

SNAMP 2012-2014 Evaluation Plan

This document develops the framework for evaluating the success of SNAMP. The first step of the evaluation process was development of a logic model that specifies project inputs, outputs, and short, medium, and long-term outcomes to be achieved by the project. These were divided into four basic delivery methods to simplify data collection. The three primary activities of the Public Participation Team are development of 1) interactive meetings and events, 2) local and regional outreach, and 3) web and social media based outreach. Mostly short term outcomes are listed for these activities. The overall SNAMP activity is listed as 4) carrying out and communicating science to project partners to enable informed input into USFS adaptive management. The outcomes listed include short, medium and long term outcomes.

Desired short-term outcomes for each goal/activity type are listed below:

PPT Activity 1 – Develop and host interactive meetings and events to allow integration of the MOUP and public in the project

- Outcome 1.1 Increased understanding by participants about scientific content and process
- Outcome 1.2 Increased interaction between scientists, MOUP, and public
- Outcome 1.3 Mutual learning occurs between scientists, partners and public

PPT Activity 2 – Develop a system of regional and local outreach to increase participation in the project

- Outcome 2.1 Potential stakeholders are aware of SNAMP
- Outcome 2.2 Local communities are aware of SNAMP and understand the project
- Outcome 2.3 Multiple methods of outreach are established to involve diverse audiences

PPT Activity 3 – Develop a high quality website and electronic outreach methods to increase access to SNAMP information

- Outcome 3.1 Increased access to SNAMP information by a broad audience
- Outcome 3.2 Structured organization of project information and archives
- Outcome 3.3 Access to project through on-line discussion

SNAMP Activity 4 – Carrying out and communicating science to project partners to enable informed input into USFS adaptive management

- Outcome 4.1 Dissemination of results to the public, agency partners, and scientists
- Outcome 4.2 Engagement of stakeholders in interpreting science and recommending management changes
- Outcome 4.3 SNAMP research information is used in adaptive management

There are a number of data sources already established to assist in this evaluation. These data sources include:

- On-line evaluation survey Spring 2009
- Initial interviews completed 2010, mid-course interviews completed 2012
- Published PPT papers including forest health, web use, social media outreach
- Web-metrics being collected on an on-going basis
- Evaluation surveys done routinely after meetings
- Network analysis research results
- Project records documenting accomplishments of work projects
- Meeting minutes and matrices that describe interactions at events

Additional data collection envisioned include:

- Final project interviews 2013
- Possible follow up on-line evaluation survey in January 2015

The plan below lists the outcomes specified for each activity described in the logic model, and the indicators of success for each outcome. The data source, responsibility for data collection and time of collection is listed for each.

<i>PPT Activity 1 – Develop and host interactive meetings and events to allow integration of the MOUP and public in the project</i>				
Outcome	Indicator	Data source	Responsible for collection	Collection timeline
1.1 Increased understanding by participants about scientific content and process	Participants self-report increased understanding	Event evaluation forms	UCCE	On-going
		2009 on-line evaluation survey	Adrianna	2009
		Initial, mid-term and final interview data	Adriana, Shufei	2010, 2012 and 2013
		Final on-line evaluation survey	UCCE	January 2015
		Forest health paper conclusions	Adriana	2012
1.2 Increased interaction between scientists, MOUP, and public	Participants self-report increased interaction	Event attendance records and evaluation forms	UCCE	Fall 2014
		2009 on-line evaluation survey	Adrianna	2009
		Final on-line evaluation survey	UCCE	January 2015
		Initial, mid-term and final interview data	Adriana, Shufei	2010, 2012 and 2013
1.3 Mutual learning occurs between scientists, partners and public	Participants self-report mutual learning	Event evaluation forms	UCCE	Fall 2014
		2009 on-line evaluation survey	Adrianna	2009
		Final on-line evaluation survey	UCCE/Adrianna	January 2015
		Social network analysis	Shufei	2013
		Initial, mid-term and final interview data	Adrianna, Shufei	2010, 2012 and 2013

