Heal Utah and Nonprofit Engagement

HEAL Utah Survey Project

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Table of Contents

Executive Summary

Background:

HEAL Utah (Healthy Environment Alliance of Utah) is a non-profit organization, with a focus on the advocation of environmental concerns in the state of Utah. According to the organization, the focus of HEAL is to function as "Utah's environmental watchdog, advocate, and changemaker". With a focus on subjects such as clean air, energy and climate, and radioactive waste, HEAL has prioritized environmental initiatives within the state of Utah. The organization began in 1999 as a non-profit named FAIR. Based in Tooele Utah, FAIR focused on the ongoing threats of the time. In 2001, the organization broadened its scope due to the issues surrounding the Great Salt Lake and changed its name to HEAL Utah. With this name change, the amount of advocacy and work expanded to include the entirety of Utah, as well as a more direct legislation movement. Since that change, throughout the year HEAL Utah has aided with multiple environmental decisions, such as a ban on class B and class C nuclear waste in 2005 and organizing rallies such as the clean air rally in 2014. These lobby movements and rallies allow for legislative decisions that support the environment to be made. To assist with the lobbying process, HEAL Utah reaches out to the public. Between various pieces of training on lobbying and environmental issues, and educational content on Utah legislature, HEAL Utah provides a variety of ways to get involved with the political space within the state of Utah. The goal as research assistants is to assist the organization with data aggregation, primarily through the form of surveys. Meeting with HEAL as well as students in a Biology Conservation course at Utah Valley University, the goal is to create surveys to help collect the data needed to make

improvements to the non-profit.

Project Summary:

To aid HEAL Utah in its data collection we assisted Dr. Ashley Egan in designing a survey that will help HEAL Utah to evaluate the impact of its current lobbying training. While preparing to design this survey we first researched survey design and compiled a database of surveys relating to community involvement and engagement; political activity and lobbying; and sustainability. We also researched survey ethics and conducted a needs assessment to make sure that the data we collected could directly relate to HEAL Utah's needs. During this process, we learned about two key pieces of knowledge that greatly affected how we designed our survey and assisted Dr. Egan's students. We learned about Kirkpatrick's model for evaluating training programs and the key questions that non-profits need to answer to evaluate their effectiveness.

Using our learning we worked with student teams to create a rough draft of a survey that was sent to HEAL Utah to get feedback…

Project Overview

Project Scope:

Our project will give HEAL Utah access to information that will allow them to begin making data-driven decisions that will improve their training and social impact. The data collection will include a pre-training survey and two post-training surveys. This will allow us to gauge immediate reactionary impact as well as behavioral changes and results from the training. This will also allow HEAL Utah to begin compiling a database of training results to gauge their current practices.

Project Constraints:

Currently, HEAL Utah works with a variety of Utahns and as a result, we have been asked to provide an online and paper format for the survey. This is to reduce the possible disparity between those who have access to technology and those who do not. This ensures that all members of the population have access to the survey. This does make data collection harder as paper responses to the survey will have to be manually entered but we feel that doing this helps with one of HEAL Utah's main concerns that all persons Are receiving the proper amount, type, and quality of services.

Priorities:

While designing this survey we wanted to ensure that these surveys could help HEAL Utah answer 16 key questions about their social impact.

1. How many persons are receiving services?
2. Are those receiving services the intended targets?
3. Are they receiving the proper amount, type, and quality of services?
4. Are there targets who are not receiving services or subgroups within the target population who are underrepresented among those receiving services?
5. Are members of the target population aware of the program?
6. Are necessary Program functions being performed adequately?
7. Is staffing sufficient in numbers and competencies for the functions that must be performed?
8. Is the program well organized do staff work well with each other?
9. Does the program coordinate effectively with the other programs and agencies with which it must interact?
10. Are resources, facilities, and funding adequate to support important program functions?
11. Are resources used effectively and efficiently?
12. Is the program in compliance with applicable professional and legal standards?
13. Is performance at some program sites or locals significantly better or poorer than others?
14. Are participants satisfied with their interactions with program personnel and procedures?
15. Are participants satisfied with the services they receive?
16. Do participants engage in appropriate follow-up behavior after service?

By answering these questions, we could begin to evaluate the effectiveness of HEAL Utah's training and begin to provide feedback that would improve training and give insight into what is working well.

Project Timeline:

We began our project by researching HEAL Utah and understanding its mission and the current training they are giving. To better understand HEAL Utah we also viewed one of their trainings given to Dr. Egan's UVU students to understand how to better develop survey questions. We then compiled a bank of relevant surveys and materials to better understand the ethics and process of survey design. We then began compiling draft surveys and working with student teams to design survey questions for each of the three surveys. We then sent these rough drafts to HEAL Utah to get their opinion…

Deliverables:

For our project, we will deliver a series of three surveys that will allow HEAL Utah and UVU to begin evaluating the effectiveness of their training and their own societal impact. We plan to deliver these surveys in a way that will allow HEAL Utah to distribute them to each individual who takes their training whether that be an online or paper format. Once data begins to be collected UVU's center for social impact will begin to analyze the data and analyze the effectiveness of HEAL Utah's current practices.

Brief Overview of any Materials/Resources the Team Created

Survey Created:

Pre-Training

Post-Training

Post-Lobbying

Results and Recommendations

 The three surveys created were done in accordance with the needs of the HEAL Utah

organization. The pre-training survey was created to assess general demographic information, as

well as understand the amount of understanding the individual had before working with HEAL

Utah. The post-training survey functioned as a point of feedback, where recipients can explain

what could be improved, as well as what was done well. Lastly, the post-lobbying survey was

created to allow for members to describe their experiences lobbying, as well as provide any

additional feedback to HEAL Utah.

Sources

HEAL Utah – Healthy Environment Alliance Of Utah. (n.d.).

Retrieved April 13, 2023, from https://www.healutah.org