

Running head: AMERICA REYCLES DAY EVALUATION

America Recycles Day:
A Proposed Evaluation of the Information Campaign
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Abstract

The proposed evaluation suggests both high and low cost methods to assess the quality of the America Recycles Day campaign. Techniques analyze campaign audiences and media, including webpage, online and paper pledge cards, and America Recycles Day state coordinator tool kit. Evaluation methods measure if audiences are receiving and comprehending the campaign's intended messages through the current media. High and low cost budget information is also provided.

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The mission of America Recycles Day (ARD) is first to increase the awareness of the need for recycling and buying recycled products. ARD then aims to change attitudes from indifference or unawareness to understanding of why one should make the choice to recycle and buy recycled products.

ARD intends to send messages about the environmental, economic, and social benefits and responsibilities of recycling. A website, paper and online pledge cards, and a state coordinator tool kit are used by ARD to send its messages to the audiences. The state coordinator tool kit is used by state representatives to organize the ARD events that will be the chief means of conveying all messages.

ARD used an extensive marketing study to determine its primary audience, people age 25-49. Children are a secondary audience because they are influenced by members of the primary audience.

The desired outcome of the campaign is to initiate a change in behavior of the primary audience by increasing the amount of recycled content products purchased and recycling throughout America. ARD

Audience Analysis

Audience details. The primary audience for ARD is people age 25-49. Members of this age group are usually the purchasers of products that could have recycled components. People in this group could have any educational background. This range in the audience's education corresponds to a range in their potential professions. Any person in this demographic with or without a job is a plausible audience member. However, people

in government agencies, non-for profit organizations, teachers, and volunteers in these situations should be the most receptive targets since they likely have some investment or interest in the topic. These members are the vectors that will organize ARD events to reach members of the primary audience that are less receptive, as well as the secondary audience.

Most members of the primary audience will at least know how to recycle. They may not understand its benefits, however, and therefore may not know why it is important to recycle and buy recycled products. These members may believe that individual recycling efforts are not effective. Most audience members will not be aware of how buying recycled products is directly related to recycling efforts.

The secondary audience of ARD is children. Since children generally do not purchase products themselves they are not the primary focus of ARD. Children are influenced through the actions of their parents, however. Therefore, some messages and activities of ARD will be geared toward this younger demographic. Members of the secondary audience will generally know what recycling is and how to recycle. Most will not be aware of the impact of buying recycled items because they are not the primary household purchasers.

Research questions. To guide both the high cost and low cost audience analyses, the following research questions will be posed:

RQ1: What does the primary audience know about the social, economic, and environmental benefits of recycling?

RQ2: What does the primary audience know about recycled products?

RQ3: What does the primary audience think/feel about ARD? Do they find it to be a credible program?

RQ4: What medium(a) do primary audience members prefer or most often use?

High cost audience analysis. High cost analysis will use members from the five major areas of the primary audience: government agencies, non-for profit organizations, teachers, volunteers, and general attendees of ARD events. Fifteen focus groups of 10 participants each will be run. Three focus groups will be from each special interest area.

Participants will be randomly selected from a stratified sample developed from the current ARD pledge member database. The database will be organized by profession. If a member is a volunteer he or she will be classified as a volunteer instead of by his or her profession. General attendees will be classified as members with any other profession beside government agency, non-for profit, and teacher.

Since participants will be recruited from across the United States, airfare, hotel accommodations, and a food stipend will be provided. Refreshments and a \$50 honorarium will be offered to all participants at each focus group session. This honorarium should entice most participants to contribute.

The sessions will be organized and orchestrated by professionals or qualified graduate students willing to be paid \$15 per hour. Five versions of the focus group survey will be developed, tailored to each of the five major areas. Participants will be video taped while a moderator controls conversation and an assistant moderator takes notes. Please see appendixes for draft questions and budget information.

This method has been selected as it will be the most efficient and effective way to get the depth of information desired. Selecting participants directly from the target

audience will provide the most accurate feedback. Conducting three focus groups (30 people) from each major audience area should prevent any bias being created by the personalities or knowledge level of any one group. Furthermore, since the target audience is so vast, listening to the feedback from five different arenas will provide a good reflection of perceptions and feelings of audience members across the board. The focus group setting will also allow for participants to express opinions or ideas that the moderators or organizers have not thought of. This flexibility is the reason this method was chosen over others.

This method may lack since it restricts participants to the five major arenas. However, the inclusion of the general attendees should combat this issue. This method also does not address people who are not responding to or attending ARD events. These people may provide significant information about the most effective way to expand the ARD audience. Perhaps a separate evaluation would be the most effective way to examine this segment of the audience, since it is so vast.

Low cost audience analysis. Low cost methods will include three focus group sessions of 10 participants each. Participants will be randomly selected at a local ARD event. The sample will be drawn locally because of budget constraints. Volunteers working at the ARD event will choose every Nth person (to be decided upon when specific event is chosen) and ask them to participate in the focus group. The sessions will be held in an area at the ARD event, therefore there will be no cost for the site.

Participants will be provided refreshments and receive a \$10 honorarium during the focus group. Volunteers will moderate the sessions, videotape, and take notes. These

notes and tapes will then be turned into a professional for review. A professional will also develop the questionnaire guide to be used by the moderator.

This method will be effective in providing brief insight into what general audience members feel about ARD and the general audience's current knowledge level. Since there are so few focus groups in only one area, the results may not be generalizable to the entire United States population, however. Limitations also include the untrained volunteers and the handoff between volunteers and professional analyst. The untrained volunteers may bias the focus groups or mis-record notes. Since they are not trained in proper moderation etiquette, their personal views may get in the way of obtaining accurate data from the participants. Furthermore, since an entirely different person is analyzing the results of the focus groups, there may be a disconnect between what was actually felt by participants and what is tabulated by the analyst.

Iterative Evaluation

Research questions. To guide both the high and low cost iterative evaluations, the following research questions will be posed:

RQ1: Does the medium convey messages regarding the social, economic, and environmental benefits of recycling?

