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EE21 SURVEY GUIDANCE

The surveys we are sharing can be used in multiple ways. Here is some critical information to guide their use.

1. The EE21 surveys are designed for program participants ages 11 and up. They should not be used for audiences younger than this (below 5th grade in the United States).
2. There are two ways to use these surveys.
    a. Post-experience only retrospective survey. This survey should typically be administered immediately following a program. The value of this survey comes in its ability to gauge outcomes and compare programs to each other in terms of specific outcomes reached.
    b. Pre-experience and post-experience surveys. These surveys are typically not useful for short programs (a single day or less), as taking a pre-experience and post-experience survey too close together may bias post-experience survey responses. In longer programs, these surveys can be used to track changes in participants following a program. The post-experience survey could also work as a follow-up survey (some time after the program). To assess the influence of a program, one would conduct means comparisons with pre-experience scores (e.g., independent samples t-tests) with effect size tests (e.g., Cohen's d analyses) to determine if participants exhibit significant and meaningful changes in these measures after their participation. These analyses can provide valid evaluation results for specific programs.
    c. In either case, valid results require consistent timing of survey implementation for every program surveyed. That is, conducting a survey with one group right after their experience and another two weeks later will preclude the opportunity to compare those findings or include them in the same analysis.
3. You may desire to customize the survey. For example, you may wish to insert the word "field trip" in place of "experience" or "program" or include a somewhat different introduction. You might also consider adding an open-ended question or two. ***Any additional alterations should not be undertaken without contacting us so we can ensure the scales we developed remain valid for your use***. If you decide to add additional items, these should come at the end of the survey, not before.
4. Survey analysis. The table we have provided (EE21 outcomes) displays survey items that can be combined to collectively measure each key outcome concept. For each, it is valid to take the mean of all survey responses to reflect the overall outcomes for a particular program. For the single open-ended "action orientation" item, analysis requires three steps. First, all "yes" responses are coded as 1 and all "no" responses are coded as "0." Second, a qualitative review of write-in responses should be conducted to remove write-in responses that don't reflect a relevant outcome for the program – for example, "I want to be a professional wrestler" or "I will play more video games." These answers should be re-coded as a "0." Finally, use the ones and zeros to determine the proportion of participants in each program that reflect an intention to change their behavior in a way meaningful to the goals of the program. A final score for a program would thus be a percentage.
5. We are in the process of developing a **learning network** based on survey use. Here is our vision:
    a. Organizations opting to use the survey would work with us to determine an appropriate sampling method. Typically, each organization would want to obtain a representative

        sample of their programs for this age group. We would help organizations to determine appropriate sampling and timing of their survey implementation.

b. Organizations would share all collected data with us. We would analyze those data and return a synthesis to each organization. We would not publicize any results specific to any individual organizations. They are rather intended to be used at the discretion of the receiving organization. The synthesis would include an organization's programs' results in comparison to national averages of similar programs, enabling organizations to determine which outcomes they achieve relatively well and which outcomes they do not. *We currently have outcomes results from programs of over 90 organizations in the US, and we expect this number to grow considerably.* This will enable organizations to consider revisiting their own intended programmatic outcomes. Combined with the findings of our larger national study on what leads to better outcomes (see item d below), organizations might also wish to adjust their programs to improve performance on particular outcomes of interest.

c. For organizations that are interested, we would make connections between those that are high achievers on different outcomes or with different audiences. For example, one organization might excel at enhancing motivations for school performance while another might excel at developing pro-environmental attitudes. Maintaining a national database would enable organizations to learn from each other regarding the practices that tend to promote different outcomes. In the future, we might be able to develop regional meetings in which inter-organizational interchange and learning could take place.

d. We will be sharing the findings of our ongoing research on what program elements lead to better outcomes for participants in diverse contexts within this network, regardless of whether you decide to use these surveys or further engage in any way directly.

IMPORTANT: PLEASE READ!
We are working on developing a model to financially support steps a to c of the learning network. This will likely require a modest enrollment fee from participating organizations. We expect that this fee would be significantly smaller than what is typically required for a professional evaluation, even one of small scale and scope.

If you think your organization might be interested any of the following (see bullets below), please clink THIS LINK to fill out a short form. No commitment is necessary at this point. We are only trying to gauge interest, so we can develop an effective path forward.

- Using either version of the EE21 survey
- Getting support from us on planning valid sampling and survey implementation procedures
- Having us analyze your data and synthesize it into an efficient evaluation report
- Participating in inter-organizational exchange within a network to learn from other organizations with different foci, strategies, skills, and degrees of success in achieving diverse outcomes.

If the link above doesn't work, cut and paste the following:
https://virginiatech.qualtrics.com/jfe/form/SV_8Ap9fSB80kZKlqR