

A pronghorn antelope is shown in its mating display, standing on a grassy hill. Its chest is inflated into two large, rounded, olive-green sacs, and its long, dark horns are raised and spread out. The antelope's body is dark brown with white patches on its neck and chest. In the background, another pronghorn is visible, also in a similar display, though it is out of focus. The background is a blurred, dry, grassy landscape under a bright sky.

# Assessing the impact of conservation communications

How do you know if your communications efforts are something to puff your chest up about or not?

Ashley Dayer, PhD  
Virginia Tech





# Financial Evaluation

Investing activities  
Capital expenditures  
Purchases of restaurant businesses  
Cash used for investing

Financing activities  
Long-term financing borrowings  
Issuances of long-term debt  
Repayments of long-term debt  
Cash and cash equivalents

Cash and cash equivalents  
Supplemental information  
Interest income

See

# Evaluation



**OUTSTANDING**

**Excellent**

**Very Good**

**Average**

**Below Average**

# Evaluation Defined

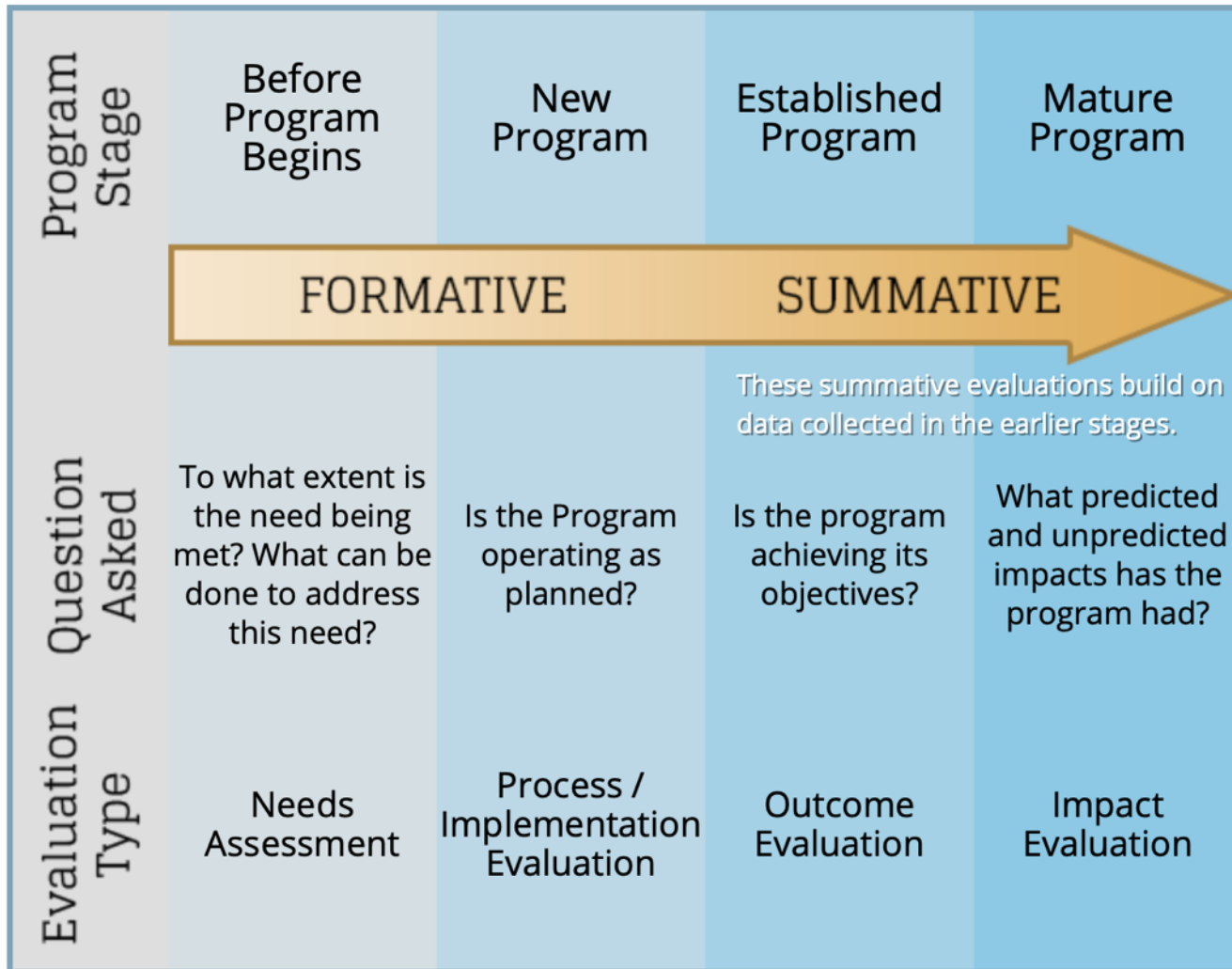
- process that critically examines
- involves collecting and analyzing information about a program's activities, characteristics, and outcomes
- purpose to make judgments about a program, to improve its effectiveness, and/or to inform programming decisions
- (Patton, 1987)



# Why Evaluate?

- Is program (or tool) effective?
- Are we meeting goals?
- Are we leading to conservation?
- How can we focus our efforts (choices)?
- How can we gain support?
- How can we meet requirements of funders?
- Are audience needs being met?
- Who is our audience and how can we influence them?

# Evaluation Phases



# Start with the end in mind!



## Why are you communicating in the first place?

- *Increase knowledge?*
- *Increase engagement?*
- *Develop skills?*
- *Change attitudes?*
- *Grow support for your organization?*
- *Change behaviors?*





