

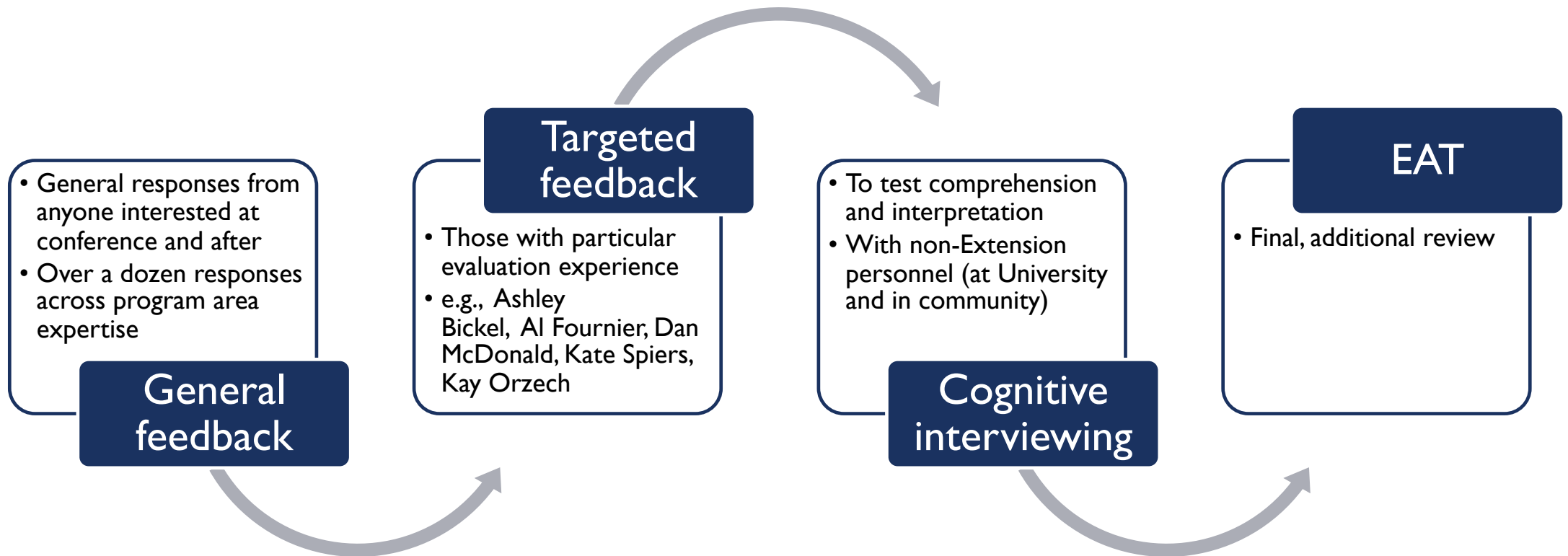


ARIZONA COOPERATIVE EXTENSION STATEWIDE NEEDS ASSESSMENT

SURVEY DISTRIBUTION, 9/13/22

COMMUNITY RESEARCH, EVALUATION, & DEVELOPMENT (CRED) TEAM

SURVEY REVISED BASED ON FEEDBACK



SURVEY LAUNCH: MONDAY, 19 SEPTEMBER, 2022

- Surveys available...
 - in English and Spanish (with special thanks to Eva Romero!)
 - online (Qualtrics) and paper & pencil
- Will be open through 31 October 2022
- You will receive a "launch packet" of written instructions and links

SURVEY RECRUITMENT AND ADMINISTRATION

Web-based Survey

- Link posted to your website and social media
- Link sent to identified emails, listservs, partnering agencies
- (In-person) via a QR code that can be scanned with a phone/device
- (In-person) on a laptop/tablet provided by your team

Paper and Pencil Survey

- Consider having CE staff, youth groups, volunteer groups, and/or AmeriCorps volunteers collect paper survey responses
- Budget of \$500 available for postage, incentives for volunteers, and Extension "swag" or other tokens of appreciation for survey takers
- Need to be mailed to CRED for data entry, scanned and uploaded to Box folder, or entered locally into Qualtrics

Targeted Survey Recruitment

Cooperative Extension Users

- **Rural: 60**
- **Urban: 80**
- Extension "consumers" recruited by direct email, listservs, and Extension social media
- Across program areas (ANR, FCHS, Youth Development)

Topical Experts (not necessarily Users)

