Water/Ways Program Evaluation

Bailey Reynolds – DCDC ISPI Intern
Brenda Thomson – Executive Director, Arizona Humanities
Ray Quay – DCDC Academic Mentor

What factors affect the change in people’s attitudes or perceptions towards the socio-cultural significance of water resulting from the Water/Ways programs?

Perceptions Shift in Sierra Vista

Statement: I am aware of how my town uses water.

Pre-program Attitudes

<table>
<thead>
<tr>
<th>Attitude</th>
<th>Pre-program</th>
<th>Post-program</th>
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</thead>
<tbody>
<tr>
<td>Strongly Disagree</td>
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<tr>
<td>Disagree</td>
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<tr>
<td>Neutral</td>
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<tr>
<td>Agree</td>
<td></td>
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<tr>
<td>Strongly Agree</td>
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</tbody>
</table>

Key Findings

➢ Audience attitudes shifted during the Sierra Vista program, but unclear which demographics are most susceptible to program impact. Yet, magnitude of shift appears largest in ages 19-44.
➢ Shifts in attitudes are insignificant across all study sites and statements with the exception of the Sierra Vista case.
➢ Written survey responses across all study sites reflect audience interest in historical, educational, & community-based themes.
➢ Responses indicate lack of demographic diversity across programs.

Limitations

➢ Sample Size: Only 23 responses collected from significant site
➢ Survey Design: Requires that audience accurately reflect on past attitudes rather than report on present attitudes before & after

Recommendations

➢ It is recommended that AH characterize each supplemental Water/Ways program and tailor the developed, retrospective pre-post questionnaire to the program being evaluated.
➢ Include additions to standardized survey tool: “I know more about the program topic now than I did before I attended this program.”
➢ Utilize evaluation protocol to analyze survey responses and potential attitude shifts over the duration of the Water/Ways program series.
➢ Continue to adopt practices that increase inclusivity & modern approaches to program evaluation

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