# What is a line of logic model?

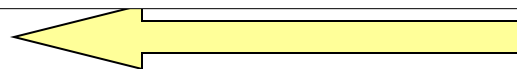
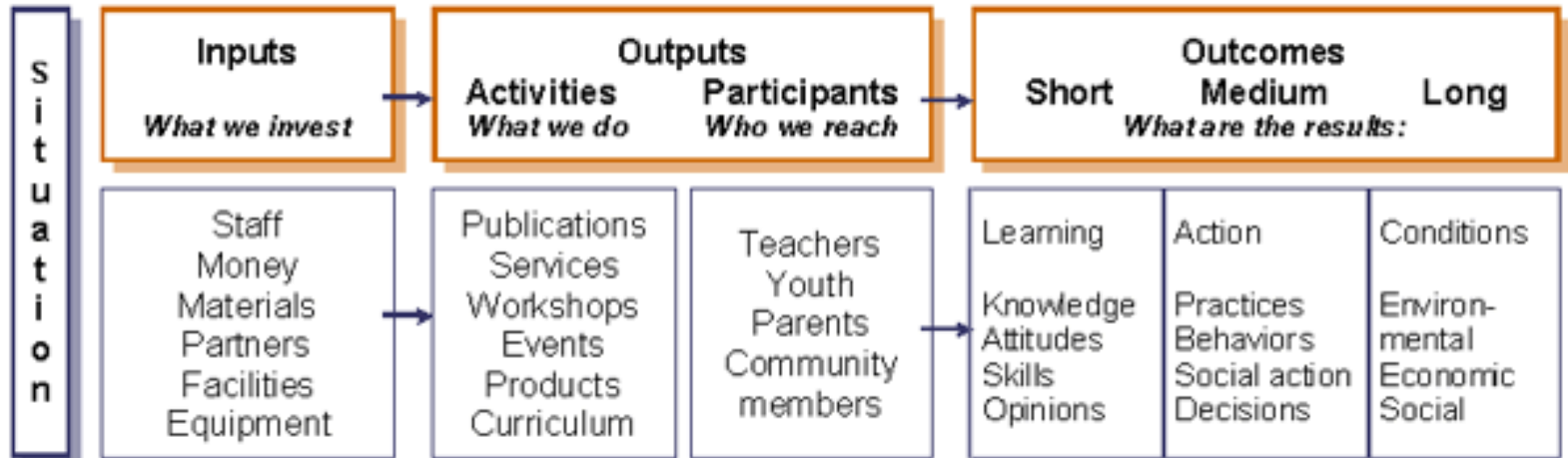
- A picture of your program
- Clarifies the strategy underlying your program
- Builds common understanding
- Communicates what your program is (and is not) about
- Forms a basis for evaluation



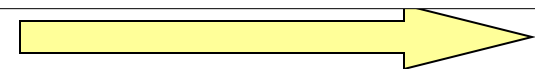
# What is a line of logic model?

Program Goal: overall aim or intended impact

Program Objectives: intended results of your program in specific terms



How?



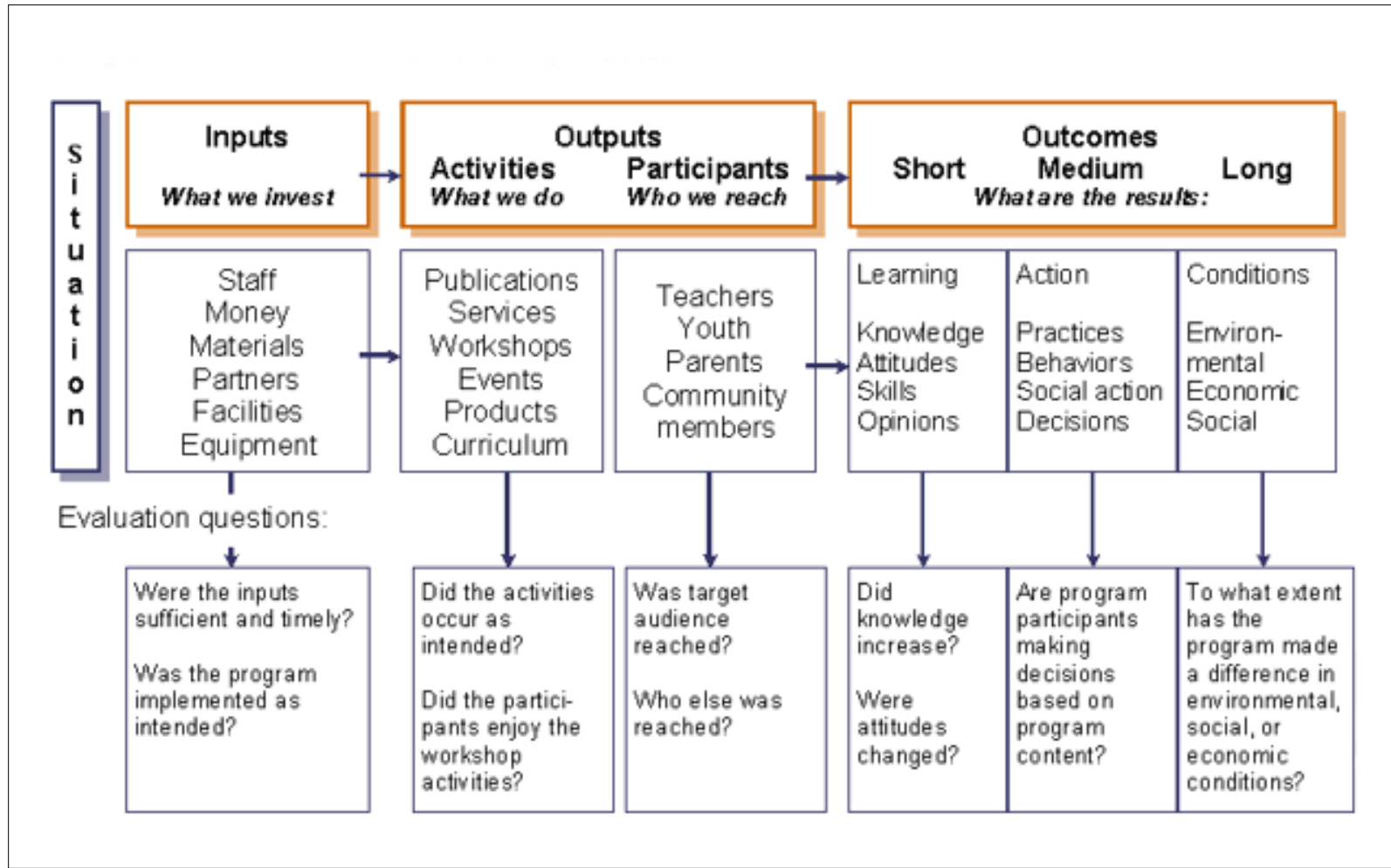
Why? So what?



