

SANTA CRUZ COUNTY

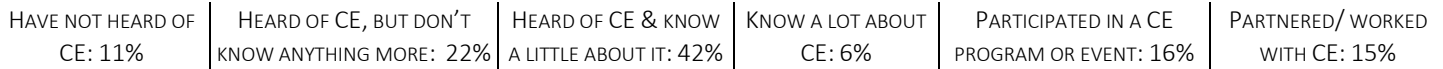
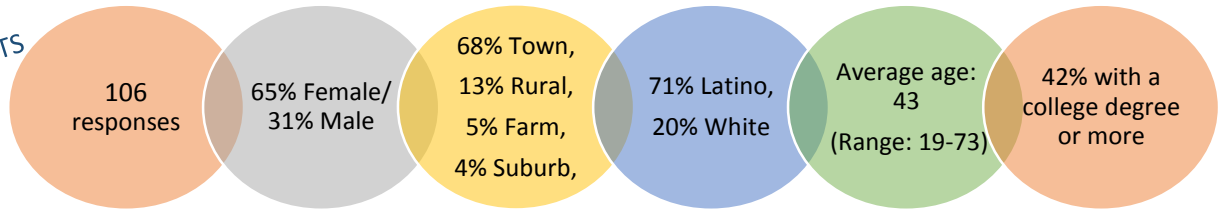


