Purple Loosestrife Training Evaluation 2020

Background

As a part of Huron Pines' continued exploration into virtual programming and as a substitution for the Purple Loosestrife Blitz -- which would have been a volunteer project to remove several hundred pounds of purple loosestrife from several Northern Michigan waterways -- a two-part training session on how to identify and report purple loosestrife was held in early August of 2020. Both sessions were held live with an audience, with recordings available after each session. While anyone was free to attend the first session, which covered identification of purple loosestrife, in order to attend the second session, on actually reporting and removing purple loosestrife, it was mandatory that participants had already attended the first session. This helped them both understand potential lookalike plants, as well as some of the nuance surrounding their life cycles which is pertinent for reporting.

These were both provided via Zoom (meeting capability) live on August 4th and 6th at 5:30 pm EST and recordings were uploaded to the Huron Pines YouTube channel within 24 hours (only viewable by those who have a link). Approximately 40 minutes of content was provided with up to 20 minutes of Q&A time made available. A resource was provided via email to those interested that outlined the primary content covered, vocabulary, and additional learning resources or activities associated with the session. All the slides and recordings were made available to participants, as well as an additional video that covered how to use the MISIN website for reporting invasives.

Methods

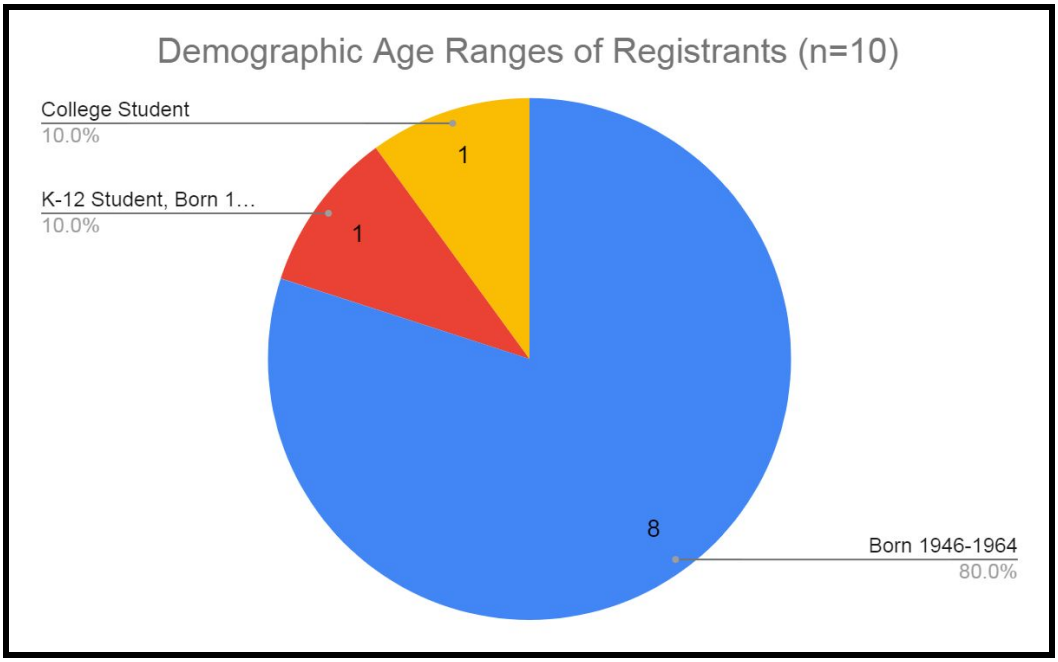
Google Forms was used to collect evaluation data. These data were collected anonymously and not required of participants. The evaluation links were provided via email to participants. For the pre-survey, the link was sent out ahead of the first session. In order to accurately gauge the training sessions, two different post-surveys were sent out to participants based on whether they had attended both sessions or just the first.