RQ2: Does the medium convey messages regarding recycling and the purchase of recycled goods?

RQ3: Do primary audience members understand these messages from the present medium?

RQ4: Are members of the primary audience making a change in behavior after being exposed to the medium?

RQ5: What is the relationship between the cost of the medium and its effects?

High cost media evaluation. High cost evaluation methods will include usability testing of the ARD website, mail surveys to assess the online and paper pledge cards and the state coordinator tool kit, and event evaluation forms to get attendee feedback at ARD events. Media will be deemed effective if they contain the desired messages and these messages are being understood by the primary audience. If a change in behavior is occurring, it will be indication that the messages are being effectively conveyed; however, a change in behavior will not be required since this is not the chief goal of the ARD campaign.

Usability testing will be run with five groups of 10 participants. Participants will be randomly selected from a stratified sample of the five major areas of the primary audience: government agencies, non-for profit organizations, teachers, volunteers, and general attendees of ARD events. The sample frame will be developed from the current ARD pledge member database, organized by profession. If a member is a volunteer he or she will be classified as a volunteer instead of by his or her profession. General attendees will be classified as members with any other profession beside government agency, non-for profit, and teacher.

Since participants will be recruited from across the United States, airfare, hotel accommodations and a food stipend will be provided. A \$40 honorarium will be offered to all participants at each usability session. This honorarium should entice most participants to contribute.

All administrative and analytical work, development, recruitment, and sessions will be done by professionals or qualified graduate students who will be paid \$20 per

hour. The usability test will video tape participants as they accomplish a series of navigational tasks to find information on the ARD Web site. Testing will use a talk-aloud protocol and observational logs will be kept. Evaluators will assess the time it takes to accomplish each task. Participants will then answer a series of recall questions once they have finished all navigational tasks. Participants will also be asked for their perception of the Web site post navigational tasks. All responses to usability testing and post testing will be content analyzed. Please see appendixes for draft questions and budget information.

Usability testing will reveal what steps users take in the information gathering process and possible places users may go wrong. It will also assess whether users can recall information they have found on the pages. Usability is the most effective way to see if messages displayed on the Web page are actually being understood by users. Since the sample will be drawn straight from the target population, results should be generalizable to the primary audience as a whole. Since the target audience is so vast, assessing usability from the five different arenas will provide a good reflection of how the Web site is used by audience members across the board.

This method may lack if the usability protocol does not ask the right navigation questions. If the questions are too simple or too difficult, results may not represent the Web site uses of the entire population. Also, finding that the Web site is usable does not mean it is necessarily used by the audience. Audience members may not know the site exists nor have the need to find the information provided on the site. This can be judged, however, by observing the number of hits to the site. If there are very few hits to the site it may be necessary to advertise the Web site more. If the site is full of flash images to

download, users with slower internet connection may not be able to access the site since it will not download fast enough.

If participants in the testing have knowledge of the content already or are particularly Web savvy, their results may be biased. They may be able to answer recall questions more accurately because of what they already know. They may also accomplish tasks quicker than someone who has less Internet experience. Pretest questions will assess their internet experience and knowledge level, however, so particularly excellent results can be compared with participants' prior abilities.

Finally, since videotapes will be content analyzed there is the possibility of miscoding responses. To combat this, however, coders will have to be extensively trained and tested for reliability.

A mail survey will assess the effectiveness of the paper and online pledge cards. Two thousand surveys will be sent to randomly selected members of the target population. The sampling frame will be the list of current ARD event participants. Survey questions will assess if participants have followed up on the pledge they made to ARD. It will ask if they have either bought recycled products, recycled at home, work or school, or participated in a recycling event in the last month. It will also have an open-ended question asking for any opinions or ideas to make ARD pledge cards more effective. This will be a simple questionnaire meant to assess if audience members are feeling obligated to follow through with a commitment. Since both online and paper pledge cards are attached to a contest, it is possible that people are signing a pledge card only to be offered the chance to win an Alaskan cruise or a bicycle and not to actually increase or change their recycling habits.

A \$10 compensation will be given to participants for completing the survey. Return postage and envelopes will be provided. Three mailings will be sent and all mailings will be printed on letterhead for credibility. The first mailing will include a cover letter and copy of the survey. A postcard reminder will then be sent to all participants one week after the first mailing. Two weeks later, a second copy of the survey will be sent to late responders. The sequence of mailings coupled with the \$10 incentive should help improve the response rate. All work to create, administer, and analyze the survey will be done by professionals or qualified graduate students paid \$20 per hour.

This method was chosen over other methods because it is an unobtrusive way to receive feedback from the audience. Since many people who have filled out pledge cards have done so online, they may feel invaded if a more personal contact was to be made. The idea of submitting your information over the Internet and having a real person have contact with that information may make some audience members uneasy. A mail survey will allow participants to respond at their own leisure. Since an open ended question will be included, respondents can have time to think about how to answer the question instead of feeling as if they are operating within a short time frame, as many participants may feel with a face-to-face or telephone interview.

The biggest issue with the mail survey will be response rate. Mail surveys generally have the lowest response rate of most evaluation methods. The incentive will hopefully motivate people to respond, however. Participants may also be hesitant to admit they did not follow through with their pledge. Therefore, the people who respond could end up being only those who have followed through, which would not be an

accurate representation of the audience. Participants may also be inclined to give a socially desirable answer because they may feel they will be judged if they have not followed through.

The survey will assess a maximum of 2,000 participants. There are millions of people who sign pledge cards and participate in America Recycles Day. Although it is acceptable for a national survey to run anywhere from 1,500 to 2,000 participants, this group still may not represent all of the ARD participants. There may end up being a bias in the sample chosen from the sampling frame if participants are not distributed somewhat evenly between participating states, professions, gender, etc. With such an immense population it will be difficult to find results that are absolutely generalizable. However, the participants who are surveyed will at least give an idea if the pledge cards could be effective or if money might be better spent on other communication methods.

