



Forum Evaluation

Data Collection Guidelines

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Introduction

The purpose of this evaluation is to understand what forum discussion participants—including public visitors and scientist volunteers—learn from the Building with Biology forums and find valuable about their experiences. Recipients of forum stipends are required to collect data as described in this document. The Building with Biology Evaluation Team will provide all forum recipients with an envelope of evaluation materials, evaluation support, and training for one data collector from your site. This person will collect paper surveys from forum participants and serve as the primary contact for the Evaluation Team. Your data collector will send the forum data to the Evaluation Team electronically and by mail. The Evaluation Team will then analyze the data and send you an individual report about what your visitors learned and valued. The Evaluation Team will also offer a webinar to share findings from all forum stipend recipients.

NOTE: This document was prepared for sites that have received a Building with Biology forum stipend. If you are interested in forum evaluation but have not received a stipend, you are still welcome to use the protocols, attend the professional development opportunities, and use the surveys that the Evaluation Team has created. These resources are available at www.buildingwithbiology.org/project-evaluation.

Unfortunately, the Evaluation Team will not be able to send physical materials or analyze data for sites that did not receive a stipend. **Please do not mail us your data if you have not received a stipend.**

This document outlines the details of the evaluation process, including:

- Responsibilities of the evaluation data collector
- Support you will receive from the Evaluation Team
- Materials you will use for the evaluation
- Information about the data collection process
- How to prepare for your event

At the end of this document, you will find a *Forum Evaluation Overview* section that includes a checklist of action items for the evaluation and recruitment scripts.

The evaluation data collector

For the purposes of this evaluation, you will need to select *one person* who is responsible for five evaluation tasks. Ideally, this should be someone other than the person leading the forum program. Please talk to your evaluation contact if you are interested in having the forum host and the forum data collector be the same person. The data collector will be responsible for:

- **Completing human subjects training:** The evaluation data collector needs to provide the Building with Biology Evaluation Team with a current copy of a completion certificate for a human subjects training course administered by either the National Institutes of Health (NIH) or the Collaborative Institutional Training Initiative (CITI). If the designated

person has already completed this training, she or he can send an existing copy of the completion certificate. If the person does not have a current certificate of completion, she or he must take the free, 2-hour online course from the NIH, accessible at <https://phrp.nihtraining.com/users/login.php>. Completion certificates must be sent to Sarah Pfeifle at spfeifle@mos.org at least one week prior to your forum.

- **Attending the Building with Biology forum evaluation webinar:** The Building with Biology Evaluation Team will host an online webinar about this evaluation. While we hope the data collector will attend this webinar live, we understand that scheduling can be a challenge. If the data collector is unable to attend, we ask that she or he watch the recording of the webinar and speak with his or her Evaluation Team contact. The webinar will be **Thursday, June 23, 2:00-3:00 ET**. To learn more and register for the webinar, visit: <http://www.surveygizmo.com/s3/2736592/Evaluating-Building-with-Biology-Forums>
- **Watching the Building with Biology evaluation video:** The Building with Biology Evaluation Team is producing a short video that summarizes data collection practices. In addition to attending the webinar, the data collector should watch this brief video. A link to the video will be emailed to you, and it will be available for reference on www.buildingwithbiology.org/project-evaluation.
- **Collecting data at the forum:** The data collector will be responsible for collecting the surveys, provided as a part of the forum evaluation materials, from individuals who participate in the forum. This document provides additional detail about data collection.
- **Mailing the collected data to the Evaluation Team:** After the event, the data collector will need to send all data to the Building with Biology Evaluation Team so the Team can analyze and report on the data. First, the data collector should scan or take a picture of: (1) completed *Forum Surveys* and (2) participants' discussion recommendation worksheets. Digital files should be sent to Sarah Pfeifle at spfeifle@mos.org. Then, the data collector should place the completed surveys and discussion worksheets in the addressed, pre-paid mailing envelope included in the evaluation materials and ship the envelope to the Museum of Science at the following address:

Sarah Pfeifle
Research & Evaluation Department
Museum of Science, Boston
1 Science Park
Boston, MA 02114

If it is not feasible for all of these items to be completed by the same person, please speak with your Evaluation Team contact. It may be possible to share roles in a different way. The Evaluation Team will need a human subjects training certificate for all people collecting data.

