



Program Evaluation Quick Guide & FAQs

The UC Master Gardener Program is implementing a statewide evaluation survey to understand behavior changes as a result of participating in public education events. The evaluation process is an important component of telling our story and the impacts we are making in our counties and statewide. This quick guide is for UC Master Gardener staff and volunteers, who will be helping with the survey recruitment process. Thank you for your help!

For more information, view the [recorded webinar training](#) and webinar training PowerPoint, or contact program evaluation coordinator, Tamekia Wilkins, mgevaluation@ucanr.edu.

Public Education Events

First, determine what type of events qualify for this survey. The list on the left describes the events that qualify. The list on the right describes events that are not part of this effort, or will be part of future efforts. For questions on qualifying event, email mgevaluation@ucanr.edu.

The audience of this survey includes public participants of educational events, including:	The audience of this survey does <u>NOT</u> include public participants who receive:
<ul style="list-style-type: none"> • Workshops • Classes held at a demonstration garden • Library presentations • Garden club talks • Trainings for community garden coordinators and public school teachers • Seminars for public participants 	<ul style="list-style-type: none"> • A garden tour that does not have an educational focus • 1-to-1 technical assistance (help line, fair booths, farmers market) • Trainings for UC Master Gardener Volunteers (this will be part of the phase II evaluation effort)

Steps for Recruiting Participants

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

Work with program coordinator, advisor or county director to determine the best way to collect this information.

Options include:

- ❖ Add the “evaluation language” provided in the [Evaluation Toolkit](#) to your existing online pre-registration surveys or your existing paper sign-in sheets
- ❖ Utilize the sign-in sheet template provided in the [Evaluation Toolkit](#).



Tips:

- Never coerce or force anyone to provide their contact information on the sign-up sheet, the evaluation survey is voluntary. If participants have concerns, please tell them to email mgevaluation@ucanr.edu.
- Greeter roles can help ensure email addresses are legible.
- Remember that this survey is for public education event participants and not UC Master Gardener volunteers. (Evaluation efforts for UC Master Gardener volunteers will be in Phase II, we do not want to skew the findings of the Phase 1 effort. Please have a checkbox or other method for indicating if they are a volunteer and skip entering any UC Master Gardener volunteers' contact information in step #3.)
- The evaluation language does not need to be read aloud or described at the beginning of the event. See step #2 for socializing the survey.

FAQs:

- **What if participants don't have an email address or do not want to provide an email address?** At this time, we only have the resources and capacity to conduct this survey online. It is a limitation of this project that we have to be mindful of when we interpret the results.
- **My county has always had a newsletter sign-up during events. Can we have a separate sign-up for the survey?** You can combine the sign-up in one document (see the sign-in sheet template provided in the [Evaluation Toolkit](#)) or have two separate sign-ups. Please work with your program coordinator to determine what works best for your county.
- **My event was a workshop series or conference, consisting of more than one class/breakout offering. Are separate sign-in sheets needed for each class/breakout and will participants receive more than one evaluation survey?** No, separate sign-in sheets are not needed. After the event, submit one contact sheet that includes the names of all participants in attendance. Please indicate on the contact sheet that the event was a workshop series/conference. Mark all of the topics that were covered during the workshop series/conference. The participant will receive one survey that includes all of the topics covered at the event. If the participant did not receive content on a specific topic they can mark "Not presented or not applicable to me."

Step 2 - Socialize the survey at the end of each public education event.



Marketing material is provided in the [Evaluation Toolkit](#) to help tell participants about the survey.

- ❖ Copy/paste an evaluation slide into your PowerPoint to show at the end of your presentation.
- ❖ Print one of the PowerPoint slides or posters and display it where participants will see.
- ❖ If you already have an end-of-session survey for your event, consider adding a blurb about this follow-up survey on it. Work with your program coordinator to decide if this is a good strategy for your county.

