

## Evaluation Levels

### Evaluation levels for exhibits

#### Exhibit evaluation level #1

- QR code engagement + paper option

#### Exhibit evaluation level #2

- QR code engagement
- Participant observation
- Exit interview with venue host

#### Exhibit evaluation level #3 (team training as needed from Vikram; neutral)

- QR code engagement
- Participant observation
- Exit interview with venue host
- Intercept surveys (ask now, may be high intent)
- Follow-up interviews with willing participants (assess intent translation to behavior; how is it sustained?; willing to follow up; email)

### **On-the-ground and in-classroom educational art workshops**

*These are likely to be relatively fewer among the team, but important for certain sites and team members. These are workshops focused on using art/storytelling to learn about rangeland environments.*

### Evaluation levels for educational activity...not as sure here

#### Educational evaluation level #1

- Class responses to structured questions (anonymous)
- Qualitative feedback summarized by instructor (anonymous)

#### Educational evaluation level #2

- Class responses to structured questions (anonymous)
- Qualitative feedback summarized by instructor (anonymous)
- Teacher/facilitator participates in interview with project evaluation specialist