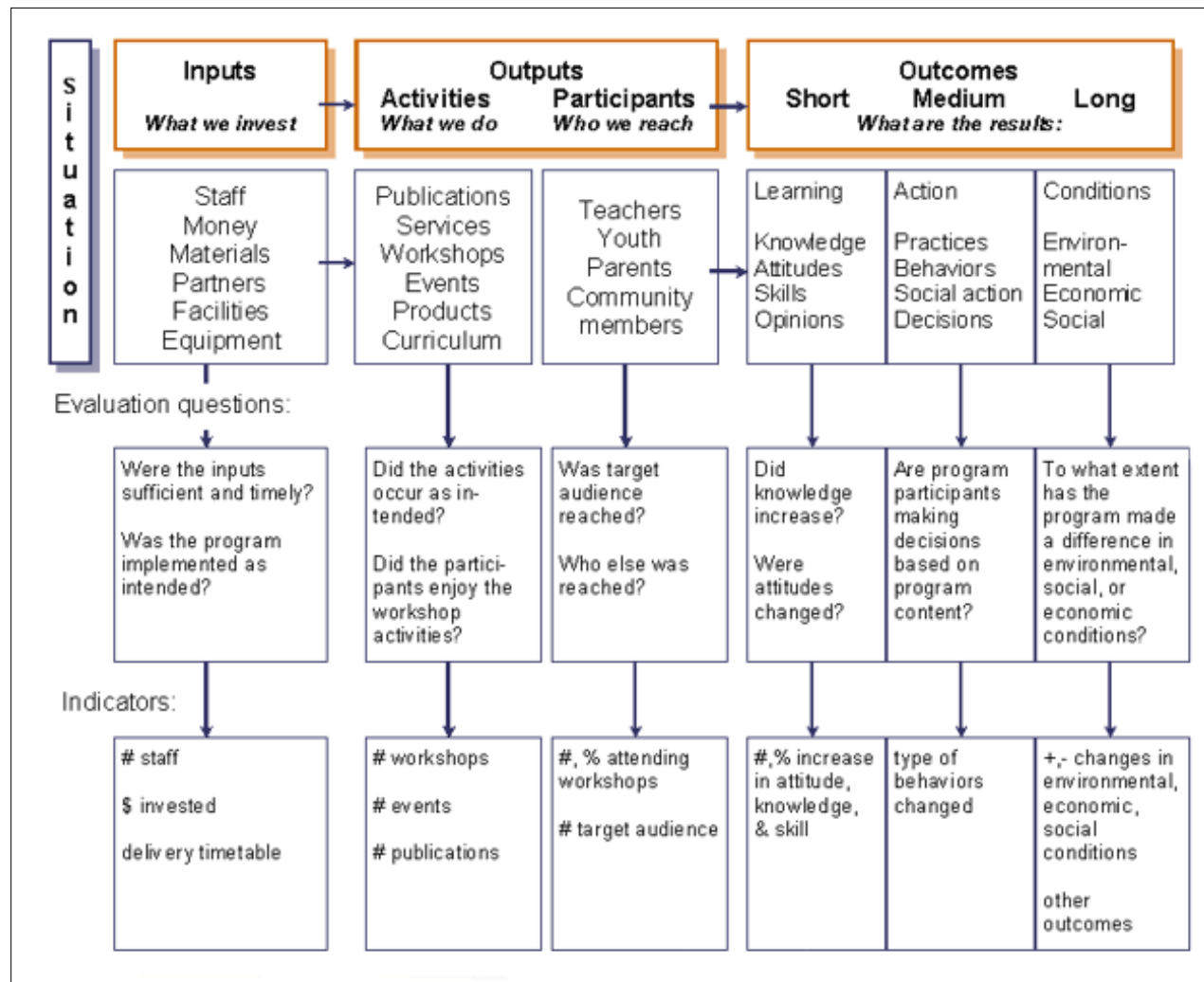
# Limitations

- Represents reality, is not reality
- Focuses on expected outcomes
- Challenge of causal attribution
  - ✓ *Many factors influence process and outcomes*
- Doesn't address: Are we doing the right thing?

# Linking Line of Logic Model to Evaluation



# Questions & Indicators





# Developing an Evaluation Plan

1. What are you going to evaluate?
2. What is the purpose of the evaluation?

Focusing the evaluation				Collecting the information		Analyzing and Reporting	
Logic model link	Evaluation Questions	Indicators	Sources	Methods	Managing	Analysis	Reporting
	What do you want to know?	How will you know it?	Who will have the information?	How will you gather the data?	When will the information be collected?	How will the data be analyzed and displayed?	To whom and how will the results be communicated? How will you use the results?
<b>Inputs</b>							
<b>Outputs</b>							
<b>Outcomes</b>							

# The How: Data Collection

What tool will you use?

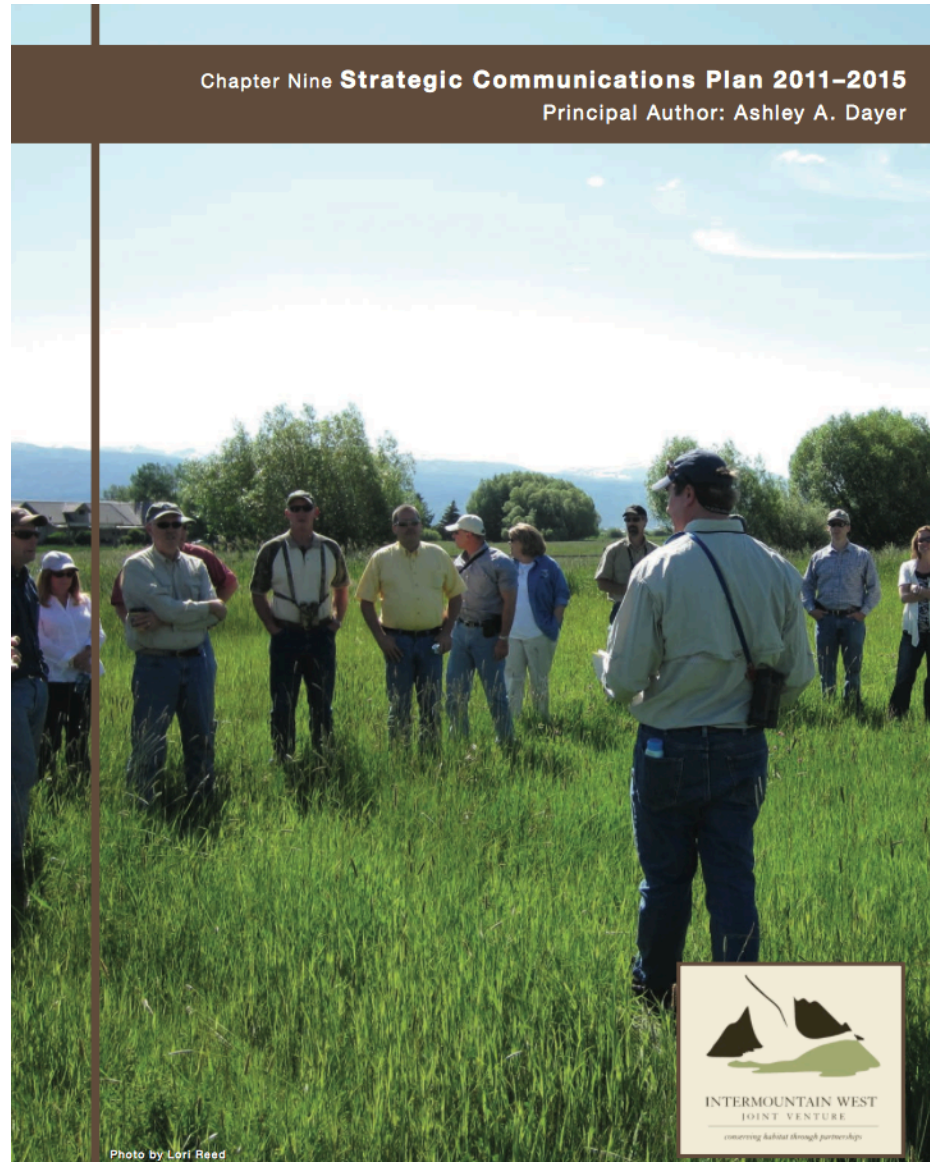
- Surveys
- Interviews
- Focus Groups
- Observations
- Web analytics
- Alternative Assessment

