

Multi-method Evaluation Plan for Determining Conference Effectiveness

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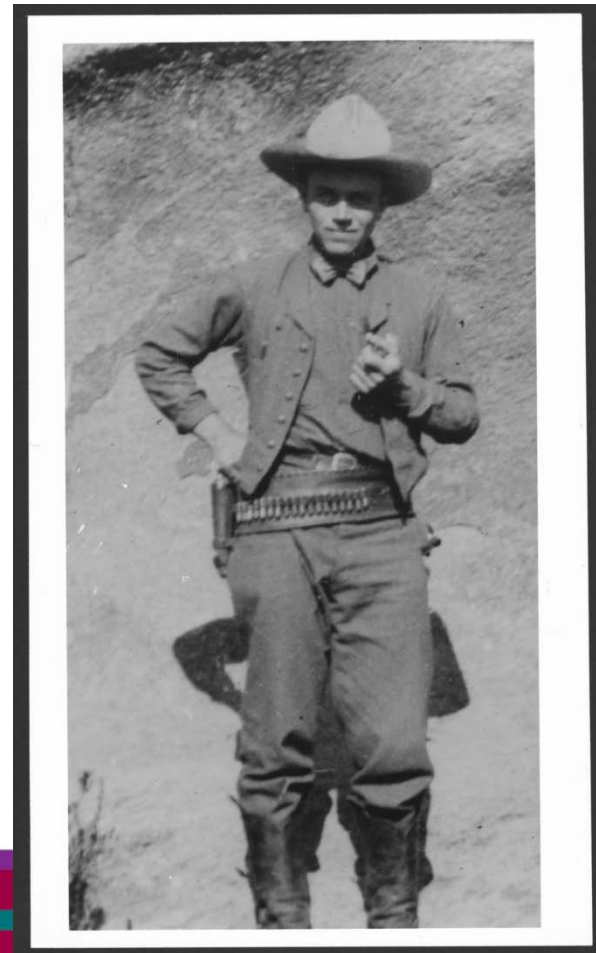
Nancy Carrillo, Apex Education

Outline

- Overview of conference
- Evaluation plan
- Multi Method
 - At conference assessment
 - Survey of attendees
 - Direct observation
 - Self expression
 - Follow-up assessment
 - Altering design
 - Online survey
 - Stakeholder interviews
- Lessons learned

In the Footsteps of Leopold Conference

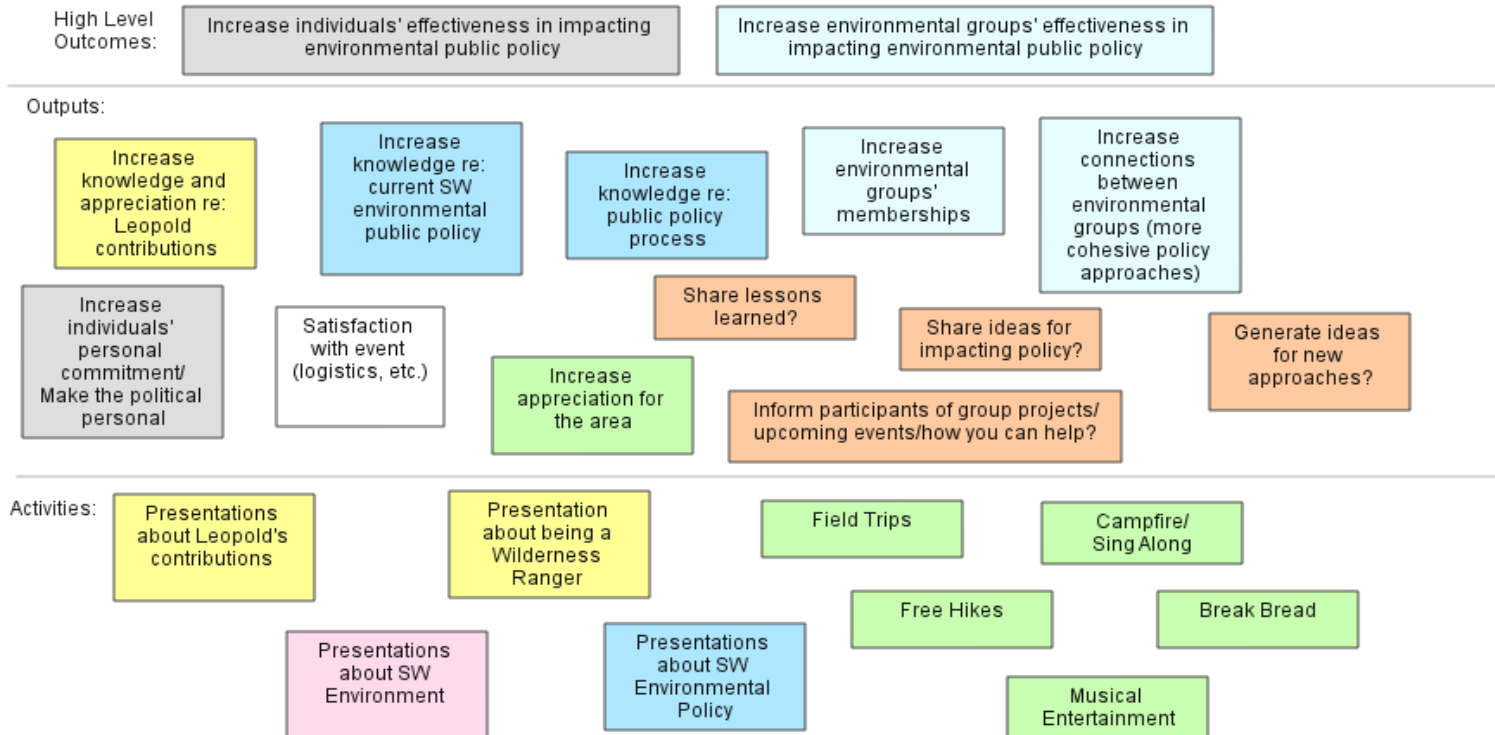
- Celebrate 100th Anniversary of Leopold's arrival in Southwest
- 3- parts
 - Leopold himself
 - Ongoing environmental problems in SW
 - Field trips
- Audience
 - Environmentalists
 - Locals