The state coordinator tool kit will also be evaluated by a mail survey. In addition, however, participants at ARD events will fill out evaluation forms assessing the messages portrayed at their specific ARD event. The mail survey will be distributed to 2000 state coordinators. The sample will be drawn from a stratified sample. To prevent a bias from being created because of state of residence, the mailing list will first be divided by state. Then, coordinators will be randomly selected in that state according to the percentage of the general population who live in that state. Participants will be selected from each stratus using a random interval that is appropriate for the total number of coordinators in that state. Information from the US Census Bureau will be used to determine the percentage of total U.S. population in each state in accordance with the time the survey

will be sent out. This proportionate stratification should yield a representative number of coordinators from each state.

The questionnaire will assess if the methods suggested in the state coordinator packet were actually used. The questionnaire will be quite extensive, touching on every suggestion in the handbook. It should then be clear what methods are being used by the majority of the state coordinators. If there are methods that are not being used, ARD can assess whether these methods could improve ARD events or if these methods are not being used because they do not make sense to coordinators or if they too difficult.

A \$25 compensation will be given to coordinators for completing the survey. Return postage and envelopes will be provided. Three mailings will be sent and all mailings will be printed on letterhead for credibility. The first mailing will include a cover letter and copy of the survey. A postcard reminder will then be sent to all participants one week after the first mailing. Two weeks later, a second copy of the survey will be sent to late responders. As with the pledge card survey, the sequence of mailings coupled with the \$25 incentive should help improve the response rate. All work to create, administer, and analyze the survey will be done by professionals or qualified graduate students paid \$20 per hour.

The mail survey will be the easiest way to gather the large amount of information wanted. No other method could provide this amount of information as quickly as the mail survey can. Since the content of the questionnaire is lengthy and requires some assessment of the specific ARD event by coordinators, allowing them to complete the survey at their own leisure should provide more accurate results. Most coordinators will likely respond because they have such a personal investment in ARD. If they are

volunteering in the first place, they are likely to see filling out the survey as part of their duties as a coordinator.

The length of the survey could also be a serious issue, however. People have busy lives, and although these participants are invested in the project, they still may not find time to sit down and complete the survey. Response rate is an issue here as well, since mail surveys generally have a low response rate. Again, however, the incentive should entice coordinators to participate.

Participants at ARD events will also be offered evaluation forms. These forms will be filled out at the specific ARD events; therefore there will be no cost in return postage. They will not be printed on general paper with the ARD logo on it. Letterhead is not necessary since the evaluations will be handed out at the ARD events by volunteers.

Ten thousand evaluations will be printed and distributed to 100 ARD events around the country, two events in each state. Volunteers will have a booth at the ARD event and ask participants to fill out the evaluation. A coupon for \$1 off of refreshments at the ARD event will be given to those who complete the short evaluation. Evaluations will then be returned in postage provided boxes to professional evaluators or qualified graduate students for assessment. The evaluation will ask questions like “did the program you attended stress the economical benefits of recycling” to see if the goals being stressed in the coordinator tool kit were actually being conveyed and understood by the people attending the events. These evaluation forms will require no recruiting effort since the primary audience (people attending the events) is readily available.

These evaluations are the most direct method to get feedback from ARD participators. Other methods (i.e. telephone or mail surveys) used to evaluate participants would be much more work than necessary. Since participants are actually at the event being evaluated at the time they are filling out the evaluation their opinions and recall of the event will be fresh and more accurate. Both of these methods together (the mail survey to state coordinators and the evaluation forms at the ARD events) will get feedback from both sides of the equation. It will be apparent if the tool kit is providing information for coordinators to create effective events and to see if the participants are benefiting as ARD wants them to from the events.

Many ARD participants may not be receptive to the volunteers handing out the evaluation; however, with hundreds or even thousands of people at a single ARD event, volunteers should be able to survey 100 people. Participants that do respond to the survey could end up being those who feel especially positive or negative about the event, since those who feel strongly about something have been shown more likely to respond to a survey or evaluation. Therefore, there may not be accurate representation from those who fall on the middle ground.

Low cost evaluation. Low cost evaluation methods will include a small mail survey regarding the ARD website, an online survey to assess the online and paper pledge cards, and event evaluation forms to get attendee feedback at ARD events. Media will be deemed effective if they contain the desired messages and these messages are being understood by the primary audience. If a change in behavior is occurring, it will be indication that the messages are being effectively conveyed; however, a change in behavior will not be required since this is not the chief goal of the ARD campaign.

A mail survey will be distributed to 500 participants from 10 major ARD events (50 participants from each). The survey will be printed on letterhead for credibility and return postage and an envelope will be provided. The survey will be handed out by volunteers at the ARD events. Participants will be asked to fill out the survey and send it back in once they have completed it. The survey will ask people to visit the Web site and respond to a couple of open ended questions about what they like or don't like and will also ask for suggestions to improve the site.

There will be no follow up mailings because of budget constraints. The questionnaire will be developed by a professional or qualified graduate student paid \$20 an hour. The preparation of the survey packet and the data from the returned surveys will be done by two interns each paid a \$200 stipend.

This method, although brief, will provide an idea about the opinions of people who use the Web site. If there are major issues with the site, even this small population should be able to reveal them. The survey is also a very cheap method, since volunteers will be handing out the survey there is no staff to pay. Telephone surveys or usability testing would require more man hours and preparations than the budget will allow.

As with all surveys, response rate will likely be a big issue. This issue may be even more apparent with such a small population and since there is no incentive to motivate recipients to return the survey. Hopefully, since they will be selected at the ARD event, attendees will feel a personal involvement with the issue and complete the questionnaire. Furthermore, this method will provide little information about how users navigate the Web site. It is also possible that the population given the surveys is biased in some way. Since volunteers are making the selections, they may be biased in the types

of people they choose. For example, a woman volunteer might be more inclined to hand out the survey to women.

Volunteers will also hand out a small flier at ARD events to people who fill out pledge cards. The flier will ask people to visit a Web site where they will fill out a short survey. This survey will be developed and administered by Questionpro, an online survey provider. The survey will assess if participants have followed up on the pledge they made to ARD. It will ask if they have either bought recycled products, recycled at home, work or school, or participated in a recycling event in the last month. It will also have an open-ended question asking for any opinions or ideas to make ARD pledge cards more effective.

