

**Western Weed Awareness Summit
Boise, ID
June 1-2, 2005**

**EVALUATION
*Responses of 29 participants***

	No, not at all				Yes, very much
Was the content and format of this Summit:					
Interesting and engaging?	0	1	2	14	12
Understandable?	0	0	0	8	21
Appropriate for encouraging sharing and listening?	1	0	2	10	16
Relevant to your work?	1	0	3	10	15
Did the Summit meet your expectations?	0	1	3	12	13
Do you intend to use any of the information that you learned during this program?	0	0	3	7	19
Overall, was this symposium worth your time to attend?	0	0	3	7	19

What information was most useful to you?

- Innovative methods X¹
- Presentation on understanding and targeting your audience XXXXXXXX
- Discussions about evaluating the effectiveness of awareness education material, desired outcomes, influencing behavior XXXXXXXX
- Creative presentations X
- Breakout group discussions XX
- Surveys X
- States that have implemented weed awareness campaigns XXX
- What did/did not work or had been tried (i.e., case studies) XXXXXXXX
- Contacts and networking XXX
- Information about various state programs
- Awareness of tremendous duplication in printed materials
- Outcomes and outputs of education and public outreach
- Diversity of local grassroots efforts
- Methods of distribution
- It was good to see what levels each state was at for the first meeting
- Funding in other states
- Brainstorming sessions and discussion with the main group
- Need for a state coordinator
- Comments from folks at all stages and levels of the awareness campaign from development to implementation to evaluation

¹ Each “X” indicates an additional participant who offered a similar comment or suggestion.

What information that you'd expected to learn was missing from this Summit?

- Creation of a regional network for awareness ideas/communication/sharing.
- None – the Summit was comprehensive, more than I expected. X
- “Funding Your Program” talks were elementary for people who have been working with WMAs for a number of years.
- The meat of getting an idea or a project running on the ground.
- Tie between awareness objectives and program work/objectives.
- Critical nature of communication planning and message development; need for careful choice of words.
- A western regional strategizing session to kick off western regional pilot projects.
- Discussion of coordinating efforts, maximizing efficiencies.
- Coordination efforts between states, agencies, NGOs, and tribes.
- More presentations from more participants.
- More one-on-one with participants sharing more specific information; more details on what people are doing; more specific ideas. XX
- More specific help for states on “how to start this, how do we get lawmakers behind us.”
- Reports from each state.
- The role that state weed boards, invasive species councils, etc., have re: awareness campaigns.

What else should be added to a “weed awareness summit” in the future?

- A brief (5-min) talk by everyone highlighting a few successes and a few challenges. X
- More chances to discuss individual state projects and programs and offer advice or ask questions. XX
- State reports – 1-page summary to guide brief verbal report.
- Overview of each state’s status/program funding, etc.
- A feedback session – everyone brings in an educational product they are working on.
- More break time – this is where critical side conversations happen.
- More time for brainstorming about audience-targeting.
- Meet in other western states and include a field trip to a project/restoration, etc.
- More states represented, federal agency heads from DC.
- More information on evaluation; the steps to perform a marketing or demographic evaluation or plan. X
- How to write basic communication plans.
- Ask people to bring only their most successful or innovative examples (or things available to be adapted by other states) rather than piles of brochures.
- Opportunities to cooperate on regional awareness materials / efforts. XX
- Psychology of learning, especially for adult audience.
- Add an “education” component. X
- Ask participants for input on topics to be discussed and other ideas for summit format.
- More presentations on actual successes; more details on what people are doing. X

- More large-group discussions (many good ideas from breakouts don't get fleshed out by the whole group - much is lost, not all is shared).
- We should get to interact on a more professional (less supervised) level. The format stifled interaction among participants. Less of a classroom setting.
- Hands-on programs that work.
- More networking with participants (not just sharing brochures).
- Focus more on getting away from strictly "death by lecture" presentations.
- More controversial interaction ("it's a guy thing ☺").
- Creative, more specific outreach ideas.
- Have an outdoor activity.
- Short time for a quick tour of the area, maybe pre-conference.
- Maybe have politicians and other non-weed cooperators share what stimulates them to action.
- A longer summit.
- More exhibitors and sponsors.
- It would be a great opportunity to invite decision-makers and press our agenda and funding needs.
- Coordinated communication and information sharing beyond the meeting.
- Info and presentations on what isn't working or shortcomings – the realistic picture.

Other comments?

- Least useful info was the graphic design presentation.
- Provide a copy of presentations on CD to participants.
- Overall, I really enjoyed it.
- Hold the conference in the off-season (fall/winter).
- Liked the small group size – very easy to meet people. X
- Should be two half-days long rather than 1 ¾, and shorter days.
- More discussion group breakouts.
- Too many breakout and brainstorming sessions – not totally effective.
- Thanks for taking the lead in this important area.
- All speakers were great – professional and on the cutting edge. They helped expand thinking outside the box.
- Always use the microphone; repeat audience questions. X
- Great summit and excellent opportunity to communicate with other "weedies."
- Keep primary speakers on time.
- An excellent meeting that covered a lot in two days.
- It would be great if someone could sponsor a website serving as a clearinghouse for invasives awareness resources and idea exchanges.
- Very good, I'm glad I was invited.
- Divide participants into groups that are at different levels (e.g., states with no weed awareness education, states with weed awareness, states with educational programs). X

- Participation level was lower than expected – summit was dominated by 4-6 people.
- Most of us agree on news releases, websites, K-12 curriculum, etc. However we now know this from this meeting.
- Groups were nice, but too much of the reports were the same. Maybe have two breakout sessions instead of four.
- Great job, very helpful.
- This reinvigorated my efforts to maintain or improve current program because we are leaders comparatively, and it is working.
- We need to organize, populate, and activate a western states group that is able to apply for grant funds for both awareness, education, and action. Soon. Clearinghouse model.
- This was an excellent summit and well worth my time to attend.
- Breakout groups provided good info plus helped with getting acquainted which helps overall goals of summit: growing partnerships.
- Have a 1 to 4 rating on your evaluation (instead of 1 to 5) because lots of folks may go with a 3 rating because it's in the middle.
- This has been very interesting and I will leave with a lot of ideas. Establishing a state coordinator will be a high priority in the future.
- I really enjoyed collecting the examples of awareness materials from each state.
- I enjoyed the summit location and activities.
- Format was well thought out from targeting to evaluation.
- It would be helpful to have a resource guide (web) to know what's available where regarding outreach materials and products that we can use.