COLLEGE OF AGRICULTURE & LIFE SCIENCES
Cooperative Extension

Cooperative Extension Stakeholder Survey

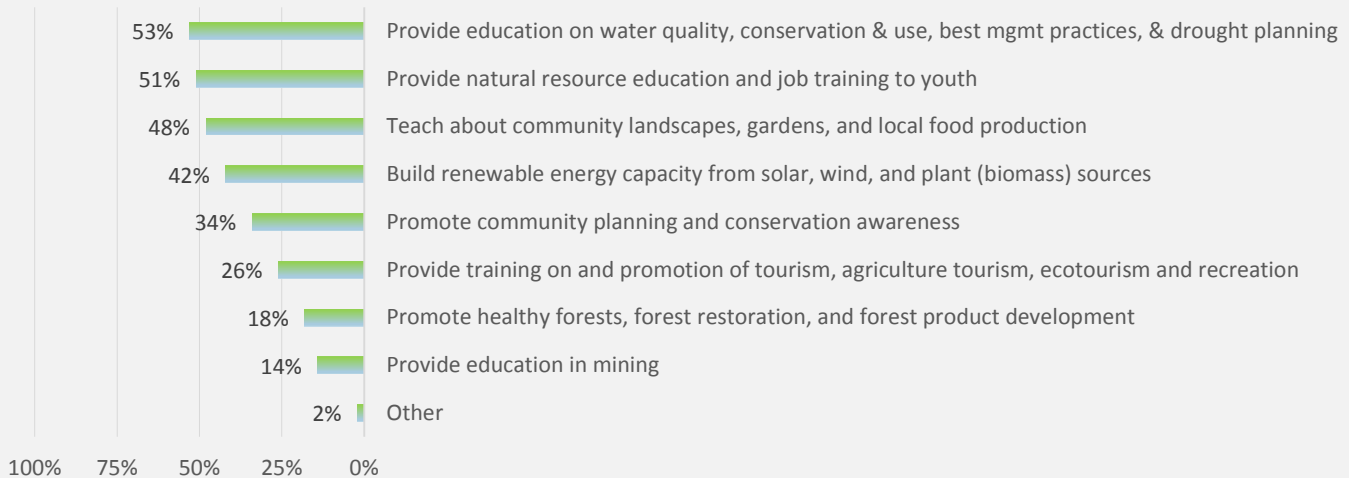
Spring 2015

ABOUT THE RESPONDENTS

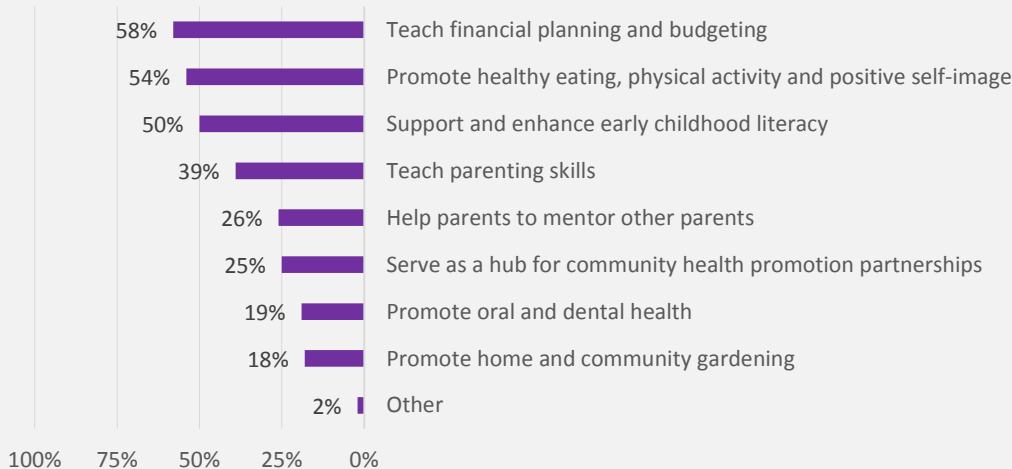


The following figures indicate the activities that respondents felt would be most valuable in helping Cooperative Extension achieve its goals.

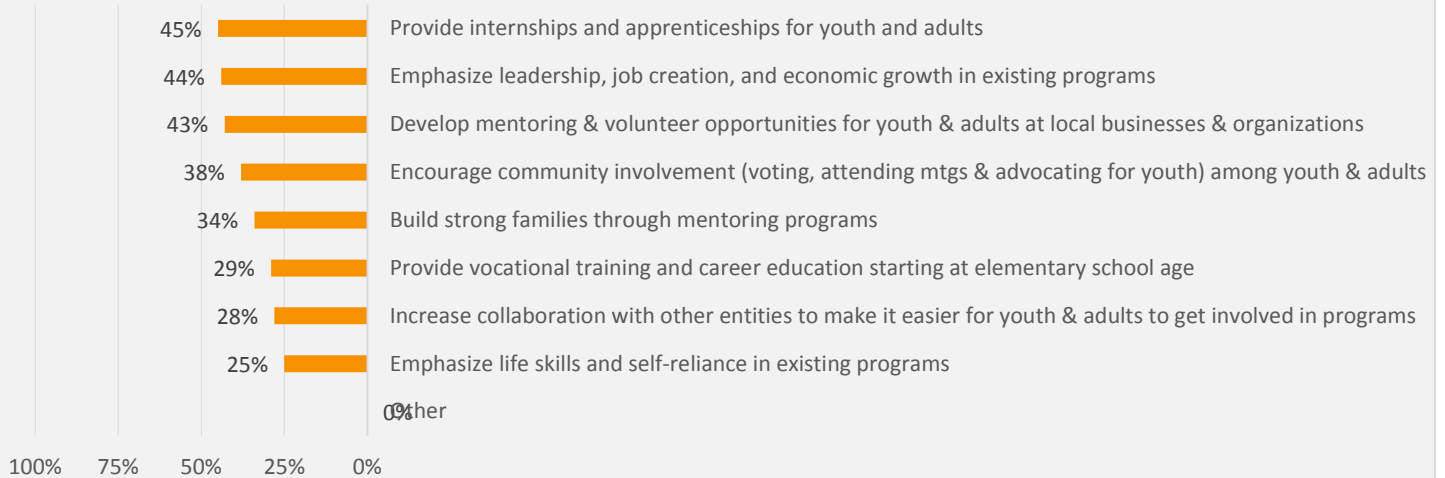
Goal 1: To educate and prepare people to manage and use natural resources in a way that helps the economies of local communities and the state.