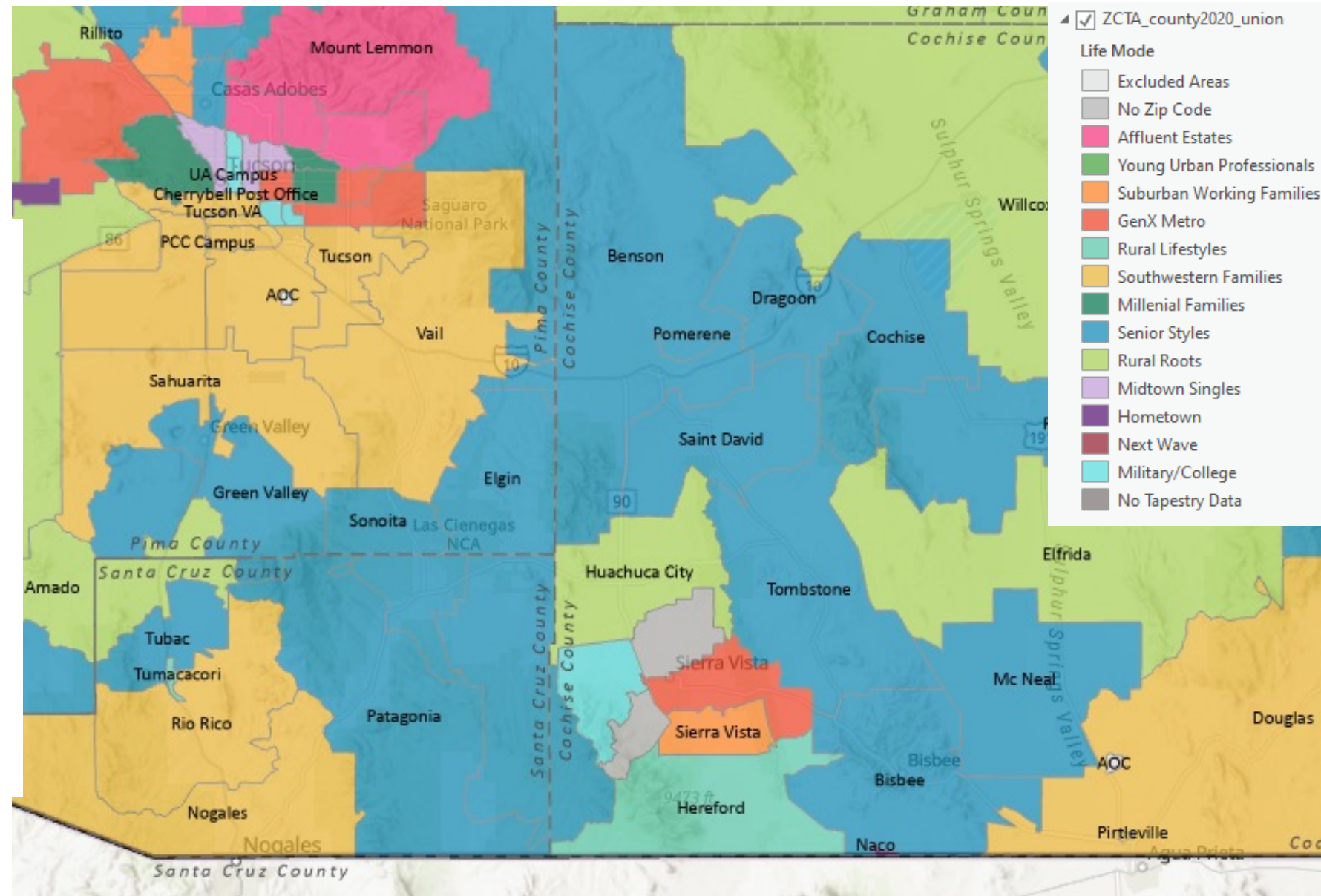
- **Rural: 60**
- **Urban: 80**
- Partners or potential collaborators with Extension, recruited by direct email, non-Extension listservs, or in person
- Across program areas (ANR, FCHS, Youth Development)

General Public

- **Rural: 100**
- **Urban: 200**
- Looking for a snapshot of the different communities that exist across the counties
- Typically less familiar with Extension, recruited primarily through partners and in person

ESRI TAPESTRY SEGMENTATION

- Nationally produced geodemographic segmentation product that groups areas into 67 segments and 14 life modes of similar consumers, validated through market research
- Used by other states' Extension Needs Assessments to capture variability between communities
- Allows for capturing variability across both rural and urban areas



"PURPOSEFUL SAMPLING" TARGETS IN EACH COUNTY

	Pop. (2020)	Housing Units (2020)	County Share (%)	Survey Target (Min.)	Communities
Cochise County	125,447	58,648		100	
LM 4 (Family Landscapes)	14,857	6,652	12%	12	Sierra Vista (85650)
LM 5 (GenX Metro)	35,095	17,139	28%	28	Sierra Vista (85635)
LM 6 (Rural Lifestyles)	9,063	4,305	7%	7	Hereford/Palominas
LM 7 (Southwestern Families)	18,744	7,399	15%	15	Douglas, Pirtleville
LM 9 (Senior Styles)	26,350	15,256	21%	21	Benson, Bisbee, Bowie, Cochise, Dragoon, Elgin, McNeal, Pearce, Pomerene, Saint David, San Simon, Tombstone
LM 10 (Rural Roots)	13,382	6,693	11%	11	Elfrida, Huachuca City, Willcox
LM 12 (Hometown)	734	277	1%	1	Naco
LM 14 (Military/College)	5,239	925	4%	4	Fort Huachuca

TRIBAL COMMUNITIES

- The current timeline does not allow for appropriate levels of community engagement and approvals to meet tribal protocols
- Surveys can still be sent as part of county and state efforts, but **no targeted recruitment targets will be generated for tribal communities** (nor should targeted surveying happen on tribal lands), and data will only be reported at the county level (tribal data will not be aggregated or reported on separately)
- Working with Tribal Extension Associate Director and agents to **identify tribal stakeholders to participate in interviews** as initial source of data collection
- These state efforts can be used as a demonstration of the potential usefulness of this sort of more general needs assessment, should tribal leadership be interested in partnering on something similar for their communities

DURING DISTRIBUTION, WE WILL PROVIDE...

- **Weekly tallies of number of surveys by county**
- **Bi-weekly reports on survey progress by county**
 - Comparison of survey taker demographics to county demographics
 - Updates on recruitment targets
- Help with paper survey entry if needed (mail/scan to CRED weekly)
- Ongoing technical assistance, as needed



THANK YOU!

QUESTIONS? COMMENTS? IDEAS?

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Community Research, Evaluation, and Development Team

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Purpose: To understand community needs and assets across the state as a basis for examining and prioritizing Extension activities to maximize our impact now and into the future



Anticipated products:

- Statewide report
- County-level brief reports
- Materials for facilitated community engagement

...to inform...

Statewide strategic planning
(Intersection of issues across program areas)