



## Program Evaluation Quick Guide & FAQs

The UC Master Gardener Program uses a statewide evaluation survey to measure behavior changes from our public education events. This survey is a required part of every county program because it helps us understand our impact, improve our efforts, and share meaningful results. This quick guide is for UC Master Gardener staff and volunteers who are helping gather contact information from participants so the statewide office can follow up with the survey. That’s it—just collect and send the contact information, and we’ll take care of the rest. Thank you for your support!

For more information, view the [recorded webinar training](#) or contact program evaluation coordinator, Jocelyn Mobley, [jmmobley@ucanr.edu](mailto:jmmobley@ucanr.edu).

### This Guide Covers:

1. What types of events qualify (pg. 1)
2. Steps for collecting and submitting participant contact information (pg. 2-3)
  - a. Step A: Collect participant information
    - i. Tips
    - ii. FAQ’s
  - b. Step B: Socialize the survey
  - c. Step C: Submit the participation sheets to [mgevaluation@ucanr.edu](mailto:mgevaluation@ucanr.edu)
3. Preview of the survey questions (pg. 4-5)

### 1. Qualifying Public Education Events

Examples of events that qualify:	Events that do <u>NOT</u> qualify:
<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Classes held at a demonstration garden</li> <li>• Library presentations</li> <li>• Garden club talks</li> <li>• Trainings for community garden coordinators and public school teachers</li> <li>• Seminars for public participants</li> </ul>	<ul style="list-style-type: none"> <li>• A garden tour that does not have an educational focus</li> <li>• 1-to-1 technical assistance (help line, fair booths, farmers market)</li> <li>• Trainings for UC Master Gardener Volunteers</li> </ul>



## 2. Steps for Collecting & Submitting Participants' Contact Information

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

The best way to collect this information will be dependent on the type of your event. Work with your coordinator to design a plan or contact Jocelyn Mobley, [jmmobley@ucanr.edu](mailto:jmmobley@ucanr.edu).

Options include, but not limited to:

- ❖ Preregistration survey
- ❖ Online: Zoom poll
- ❖ In-person: Paper [sign-in form](#)
  
- ❖ Important! You **MUST** add the IRB blurb in every participant information collection process:

**“Welcome! Your contact information is used to distribute a link to a follow-up survey and relevant program information. The short survey provides us the tools we need to grow and improve our program. We do not sell or share your contact information with anyone else. If you do not wish to receive the survey, please email us at [mgevaluation@ucanr.edu](mailto:mgevaluation@ucanr.edu). Thank you.”**

### Tips:

- **Participation is voluntary.** Never pressure anyone to provide their contact information. The survey is mandatory for programs, but optional for participants.
- **Make sure emails are easy to read.** Greeter roles can help ensure email addresses are legible.
- **Only collect info from the public.** This survey is for event participants, not UC Master Gardener volunteers. Since this data is about knowledge and behavior change, we don't want the volunteers' data to skew the data set.

### FAQs:

- **What if someone doesn't have email or doesn't want to share it?** The survey is only available online, so we can only reach participants by email.
- **Can we combine the survey sign-up with our newsletter sign-up?** Yes! You can use one combined sign-up sheet or keep them separate. Check with your program coordinator to decide what works best for your county. The sign-up form can be found in the [Evaluation Toolkit](#).
- **What if the event had multiple sessions, like a workshop series or conference?** No, You don't need separate sign-in sheets for each class or breakout. Just send one contact sheet with all attendees listed, and mark that it was a workshop or conference. Be sure to check all the topics that were covered. Participants will get one survey that includes them all. If a topic doesn't apply to them, they can choose “Not presented or not applicable.”



**Step B - Socialize the survey at each public education event.**

Participants are more likely to complete the survey if they know about it ahead of time. When they understand **what** it is, **why** it matters, and **when** they will get it, they are more likely to respond. More responses = better data.

Use materials in the [Evaluation Toolkit](#) to help communicate this clearly:

- ❖ **Show a slide** end of your presentation.
- ❖ **Print and post** a flier where people will see it.
- ❖ **Include a short blurb** about the survey on any existing end-of-event communications (take home materials, class material evaluations, etc.) Check with your program coordinator for the best option for your county.

**Step C - Submit Contact Sheet Within One Week of Event.**

UC Master Gardener coordinators and/or volunteers submit a completed [participation sheet](#) to [mgevaluation.edu](http://mgevaluation.edu), 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:

Participants will receive a tailored survey based on the topics marked on the participation sheet. To ensure the survey works correctly, **all fields must be filled out completely.**

Please send Jocelyn Mobley ([mgevaluation@ucanr.edu](mailto:mgevaluation@ucanr.edu)) the participation sheets 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.
- Remember not to include any UC Master Gardener volunteers



## 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"> <li>• Selecting plant for any of the following: size, sun needs, water needs, maintenance level</li> </ul>
2) Green waste	<ul style="list-style-type: none"> <li>• Bin composting</li> <li>• Worm composting</li> <li>• Grass cycling</li> <li>• Using city-provided green waste bins</li> <li>• Using finished compost as a soil amendment</li> </ul>
3) Pest management (e.g., insects, weeds, plant diseases)	<ul style="list-style-type: none"> <li>• Reducing pesticide applications</li> <li>• Following pesticide label instructions</li> <li>• Monitoring for any of the following: insects, weeds, or diseases</li> <li>• Removing or not introducing invasive plants</li> </ul>
4) Pollinator-friendly gardens	<ul style="list-style-type: none"> <li>• Using plants that attract and support pollinators</li> <li>• Providing water sources for pollinators</li> <li>• Creating nesting habitats</li> </ul> <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"> <li>• Using mulch</li> <li>• Drip irrigation system</li> <li>• Sprinkler system</li> <li>• Irrigation controller</li> <li>• Selecting low water-use plants</li> <li>• Using reclaimed, gray, or captured rain water</li> <li>• Reducing turf area</li> </ul> <p>To the best of your ability, please provide the estimated square feet of turf you removed.</p>
6) Food gardening	<ul style="list-style-type: none"> <li>• Growing edible plant(s)</li> <li>• Expanding varieties of edible plant(s)</li> <li>• Reducing food loss</li> <li>• Donating produce to community programs</li> <li>• 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.</li> <li>• [Tips for calculation provided]</li> </ul>



Response scale for bulleted questions in the table:

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

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