# The How: Data Collection

- Things to think about, which tool ...
  - is likely to secure the information?
  - is most appropriate?
  - is least disruptive to your program and your audience?
  - can you afford?



# Example of Evaluation Tools



# Purpose of Digital Communications Evaluation

- Track **output** evaluation metrics
  - Over last 5 years
  - Bi-annually
- Answer 5 key questions such as:
  - How many users do our digital tools reach?
  - What device do people use?
  - How do people interact with our content?
  - How do the tools work together?
  - Are new tools worth our investment?
- Goal: Adapt our use of digital communications tools

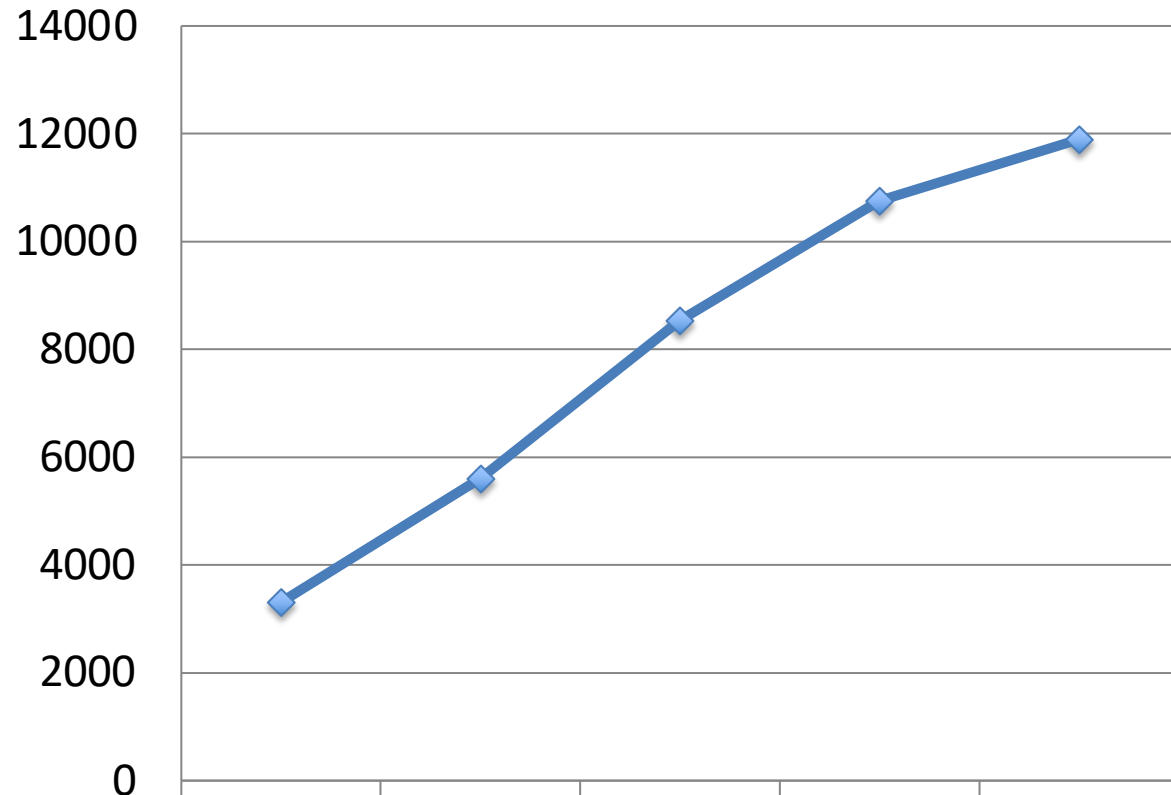


**HOW MANY USERS DO OUR  
DIGITAL TOOLS REACH?**

