

UNITED STATES DEPARTMENT OF AGRICULTURE
FOREST SERVICE

Survey of Customer Satisfaction among Forest Service Conservation Education Customers

The questions below ask about your experience with the Forest Service's conservation education program. For each question below please indicate your opinion regarding the statement by circling the appropriate number where 1 indicates you *strongly disagree* with the statement and 7 means you *strongly agree*. If you have not had experience with the question asked, please SKIP the question.

1. Content of Forest Service Produced Conservation Education Materials. These statements apply to the content of conservation education materials that are produced by the Forest Service.

Forest Service produced conservation education materials...

	Strongly Disagree					Strongly Agree	
a. Are based on scientific findings.	1	2	3	4	5	6	7
b. Cite sources, background information, and references.	1	2	3	4	5	6	7
c. Are current and up-to-date.	1	2	3	4	5	6	7
d. Are presented in a user-friendly format.	1	2	3	4	5	6	7
e. Are tailored to specific age levels.	1	2	3	4	5	6	7
f. Meet the educational standards required by my organization.	1	2	3	4	5	6	7
g. Can easily be adapted for state or local uses.	1	2	3	4	5	6	7
h. Support the Forest Service's current agency direction.	1	2	3	4	5	6	7
i. Taking everything into account, I am satisfied with the content of Forest Service produced conservation education materials.	1	2	3	4	5	6	7

2. Delivery of Conservation Education Materials. These statements apply to the delivery of conservation education materials that you obtain from the Forest Service.

	Strongly Disagree					Strongly Agree	
a. I know which Forest Service conservation education materials are available to me.	1	2	3	4	5	6	7
b. I receive timely notification from the Forest Service when new conservation education materials become available.	1	2	3	4	5	6	7
c. The Forest Service makes notification of new conservation education materials available by e-mail.	1	2	3	4	5	6	7
d. The Forest Service makes it possible to order conservation education materials on the Internet.	1	2	3	4	5	6	7
e. The Forest Service makes it possible to order conservation education materials from other publications.	1	2	3	4	5	6	7
f. In general, it is easy to obtain conservation education materials from the Forest Service.	1	2	3	4	5	6	7

	Strongly Disagree							Strongly Agree						
g. The Forest Service does a good job of distributing materials to teacher and youth organizations (e.g., National Science Teachers Association, Scouts, etc.).	1	2	3	4	5	6	7	1	2	3	4	5	6	7
h. The Forest Service provides a good amount of conservation education materials to organizations at all geographic levels (national, regional, state).	1	2	3	4	5	6	7	1	2	3	4	5	6	7
i. The Forest Service recommends conservation education materials from other sources that support their goals.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
j. Taking everything into account, I am satisfied with the delivery of Forest Service conservation education materials.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

3. Content of Conservation Materials from Other Sources. These statements apply to the content of non-Forest Service conservation education materials obtained from other sources (Project Learning Tree, Project Wild, Envirothon, State Foresters, etc.) that are recommended by the Forest Service.

Non-Forest Service conservation education materials from other sources recommended by the Forest Service...

	Strongly Disagree							Strongly Agree						
a. Are based on scientific findings.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
b. Cite sources, background information, and references.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
c. Are current and up-to-date.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
d. Are presented in a user-friendly format.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
e. Are tailored to specific age levels.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
f. Meet educational standards required by my organization.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
g. Can easily be adapted for state or local uses.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
h. Are easy to obtain.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
i. Taking everything into account, I am satisfied with the content of conservation education materials from other sources recommended by the Forest Service.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

4. Assistance and Participation. These statements apply to the Forest Service's assistance with and participation in the conservation education programs of other organizations.

	Strongly Disagree							Strongly Agree						
a. Forest Service personnel are available to give presentations, attend field trips, and conduct other conservation education activities at schools or in the community.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
b. Forest Service personnel are available to help teachers and youth leaders plan activities and schedule programs.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
c. There is sufficient communication between the Forest Service and school districts.	1	2	3	4	5	6	7	1	2	3	4	5	6	7
d. The Forest Service facilitates the sharing of conservation education materials among states and among organizations.	1	2	3	4	5	6	7	1	2	3	4	5	6	7

10. What is your affiliation (check single box that applies):

- | | |
|---|--|
| <input type="checkbox"/> State Forestry Agency | <input type="checkbox"/> Other State Agency |
| <input type="checkbox"/> School or University | <input type="checkbox"/> Federal Agency |
| <input type="checkbox"/> Forest Service | <input type="checkbox"/> Youth Organization (4H, Scouts, etc.) |
| <input type="checkbox"/> Other agency or organization, please specify _____ | |

11. Would you characterize the community you are involved with as an: (check one)

- Urban Community, or a Rural Community

12. Where do you most often obtain conservation education materials and services? (check only one)

- | | |
|--|---|
| <input type="checkbox"/> Directly from the Forest Service | <input type="checkbox"/> State Forestry Organizations |
| <input type="checkbox"/> Other Federal, State, or Local Govt. Office | <input type="checkbox"/> Forest Service Partners (Project Wild, etc.) |
| <input type="checkbox"/> Forest Service Web Site | <input type="checkbox"/> Other Web Site |
| <input type="checkbox"/> Other (e.g., media, journal, conference, school district), please specify _____ | |

13. Please select the Conservation Education services that you have received from the Forest Service in the past 24 months (check all that apply):

- Classroom presentations
- Outdoor presentations or field trips assistance
- Distance learning presentations (e.g., internet, satellite broadcast)
- Educational materials (e.g. posters, activity guides, equipment, teaching aides, etc.)
- Referrals to other Conservation Education materials or services
- Funding for your Conservation Education efforts
- Other support for your Conservation Education efforts (e.g., facilities, computer or phone support, other equipment and staff support)
- Other, please specify _____

14. How aware are you of the Forest Service's contribution to the development and delivery of conservation education materials that you receive from other sources?

- Not at All Aware Somewhat Aware Very Aware

15. How frequently do you contact Forest Service personnel regarding conservation education matters?

- | | |
|---------------------------------------|--|
| <input type="checkbox"/> Once a Year | <input type="checkbox"/> Several Times a Year |
| <input type="checkbox"/> Once a Month | <input type="checkbox"/> Several Times a Month |

16. The Forest Service seeks to ensure that its programs meet the needs of traditionally underserved populations in rural and urban America, including women, persons from minority groups, persons with disabilities, persons with low income, and tribal governments. To help us determine the effectiveness of our efforts we would appreciate your response to the following optional question.

I am, or my organization is, a part of, or provides the majority of my/our services to, traditionally underserved populations as described above. Yes No

Thank you for your help!
Please return the completed questionnaire in the enclosed envelope to:
SRBI, 8403 Coleville Rd., Suite 820, Silver Spring, MD 20910

ESTIMATED BURDEN STATEMENT

The reporting burden for this form is estimated to average eight minutes, including the time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding the burden estimate or any other aspect of this form to the Department of Agriculture, Clearance Officer, OIRM, P. O. Box 7630, Washington, DC 20250; and to the Office of Management and Budget, Paperwork Reduction Act, OMB No. 0505-0020 Washington, DC 20503.

PAPERWORK REDUCTION ACT STATEMENT

This information is being collected to provide information to the U. S. Forest Service regarding customer satisfaction with the products and services of the Forest Service conservation education program and will be used to evaluate and improve the services to members of the public. Response to this request is voluntary. No action may be taken against you for refusing to supply the information requested. No Privacy Act Information is being collected.