

B-WET

BAY WATERSHED EDUCATION & TRAINING PROGRAM



B-WET National Evaluation

A Presentation to the
NOAA Education Council
(informational)

Bronwen Rice

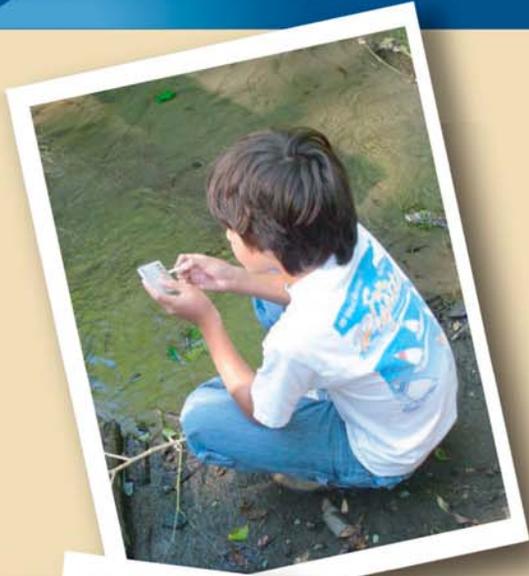
B-WET National Coordinator
Office of Education



November 17, 2010

< B-WET Gulf of Mexico

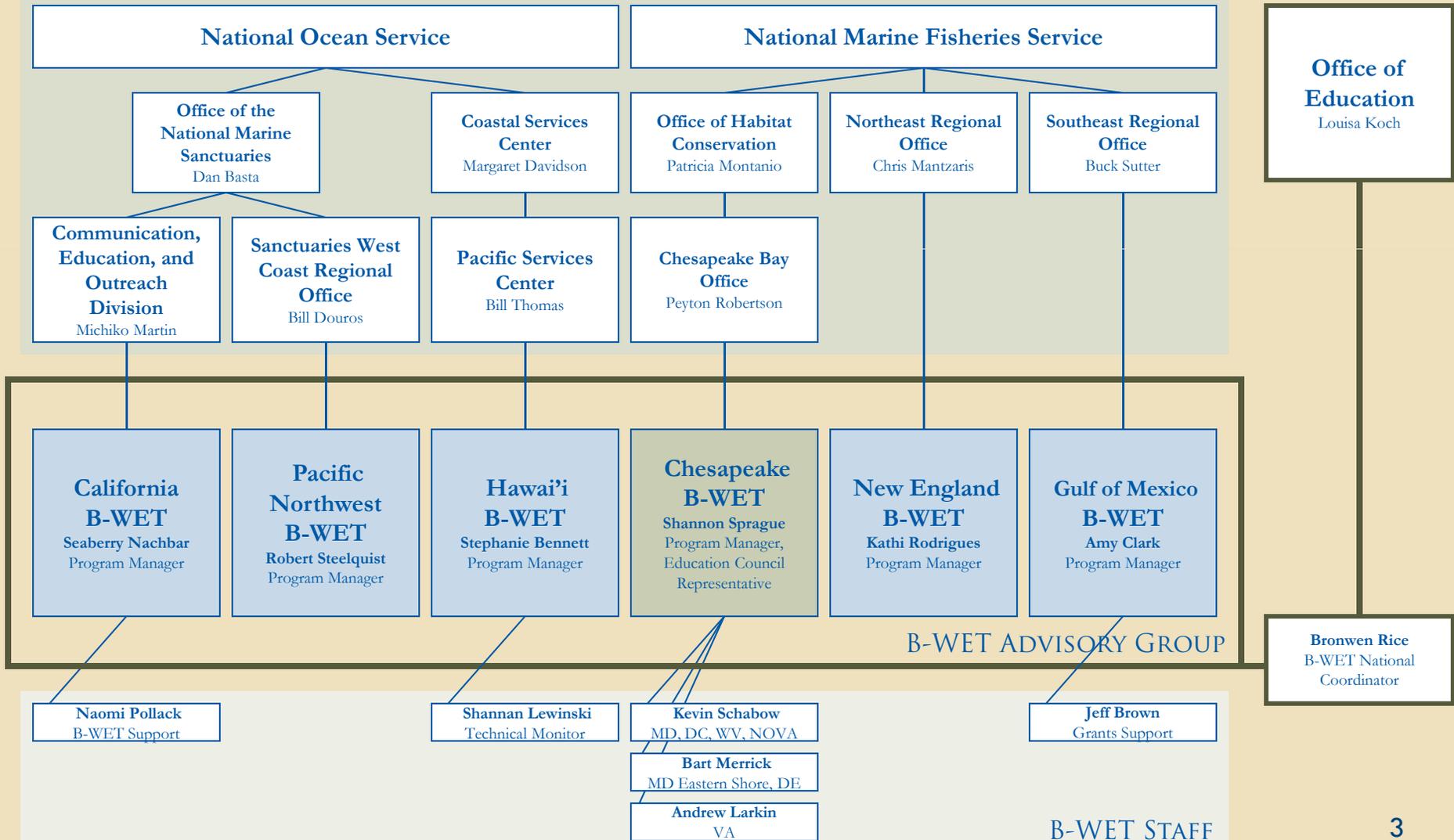
Purpose of Briefing



- To provide the Council with an update on the status of the B-WET National Evaluation project
- To solicit input on potential areas of collaboration with other agency evaluation efforts