# 2014 Count 'Em Up!

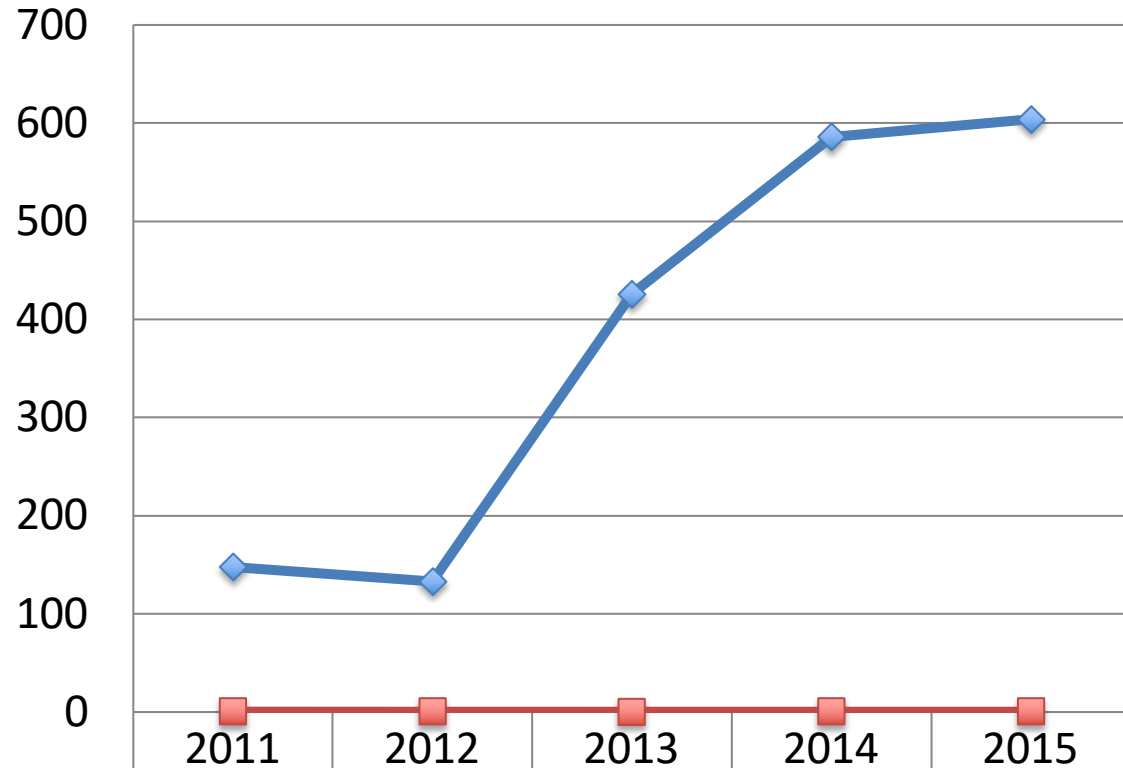


# Website Users: Dramatic Growth & Beginning to Plateau



◆ Number of Unique Web Users	2011	2012	2013	2014	2015
	3311	5600	8534	10754	11896

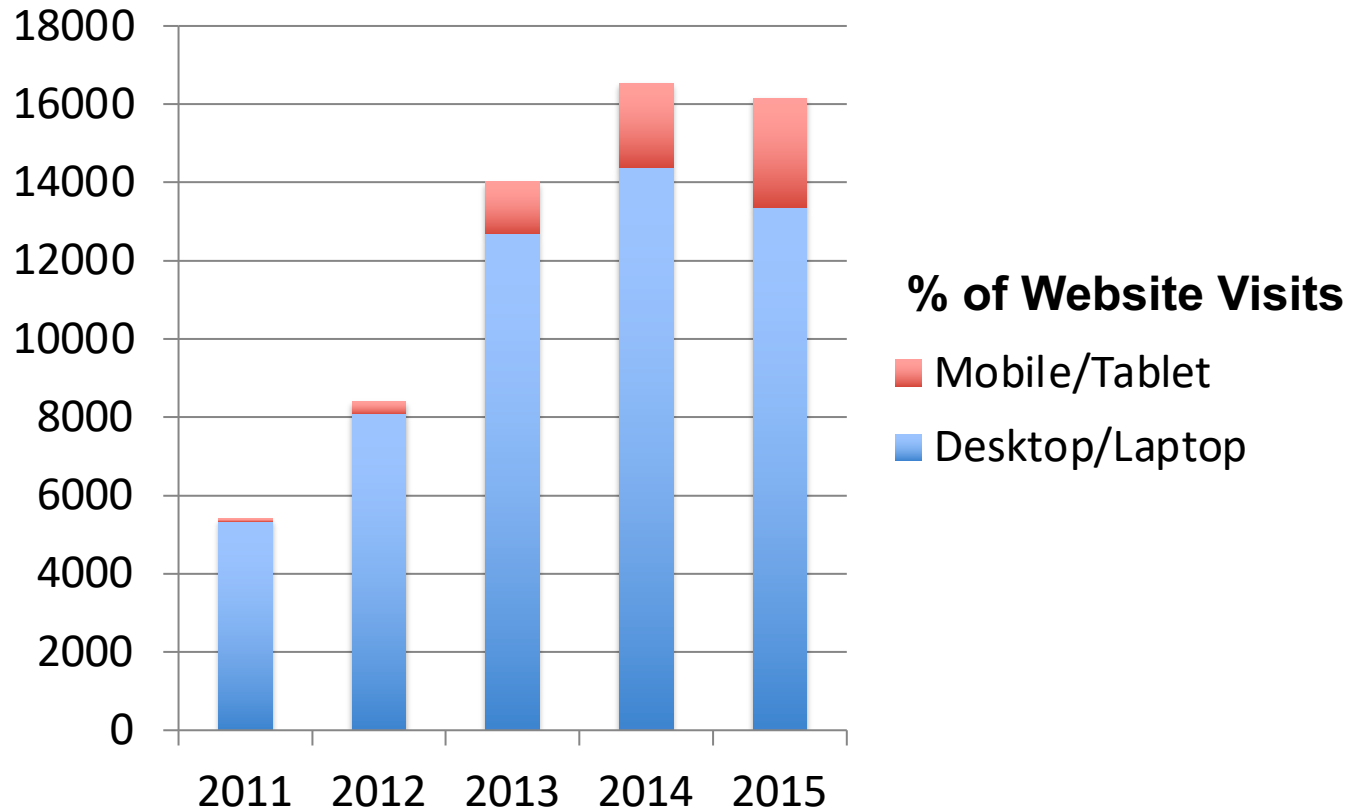
# E-News: Consistent Open Rate as Database Grows



◆ Avg. Number of Readers/Issue	148	133	426	586	604
■ Avg. % of Readers/Issue	37%	35%	30%	35%	35%

**WHAT DEVICE DO PEOPLE USE TO  
FIND OUR WEBSITE?**

# Mobile/Tablet Use is on the Rise



From 1% to 17%!  
From 74 visits to 2800 visits!



**HOW DO PEOPLE INTERACT WITH  
OUR CONTENT?**

# Most Popular News Articles

## Characteristics of the content every article:

- Communications goals (1-6)
- Science type
- Bird type
- Habitat type
- Partner type

?