The online survey will be used because it is cheaper than a mail survey of the same sort. There will be no need to develop a sampling frame and pull a sample because the sample will be available at the event. Volunteers will hand out the fliers, so there will be no need to pay a staff. A phone survey or a mail survey would have cost much more in the realm of man hours for preparation and execution.

The results of the online survey may not be accurate, however; because, as with the high-cost evaluation of the pledge cards, participants may be hesitant to admit they did not follow through with their pledge. Therefore, the people who respond could end up being only those who have followed through, which would not be an accurate representation of the audience. Participants may also be inclined to give a socially desirable answer because they may feel they will be judged if they have not followed through. Furthermore, participants may not respond to the survey at all if they lose the

flier before they get to a location where they can use a computer. Therefore, response rate may be very low.

Finally, to assess the effectiveness of ARD events, evaluation forms will be distributed. The production of these evaluation forms will be identical to those forms developed for the high cost evaluation. One thousand evaluations will be printed and distributed to 10 major ARD events around the country. Volunteers will have a booth at the ARD event and ask participants to fill out the evaluation. Evaluations will then be returned in postage provided boxes and data will be recorded by an intern paid a \$200 stipend. The evaluation will be developed by a professional to see if the goals being stressed in the coordinator tool kit were actually being conveyed and understood by the people attending the events. These evaluation forms will require no recruiting effort since the primary audience (people attending the events) is readily available.

These evaluations are the most direct method to get feedback from ARD participants. The evaluation was decided to be more effective than the extensive state coordinator survey because the evaluation provides responses directly from the audience. If the audience does not understand the messages being conveyed, it is less important if the state coordinators are using the methods suggested by the handbook. The limitations of this method mirror those suggested in the high cost media analysis.

Uses in the dissemination process. Since ARD is a progressive campaign, all high and low cost evaluations will be both formative and summative. Existing media will be assessed and any findings can be used to modify those media for the next year's campaign.

Report of findings to campaign developers. The high cost media evaluation will provide an extensive report of each method used: usability, pledge card mail survey, and state coordinator mail survey and evaluation forms. The reports will be anywhere from 50 to 100 pages in length, bound and copied for each developer. The low cost media evaluation will provide one 50 to 100 page general report of the responses to mail survey, online survey, and event evaluation forms. This general report can be further analyzed by developers; however, budget constraints will not allow for the data to be analyzed by evaluators.

Budget summary. The summary for the high cost audience analysis and media evaluation is as follows:

Total Focus Group Cost:	\$176,715
Total Usability Cost:	\$46,160
Total Pledge Card Cost:	\$66,800
Total State Coordinator Cost:	\$96,800
Total Participant Eval Cost:	\$83,000

Total Media Evaluation/Audience Analysis Cost: \$469,475

Funds Available for Misc. Costs: \$30,525

The summary for the low cost audience analysis and media evaluation is as follows:

Total Focus Group Cost:	\$1,050
Total Mail Survey Cost:	\$1,245
Total Online Survey Cost:	\$1,600
Total Participant Eval Cost:	\$660

Report Cost: \$375

Total Media Evaluation/Audience Analysis Cost: \$4,930

Funds Available for Misc. Costs: \$70

Budget justification. The funds for the high cost analysis will be mostly allocated for the audience analysis. For any campaign it is most important to understand the audience. Once developers understand the audience they can take advantage of their characteristics (i.e. habits, knowledge, professions, etc.). Developers can create media that reach the audience most effectively. The effectiveness of the media then follows from the understanding the audience, which is why the high cost analysis will justify using most of its funds for this purpose. It will take an enormous amount of planning and compensation to participants to gather the information, but it will be worth it to thoroughly understand the audience. Such a large amount of money will be spent on recruiting and accommodating participants because ensuring that the analysis has accurate representation is the key to achieving accurate and generalizable results.

Evaluation of the ARD events themselves (state coordinator tool kit and participant evaluation forms) will take second precedence because this is the greatest opportunity to directly assess if the campaign events are conveying the desired messages and if these messages are being understood by the audience. Evaluating both the planners and participants is necessary to ensure there is no disconnect between the intended message and the receiver.

The low cost evaluation will, for the most part, evenly distribute its funds between assessing each of the three media outlets and the audience analysis. Methods with relatively similar depth of results were chosen, and prices vary only because of the

individual nature of each of those methods. Since funds are so limited, it will likely be best to provide a brief overview of each area. Developers can then make inferences from that overview. Hopefully, any major problems will emerge from the brief overview and if developers wish to address more in-depth, specific issues, they can arrange funds to do a more extensive analysis.

Qualifications

Jessica N. Larsen. Jessica N. Larsen, a Technical Communication graduate student at Colorado State University, has a focus in Environmental Communication. Her course work has given her experience in research methods, theory, and management of communication systems. She has shown sufficient understanding of product and campaign analysis and evaluation. Jessica has specific interests in recycling efforts and organic food consumption. She feels recycling efforts are most effective when they convey the simple, everyday things people can do to decrease unnecessary waste. She also wishes to increase the amount of organic food being purchased to help reduce pesticide intake and promote local farming methods.

Questionpro. Questionpro is a popular online survey provider specializing in online surveys, market research software, and customer satisfaction surveys. Questionpro is a leading survey provider for academics and professionals worldwide.

Appendix A

Original Approved Proposal

TO: Don Zimmerman
FROM: Jes Larsen
DATE: 13 September 2006
RE: Communication Information Campaign Proposal

The information campaign I wish to evaluate is the America Recycles 2006 campaign.

The details of this campaign are as follows:

America Recycles is a national campaign sponsored by America Recycles Day (ARD), a non-profit organization that has supported the campaign since 1997.

