Introducing Program Evaluation Tools to Volunteers:

1. Start with a virtual or in-person meeting to verbally discuss with volunteers.

2. Initial framing of conversation: There is a state-wide initiative regarding program evaluation and how the **Master Gardener Program** creates **positive change** in our respective communities. The goal of this evaluation is to collect data on change in 3 areas: change in knowledge, change in behavior, and change in condition.

    a. Can provide the example of:
        i. Change in knowledge = learning a new technique for tomato growing.
        ii. Change in behavior = changing the technique you use to grow tomatoes.
        iii. Change in condition = having so many tomatoes that you start sharing them with your neighbors and a local food bank.

3. What is the **purpose** and **benefit** of having this data?
    a. To have information available to share with community members, funders, decision makers, etc. about why the Master Gardener program is **good for the community**.
    b. Emphasize: this data will actually be a tool to **further empower volunteers** to be able to speak to the importance of the program.

4. How is this going to start?
    a. These "changes" will be evaluated **by program priority** and our first survey is related to **Local Food**. The first survey will be centered on the participants knowledge before and after the event.
    b. *Can pull up the statewide website at this point and do a walk-thru of the site: https://mastergardener.wsu.edu/resources/for-master-gardeners/priorities-library/*
        i. Show them the new **Local Food Library** and the resources that are available. Particularly, where they can access the QR code.

5. **Call to action for volunteers**: So what am I asking you to do? Please post the survey (QR code) at the end of your next presentation related to Local Food.
    a. Could identify a presentation with the volunteers now or let them determine.
    b. There is no expectation to change any content of your presentation at this point in relation to the survey questions.
    c. Planning for 2025, we can look at adding content to teach towards survey questions.
    d. One question asks respondents if they would like to provide their email to receive a follow-up survey in 6-12 months. This is that next step in the longitudinal data collection that will ask them about their *behavior change*. Providing this information is optional for the respondent, and all follow-up surveys will be sent/managed by state level. No extra work required for our volunteers!

6. **Follow-up**: send an email to volunteers recapping the information shared in conversation, including the link to the Local Food Library.
    a. Indicate next steps will be including a survey for either Climate Change, Plant Biodiversity, or Water Conservation.