Support from the Building with Biology Evaluation Team

Each site will have a designated contact from the Building with Biology Evaluation Team who will provide assistance throughout this evaluation. At this point, you should have received an

email identifying your Evaluation Team contact. Please feel free to reach out to this person with any questions you have about the evaluation. Evaluation contacts include:

Gretchen Haupt
ghaupt@smm.org
651-312-1757

Elizabeth Kollmann
ekollmann@mos.org
617-589-0467

Sarah Pfeifle
spfeifle@mos.org
617-589-0202

Katie Todd
ktodd@mos.org
617-589-4235

You may also contact Elizabeth Kollmann, the Evaluation Team leader, should you have any issues or concerns with the evaluation study.

Materials

This evaluation depends on your use of specific supplies. Most of these supplies are included in the envelope of evaluation materials you will receive. We also ask that you gather some pens and pencils at your site that visitors can use to fill out their surveys. The full list of materials you will need for the evaluation is printed below.

From your evaluation envelope:

- 40 *Forum Surveys* (If you are expecting more than 40 participants, you can print additional surveys at <http://bit.ly/BwBforumsurvey>)
- *Evaluation Surveys Envelope* for completed surveys
- 25 *Evaluation Information* cards
- Pre-paid mailing envelope addressed to the Museum of Science

For you to gather at your site:

- Pens or pencils for survey completion

From the Building with Biology kit or website:

- Discussion worksheets (each Building with Biology forum includes these worksheets, which participants use to write out their group recommendations)

Setup

Prepare for your data collection by placing paper surveys and pens or pencils on each table. If possible, there should be at least one survey and one pen or pencil for each chair at the table. Your evaluation envelope includes 40 paper copies of the *Forum Survey*. If you need more, you are welcome to print additional copies. The surveys are available at <http://bit.ly/BwBforumsurvey>.

In addition to the setup of the participants' tables, make sure you have the *Evaluation Information* cards and the *Evaluation Surveys Envelope* with you. If anyone has questions about the evaluation, please give them an *Evaluation Information* card. These cards include the contact information for the leader of the Evaluation Team, Elizabeth Kollmann, so participants

can direct any questions to her. You will use the *Evaluation Surveys Envelope* to store the completed surveys.

Introducing the survey

If possible, the person facilitating the forum should let participants know that they will be asked to complete a survey at the end of their experience. A good time to do this is when the facilitator tells the participants what materials are on their table. People have many materials to manage during the forum, so it is useful to tell them that they can put the *Forum Survey* aside until the end of the event. Alerting people about the survey will also help prime them to think of feedback during the program and introduces the survey as part of the experience rather than an extra add-on at the end. The *Should We Engineer the Mosquito* and *Editing the Genome: Now We Can. Should We?* guides include a script that includes a bulleted list beginning with “On your tables, you’ll see...” You can add the following bullet point at the end of that list:

“You will also see **Forum Surveys** on your tables. We value your feedback about this program and will invite you to complete this survey at the end of the program.”

Inviting participants to complete the survey

At the end of the forum, you will want to ask adult participants to fill out the *Forum Surveys* at their tables. In closing the program, the evaluation data collector or facilitator of the forum can use the following language, which includes human subject protection language required by this project’s Institutional Review Board:

“We are trying to get feedback about this forum, and we would like to know what you think about it. On your table, you will see some *Forum Surveys*. If you are age 18 or older, we invite you to complete the survey. It should only take about 5 minutes to complete. Your answers will be anonymous, you can quit at any time, and you can choose not to answer a question if you want. It shouldn’t make you uncomfortable at all, and it would help us design activities that will be better for you and everyone else in the future. We’ll be collecting completed surveys as you leave.”

Collecting data

As people leave the event, the evaluation data collector should station him or herself by the exit with the *Evaluation Information* cards and the *Evaluation Surveys Envelope*. She or he will collect the surveys and thank the participants by saying, “Thank you so much! Your feedback will help us improve our future programs.” If anyone has questions about the evaluation, they can get an *Evaluation Information* card. Completed surveys should be placed in the *Evaluation Surveys Envelope*.

