

NAI Region 9 Workshop April 4 – 6, 2014  
Presentation Narrative

Author Name: David Moore

Professional Title: Interpretive Services Supervisor, Bay Delta Region

Organization: California Department of Fish & Wildlife

Street Address/PO Box: 7329 Silverado Trail

City, State, Zip: Napa, CA 94558

Country: USA

Phone number: (707) 766-8380

Fax number (707) 944-5563

E-mail address: david.moore@wildlife.ca.gov

*Abstract: A Bird's Eye View of Program Evaluation* is a presentation being offered by CDFW Supervising Interpreter David W. Moore at this spring's regional NAI workshop. In his presentation, David will showcase evaluation approaches he has pursued with a variety of interpretive programs including Hatchery Education Program, Classroom Aquarium Education Program (Trout in the Classroom), Fishing in the City, Discover the Flyway, and Sandhill Crane Wetland Tours. Then, together with participants, we'll examine how program evaluation can provide benefits across the board.

**Keywords:** performance evaluation, performance measures, logic model, rubric, exit survey, pre-testing, post-testing, cognitive gains, attitudinal change, adaptive management

**Introduction:** The tools of program evaluation are many and varied. An interpreter can tailor their use to meet their needs. In an interactive workshop David Moore demonstrates a variety of surveys, rubrics and a logic model that he has used to improve programs and communications in and outside the agency.

**Body:** Jaywalking. We all know what it is. Yes, we've all had an experience in which we started a presentation on a theme, let's say the story of crane migration, and, having missed our cue, we wound up talking about weasels. The bird walk is not uncommon in the field of interpretation. But, it needs to be monitored and oft times redirected for program to be concise, consistent and most relevant.

Just how do the hawks of program management keep an eye open for adaptive management and best practice? Ah, this is where program evaluation plays a pivotal role. For many, however, program evaluation planning in tandem with development, implementation and analysis of performance measures may seem to be fraught with difficulties. The opportunities must be understood to overcome the barriers and free you to explore this important arena.

Program evaluation might be perceived as a tough challenge for some in our business, but it needn't be one that can't be met successfully. If 'exit surveys' are not ideal tools to measure cognitive or affective gains, then what are options? We'll examine the how and the why. Visuals, including handouts, are offered to participants provide template ideas. Group breakout will assist in a quick-application of the Logic Model so that folks can share elements of evaluation that apply to their own programs. Then

individuals will be encouraged to brainstorm with pen and paper, adding entries into a Logic Model matrix for their own future musing.

Come see how one Interpretive Supervisor has tailored and implemented strategies with a variety of natural resource interpretive programs to improve communication with management, docents and a variety of stakeholders - - and improved programs in the process! Bring your ideas and take some home to try on for size.

Conclusion: The intent of this workshop is to allow participants to engage in consideration of how they might apply program evaluation in their work and to share their experiences. Evaluating your program provides the vision and tools for good management.

References:

Project Design and Evaluation, National Oceanic and Atmospheric Administration, Coastal Services Center; Pam Kylstra (pam.kylstra@noaa.gov)

Chris Parsons, Science Writer/Educator/Evaluator at Word Craft

<http://www.linkedin.com/pub/chris-parsons/a/2a0/2b8>