

Applying Utilization-focused Evaluation to Assess the Effectiveness of Montana's Hooked on Fishing Program

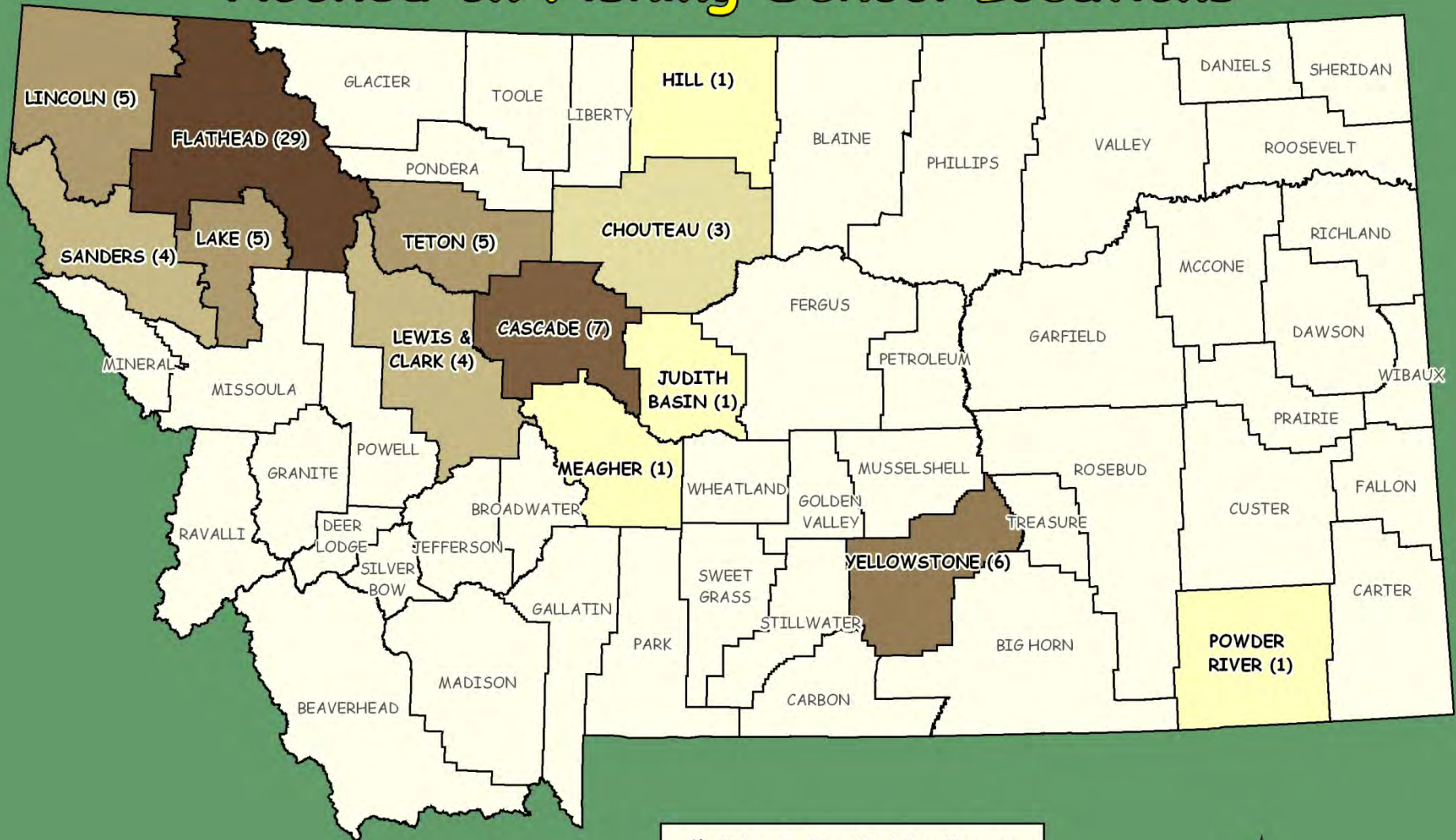


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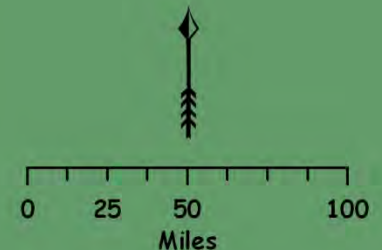
HOF Schools



Hooked on Fishing School Locations



Schools Enrolled by County





Study

➤ **Evaluation Research**

Summative Evaluation to measure & determine with stakeholders how effectively the Hooked on Fishing program affected participant outcomes.