The goal of America Recycles is to “encourage Americans to recycle and to buy recycled products”¹

ARD attempts to reach this goal by “hold[ing] an annual national awareness event to promote the social, environmental, and economic benefits of buying recycled [products] and recycling”¹

ARD chose to promote one day a year as America Recycles Day (in 2006 this day is November 15th)

On America Recycles Day people are encouraged to make a “personal challenge” by pledging to recycle by filling out pledge cards

The pledge cards allow people to choose if and how they will do one or more of the following:

“Buy more recycled content products”

“Increase recycling efforts at home, school and work”

“Participate in some other recycling-related effort”¹

As an incentive to make a personal pledge, ARD enters each adult pledge card in a drawing for an Alaskan cruise and each child pledge card in a drawing for a bicycle.

All 50 states participate in America Recycles Day and are encouraged by ARD to hold a state-wide recycling related event

In addition, ARD offers recycling and recycled product information and encourages individuals/organizations to hold recycling awareness events year-round, but designates America Recycles Day as a day all 50 states should try to promote this information and these events.

The motto for the America Recycles 2006 campaign is “If you’re not buying recycled, you’re not really recycling”¹

This campaign uses multiple mediums to reach their audiences: websites, videos, pamphlets and newsletters.

The primary intended audience for the America Recycles 2006 campaign is those adults and children who do not recycle/buy recycled products or who recycle/buy recycled products very little.

The secondary intended audience of the America Recycles 2006 campaign is those adults and children who do recycle/buy recycled products but could promote recycling/buying recycled products to others to a greater extent.

Appendix B

Sample focus group questionnaire.

Good afternoon and welcome to today's session. Thank you for taking time to join us today, I know some of you have traveled pretty far to be here. Know that we appreciate your time toward making America Recycles Day the best program it can be.

My name is _____ and I represent America Recycles Day. Joining me today is _____ also from ARD.

We're interested in learning what ARD audience member know about recycling and buying recycled products and how audience members perceive the ARD program. We're especially interested in your views because you represent members of the primary target audience of ARD.

You have at your seat a demographic form and a consent form. Because this discussion may be published, we need to get your informed consent to be part of this discussion.

Your involvement is just for today. Our purpose is to get your views, not to reach consensus. There are no right or wrong answers and it is okay to politely disagree.

Because we value your comments, we do ask that you speak up when you talk.

Also, it would be helpful if only one person talks at a time. We would like to tape record this session so that we don't miss any of your comments. Please let us know now if this is okay with you.

There won't be any names published in any report of this discussion, but for today we will operate on a first-name basis.

This session will last about two hours. Feel free to get up for more refreshments or use the restroom at any point during the discussion.

Are there any questions?

Opening question:

Q1: Please tell everyone who you are, just a first name is ok, something about yourself, and where you have attended an ARD event.

Introductory questions:

Q2: What kind of experiences have you had at ARD events? Were they positive?
Negative?

Probe: Did you feel you learned something from an ARD event?

Q3: When someone mentions recycling, what do you think of first?

Q4: Do you think most people recycle?

Probe: Why or why not?

Why might people not recycle?

Q5: If you purchase recycled products, please tell us where you purchase those products.

Probe: What kinds of recycled products do you buy?

Key questions:

Q6: What do you know about the social benefits of recycling?

Probe: Do you think about social benefits when you are recycling?

Q7: What do you know about the economic benefits of recycling?

Probe: Do you think about economic benefits when you are recycling?

Q8: What do you know about the environmental benefits of recycling?

Probe: Do you think about environmental benefits when you are recycling?

Q9: If you could sum up the message of the ARD event you attended in one sentence, what would it be?

Probe: How did you receive this message/how did the ARD event convey that message to you?

Q10: What sources do you use for information on recycling and buying recycled products?

Probe: where do you get your information?

Ending questions:

Summarize key points from discussion.

Q11: Does this summary capture the important points we have discussed today?

Q12: Which of the topics we have discussed is most important to you?

Q13: Is there anything else you would like to comment on regarding ARD, recycling, or the purchase of recycled goods?

Usability protocol.

Pre-test preparation and questionnaire (duplicated from www.usability.gov).

Thank you for agreeing to participate in this Web site evaluation. Today we are asking you to serve as an evaluator of this Web site and to complete a set of scenarios. Our goal is to see how easy or difficult you find the site to use. We will record your reactions and opinions; so, we may ask you to clarify statements that you make from time to time.

I'm here to record your reactions and comments of the Web site you'll view. In a conference room nearby we have a few people who also will observe your interaction with the site. During this session I will not be able to offer any suggestions or hints.

There may be times, however, when I'll ask you to explain why you said or did something.

I will ask you to search for information on this site to learn if it works well for you.

We'll do this by giving you scenarios or tasks to complete on the site. You also will be asked a series of questions about your experience at the end of this session.

Here are some things that you should know about your participation:

This is not a test of you; you're testing the site. So don't worry about making mistakes.

There is no right or wrong answer. We really just want to know if we designed the site well for you.

If you ever feel that you are lost or cannot complete a scenario with the information that you have been given, please let me know. I'll ask you what you might do in a real-world setting and then either put you on the right track or move you on to the next scenario.

We will be video recording this session for further study if needed. Your name will not be associated or reported with data or findings from this evaluation. Please fill out the video release form.

Finally, as you use the site, please do so as you would at home or your office. I do ask that when looking for information, you do so as quickly and as accurately as you can.

Do you have any questions before we begin?

Questionnaire:

1. What would you rate your level of Internet experience (please circle)?

High

Moderately High

Average

Moderately Low

Low

2. What would you rate your level of knowledge about recycling and purchasing recycled products (please circle)?

High

Moderately High

Average

Moderately Low

Low

Usability tasks

1. You are from Fort Collins, Colorado and you need to know where the nearest ARD event is being held. Find the contact information for the coordinator of the nearest event and the events location.
2. You are not sure what happens to materials once the recycling man picks them up. Find out what can happen to plastics once they are recycled.
3. You want to know who funds ARD events. Find five national sponsors of America Recycles Day.
4. You have a question about something on the ARD site? Who would you contact and how would you contact that person?
5. Who is the treasurer of ARD and where is his/her hometown?
6. What are 3 ways you can participate in an America Recycles Day?
7. How can you enter the America Recycles Day contest?
8. You know nothing about America Recycles Day. Use the Web site to find what ARD's mission and goals are.