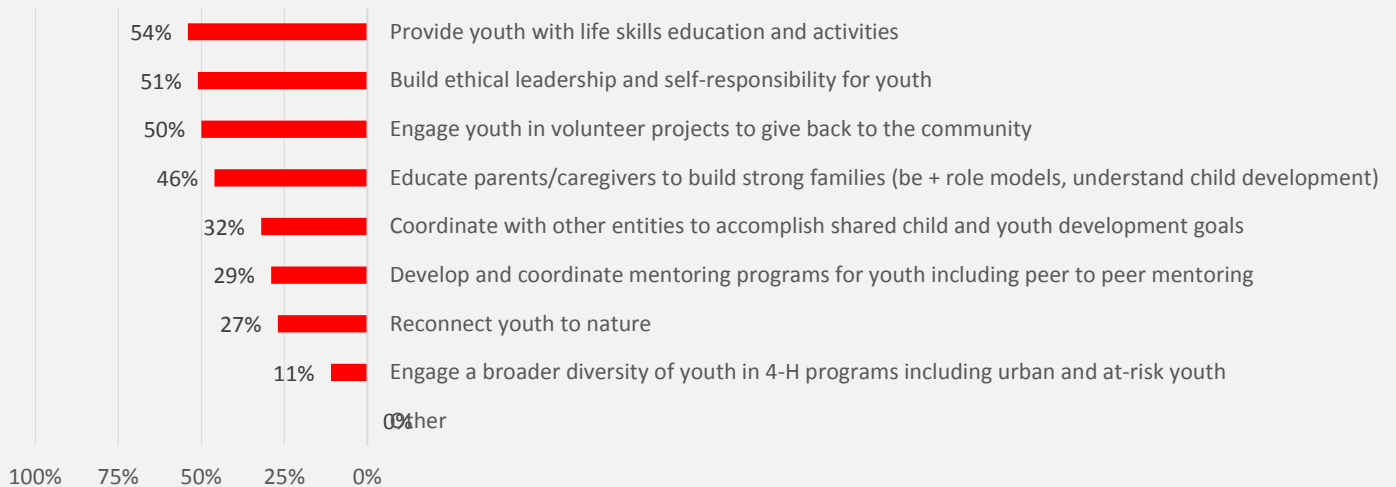
Goal 2: To help individuals and families be physically, mentally, emotionally, and financially healthy.



Goal 3: To help develop leadership, workplace and life skills for youth and adults.



Goal 4: To enhance the growth and development of Arizona children and youth so that young people will contribute positively to the community.



Goal 5: To promote safe, profitable, and sustainable plant and animal systems.



Survey Collection Methods

The County Extension Director Visioning Committee worked through group collaborative processes to identify potential priorities to align with each of the five CE goals. A draft survey was then adapted by the Norton School's Community Research, Evaluation and Development team (CRED) to address the issues of readability, understandability, and brevity to allow the survey to be more easily administered to both a lay and expert audience.

In order to include a broad range of respondents, but within the context of limited time and resources for survey implementation, a multi-modal approach to the survey respondent pool and administration method was chosen.

- Some survey respondents were CE "users," or those who were affiliated with CE in some manner and for whom County CE staff had an email address available. These participants responded to a web-based survey.
- Some survey respondents were "expert-non-users" of CE, but may be current, past or potential partners or collaborators with CE such as directors or program coordinators at local agencies, superintendents or school principals, members of the Chamber of Commerce, faith-based leaders, or members of local youth organizations. These 'non-users' were recruited through email to complete the web-based survey if email addresses were available, or were recruited in person and completed a pen and paper survey if email addresses were not available.
- Finally, members of the general public, who may be users or non-users, were recruited to complete paper surveys. General public participants were recruited in areas where a cross-section of people gather such as public libraries, sports facilities or community events. Paper surveys were also distributed by CE faculty, staff and board members to people they knew who may or may not be involved with CE.

For users and expert-non-users, efforts were made to identify respondents in the three primary program areas of CE:

- Agriculture and Natural Resources (e.g., farmers, ranchers, forestry personnel),
- Family and Consumer Health Sciences (e.g., County Health Department personnel, human service agency staff), and
- Youth Development (e.g., 4-H volunteers, school personnel).

Web-based surveys were administered online via Qualtrics. The web-based survey randomized the presentation of the five goal areas, and also the items within each goal area, to avoid response bias and to protect against systematic incomplete responses (i.e., participant drop out before completing the last section, for example). A single version of the paper survey was utilized although it was available in both English and Spanish. Both the paper and web-based version of the survey were pilot tested with CE staff and associates.

CE offices serving each county of Arizona oversaw survey administration in their respective communities. A protocol was developed for those leading data collection efforts in each county outlining the purpose, process and timeline for survey collection, and scripts were developed for those implementing paper surveys face-to-face with respondents. Both emphasized that the survey was anonymous and that participation in the survey was voluntary.

Santa Cruz County Survey Collection Methods and Respondents

Santa Cruz County Paper Surveys: CE staff and an AmeriCorps Member collected paper surveys at various locations including the community college, shopping centers, schools and libraries. No incentives were given to respondents.

Santa Cruz County Web-Surveys: Links to the web survey were sent to 33 CE Users and 54 CE Non-user, experts.

COUNTY	Total Respondents	Web Survey Respondents	English Paper Survey Respondents	Spanish Paper Survey Respondents
Santa Cruz	106	37 (35%)	31 (29%)	38 (36%)
Arizona	1,839	886 (48%)	877 (48%)	76 (4%)