



National Park Open Outdoors for Kids Program Retrospective Survey Guidance

Thank you for participating in this learning network!

We would like to ask your program participants to take a survey at the end of the program. It is important that the survey is administered immediately after the conclusion of the program or at least within 24 hours. The survey will take less than 10 minutes to complete. Each participating National Park will have a unique survey link. If you do not have your survey link, please email Kelley Anderson at kelleyan@vt.edu. All data will be kept strictly confidential by the research team at Virginia Tech and all necessary permissions have been obtained.

IMPORTANT: Please either play this short video (<https://tinyurl.com/post-surveyintro>) to all participants or read the entire script below to introduce the survey. Their answers cannot be used in the study if they do not hear this information.

Survey Introduction Script for NPS educators:

“We need your help to make these programs great for other students like you. In a moment, you will take a short voluntary survey and answer some questions that will help you reflect on your experience and give us feedback on the program. For most of the questions, you will be answering on a scale from 0 to 10, where a 0 means the program had no influence on you at all and a 10 means it changed your life. You will probably answer somewhere in between these two ends of the scale for many of the questions. It is perfectly ok if you have different answers for each question. There are no right or wrong answers so please answer with your honest opinions and work alone to complete the survey. Your responses will help us improve programs like this for the future.”

Survey Introduction Script for teachers:

“The National Park educators need your help to make these programs great for other students like you. In a moment, you will take a short voluntary survey and answer some questions that will help you reflect on your experience and give them feedback on the program. For most of the questions, you will be answering on a scale from 0 to 10, where a 0 means the program had no influence on you at all and a 10 means it changed your life. You will probably answer somewhere in between these two ends of the scale for many of the questions. It is perfectly ok if you have different answers for each question. There are no right or wrong answers so please answer with your honest opinions and work alone to complete the survey. Your responses will help the National Park educators improve programs like this for the future.”

We advise that you send the introduction video and survey to the classroom teachers well in advance to make sure they can access them. Some schools or school districts restrict access to websites that were shared from outside of their organization. If teachers are not able to access the introduction video, please either read the script yourself or ask the teachers to read the script. If they are not able to access the survey, let Kelley know well in advance and she can troubleshoot the issue. If you need a paper version of the survey for any reason, please contact Kelley.

We have found that pitching the survey as a unique opportunity to help you and your team improve your programs and to get feedback from students directly can help improve the survey response rate and teacher cooperation. This survey gives students a chance to reflect on the program and how they think it impacted them. Get excited about the survey and talk about it as if it is included as part of the program. If you are having trouble getting teachers and students to participate, contact Kelley and she may have some ideas to help you out.

If you have any questions about the survey or how the data will be used, please feel free to contact Kelley Anderson at kelleyan@vt.edu.

Thank you!