Tips:

Sample elevator speech that UC Master Gardener volunteers can use when talking to public education event participants:

“The purpose of this statewide evaluation is to better understand and show the impact of the UC Master Gardener Program. We all have stories to tell about our impact, but we often lack the data to back up these stories. In addition to having information about how many Californians we have reached, this evaluation will allow us to make conclusions about how our program’s efforts have impacted Californians’ gardening practices and their lives since their attendance at public education workshops and events. Findings from this evaluation will be shared with others, including current and future stakeholders which will help us to secure funding for our county’s program. We will also be able to use the data to discuss our program’s strengths and areas where we can improve. Together, we can make a difference and continue to have a great impact on our residents!”

Step 3 - Submit Contact Sheet Within One Week of Event.

UC Master Gardener coordinators and volunteers submit a completed excel template to the evaluation coordinator, with the following information:

- ❖ County, event name, and date(s) of the event
- ❖ Topics covered (enter 1 for each topic)
- ❖ Hands on activity (type Y or N)
- ❖ Names and email addresses of participants

Important note: This information will be used to populate invitations for Qualtrics Online Survey Software and only the questions related to the topics covered during the training will be displayed. So all of the contact sheet fields must be filled out in order for the survey to work properly!



Please send Tamekia Wilkins (mgevaluation@ucanr.edu) the excel forms within one week after each workshop.

Tips:

- Hands-on activities are considered those that allow participants in attendance at an event to actively engage in doing an activity, or demonstration.
- Use the survey topics and questions table on page 4 to help determine the topics.
- Don't like Excel or don't have time for this step? Consider collaborating with other UC Master Gardener volunteers who may be looking for hours they can complete at home.
- Remember not to include any UC Master Gardener volunteer contacts; that is part of the Phase II evaluation effort.

Survey Topics and Questions

Use the table below as a reference guide for filling out the “topics” section of the contact sheet.

Public education event topic:	Click the response that best describes any gardening changes you have made as a result of participating in [event name].
1) Right-plant right-place	<ul style="list-style-type: none"> • Selecting plant for any of the following: size, sun needs, water needs, maintenance level
2) Green waste	<ul style="list-style-type: none"> • Bin composting • Worm composting • Grass cycling • Using city-provided green waste bins • Using finished compost as a soil amendment
3) Pest management (e.g., insects, weeds, plant diseases)	<ul style="list-style-type: none"> • Reducing pesticide applications • Following pesticide label instructions • Monitoring for any of the following: insects, weeds, or diseases • Removing or not introducing invasive plants
4) Pollinator-friendly gardens	<ul style="list-style-type: none"> • Using plants that attract and support pollinators • Providing water sources for pollinators • Creating nesting habitats <p>To the best of your ability, please provide the estimated square feet and zip code of the pollinator habitat you manage. [Tips for calculation provided]</p>
5) Water conservation	<ul style="list-style-type: none"> • Using mulch • Drip irrigation system • Sprinkler system • Irrigation controller • Selecting low water-use plants



- Using reclaimed, gray, or captured rain water
- Reducing turf area

To the best of your ability, please provide the estimated square feet of turf you removed.



6) Food gardening	<ul style="list-style-type: none"> • Growing edible plant(s) • Expanding varieties of edible plant(s) • Reducing food loss • Donating produce to community programs <p>Are you applying anything you learned from [training name inserted] to any food garden at a home, school, or community garden? If so, please provide the estimated square feet and zip code. [Tips for calculation provided]</p>
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Response scale for bulleted questions in the table:

- | | |
|-----------------------------------|---|
| 1. No change | 4. Already did this, but I have improved |
| 2. Not yet, but I intend to start | 5. Not presented or not applicable to me. |
| 3. I started doing this | |

Note: Participants are told in the survey introduction that they can leave questions blank if they prefer not to respond or don't know the answer.

All participants will see the following survey questions (even if no primary topics are covered in the public education event):

- Are you applying anything you learned from [event name inserted] to any **home gardens or landscapes**? If so, please provide the following:
 1. Estimated square feet
 2. Zip code
 3. Option to add more locations
- Are you applying anything you learned from [event name inserted] to any **school or community gardens**? If so, please provide the following:
 1. Estimated square feet
 2. Zip code
 3. Option to add more locations
- As a result of participating in [event name], I spend more time gardening or outdoors. [Yes/No]
- I started using UC Master Gardener-approved resources. [Prompted to check all resources provided in a list].
- Demographic questions