

Interviewer Directions:

- 1) Please reach out to a partners and program participant (landowners, school members, etc) with the following ask:

Hello!

As part of WMSWCD's Strategic Plan Update, we are seeking your candid feedback to better understand what we do well, where we can improve, and what programs or areas of work we should prioritize over the next five years so that we can best serve you and your community. I am hoping to interview you (or to attend a meeting with your organization) to gather this feedback. If we elect to move forward on an interview, I welcome you to invite additional colleagues and/or community members that may also wish to participate. We anticipate the interviews to last ~1 hour and can shorten this timeframe if we are trying to fit within an existing meeting agenda (and would provide any participants ways to follow-up and provide additional feedback online if desired).

If you wish to provide any feedback on this anonymously, please use the comment form on our website: <https://wmswcd.org/people-places-things/the-west-multnomah-swcd/long-range-business-plan/>

If you are interested and available, please let me know of a few dates/times that might work for you for either an in-person or over-the-phone interview between 11/11/19 and 1/31/19. We greatly appreciate you considering this request and look forward to your response!

- 2) If they agree, please send the interview questions and CONSENT FORM ahead of time with a note that they aren't required to review these before your interview, but are provided should the interviewee want to understand what will be asked ahead of time and how their information will be used.
 - If they refuse the interview please denote this and send me an email confirming this (if you told me you'd planned on an interview.
- 3) If you are planning to use the recorder, please let me know so I can schedule it and arrange a pickup and drop-off that will work.
- 4) For the actual interview, please print and bring a copy of the interview questions, interviewee questions, consent form and a communications form (all attached). Please hand interviewees the questions and read through the CONSENT FORM before starting the interview. If the interview elects to be recorded, start the interview with an ask of the partner's name and partner organization they are representing. For landowners, please ask them to state their name and then list district programs they've worked with.
- 5) For any recorded interviews, please let me know the date of the recorded interview and I can download this for you and send you an MP3 file.
- 6) For any transcribed interviews, please send me an electronic version no later than 1/31/19.
 - In reviewing transcription software for phones via available apps and partners (such as Eric) we've not found a FREE APP that's capable of recording and transcribing hour length interview (most were around \$1/minute), so we are suggesting hand transcribing these interviews (unless someone finds a viable tool for this that's more reasonable or free).

- Please don't worry about getting things down verbatim as we can always go back to the recording if we are really stumped on someone's notes, but please do try to convey context and meaning around any points given during your interviews and/or focus groups erring on the side of more detail than less.
 - If you have enough time, after transcribing, to highlight (with yellow highlighter) key concepts and messages in your notes that'd be great, but no worries if you are unable to do this.
- 7) For any hand completed communications questionnaire, please send both Renee & I a copy via email, drop off the hard copy or send via snail mail.

Strategic Plan Update Interview Questions

Thank you for agreeing to be interviewed!

As part of WMSWCD's Strategic Plan Update, we are seeking your candid feedback to better understand what we do well, where we can improve, and what programs or areas of work we should prioritize over the next **five years** so that we can best serve you and your community. If you wish to respond to any questions anonymously, please use the comment form on our website: <https://wmswcd.org/people-places-things/the-west-multnomah-swcd/long-range-business-plan/>

When answering questions please clarify if you are answering on behalf of your own perspective, or if you are answering on the perspective of your community.

Please share your thoughts on the following and include an explanation of the "why" behind each response:

1. What do we do well, and what would you and your community (or organization?) like to see us continue to do into the future?
2. What improvements could we make to better serve you and your community (or organization)?
3. What conservation issues are important to you and your community?
4. In your opinion, what poses the greatest threats to these important conservation issues?
5. Please review the following list of programs and services we currently provide. Which are most valuable to you and your community (or organization)?
6. What might prevent you and/or your community from accessing our services?
7. Are there any current or upcoming opportunities to work with you, your community or others to address your conservation concerns?
8. Is there anything you would like to add and/or have questions about?

Thank you for providing us your valuable input! We will examine your feedback as we update our Strategic Plan. We invite you to participate in the development of this plan to the extent that you wish to be involved. Please let us know if you wish to participate in an upcoming focus groups or other learning and plan-development sessions. *(1-3 follow-up meetings, each lasting 2 hours are anticipated)*

We want to keep you informed about conservation issues that are important to you. Please help us better understand how you hear about important issues and how we can stay in touch by filling out the following communications survey.

Thanks again!

Strategic Plan Update Interview Questions

Thank you for agreeing to be interviewed!

Please review and sign the following CONSENT FORM and let me know if you have any questions.

As part of WMSWCD's Strategic Plan Update, we are seeking your candid feedback to better understand what we do well, where we can improve, and what programs or areas of work we should prioritize over the next **five years** so that we can best serve you and your community. If you wish to respond to any questions anonymously, please use the comment form on our website: <https://wmswcd.org/people-places-things/the-west-multnomah-swcd/long-range-business-plan/>

When answering questions please clarify if you are answering on behalf of your own perspective, or if you are answering on the perspective of your community.

(Are you answering from your own personal perspective, or from the perspective of your community? Briefly describe what/who you consider to be your community.)

*For program participant interviewees (landowners, school programs, etc) ask the following: Please let us know what programs you accessed. Also, do you live in our District service area? If yes, do you live in an urban or rural area?

Please share your thoughts on the following and include an explanation of the "why" behind each response:

1. What do we do well, and what would you and your community (or organization?) like to see us continue to do into the future?