Post-test questionnaire (modified from www.useability.gov)

The following are questions regarding your navigation of the Web site. Please circle the number that corresponds to your answer.

1. I think that I would like to visit this Web site frequently.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

2. I found the Web site unnecessarily complex.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

3. I thought the Web site was easy to navigate.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

4. I think that I would need the support of a technical person to be able to navigate this Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

5. I found this Web site to be well designed.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

6. I thought there was too much inconsistency on the Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

7. I would imagine that most people could navigate this system easily.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

8. I found this Web site very cumbersome to use.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

9. I felt very confident navigating this Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

10. I needed to learn a lot of things before I could really navigate this site.

1
strongly
disagree

2
moderately
disagree

3
neutral

4
moderately
agree

5
strongly
agree

Web site mail survey.

Dear participant,

Please take a moment to visit www.americarecyclesday.org. It is important to understand what people like you think about our Web site so your experience can be positive and your information gain can be maximized.

The answers to this questionnaire may be published, but your answers will be completely confidential and you will never be identified in any publication or presentation based on this questionnaire.

The survey should take about 10 minutes to complete.

Thank you-

America Recycles Day

***(modified from www.useability.gov)

The following are questions regarding your navigation of the Web site. Please circle the number that corresponds to your answer.

1. I think that I would like to visit this Web site frequently.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

2. I found the Web site unnecessarily complex.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

3. I thought the Web site was easy to navigate.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

4. I think that I would need the support of a technical person to be able to navigate this Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

5. I found this Web site to be well designed.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

6. I thought there was too much inconsistency on the Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

7. I would imagine that most people could navigate this system easily.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

8. I found this Web site very cumbersome to use.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

9. I felt very confident navigating this Web site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

10. I needed to learn a lot of things before I could really navigate this site.

1	2	3	4	5
strongly disagree	moderately disagree	neutral	moderately agree	strongly agree

Please use the space below to share any additional comments or ideas you have to better

the ARD Web site: _____ etc.

Pledge card online and mail surveys.

Flier: **online survey

Please take a moment to visit www.something.com to fill out a short survey regarding the America Recycles Day pledge you recently made. It is important to understand what participants like you are doing to increase their recycling efforts so ARD can be the most effective program for you.

The answers to your survey may be published, but your answers will be completely confidential and you will never be identified in any publication or presentation based on your answers.

The survey should take about 10 minutes to complete.

Thank you-

America Recycles Day

**mail survey will include a cover letter similar to the one above and a paper version of the survey below.

Web survey:

1. Have you bought recycled products in the last month?

yes

no

2. Have you recycled at home, work, or school in the last month?

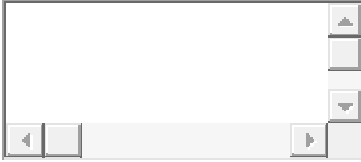
yes

no


3. Have you participated in a recycling event in the last month? ex. An ARD event?

- yes
- no

If yes, please list the name of your event:



Please write down any ideas you have that might improve our ARD campaign or our pledge cards:



State coordinator tool kit evaluation survey.

[date]

[name of recipient]

[address of recipient]

Dear [-----],

The America Recycles Day campaign has millions of participants across the nation each year. It is important that efforts to organize ARD events are efficient and effective so participants get the most out of their ARD experience. State coordinators like you are the ones who can ensure that this occurs.

This survey is being conducted to help provide information about how state coordinators organize and execute their events. This research is being sponsored by America Recycles Day. Understanding how coordinators run their events is important to you and participants because it can help events to be organized that maximize the effects of your time and effort.

The results of this study may be published, but your answers will be completely confidential and you will never be identified in any publication or presentation based on this study. The number on your survey is only used to identify surveys as they are returned. This way, follow up notices will not be sent to those who respond soon.

This survey should be completed by only the state coordinator of the most recent ARD event. The survey should take about 30 minutes to complete. As a participant, we encourage you to be honest about your answers in order to accurately represent how coordinators are organizing their events. Please return the completed survey in the stamped envelope provided.

If you have any questions regarding the survey or your rights as a participant in the survey, please contact:

[-----]

1234 Research Ln

Research City, CO 12345

1-800-RESEARCH

We appreciate you taking time to participate in this survey. You can obtain a copy of the survey results by going to [www.-----.com] after [date].

Sincerely,

Jessica N. Larsen

Survey

Name: _____

State of your ARD event: _____

City of your ARD event: _____

Event location (e.g. landfill, city hall, etc.): _____

Next will be a series of questions about ideas you may or may not have stressed at your specific ARD event.

Please read each of the following statements and rate the level at which you stressed each idea by circling the number corresponding to your answer.

1. My ARD event emphasized the social responsibility to recycle.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

2. My ARD event emphasized that recycling improves our environment.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

3. My ARD event emphasized that recycling saves taxpayer's money.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

4. My ARD event emphasized that individual recycling efforts are beneficial.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

5. My ARD event emphasized that buying recycled materials is necessary for recycling to be effective

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

6. My ARD event emphasized that recycling protects the environment.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

7. My ARD event emphasized that recycling preserves dwindling natural resources.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

8. My ARD event emphasized how recycling affects people locally.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

9. My ARD event emphasized that recycling needs to be an everyday effort.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

10. My ARD event explained how and where to buy recycled products.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

11. My ARD even explained what types of material can be recycled.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

12. My ARD event emphasized how recycling provides jobs for Americans.

1	2	3	5	6
not at all	a very little	a moderate amount	mostly	a great deal

Please indicate whether or not you used the following phrases in media at your ARD event by circling yes or no.

1. “closing the recycling loop”

Yes

No

2. ARD is a progressive campaign

Yes

No

3. product labels contain the recycled content info you need

Yes

No

4. recycled packaging is a new trend

Yes

No

5. “if you’re not buying recycled, you’re not really recycling”

Yes

No

The following are a series of questions regarding your contact with the media. Please indicate how often you did the following by circling the number that corresponds with your answer.