<i>PPT Activity 2 – Develop a system of regional and local outreach to increase participation in the project</i>				
Outcome	Indicator	Data source	Responsible for collection	Collection timeline
2.1 Potential stakeholders are aware of SNAMP	Diverse and building participation in SNAMP	Event and outreach records	Susie, Kim Anne	December 2014
	Active outreach to diverse local and regional stakeholders	Event and outreach records	Susie, Kim Anne	December 2014
2.2 Local communities are aware of SNAMP and understand the project	Outreach events involve local stakeholders	Event and outreach records	Susie, Kim Anne	December 2014
	Local stakeholders understand SNAMP and participate	Event and outreach records	Susie, Kim Anne	December 2014
		Initial, mid-term and final interview data	Adriana	2009, Spring 2012, Fall 2013
2.3 Multiple methods of outreach are established to involve diverse audiences	In-person and at distance methods are available and engage a wide audience	Event and outreach records	Susie, Kim, Anne	December 2014
		Initial, mid-term and final interview data	Adriana	2009, Spring 2012, Fall 2013
		Sock drive paper data	Susie, Anne	June 2012

<i>PPT Activity 3 – Develop a high quality website and distance outreach methods to increase access to SNAMP information</i>				
Outcome	Indicator	Data source	Responsible for collection	Collection timeline
3.1 Increased access to SNAMP information by a broad audience	SNAMP research briefs available on all published SNAMP science	Website pages and page hits	Maggi	December 2014
	SNAMP newsletters available and distributed covering major SNAMP topics	Website pages and page hits	Maggi	December 2014
	Satisfaction with quality of SNAMP written outreach information	Final on-line evaluation survey / website based survey	UCCE	January 2015
	Improvement in website use statistics, including visits, page views, unique visitors, visitor loyalty, and bounce rate	Web statistics	Maggi	December 2014
3.2 Structured organization of project information and archives	Easy accessibility of project documents and information	Final on-line evaluation survey	UCCE	January 2015
		Web use paper	Maggi	When published
3.3 Access to project through on-line discussion	SNAMP web-site discussion types and participants	Analysis of SNAMP discussion board	Maggi	December 2014
		Web use paper	Maggi	When published

<i>SNAMP Activity 4 – Carry out and communicate science to project partners to enable informed input into USFS adaptive management</i>				
Outcome	Indicator	Data source	Responsible for collection	Collection timeline
4.1 Dissemination of results to the public, agency partners, and scientists	SNAMP disseminates all results through multiple methods: papers, briefs, meetings, notes, outreach presentations	Project records, website	PPT	On-going
	SNAMP produces integrated final report and shares it with multiple audiences	Report, project records	PIM, PPT	Fall 2014
4.2a Engagement of stakeholders in interpreting science	Stakeholders involved in framing, revising and interpreting research	Work plan development dissertation	Kim R.	2009
		Meeting minutes	PPT	On-going
		Initial, mid-term and final interview data	Adriana	2010, 2012 and 2013
		On-line evaluation survey	Adriana	2009
4.2b Engagement of stakeholders in recommending management changes	Stakeholders involved in interpreting research and making management recommendations	Meeting minutes	PPT	On-going
		Final interview	Adriana	Fall 2013
		Final on-line survey	UCCE	January 2015
4.3 SNAMP research information is used in adaptive management	Local USFS uses pre-treatment data in preparing projects (forest, fisher, PPT)	Data release and use survey / interview	UCCE	On-going every six months - 2014
	Other USFS units/MOUP agencies use SNAMP results in management projects	Literature review of agency environmental documents	UCCE	2012, 2014
		Review of IFWG, Sierra Cascades Dialog materials	UCCE	2014
	Local USFS uses research results/ report in modifying post-SNAMP projects	??	??	2015 and beyond
	USFS uses SNAMP results to revise the Sierra Nevada Framework	??	??	2015 and beyond
	The SNAMP model is used to inform future adaptive management efforts	??	??	2015 and beyond