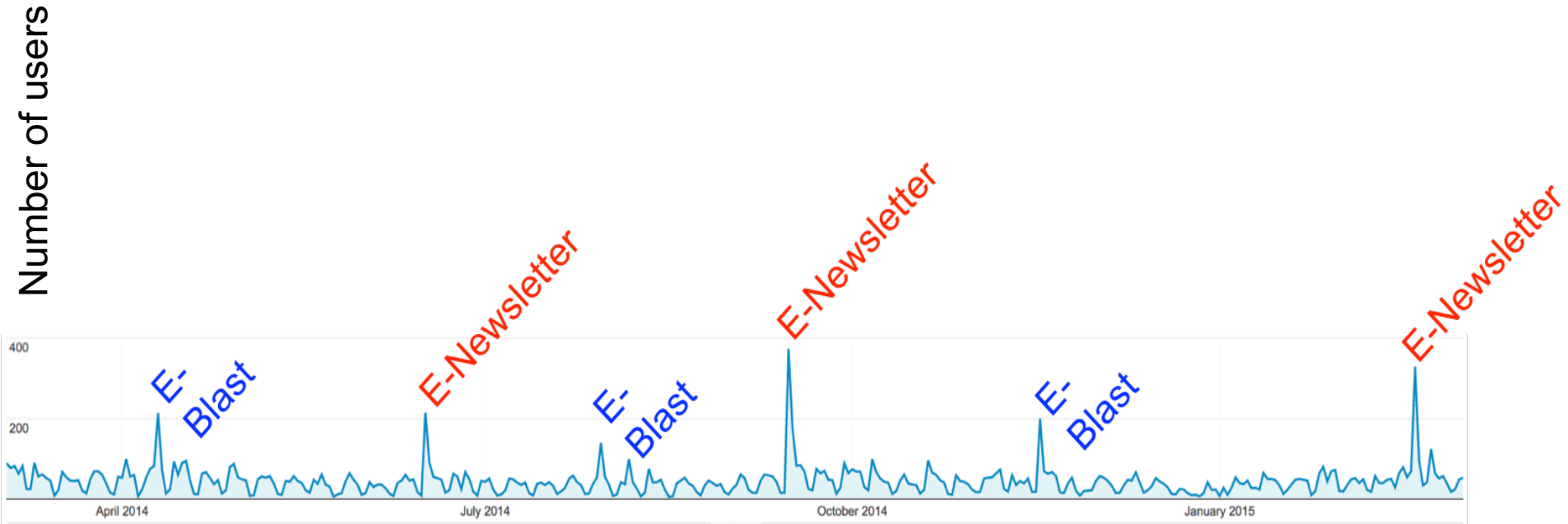
Number of unique articles views



**2 significant correlations**  
( $p < .10$ ): Sagebrush ( $r = .38$ )  
Landowners ( $r = .30$ )

**HOW DO THE TOOLS WORK  
TOGETHER?**

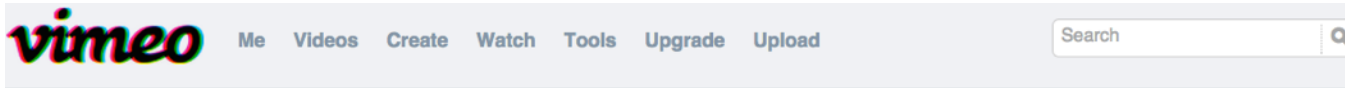
# E-Communications Make a Measurable Difference





March 2014 – March 2015

**ARE NEW TOOLS WORTH OUR  
INVESTMENT?**

# Video Views > Article Views



149 video views  
vs.  
65 article views

 Enjoy up to 20GB/week of storage space, priority video conversion, and no HD limits. [Upgrade now.](#) 

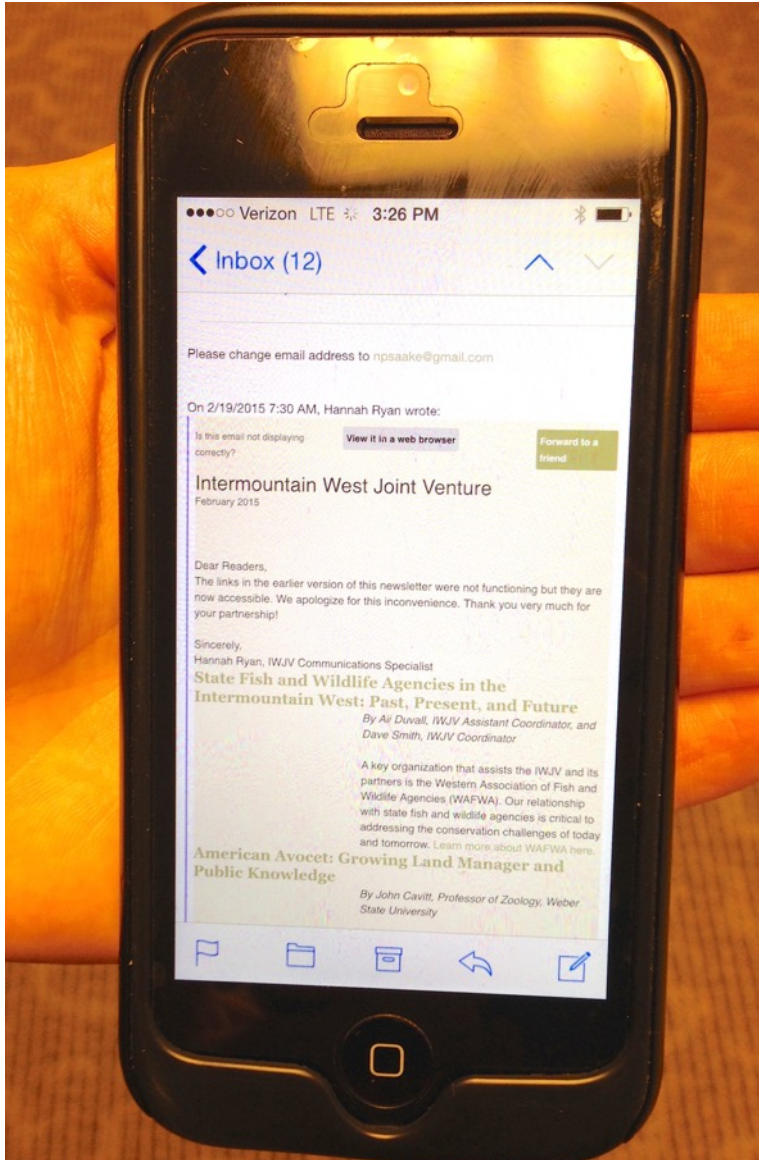


## Keeping It Together: Large Landscape Conservation in the Upper Green River

from **Intermountain West Joint Venture** 2 months ago ALL AUDIENCES



# #1: Continue to Invest in Digital Communications



A screenshot of the IWJV Partnership News newsletter. The header includes the IWJV logo, a Facebook link, and a sign-up link for the newsletter. The main title is "IWJV Partnership News" with the date "November 2014" and the subtitle "News you missed". The main image shows a barn with hay bales. Below the image are two featured articles: "Webinar: Meeting the Needs of Waterfowl on Working Ranches" and "Science to Solutions Series: Wildfire and Cheatgrass: New Science Helps Reduce Threats to Sage Grouse". The footer includes a "Follow the IWJV" section with links to Facebook, RSS, and a map of the Intermountain West region.