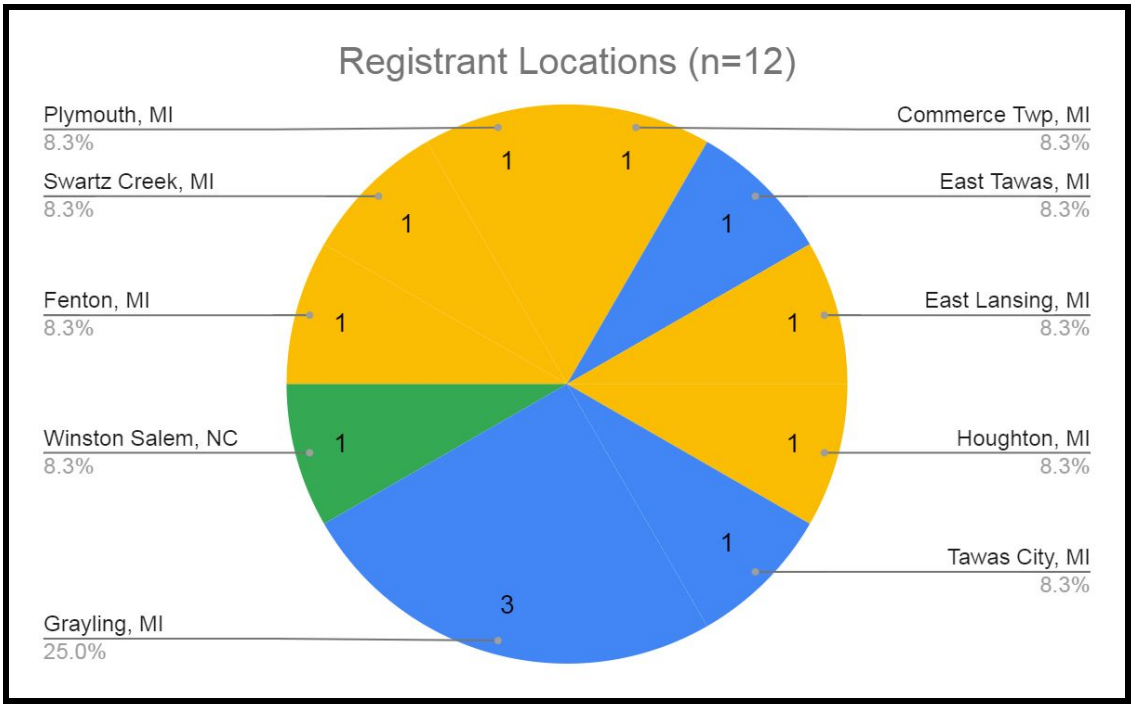
Participation data was collected via Zoom's Manage Participants feature. Huron Pines staff noted participant display names, as well as the number of participants, total at the peak during the live session. The limitation to the participant data reflected is in the participant's ability to change their display name and for participants that joined via phone as well as participants with only a first name displayed; notes are included with the data to account for that.

Participation Summary

In total, we had 13 registrants for the workshop. The total live attendance for the first training session was 10, while the live attendance for the second training session was 6. Since we required that participants attend the first session before the second it makes sense that the initial session's count would be higher. There was one participant for the second session who could not attend it live, but let us know ahead of time so that we could send them the materials. It is worth noting, as well, that the count only includes individual accounts that tuned in, where some accounts may have had multiple viewers.

Registrant demographic data as voluntarily provided by respondents.





Legend for Registrant Locations:

Green = Outside of Huron Pines' Service Area (Not in MI)
Yellow = Outside of Huron Pines' Service Area (MI)
Blue = Inside of Huron Pines' Service Area

Evaluation Summary

17 responses (10 pre-survey and 7 post-survey) were collected through September 21, 2020. One of the limitations is that we failed to collect any identifying information, so while we cannot match up the pre- and post-survey information we can assess the net increase in knowledge. The pre-survey was sent out ahead of the first training session and had 10 responses compared to the 10 attendees of the session. Based on the total live participation (n=10), the response rate for the post-survey evaluation was 70%. For the post-survey, 6 of the responses came from people who attended both sessions, and the remaining response came from someone who had only participated in the first session (this explains why the very last question only has 6 responses). The average change in responses between the pre- and post-survey was 1.8 points higher in the post-survey. This indicates that the training sessions increased net knowledge of the participants.

Pre-Survey Responses

Ten (n=10) participants responded to the statement: "*I can explain what an invasive species is to a friend.*" Assigning values 1-5 to the response options below, the average response was 3.8 with the most frequently used response of "*Strongly Agree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=3	n=0	n=3	n=4

Ten (n=10) participants responded to the statement: "*I can identify purple loosestrife in the wild.*" Assigning values 1-5 to the response options below, the average response was 2.7 with the most frequently used response of "*Agree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=2	n=3	n=1	n=4	n=0

Ten (n=10) participants responded to the statement: "*I am aware of at least one look-alike plant to purple loosestrife.*" Assigning values 1-5 to the response options below, the average response was 2.2 with the most frequently used response of "*Disagree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=3	n=4	n=1	n=2	n=0

Ten (n=10) participants responded to the statement: "*I can name one quality that makes purple loosestrife invasive.*" Assigning values 1-5 to the response options below, the average response was 3.4 with the most frequently used response of "*Strongly Agree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=2	n=2	n=0	n=2	n=4

Ten (n=10) participants responded to the statement: "*I can point out the preferred habitat of purple loosestrife in the wild.*" Assigning values 1-5 to the response options below, the average response was 3.0 with the most frequently used responses being a tie between "*Agree*" and *"Disagree"*, n=3.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=2	n=3	n=0	n=3	n=2