1. Did you submit the suggested press releases to your local media?

1	2	3	4	5
never	rarely	occasionally	usually	always

2. Did you follow up on these press releases with editors?

1	2	3	4	5
never	rarely	occasionally	usually	always

3. Did you visit with local reporters and editors?

1	2	3	4	5
never	rarely	occasionally	usually	always

4. Did you use quotes from popular and recognizable authorities in articles you released to the media?

1	2	3	4	5
never	rarely	occasionally	usually	always

5. Did you create a list of all local media contacts who report on matters of the environment and recycling?

1	2	3	4	5
never	rarely	occasionally	usually	always

6. Did you use proclamations in your campaign?

- | | | | | |
|-------|--------|--------------|---------|--------|
| 1 | 2 | 3 | 4 | 5 |
| never | rarely | occasionally | usually | always |

The following are questions regarding actions you took at your ARD event. Please circle yes or no.

1. Did you use the ARD logo on all documents, banners, signs, and anything else that conveyed an ARD message?

Yes

No

2. Did you hand out ARD pledge cards?

Yes

No

3. Did the location of your event reinforce your message?

Yes

No

Please explain: _____

Event attendee evaluations.

Please take a moment to fill out this evaluation regarding the America Recycles Day event you are currently attending. It is important to understand what participants like you are getting out of these events so your experience can be positive and your information gain can be maximized.

The answers to this evaluation may be published, but your answers will be completely confidential and you will never be identified in any publication or presentation based on this evaluation.

The evaluation should take about 10 minutes to complete.

Thank you-
America Recycles Day

Name of Event: _____

Location of Event: _____

Do you feel this event promoted:

1. The social responsibility to recycle?

Yes

No

2. The economic benefits of recycling?

Yes

No

3. How recycling effects the environment?

Yes

No

4. Did the event encourage you to purchase recycled goods?

Yes

No

5. Were you offered an ARD pledge card?

Yes

No

Please use the space below for any additional comments or suggestions about how to improve ARD events:

Appendix C

High cost budget

See page 45 A-H

Low cost budget

See page 45 I-J

	A	B	C	D	E	F	G	H	I	J
1	High Cost Evaluation									B
2	Audience Analysis	focus groups		# of sessions	cost per session	total cost			NOTES	
3			refreshments	15	\$75.00	1125				
4			recruitment	15	\$750	11250			10 participants per focus group recruited as special interest	
5			room rental	15	\$100	1500				
6			supplies	15	\$100	1500				
7			honorariums	15	\$500	7500			\$50 per participant	
8			participant travel expenses	15	\$5,000	75000			\$100 per night hotel (\$200), \$200 airfare, \$50 per day food (\$100)	
9				hours	# of focus groups	#of staff	pay rate	total pay		
10			development	50	15	2	\$15.00	22500	5 tailored versions of focus group survey	
11			recruiting	100	15	1	\$15.00	22500	10 hours per participant divided by 2 staff members	
12			training moderators	12		3	\$15.00	540	2 moderators trained by 1 other staff member	
13			sessions	3	15	2	\$15.00	1350	30 mins set up, 30 mins post-focus group, 2 hours allotted for focus group	
14			reviewing notes	5	15	2	\$15.00	2250		
15			reviewing video tapes	16	15	2	\$15.00	7200		
16			writing report	50	15	2	\$15.00	22500		
17									Total Focus Group Cost:	176715
18	Evaluation	useability testing		cost	# participants	total cost				
19			recruitment	\$100	30	3000			5 groups of 10 participants each- special interest	
20			honorarium	\$40	30	1200				
21			supplies	\$200		200				
22			participant travel expenses	\$500	30	15000				
23				hours	#of staff	pay rate	total pay			
24			administration	56		\$20.00	1120		sending reminders, coordinating on IRB/HS	
25			development	40		\$20.00	800			
26			recruitment	360		\$20.00	7200		12 hours per participant	
27			sessions	90	3	\$20.00	5400		3 hours per participant, video taping, paperwork, observation	
28			questionnaire development	24	2	\$20.00	960			
29			code book development	8	1	\$20.00	160			
30			data entry	30		\$20.00	600	C	one hour per participant	D
31			review notes	40		\$20.00	800			
32			review video	150		\$20.00	3000		5 hours per participant	
33			transcribe video	240		\$20.00	4800		8 hours per participant	
34			data analysis	16		\$20.00	320			
35			writing report	80		\$20.00	1600			
36									Total Useability Cost:	46160
37		pledge card								
38		mail survey		# participant	cost	total cost				
39			compensation	2,000	\$10	20000			\$10 per respondent	
40				cost	# mailings	total pay				
41			postage out	\$0.87	3000	2610			2000 mailings first round, 1000 mailing second round, 3 oz	