Find IWJV on Facebook  
View in a web browser »  
Sign up for this newsletter »  
Forward to a friend »

## IWJV Partnership News

November 2014  
News you missed



### Webinar: Meeting the Needs of Waterfowl on Working Ranches

Meet with IWJV and NRCS staff to learn about managing irrigated haylands and pasturelands in the Intermountain West for



### Science to Solutions Series

Check out the latest fact sheets in the Sage Grouse Initiative's Science to Solutions Series. These publications make it simple for landowners and managers to access and use science and planning tools. **Find these fact sheets here.**

### Follow the IWJV

Like our Facebook page for timely news on bird habitat conservation across the Intermountain West. Or try out our RSS feed. RSS (Really Simple Syndication) means you can get periodic updates in your inbox each time something new is posted on iwjv.org.

Find IWJV on Facebook  
Subscribe to our RSS feed



# #2 Ensure Web Content Viewed with E-Communication

## Before you leave...



INTERMOUNTAIN WEST  
JOINT VENTURE

Celebrating 20 Years

The IWJV is an important source for bird habitat conservation in the Intermountain West, featuring:

- Access to Funding
- Science Data and Tools
- Successful Habitat Projects
- Farm Bill Updates
- Job Postings
- And much more...

Register now for regular updates:

Sign up

Not ready for that? Why not subscribe via RSS?



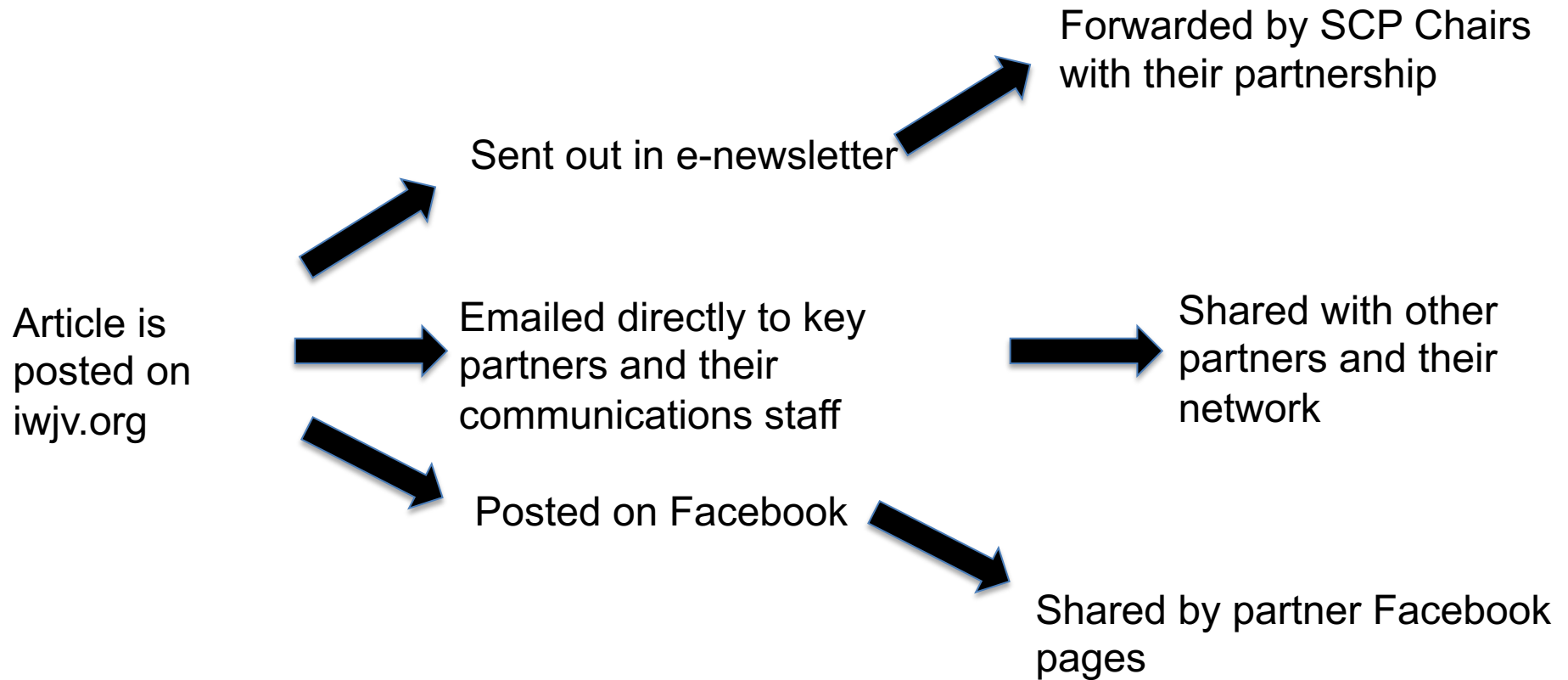
## IWJV Partnership News

News you missed

November 2014



# #3 Further Reach Through Partner Communications





# #4 Monitor Response to More In-house Video Production

- Field interviews
- Phone interviews
- Minimal still photos
- No longer than 2-3 minutes