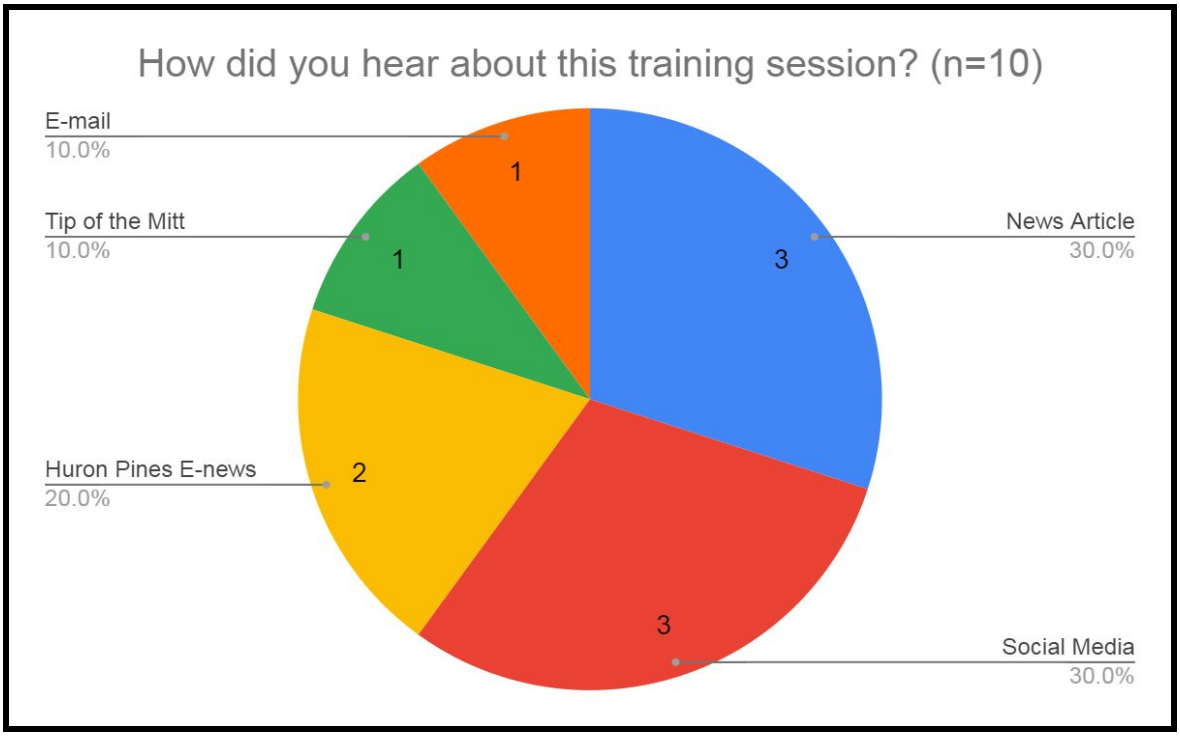
Ten (n=10) participants responded to the statement: "*I know where to report instances of purple loosestrife.*" Assigning values 1-5 to the response options below, the average response was 1.7 with the most frequently used response of "*Strongly Disagree*", n=5.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=5	n=4	n=0	n=1	n=0

Topically grouped responses to "*Why are you attending this training session?*"

- Have It and/or Want to Learn to Control It (n=4) - *We have the invasive on about 30 acres of wetland; To learn about purple loosestrife, both how to ID and remove. Also general increase in knowledge about invasive species removal; In partnership with Caroline Keson at Tip of the Mitt I am the Larks Lake Purple Loosestrife Coordinator. I want to be more effective in managing the loosestrife; I want to help limit invasive species in my area.*
- Interest in Botany and/or Invasive Species (n=4) - *Love flowers* (n=2)*; To find out what it is; I am very interested in learning more about invasive species;*
- Local and/or Live Near Water (n=2) - *I live on the AuSable River and enjoy kayaking; Live near lake*

Participant answers to the question *"How did you hear about this training session?"*



Post-Survey Responses

Seven (n=7) participants responded to the statement: "*I can explain what an invasive species is to a friend.*" Assigning values 1-5 to the response options below, the average response was 4.6 with the most frequently used response of "*Strongly Agree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=0	n=3	n=4

Seven (n=7) participants responded to the statement: "*I can identify purple loosestrife in the wild.*" Assigning values 1-5 to the response options below, the average response was 4.7 with the most frequently used response of "*Strongly Agree*", n=5.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=0	n=2	n=5

Seven (n=7) participants responded to the statement: "*I am aware of at least one look-alike plant to purple loosestrife.*" Assigning values 1-5 to the response options below, the average response was 4.4 with the most frequently used response of "*Strongly Agree*", n=4.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=1	n=2	n=4

Seven (n=7) participants responded to the statement: "*I can name one quality that makes purple loosestrife invasive.*" Assigning values 1-5 to the response options below, the average response was 4.7 with the most frequently used response of "*Strongly Agree*", n=5.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=0	n=2	n=5

Seven (n=7) participants responded to the statement: "*I can point out the preferred habitat of purple loosestrife in the wild.*" Assigning values 1-5 to the response options below, the average response was 4.7 with the most frequently used response of "*Strongly Agree*", n=5.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=0	n=2	n=5

Six (n=6) participants responded to the statement: "*I know where to report instances of purple loosestrife.*" Assigning values 1-5 to the response options below, the average response was 4.5 with the most frequently used responses of "*Strongly Agree*" and *"Agree*", n=3.

Strongly Disagree	*Disagree*	*Neutral*	*Agree*	*Strongly Agree*
n=0	n=0	n=0	n=3	n=3