	A	B	C	D	E	F	G	H	I	J
42			postage back	\$0.63	3000	1890			2000 mailings first round, 1000 mailing second round, 2oz	
43			postcard postage	\$0.39	2000	780			2000 mailings	
44			copying and stapling	\$2,000		2000				
45			letterhead&envelopes&postcards	\$2,000		2000			\$200 return envelopes, \$500 letterhead envelopes, \$1000 letterhead, \$300 postcards	
46			copying & binding report	\$100		100				
47				hours	# of staff	pay rate	total pay			
48			pulling sample	64		\$20.00	1280			
49			developing survey	48	2	\$20.00	1920			
50			developing code book	24		\$20.00	480			
51			data entry	667		\$20.00	13340		twenty minutes per survey	
52			data analysis	192		\$20.00	3840		2000 mailings	
53			mail merge & addressing cycle 1	120		\$20.00	2400		2000 mailings	
54			signing letter cycle 1	40		\$20.00	800		2000 mailings	
55			folding booklets cycle 1	64		\$20.00	1280		2000 mailings	
56			stuffing envelopes cycle 1	64		\$20.00	1280		2000 mailings	
57			mailing cycle 1	32		\$20.00	640		2000 mailings	
58			mail merge & addressing cycle 2	60		\$20.00	1200		1000 mailings	
59			signing letter cycle 2	20		\$20.00	400	E	1000 mailings	F
60			folding booklets cycle 2	32		\$20.00	640		1000 mailings	
61			stuffing envelopes cycle 2	32		\$20.00	640		1000 mailings	
62			mailing cycle 2	16		\$20.00	320		1000 mailings	
63			addressing postcards	64		\$20.00	1280		2000 mailings	
64			adding stamps	64		\$20.00	1280		2000 mailings	
65			mailing postcards	16		\$20.00	320		2000 mailings	
66			developing report tables	12		\$20.00	240		plan for a max 12 tables to be created	
67			drafting report	160		\$20.00	3200		100 page report	
68			revising report	32		\$20.00	640		100 page report	
69									Total Pledge Card Cost:	66800
70		state coordinator		# participant	cost	total cost				
71		packet mail survey	compensation	2,000	\$25	50000			\$25 per state coordinator	
72				cost	# mailings	total pay				
73			postage out	\$0.87	3000	2610			2000 mailings first round, 1000 mailing second round, 3 oz	
74			postage back	\$0.63	3000	1890			2000 mailings first round, 1000 mailing second round, 2oz	
75			postcard postage	\$0.39	2000	780			2000 mailings	
76			copying and stapling	\$2,000		2000				
77			letterhead&envelopes&postcards	\$2,000		2000			\$200 return envelopes, \$500 letterhead envelopes, \$1000 letterhead, \$300 postcards	
78			copying & binding report	\$100		100				
79				hours	# of staff	pay rate	total pay			
80			pulling sample	64		\$20.00	1280			
81			developing survey	48	2	\$20.00	1920			
82			developing code book	24		\$20.00	480			

	A	B	C	D	E	F	G	H	I	J
83			data entry	667		\$20.00	13340		twenty minutes per survey	
84			data analysis	192		\$20.00	3840		2000 mailings	
85			mail merge & addressing cycle 1	120		\$20.00	2400		2000 mailings	
86			signing letter cycle 1	40		\$20.00	800		2000 mailings	
87			folding booklets cycle 1	64		\$20.00	1280		2000 mailings	
88			stuffing envelopes cycle 1	64		\$20.00	1280	G	2000 mailings	H
89			mailing cycle 1	32		\$20.00	640		2000 mailings	
90			mail merge & addressing cycle 2	60		\$20.00	1200		1000 mailings	
91			signing letter cycle 2	20		\$20.00	400		1000 mailings	
92			folding booklets cycle 2	32		\$20.00	640		1000 mailings	
93			stuffing envelopes cycle 2	32		\$20.00	640		1000 mailings	
94			mailing cycle 2	16		\$20.00	320		1000 mailings	
95			addressing postcards	64		\$20.00	1280		2000 mailings	
96			adding stamps	64		\$20.00	1280		2000 mailings	
97			mailing postcards	16		\$20.00	320		2000 mailings	
98			developing report tables	12		\$20.00	240		plan for a max 12 tables to be created	
99			drafting report	160		\$20.00	3200		100 page report	
100			revising report	32		\$20.00	640		100 page report	
101									Total State Coordinator Cost:	96800
102		event evaluation								
103		form-participants		# participant	cost	total cost				
104			compensation	10,000	\$1	10000			\$1 coupon off of refreshment at the ARD event	
105				hours	# of staff	pay rate	total pay			
106			supplies			\$2,000.00	2000		copying for 10,000 evals (\$1000), paper (\$1000)	
107			mailing supplies			\$800.00	800		postage for volunteers to send back from ard events (100 packets 100 of evals)	
108			development	12	1	\$20.00	240			
109			entering data	3333		\$20.00	66660		20 mins per evaluation	
110			developing report	160		\$20.00	3200		100 pages	
111			copying & binding materials			\$100	100			
112									Total Eval Cost:	83000
113										
114									Funds Available for Misc Cost:	30525
115										
116									Total Eval/Analy Cost:	469475

Low Cost Evaluation									
Audience Analysis	focus groups		# of sessions	cost per session	total cost		I	NOTES	J
		refreshments	3	\$75.00	225				
		supplies	3	\$50	150				
		honorariums	3	\$100	300			\$10 per participant	
			hours	# of focus groups	# of staff	pay rate	total pay		
		development	10	***	1	\$15.00	150	one professional developing focus group survey	
		reviewing notes	5	3	1	\$15.00	225	professional	
								Total Focus Group Cost:	1050
Evaluation	mail survey		# mailings	cost per mailing	total cost				
		postage	500	\$0.63	315			only return postage needed (2oz)	
		copying		\$50	50				
		letterhead		\$250	250				
		return envelopes		\$50	50				
			hours	# mailings	# staff	pay rate	total pay		
		developing survey	12		1	\$15	180	professional	
		preparing mailings				\$200	200	will use intern with \$200 stipend	
		entering responses				\$200	200	will use intern with \$200 stipend	
								Total Mail Survey Cost:	1245
	online survey		hours	cost	# staff	pay rate	total pay		
		supplies		\$600			600	copying 1000 fliers (\$100), letterhead (\$500)	
		development		\$1,000			1000	using questionpro	
								Total Online Survey Cost:	1600
	event evaluation								
	form-participants		hours	# of staff	pay rate	total pay			
		supplies			\$200	200		copying for 1000 evals (\$100), paper (\$100)	
		mailing supplies			\$80	80		postage for volunteers to send back from ard events (10packsof100evals)	
		development	12	1	\$15	180		professional	
		entering data				\$200		will use intern with \$200 stipend	
								Total Event Eval Cost:	660
Report			hours	# of staff	pay rate	total pay			
		general report of	25	1	\$15	375		professional	
		responses to evals						Total Report Cost:	375
		and analys							
								Funds Available for Misc Cost:	70
								Total Eval/Analy Cost:	4930