Phase One - Define the Evaluation

1. What are you evaluating? Describe the program, event, or service (background, current status, objectives, resources, activities, participation, outcomes, etc.)
We are evaluating the activity interests of the underserved population in the Rosemount Parks District. As of now, we know that the district thinks Rosemount is on the right track, but the average rating of the district was only a B. To improve on these ratings, interests must be accommodated for to help find how to create a better view of this community.

Rationale (Why does the agency or organization offer this program, event, or service?)
The Rosemount Parks District wants to know the interests of their specific district to create a whole community, and to make everyone feel like they have a home, and are comfortable.

Inputs (money, time, staffing, facility space, equipment, other resources)
paper for surveys, booth (?), time, staff support,

Outputs (activities, programs, and services; and participation statistics, demographics)
new programs, staff jobs and encouragement, more community involvement

Reactions (satisfaction, repeat participation, referral of other people to program or service)
get ideas for programs to implement, can refer to ideas for programs/services, can test each recommendation and do evaluations on programs

Learning Outcomes (knowledge, opinions/perspectives, skills, aspirations)
We will understand what the underserved population wants, how much help they will need, what will make them feel involved, how to make their satisfaction greater,

Behavioral Outcomes (actions/behaviors, observable evidence of development)
More population growth from the programs, more sense of community, better recommendations for the city, better view of the city

Impacts (long term benefits to participant, service population, or public)
Population will give back more to the community, population growth, public will be more pleased, happy community

What is the purpose of this evaluation?
To identify the interests of the underserved population (ethnic communities) in Rosemount Parks District.

Who will use the results? How will they use the results?
The City of Rosemounts Parks and Recreation Department, specifically Lacelle Cordes, the
Recreation Supervisor will be using theses results. The results will be used to better the population by creating new activities that can bring the community together and create a more home-like atmosphere to everyone.

**What key questions do you seek to answer with the evaluation?**
What are some things the people of the city like to do? what is the nature of those interests? Would they prefer active or sedentary activities? what are the various ethnic communities? demographics? (age, race, what activities)

**Sources of data to answer key questions.**
-ethnic communities (contact info)

**Data collection methods**
- surveys
- observation
- interviews
- focus groups
- listening sessions

**Phase Two - Design the Evaluation**

What data do you need to answer the key questions and where can this data be obtained?

**Data Needed**

<table>
<thead>
<tr>
<th>Data Needed</th>
<th>Source of Data</th>
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<tbody>
<tr>
<td>ethnic communities contact info</td>
<td>Lacelle/Rosemount Parks District</td>
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</table>

What are the best methods to collect the data? When are the best times? If you will use a sample, what procedure will be used?

<table>
<thead>
<tr>
<th>Method and sampling procedure</th>
<th>Before program</th>
<th>During program</th>
<th>Immediately after</th>
<th>Later</th>
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</thead>
<tbody>
<tr>
<td>Survey</td>
<td>X</td>
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<tr>
<td>Listening groups</td>
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<td>X</td>
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<tr>
<td>Observation</td>
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</tbody>
</table>
When, where, and how will you train evaluation staff and pilot-test your methods?

We will need to find a program or meeting where underserved populations will be, ask to attend, and be there to ask people about their experiences and opinions on the matter. Bringing a survey to give out to random people at the event to complete will also help get some specific questions answered to represent the underserved populations. We will also be observing the population and seeing how they interact and maybe see what activities they start to do.

How will the data need to be analyzed?

- Describe the data (e.g., response frequencies to questionnaire items)
- Find or describe relationships between variables (e.g., relationship between frequency of participation in an exercise program and body composition score at the end of the program)
- Predict relationships between variables (e.g., between several predictors and a outcome variable such as retention)
- Find differences between variables (e.g., data collected before program participation and data collected after participation)
- Categorize and code themes or patterns in qualitative data (e.g., transcripts of interviews or focus groups)

**TIMELINE**

- **Contact Lacelle and get names of “leaders” (by 10/27)** ✓
- **Assign age groups and/or race groups to contact (on 10/27 with group)** ✓
- **Contact assigned personnel and talk/set up meeting time with group (by 11/5)** X
- Attend and collect data (by 11/16) X
- Give other group our data (on 11/17) X

WORK BREAK DOWN

- RACHEL: Phase 1, created survey questions, contacted Shira, asked questions for data, set up possible event to gather info, created presentation
- AMANDA: Mr. Ramlol - 651-210-2761 not interested in helping. -sorry
- GINA: Moshin Shah - 651-500-9726
- BEN: Shahid Yaqoob - 651-344-3299 (Number does NOT work)
- ADAM: talked to Lacelle, helped with phase 2,

Survey Questions:

1. Do you feel like you are a part of your community? y/n
2. How well do you feel a part of your community? 1-not at all 5-very involved (list 1-5)
3. Are you involved in any programs run by your community? y/n
4. What activities/programs are you involved in (write none if you do not participate in any)? _____
5. How well do you think the programs run? very well, well, indifferent, poor, very poor
6. What activities would make you feel more involved? ___
7. How likely are you to participate in an activity of your liking if it is available to you? 1-not at all 5-very likely (list 1-5)
8. What is your ethnicity? (Caucasian, East African, East Indian, Mong, latino, asian, other*list*)
9. What is your age? 10 or under, 11-17, 18-30, 31-50, above 51
10. What is your gender? (male/female/transgender)

**latino**
what they like to do: soccer for kids and adults, arts and crafts, basketball
when they like to do it (times of day/year/days of the week): after school because stops trouble
what setting they like to do it in: indoor because its weather permitting

**east african**
what they like to do: soccer (somali-always soccer), girls like art, basketball
when they like to do it (times of day/year/days of the week): after school because stops trouble
what setting they like to do it in: indoor because its weather permitting

**east indian**
what they like to do:
when they like to do it (times of day/year/days of the week):
what setting they like to do it in:

**mong**
what they like to do:
when they like to do it (times of day/year/days of the week):
what setting they like to do it in:

*shira doesn’t serve those populations, she serves financial struggling people...she knows of one big thriving latino community in rosemount but hasn’t gotten access herself...
mong community has farmland but does not live here?*