Logic Model

Leopold Centennial Overview

Ultimate Outcome: Protect Environment in the Region



Collecting Information

- Two data collection time points
- Mix of Quantitative and Qualitative methods
- At conference
 - Participant Survey
 - Direct observation
 - Self expression
- Follow-up
 - Participant survey
 - Interviews with stakeholders

At Conference-Participant Survey

- Elements
 - Satisfaction with sessions
 - Satisfaction with accommodations
 - Impact sessions had (before & after questions)
 - Demographics
- Lots of room for open ended responses
- Done at end of conference

At Conference-Direct Observation

- Volunteers from conference
- Content
 - Basic information about sessions
 - Types of questions asked
 - Focus of discussion
 - Comments
- Idea was good but ...

At Conference-Self expression

- Poster Board set up in “Break” room
- Questions posed
 - I have learned:
 - I am inspired to:
 - I now see the importance of:
 - Things I liked:
 - Things I didn’t like:
- Few people wrote anything

Follow up-Participant Survey

- Online survey
- Changed based on initial results
 - Session satisfaction not related to impact
 - People belonged to a lot of organizations
 - High proportion of people who worked in environmental organizations/fields
- Changed form of knowledge questions

Comparison of question wording on knowledge questions

What impact has the event had on your understanding of?

Area	Before the weekend			After the weekend I		
	I knew a lot	I knew some	I knew a little	I knew a lot	I knew some	I knew a little

The conference was designed to increase participants' knowledge in a number of ways. Of course, many participants already knew about or worked in these areas so the conference may not have had much impact. Please use the last category 'previous high knowledge' if that is true for you. How did the conference affect your knowledge of:

Answer Options	Increased knowledge a lot	Increased knowledge somewhat	Didn't increase knowledge	Previous high knowledge	
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Follow up-Participant Survey

- Changed based on initial results
 - Session satisfaction not related to impact
 - People belonged to a lot of organizations
 - High proportion of people who worked in environmental organizations/fields
- Changed form of knowledge questions
- Changed form of impact questions

Format of Impact question

The conference was also designed to inspire participants' appreciation for the environment and increase efforts to improve the environment. Again, since many participants were already very involved in these efforts the conference may not have had much impact. Please use the last category 'previous high engagement' if that is true for you. What impact did the Aldo Leopold Centennial have on you:

Area	High impact	Medium impact	Low impact	Previous high engagement	
Appreciation for what one person can accomplish					
Appreciation for existing environmental groups' efforts					
Intentions to become more involved					

Follow up: Participant Survey

- Changed based on initial results
 - Session satisfaction not related to impact
 - People belonged to a lot of organizations
 - High proportion of people who worked in environmental organizations/fields
- Changed form of knowledge questions
- Changed form of impact questions
- Altered form of behavior questions
 - Made into before & after
 - Asked about frequency before and after

Format of behavior questions

Which of the following activities, if any, have you done since the conference OR do you intend to do within the next year? Which did you do before the conference?

Areas	Did before the conference	Have done since the conference	Intend to do	
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In the question above we asked you if you had participated in certain activities. Now we would like to know if the FREQUENCY of doing any of the following has changed. If you never did the activity simply check NA.

Areas	Done LESS since the conference	Done ABOUT THE SAME since the conference	Done MORE since the conference	NA	
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Results from Behavior Questions

- Previous high activity level confirmed
 - More than 75% had previously engaged in key activities before conference
- Frequency of behavior increased in areas related to Leopold
- Frequency of behavior stayed the same (High) for environmental activities
- Small percentage joined another group

Follow up: Participant Survey

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 - Asked about frequency before and after
- Open ended questions

Follow up – Stakeholder interviews

- Identified stakeholder groups from initial survey on groups represented at conference
- Decision makers provided with results of both surveys
- Phone interviews
- Ongoing

Lessons learned

- You can't control the weather
- Flexibility
- What worked & What didn't
 - Allowing for previous high levels very important
 - Open ended questions were very informative
 - Conference survey done too late
 - Self expression didn't work
- Things we didn't consider
 - Follow-up Number of groups they belonged and role.
 - Synergy of speakers, particularly scholars, and the environment