



## DCDC's Water Education Provider Survey

Members of DCDC's Education & Human Resource Development Team as well as two Arizona State Graduate Students are attempting to collect information on Water Education currently being done in the Greater Phoenix area. This is being done in an effort to understand where DCDC can contribute to water education. The survey can be returned in electronic format via **e-mail** or sent via fax or regular mail at the end of the survey.

The survey should take no more than 15 minutes of your time. A subset of people who respond to the survey may be asked to participate in face-to-face interviews during summer and fall 2005. Participation in this study is voluntary. The results of the research study may be published, but your name will not be used. If you choose not to participate or to withdraw from the study at any time, there will be no penalty. Return of the survey will be considered your consent to participate. If you have any questions, please do not hesitate to contact us.

**Thank you in advance as your support in this endeavor is greatly appreciated.**

Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Web address: \_\_\_\_\_

Other important contact info: \_\_\_\_\_

\_\_\_\_\_ Please put me on a mailing list for future DCDC education events

\_\_\_\_\_ Please put me on a list for more information about DCDC and related events

\_\_\_\_\_ I would like my organization information to be included in a list of Water Education Providers in the Valley

**There are four parts of this survey for you to complete:**

- Target Audience
  - Geography
  - Demography
- Program Objectives
- Communication Tools
- Program Overview

**Target Audience Information:**

**Geography:** Please describe the community level(s) you serve. Check all that apply.

	<i>Check each that applies</i>		<i>Check each that applies</i>		<i>Check each that applies</i>
Arizona		Gila Bend		Queen Creek	
Maricopa County		Gila Bend AF Aux Field		Rio Verde	
Salt River Watershed		Gilbert		Scottsdale	
Aquila		Glendale		Sun City	
Anthem		Goodyear		Sun City West	
Apache Junction		Guadalupe		Sun Lakes	
Arizona State University		Higley		Surprise	
Arlington		Laveen		Tempe	
Avondale		Litchfield Park		Tolleson	
Buckeye		Luke Air Force Base		Tonopah	
Carefree		Mesa		Tortilla Flat	
Cashion		Morristown		Waddell	
Cave Creek		New River		Wickenburg	
Desert Hills		Palo Verde		Wittman	
El Mirage		Paradise Valley		Youngtown	
Fort McDowell		Peoria		Other:	
Fountain Hills		Phoenix			

**Demography:** Please describe the age groups and professional characteristics of the audience(s) your water education reaches.

	<i>Check each that applies</i>	<i>Number of people reached per year</i>
Grades K-6		
Grades 7-12		
College students		
Teachers		
Parents		
Water Professionals		
Museum-goers		
Park users		
Public Representatives		
Public at-large		
Spanish-speaking households		
Other:		

**Program Objectives:**

**Program Information:** Please indicate how each of the following statements about your organization relates to your objectives.

	Main Objective	Objective	Objective we are currently unable to address	Not an objective	Opposes our objectives	Choose not to answer
Promote water conservation inside the home						
Promote water conservation outside the home						
Teach the water cycle						
Train individuals in water monitoring and testing methods						
Teach water chemistry						
Promote watershed protection						
Train individuals to restore wetlands						
Teach about aquatic plant & animal life						
Teach about the services wetlands provide to humans						
Teach cultural significance of water						
Teach about drinking water sources & safety						
Explain water reclamation						
Teach about ground water						
Teach about natural waterways ( <i>lakes, rivers</i> )						
Teach about engineered waterways ( <i>canals, reservoirs, dams, artificial ponds</i> )						
Explain the history of municipal water						
Teach about water recreation						
Teach about precipitation in the desert						
Teach about drought						
Teach to lobby for water policy						
Explain new water policy						
Address state educational standards through water programs						
Address teacher needs for water lesson materials						
Improve environmental literacy through water programs						
Build community through water programs						
Build trust in science through water programs						
Encourage debate about water issues						
Present facts about water issues						
Present opinions about water issues						
Foster continued exploration on water issues						
Recruit volunteers to work on water programs						

**Communication Tools:**

Please indicate how effective you find each of the following communication tools at increasing water awareness in the community:

	<i>Do not use</i>	<i>Used and effect is unknown</i>	<i>Used and ineffective</i>	<i>Used and somewhat effective</i>	<i>Used and highly effective</i>	<i>Choose not to answer</i>
<b>Newsletter about water</b>						
Available online						
Available in print						
Mailed in bulk						
Mailed to those who request it						
Available in multiple languages						
Archives available						
Includes topics suggested by water science experts						
Includes topics suggested by water education experts						
Includes topics suggested by audience						
Available at organization location(s)						
Contains graphics to explain water concepts						
Audience surveyed to determine water concepts are being taught by newsletter						
Published on a regular schedule						
<b>Water activity books and guides for children</b>						
Available to families						
Available to schools						
Available through libraries						
Available in multiple languages						
<b>Television commercials</b>						
Air on stations accessible without cable						
Promote a particular action related to water						
Promote the water organization						
Promote understanding of water issues						
Available in multiple languages						
<b>Teacher workshops about water</b>						
Offered to pre-school teachers						
Offered to public grade school teachers						
Offered to private grade school teachers						
Offered to public high school teachers						

	<i>Do not use</i>	<i>Used and effect is unknown</i>	<i>Used and ineffective</i>	<i>Used and somewhat effective</i>	<i>Used and highly effective</i>	<i>Choose not to answer</i>
Offered to private high school teachers						
Educates teacher on water issues						
Provides specific water lesson plans						
Provides information for teachers to contribute to a larger water project						
Cover multiple water topics per training						
Trainings last more than one day						
Follow-up done to determine teacher use of training material						
<b>Booths about water issues at community events</b>						
Includes water video						
Includes hands-on water activity						
Includes information about water for audience to take away						
<b>Water articles in local/regional newspapers or magazines</b>						
Present water science						
Present water current events						
Present water history						
Encourage public interest about water						
Coverage of water education event						
Report on water use						
Have long-standing relationship with newspaper/ journalist regarding water activities						
<b>Please describe other communication tools used:</b>						

**Program Overview**

Please take the time to thoughtfully answer the following questions.

What are your program's greatest strengths?
What are your program's greatest challenges?
What content is still needed, or is not sufficiently covered by your program, that ASU researchers could provide? (e.g. <i>climate change, weather information, constructed wetlands</i> )
Comments, concerns, or suggestions for K-12 water education in the Valley?
Do you know of any other contacts that you feel should receive this survey? If so, please include their contact information.

***Thanks*** for taking the time to complete and return the survey!

**Please Fax or Mail to:**

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