

APPENDIX C

Telephone Survey Instrument

NAME: _____ TELEPHONE: _____

DATE: _____ REFERENCING A-TEAM MEMBER: _____

Water Outreach Education: Facilitating Access to Resources and Best Practices

Outreach Education Survey

Greeting

This is Mark Stevens. I'm calling for our appointment to conduct the telephone interview we talked about last {day of previous call}. Do you still have 20-30 minutes to talk with me?

If no, set up a new appointment.

Thanks, I will call you at {repeat time} on {repeat day and date}.

If yes, continue.

We are hoping to tap into your expertise and experience. There are a lot of water-related outreach education resources available to you through a variety of sources. We want to know:

- What resources you currently use,
• How we can help make them more accessible, and
• How we can identify and promote the use of best practices in water outreach education.

The questions I am about to ask you are open-ended so please be as specific as possible with your responses.

IF NEEDED DURING THE COURSE OF THE INTERVIEW

{Just think about the project you work on the most, and use that as the source of your answers.}

Are you ready?

1. What is your job title?
2. What is your educational background?
3. What percent of your work time is spent doing water outreach/education? _____ %
4. What audiences do you work with?

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5. What types of **water-related issues** do you work on?
6. **On whom do you rely** when you need new education materials or advice on how to approach your water outreach education efforts?
7. **What are your favorite sources** for water education materials?
 - a. Why is [EACH MENTIONED SOURCE} a favorite sources?
8. What educational materials do you have trouble:
 - a. Locating?
 - b. Acquiring?
 - c. Using?
9. What criteria do you use to **assess the quality** of new water education materials and practices?
10. Have you every taken an **on-line course** that relates to water outreach or education practices? If yes, please describe the course.

[IF YES]:

- a. On what site did you take the course?
- b. Was it useful?
 - YES
 - NO
- c. What was it like?

I have just a few more questions. The next two having to do with your outreach education design and planning should go rather quickly.

11. What **instructional strategies** do you regularly use in your outreach and education activities?

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12. When you prepare to teach about environmental and resource management issues in your community how important is it for you to have help in the following areas? Is it critical; important; useful; nice, if you have the time; or not necessary for you to have help:
- i. **Assessing the needs** of your audience?
 Critical Important Useful Nice, if I have the time Not necessary
 - ii. Finding descriptions and advice about the **best ways to reach and involve a particular audience** in your community?
 Critical Important Useful Nice, if I have the time Not necessary
 - iii. Getting advice on how to **assess and select the highest quality resources** for water outreach and education?
 Critical Important Useful Nice, if I have the time Not necessary
 - iv. **Developing your instructional skills** (e.g., speaking in public, facilitating group discussion, leading concept mapping exercises)?
 Critical Important Useful Nice, if I have the time Not necessary
 - v. **Finding and accessing water education materials** produced by others around the country?
 Critical Important Useful Nice, if I have the time Not necessary
13. Where do you go to get this kind of help?

Now, I want you to think about your use of the Internet.

14. Do you use the Internet when you need education materials and resources? Why or why not?
15. What are your favorite Internet sites for water outreach education materials and support? List the names and/or URLs of the sites. What makes them your favorite?
16. What attracts you to a web site?
17. What keeps you coming back to a particular site?
18. What turns you away from a web site?
19. For any one search on the Internet
- a. How long does it usually take you to find what you need?
 - b. How much time are you willing to search?