(This question aims to understand our strengths through the interviewee's eyes. How have we best served interviewee and their community?)

2. What improvements could we make to better serve you and your community (or organization)?

(This question aims to better understand our weaknesses and areas to improve.)

3. What conservation issues are important to you and your community?

*(Provide a list from the online survey **as needed** to prompt.)*

(This question helps us understand general conservation priorities).

4. In your opinion, what poses the greatest threats to these important conservation issues?

(This question helps us understand the interviewees ideas on threats to those priorities. (For example, someone concerned about climate change might point to fossil fuel dependence as a threat)).

5. Please review the following list of programs and services we currently provide. Which are most valuable to you and your community (or organization)?

(This question helps us understand how the interviewee values and prioritizes our current offerings.

**Please take note of programs they didn't realize we offered and the "whys" behind their answers.)*

6. What might prevent you and/or your community from accessing our services?

(This question aims to real as well as perceived barriers to access and relevancy. If you encounter perceived barriers that you know might be addressed, please don't hesitate to bring it up (i.e. language barriers – we can provide translation services!). Also, please try to identify any suggestions interviewees have for addressing barriers and also take note of preferred languages if that's highlighted.)

(For example, lack of funding or time for conservation projects, lack of awareness or understanding of what we offer, lack of trust/comfort working with government, etc.)

7. Are there any current or upcoming opportunities to work with you, your community or others to address your conservation concerns?

(This question helps us learn of opportunities for our future to better address interviewee priorities)

8. Is there anything you would like to add and/or have questions about?

Thank you for providing us your valuable input! We will examine your feedback as we update our Strategic Plan. We invite you to participate in the development of this plan to the extent that you wish to be involved. Please let us know if you wish to participate in upcoming focus groups or other learning and plan-development sessions. *(1-3 follow-up meetings, each lasting 2 hours are anticipated)*

We want to keep you informed about conservation issues that are important to you. Please help us better understand how you hear about important issues and how we can stay in touch by filling out the following communications survey.

(provide printed survey if in person or link if on the phone)

Communications Questionnaire:

1. Which types of media do you primarily use to get updates on news and events? (What is your preferred source for information?)

- Social Media. Select which ones: Facebook, Twitter, LinkedIn, Instagram, YouTube, Other
- TV (which station(s)?)
- National newspapers (which one(s)?)
- Local newspapers (Oregonian, Portland Tribune, Willamette Week, others?)
- Neighborhood print newspapers
- Magazines (which one(s)?)
- Radio (which station(s)?)
- Internet (websites, Google, other?)
- Emailed newsletters
- Family/Friends/Word of mouth
- Other? Explain:

2. Are you getting relevant conservation information from us when you need it?

Yes/ No.

3. How frequently do you want to receive information about conservation issues that are important to you? (How can we keep you better informed and engaged?)

- Daily
- Weekly
- Monthly
- Quarterly

4. Do you want to stay informed about our work into the future, including the results of our Strategic Plan update?

a. May we add you to our quarterly newsletter email list? Yes / No

Email address:

Do you follow us on Facebook or Twitter? Yes / No (We will be adding an Instagram account in the near future.)

West Multnomah Soil & Water Conservation District (WMSWCD)
Long Range Business Plan Update Interview Consent Form

You are being asked to participate in this interview and/or focus group because we are **seeking your candid feedback** to better understand what we do well, where we can improve, and what programs or areas of work we should prioritize over the next five years so that we can **best serve you and your community**.

This form explains how we plan to use the information you provide. If you have any questions, please ask the your interviewer.

What will happen if I decide to participate?

You will be interviewed by a staff member and recorded, if provided permission, and the interview will be transcribed, categorized, summarized and reported out to staff, board and participating partners to help us decide how to plan for our future. If interviewers are not comfortable with being recorded, they may opt out and computer or handwritten notes may be taken during the interview. **Anonymity won't be permitted to interviewees unless explicitly requested.**

You may request anonymity for individual comments, but we aim to capture where information is coming from for context as we review input from partners and community members, so we ask you **only request anonymity for potentially sensitive comments**. If requesting anonymity for individual comments, we will aim take the following steps:

- 1) Any identifying information related to anonymous interviewee comments, including notes and recordings, will be removed/deleted after transcribed.
- 2) Findings will be generally stated and categorized.

If you agree to participate your interview will be recorded, if you permit this, transcribed, summarized, categorized and then shared in a report that provides interview findings. After the interview is transcribed, recordings and any notes with identifying materials will be saved. Participation in this study will take a total of 1-3 hours over a period of 1 day. All participants will receive a copy of the report findings if they elect to stay engaged in the process and share their email (*via the provided communications questionnaire*).

If you have any questions, concerns or complaints at any time about this, Mary Logalbo will be glad to respond to them at 503-238-4775 x103 or mary@wmswcd.org

CONSENT

You are making a decision whether to participate in this interview and/or focus group. Your signature below indicates that you have read the information provided (or the information was read to you). By signing this consent form, you are not waiving any of your legal rights as a participant.

You have had an opportunity to ask questions and all questions have been answered to your satisfaction. By signing this consent form, you agree to participate in this interview or focus group. A copy of this consent form will be provided to you.

Name of Interviewee (print)	Signature of Interviewee	Date
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INTERVIEWER SIGNATURE

This interview has been explained to the participant and all of his/her questions have been answered. The participant understands the information described in this consent form and freely consents to participate.

Name of Interviewer

(Signature of Interviewer)	Date
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