

APPENDIX B**Informant Selection Procedures****Boise**

The Boise informants were self-selected. We distributed the original survey to the approximately seventy-five attendees of the Water Quality Coordinators' Workshop in Boise, ID, and requested by announcement during the meeting that they complete and return the survey. Eighteen of the attendees completed and returned the survey to project staff on their own initiative in response to our general invitation.

Telephone

Selection Procedures. The telephone informants were selected through recommended-contact and snowballing methods of sampling. We asked the ten members of the BEP Project Advisory Team to recommend two to three of their contacts who, as natural resource management and outreach education professionals, fit the description of the BEP Project audience. Four project advisory team members gave us the names of twenty-two contacts.

Contact Procedures. We sent an introductory message by E-mail to the twenty-two recommended informants (see Attachment 1 to this appendix). Some of the origin informants recommended additional informants that we added to our list for a total of twenty-eight contacts. One of the original contacts had already completed the survey in Boise and was not contacted further for the telephone survey. A few of the contacts disqualified themselves or refused to participate in the survey. We were unable to contact a few others. In all, we surveyed twenty-one contacts via telephone.

Attachment 1

Initial Contact Message

Subject: USDA, CSREES-funded, water outreach and education project needs assessment

Dear {Title and Name of contact}

I am contacting you at the recommendation of {First and Last Name of recommending advisory team member} of the {advisory team member's organization}. {First Name of recommending advisory team member} is a member of the advisory team for the water outreach education project I am working on, which is funded by the USDA, Cooperative State Research, Education, and Extension Service (CSREES).

In the next few weeks, I will call you to make a thirty-minute appointment. My purpose is to conduct a telephone interview with you as part of a larger needs assessment of natural resource professionals from around the country. The interview consists of nineteen questions. I will ask you about your experience and your needs for accessing and using best education practices and water quality outreach and education materials. I am sending this message in advance of my initial call because I know many people appreciate being advised that a research study is about to commence and that they have been selected or recommended for inclusion in the study.

The needs assessment is part of important research being conducted in concert with a national advisory team of natural resource management, outreach, and education professionals from across the country through the USDA, CSREES-funded water outreach education project. The research looks for ways to improve access to the sources natural resource professionals rely on for both outreach and education materials, and best education practices. I am conducting the needs assessment interviews with resource professionals recommended by members of our project advisory team.

I look forward to talking with you and getting your valuable contributions to this important project.

If you have any questions, please feel free to contact me by E-mail at mstevens@wisc.edu.

Sincerely,

Mark

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