➤ **Primary Purpose**

Ensure evaluation findings would be applied to improve program effectiveness.

Why Evaluate Effectiveness?

- Cost/Dollars Invested
- Time & Effort Invested
- Determine How Participant Outcomes Changed as a result of the program


Program Stakeholders



Students



	Teachers	Students	Program Instructors	Program Coordinator
Designing the Evaluation (Developing the Evaluation Plan, Piloting and Agreeing on Measurement Methods)	✓	✓	✓	✓
Framing the Questions	✓		✓	✓
Implementing the Evaluation	✓		✓	✓
Process Use	✓		✓	✓
Interpreting the Results	✓		✓	✓
Acting on Findings & Recommendations	✓		✓	✓

 Process use refers to the effects on those involved in evaluation that extend beyond use of findings, including impacts on the program and organization (Patton, 2008).



Instruments & Implementation

	Nov-Dec 2005	May 2006	June 2006	September 2006
HOF Student Survey	X Pre-survey (n=2277)	X Post-Survey (n=2083)		X Extended Post-survey (n=194)
NON HOF Student Survey		X Post-Survey (n=229)		X Extended Post-survey (n=174)
HOF Teacher Survey		X (n=114)		
HOF Instructor Interview			X (n=16)	



Findings – Students



- Statistical significance difference for knowledge and skill outcomes ($p \leq 0.05$).
- No significant difference for attitude and intended behavior outcomes.
- 2 – 3 outdoor experiences correlated with positive change for knowledge and skill outcomes.

Findings – Teachers

- Most teachers thought students enjoyed fishing activity most.
- Three major themes emerged from suggestions teachers had for improving HOF : (1) new ideas for HOF activities; (2) different ways to structure the program; and (3) cost assistance for bus transportation.
- *“think it would be a valuable addition to the program to have classes adopt sections of river or fishing access sites that they keep clean and can take some pride in...”*



Findings – Instructors

- How do you Judge the Success of HOF?
 - *Good insightful questions from students*
 - *Expressions of satisfaction when students caught first fish*
 - *Gratifying feedback from students, teachers, administrators, & parents*
 - *Repeat invitations and community support*
 - *New schools involved in program*



Conclusion



- Evaluation Approach Successful:
 - Stakeholder Acceptance of Evaluation Purpose & Process
 - Participatory Approach Personal & Situational
 - High Response Rates
 - Increased Application & Utility of Findings.

Recommendations



- ✓ Change (as soon as possible)
 - ❖ Realign program goals and objectives to meet all desired outcomes
- ✓ Execute (in a reasonable time)
 - ❖ 2 to 3 field experiences per class when & where possible
 - ❖ Implement program improvements suggested by teachers and instructors
- ✓ Reevaluate (2 – 3 years)
 - ❖ Use UFE approach with recommended improvements to the process
- ✓ Replicate (UFE process)
 - ❖ To evaluate effectiveness of other environmental education programs

Lessons Learned



- More Time to Conduct Situational Analysis of Overall Program
- Involve more Key Stakeholders in Development of Evaluation Foci
- More Time to Develop and Pilot Instruments
- Administer all Pre-surveys prior to any Treatment
- Integrate Observation, Focus Group & Technological Survey Instruments

Value of Evaluation

Investment

- Do more than just get children outside for the purpose of recruiting and retaining a customer base.



Value of Evaluation

Improve Program Effectiveness & Sustainability

To significantly increase desired program outcomes – knowledge, skills, attitudes, and behaviors – for healthier, happier, more engaged children today and for generations to come...

who understand & value their connection to the natural world.



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Thank You!
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