Once participants have left, the data collector should go around the tables to collect the groups’ worksheets with their final recommendations written on them (these worksheets are part of the forum activity and are included in the forum materials). These should be placed in

the *Evaluation Surveys Envelope* with the surveys. The tables may also have additional completed surveys that participants did not hand to the evaluation data collector. All of these materials should be placed in the *Evaluation Surveys Envelope*.

After the forum

Once the forum is over, the data collector should fill in the survey headers with her or his initials, the survey number (i.e., if you collect 22 surveys, number the surveys 1 to 22), and the name of the site where the forum took place. Then, scan or take clear photographs of both sides of the surveys and the completed worksheets that were collected. Send these digital files to Sarah Pfeifle at spfeifle@mos.org. Finally, place all these materials in the addressed, pre-paid mailing envelope that was provided in your kit and mail the envelope back to the Evaluation Team at the Museum of Science, using the address below:

Sarah Pfeifle
Research & Evaluation Department
Museum of Science, Boston
1 Science Park
Boston, MA 02114

The Team will then enter your data, analyze it, and provide you with an individualized report sometime this fall or winter.

Building with Biology Forum Evaluation Overview

Before the date of the event:

- Identify one data collector for the evaluation.
- Send the data collector's human subjects training completion certificate (NIH or CITI) to spfeifle@mos.org at least **one week before your forum**.
- Have the data collector attend the live evaluation webinar on **Thursday, June 23 from 2:00-3:00 ET**, or watch the recorded webinar and call/email your Evaluation Team contact.
- Make sure that the data collector watches the evaluation video.
- Have the data collector read the *Forum Evaluation Data Collection Guidelines* thoroughly.
- Meet with the forum facilitator to make sure he or she will introduce the survey at the beginning of the program and ask participants to fill it out at the end of the program.

Setup for your event:

- Set up each table with:
 - Forum Surveys* (enough for each person at the table)
 - Pens or pencils
- Make sure you have the following materials with you:
 - Evaluation Information* cards
 - The *Evaluation Surveys Envelope* from your evaluation envelope

During your event:

- Have the facilitator introduce the *Forum Surveys* at the beginning of the program (see reverse of this page for suggested language).
- At the end of the program, have the facilitator use the *Recruitment Script* (see reverse of this page) to ask adult participants to complete the survey.
- The data collector should position him or herself by the exit to:
 - Collect paper surveys from adult participants as they leave the forum
 - Thank participants for their feedback
 - Offer *Evaluation Information* cards to anyone who has questions about the evaluation
- Place completed surveys in the *Evaluation Surveys Envelope*, out of the reach of visitors.
- Gather completed recommendation worksheets and surveys that were left on tables. Place them in the *Evaluation Surveys Envelope*.

After the event – within one week of your event:

- Fill in the survey headers with the data collector's initials, survey number, and site name.
- Scan or take pictures of surveys and worksheets and send to spfeifle@mos.org.
- Mail surveys and recommendation worksheets to the Evaluation Team using the addressed, pre-paid envelope in your evaluation envelope.

Recruitment Scripts

First introduction to the surveys: When the forum facilitator introduces the materials participants will be using during the forum, she or he should tell participants about the *Forum Surveys*. Here is a script which includes human subject protection language required by this project's Institutional Review Board:

“You will also see ***Forum Surveys*** on your tables. We value your feedback about this program and will invite you to complete this survey at the end of the program.”

Asking adult participants to complete the survey: At the end of the forum, you will want to ask adult participants to fill out the *Forum Surveys* at their tables. In closing the program, the evaluation data collector or facilitator of the forum should use the following language:

“We are trying to get feedback about this forum, and we would like to know what you think about it. On your table, you will see some *Forum Surveys*. If you are age 18 or older, we invite you to complete the survey. It should only take about 5 minutes to complete. Your answers will be anonymous, you can quit at any time, and you can choose not to answer a question if you want. It shouldn't make you uncomfortable at all, and it would help us design activities that will be better for you and everyone else in the future. We'll be collecting completed surveys as you leave.”