chancel...
Smoke and Tobacco Free P...
8:28 AM
Shop 4-H
Have You Seen These New ...
6:38 AM
Plus, Register for the 2017
Yesterday
Inbox 212
Drafts [18]
Reply
Reply All
Forward
Wed 10/11/2017 9:51 AM
Tamekia Wilkins <mgevaluation@ucanr.edu>
UC Master Gardener Program Evaluation
To Tamekia R Wilkins
Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.
Unsubscribe
+ Get more apps
Hello Tamekia Wilkins,
Thank you for attending Growing Edibles in Yolo County on 7/11/2017. In an effort to gain additional feedback about this event we invite you to participate in a follow-up survey. This survey focuses on your gardening efforts since your participation at Growing Edibles. Your participation will help us to evaluate the effectiveness of public outreach events and provide the tools we need to improve the quality of our program. Further, information from this survey will be used in continued efforts to support Master Gardening programs across California.
Please complete the survey by 10/25/2017. It will take approximately 10 minutes to mark your responses.
Your participation is voluntary. Your information will remain confidential. Thank you for your participation.
;
Follow this link to the Survey:
Take the survey
Or copy and paste the URL below into your internet browser:
https://ucanr.co1.qualtrics.com/jfe/form/SV_aVmy93qI6i2OiwJ?Q_DL=08QbrRWDhxoc4w6_aVmy93qI6i2OiwJ_MLRP_5z1DPz1BPboplaZ&Q_CHL=email
Have a great day,
Tamekia Wilkins
UC Master Gardening Program
2801 2nd St.
Davis, CA 95618
Email: mgevaluation@ucanr.edu
Follow the link below to opt out of reminders about this event survey. To opt out of all future event surveys, please email send and email to mgevaluation@ucanr.edu
Click here to unsubscribe
Items: 5,673
Unread: 212
This folder is up to date.
Connected to: Microsoft Exchange
53%
Type here to search
10:07 AM
10/11/2017

Lessons Learned

Currently many ways to get participant contact info:

1) Online preregistration for the public education event

2) Paper sign-in at the public education event

3) Optional email newsletter sign-up during public education events

Streamline efforts: Add eval blurb to your existing #1 and/or #2.

Or, if only #3, then use sign-in template with the evaluation blurb

Evaluation Blurb

Your contact information is used to distribute a link to a follow-up survey and relevant program information. The short survey provides us the tools we need to grow and improve the quality of our program. We do not sell or share your contact info with anyone else. If you do not wish to receive the survey please email us at mgevaluation@ucanr.edu.

*Cannot be changed per UC Davis Institutional Review Board

Lessons Learned

- In the pilot, we had 11 out of 155 emails (7%) that bounced because they were inaccurate or illegible

From VMI 2016

- Bouncebacks are a concern
- Solution: Greeter role can help with readability of email address (if you have one!)

Lessons Learned

- Sometimes MG Volunteers attend the public education events, but the target audience of this survey is the **public** participants.
    - Don't want their data to skew the findings - MG Volunteers are "ahead of the curve"
    - Phase 2 will evaluate the MG Volunteers trainings and behavior changes

❖ Solution: Add MG Volunteer checkbox to sign in and don't include in excel contact sheet

Lessons Learned

- Already doing an end-of-session survey for your public education events? Consider adding a blurb about the follow-up survey too! (Program Coordinator decision)

Quick Guide and FAQ

- These lessons learned and other questions from the pilot study and MG Conference will be on the Quick Guide handout and a FAQ list!

Q&A

How the data will be used

Statewide Office

- Reporting including development of annual report
- Advocacy at UC, state and national level
- Integration w/ public awareness campaign
- Donor engagement including grant writing

How the data will be used

Program Coordinator Feedback from VMI 2016

- County Board of Supervisors to support budgets
- Improve the program
- Volunteers will have data demonstrating their impact
- Share with stakeholders and community
- More ideas?

Next Steps

- PCs please share resources and materials on the Program Coordinator resource page for program evaluation with MG Volunteers.
- Start as soon as possible for your county. But please start before the holidays.
- Data available for counties starting spring 2018.

Resources

- Pilot findings: http://ow.ly/vQec30eF7LB
- Interactive maps: http://ow.ly/vs9D30ewsb1
- Sample of Impact Statement (Green Waste): http://ow.ly/aCg630eWixr
- All sign-in templates, excel contact sheet, marketing materials, training recording, and PowerPoint slides will be on Program Coordinator resources page (Admin → Program Evaluation)
  - Available now!

Evaluation Agreements

In order to be truly effective, we must all agree to:

- Collect the best data possible
- Report back