**WHAT ABOUT OUTCOMES  
ASSESSMENT?**

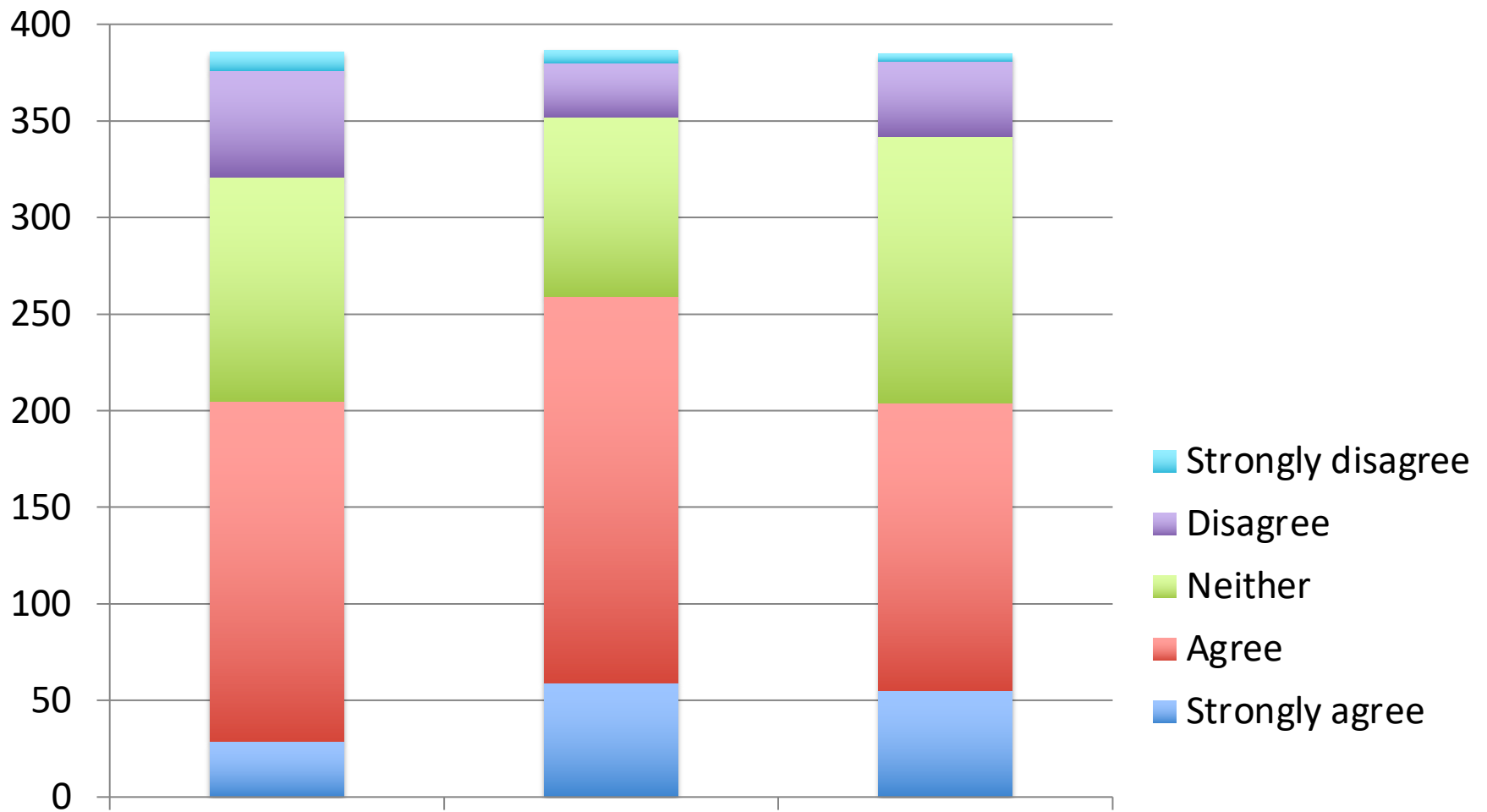
## Intermountain West Joint Venture Partner Survey

### Your Involvement with the IWJV

**1. In what ways are you currently involved with the IWJV? (Select all that apply.)**

- Management Board member
- State Conservation Partnership Chair
- State Conservation Partnership member
- Technical Committee member
- Participant in tours, events, or other IWJV-sponsored meetings
- Grant recipient
- Newsletter recipient
- Facebook page friend





I can speak about JVI goals, objectives, and/or activities.

I can identify places in my job where I could incorporate JVI goals, objectives, and/or activities.

I champion the JVI goals, objectives, and/or activities within my organization and external to my organization.

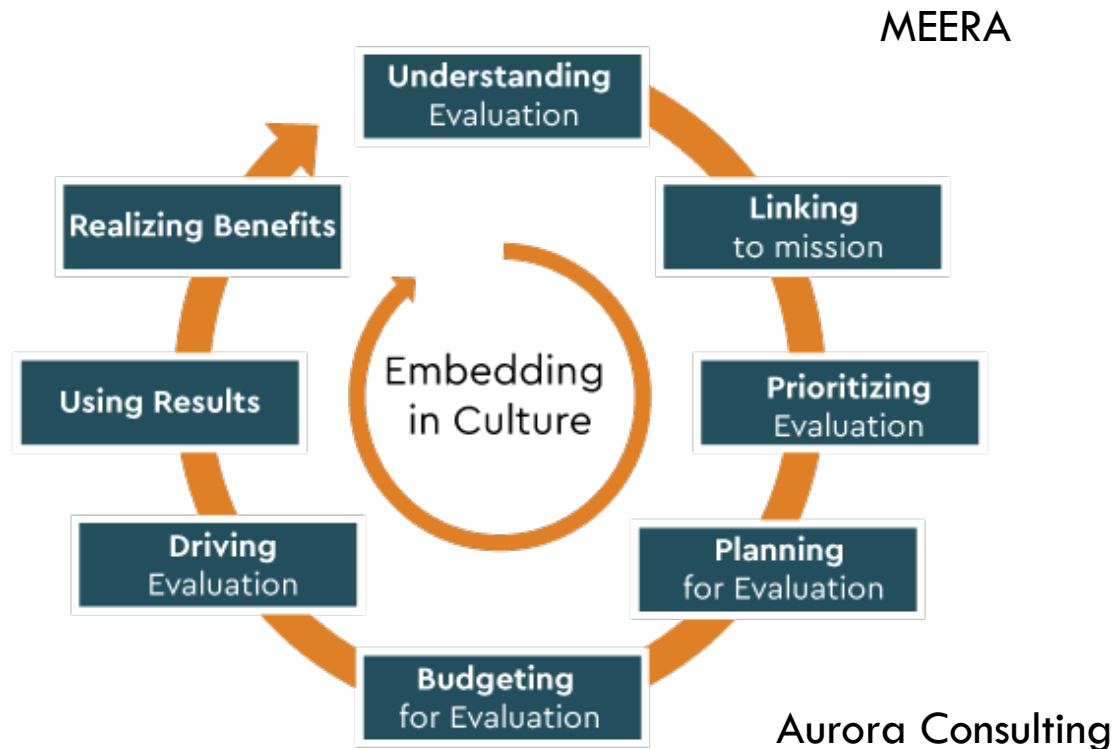
# What makes a good evaluation?

- Tailored to your program
- Learn from others' evaluations
- Inclusive
- Honest
- Replicable
- Rigorous



# Going above and beyond

- Couple evaluation with strategic planning
- Revisit and update your evaluation plan & logic model
- Build an evaluation culture





## Studying People and Conservation

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