NOAA BAY WATERSHED EDUCATION AND TRAINING PROGRAM ORGANIZATION CHART

National Oceanic and Atmospheric Administration



Planning for National Evaluation

- Funds set aside in 2008
- Advisory Group retreat in January, 2010 to workshop objectives and develop scope of work
- Contract competed through Earth Resources Technology (ERT)
- Focus on aspects of the program common to all regions, particularly the B-WET Meaningful Watershed Educational Experience.
- Major objective is to develop a common framework to capture national outputs and outcomes and identify areas that can be improved



*B-WET Advisory Group retreat,
Monterey, CA*

Evaluation Team



Institute for Learning Innovation,
(Annapolis, MD) in partnership
with the University of Michigan

- Anita Kraemer, MS, Senior Research Associate, ILI
- Michaela Zint, PhD, Associate Professor, University of Michigan
- Joe Heimlich, PhD, Director, ILI-Ohio

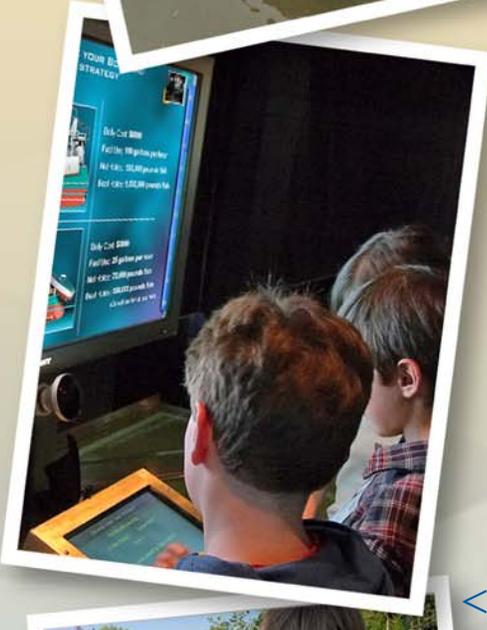
Evaluation Overview

The evaluation system will include:

- Updated regional and national logic models,
- A program-wide evaluation metrics matrix,
- Instruments for the initial evaluation phase,
- A prototype database,
- A five year plan, and
- A “how-to” manual for using the evaluation system.

Period of performance: Sept 2010-Aug 2012

Metrics Matrix and Instruments

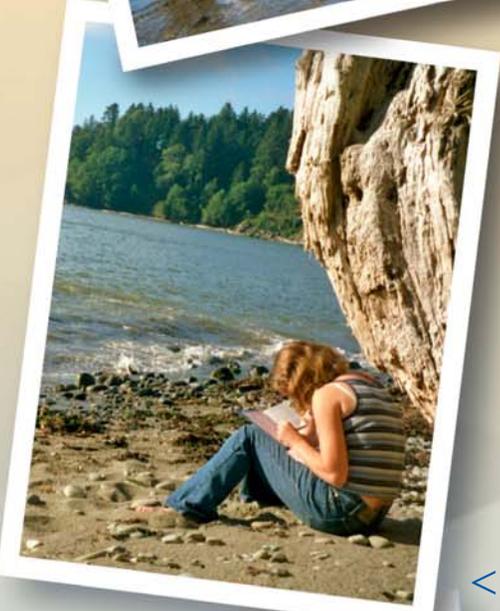


- *Metrics Matrix* will visually model the evaluation questions, audiences who can be sampled, and data that can be used in order to clarify the common program elements and prioritize evaluation questions
- ILI-UM team will develop instruments for the evaluation system relying on past research and evaluation conducted for B-WET and other environmental education programs

Database

- Subcontract to a database builder to develop an Internet-based prototype for entering, storing, and analyzing output and outcome data
- To the extent possible, hope to build on or use existing B-WET (PSC database in development) or other programs' databases, such as the NERRS evaluation database

Five Year Evaluation Plan and PRA



- Comprehensive Five Year Plan for designing, testing, implementing, and ultimately, evaluating the evaluation system
- Final version of the plan will be submitted with the OMB PRA clearance package in February 2012
- 22-month contract will correspond to the designing and testing of highest priority measures (years 1 and 2)
 - Implementation and evaluation of the full evaluation system will occur in years 3-5

Capacity Building

- ILI-UM team will work with the B-WET Advisory Group on an ongoing basis to address questions that will arise as the evaluation system is created
- At end of the 22-month contract ILI-UM team will join a meeting of the B-WET Advisory Group and stakeholders to provide a 2-day, in-person training workshop (summer 2012)
 - Opportunity to use the system and the supporting “how-to” manual
 - Ensure that staff members have the skills to use the evaluation system to inform accountability decisions, and to obtain insight into how the program may be improved
- Plans to disseminate results through conference presentations and/or publications

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Thank You!

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