

Survey Resources from the University of Wisconsin Cooperative Extension:

Community Group Member Survey: Using the Results

<http://learningstore.uwex.edu/pdf/G3658-9.PDF>

Collecting and Evaluating Data: An Overview of Sources & Methods

<http://learningstore.uwex.edu/pdf/G3658-4.pdf>

Collecting Evaluation Data: Surveys

<http://learningstore.uwex.edu/pdf/G3658-10.PDF>

Collecting Data: End of Session Questionnaires

<http://learningstore.uwex.edu/pdf/G3658-11.PDF>

Planning a Program Evaluation

<http://learningstore.uwex.edu/pdf/G3658-1.PDF>

Collecting Evaluation Data: Direct Observation

<http://learningstore.uwex.edu/pdf/G3658-5.PDF>

Questionnaire Design: Asking Questions with a Purpose

<http://learningstore.uwex.edu/pdf/G3658-2.PDF>

Sampling

<http://learningstore.uwex.edu/pdf/G3658-3.PDF>

Using Excel to Analyze Survey Questions

<http://learningstore.uwex.edu/pdf/G3658-14.pdf>

Analyzing Qualitative Data

<http://learningstore.uwex.edu/pdf/G3658-12.PDF>

Analyzing Quantitative Data

<http://learningstore.uwex.edu/pdf/G3658-6.pdf>

Other Resources:

Getting Your Feet Wet with Social Marketing by Jack Wilbur.

<http://www.ag.utah.gov/pressrel/GettingYourFeetWet.html>

Getting In Step: A Guide for Conducting Watershed Outreach Campaigns by EPA.
(EPA 841-B-03-002)

<http://www.epa.gov/owow/watershed/outreach/documents/getnstep.pdf>

Fostering Sustainable Behavior by Doug McKenzie-Mohr & William Smith

Tools of Change web site (excellent source of information)

<http://www.toolsofchange.com>