



Conservation + Recreation Newsletter Satisfaction Survey

Welcome and Thank you!

The following is a brief, completely voluntary and anonymous survey that is intended to help the National Park Service (NPS) reach its goals in providing a high quality publication to all interested stakeholders. In an effort to improve the Conservation + Recreation newsletter, we ask questions about the accessibility and utilization of the information provided by NPS. We hope to gain substantial knowledge about our newsletter. Please answer the questions as completely and thoughtfully as possible. No personal information will be attached to your survey response. Because of this, the publishers of this newsletter will have no way of getting in touch with you to follow-up with your responses, so please be as thorough as possible. Again, your participation in this survey is completely voluntary and your responses will be anonymous.

PAPERWORK REDUCTION ACT STATEMENT: A Federal agency may not conduct or sponsor and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. This information collection is approved under OMB Control Number 1090-0011, with an expiration date of 06/30/2015. Public burden for the collection of this information is estimated to average 10 minutes per response. Comments concerning clarity, utility of information or burden reduction may be sent to the Information Collection Clearance Officer, National Park Service, 1201 I Street, NW., MS 1242, Washington, D.C. 20005.

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Experience

First, we'd like to hear about your experience so far with the newsletter:

1. How long have you been receiving the newsletter?

- Less than 3 months
- 3-6 months
- 7-12 months
- More than 12 months

2. Of the Conservation + Recreation newsletters that you have received, how many have you actually read?

- None
- Less than half
- Roughly half
- More than half
- All

3. How did you find out about the newsletter?

- Through a colleague
- Through a friend
- Found it on Facebook
- Found it on the National Park Service Website
- Other (please specify)



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Perception

Next, we are interested in your perception of the newsletter:

4. To what extent do you find that the newsletter:

	1 (Not at all)	2 (To a very little extent)	3 (To some extent)	4 (To a great extent)	5 (To a very great extent)	N/A (Not Applicable)
Content is presented in an understandable way						
Provides a reputable source of information						
Provides up to date information						
Provides information that is relevant to your interests						
Provides information that is relevant to your work						
Has encouraged you to become more active in outdoor recreation and conservation activities						
Has encouraged you to become a leader in your community						

5. Please rate each of the sections of the newsletter (listed below) according to the section's usefulness to you (using a scale of 1-5 with 1 being not at all useful and 5 being extremely useful):

	1 (Not at all useful)	2 (Somewhat useful)	3 (Moderately useful)	4 (Very useful)	5 (Extremely useful)	N/A (Not Applicable)
In the News						

Findings (Featured studies)

Tools (Featured helpful tools, including applications)

Grants and Job Opportunities (Featured grants of the month)

Trail of the Month (Featured trails of the month)

A Tip of the Hat (NPS salute to outstanding partners)

6. How often would you like to receive the newsletter?

Once a week

Once a month

Every other month

Twice a year

Once a year

Other (please specify)

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Conservation and Recreation Activities

Next, we are interested in your participation in conservation and recreation activities:

7. Currently, how active are you typically in outdoor recreation by the number of days per month that you engage in any form of outdoor recreation (such as bicycling, camping, hiking, or any other activity you enjoy)? You are said to have engaged in a day of recreation if you participated in some outdoor recreation activity in a given day, regardless of the duration of the recreation activity in that day.

0 days per month

1-3 days per month

4-6 days per month

7-9 days per month

10-12 days per month

13 or more days per month

8. Currently, how active are you in conservation by the number of days per week that you engage in any one of the following activities (e.g., trail and river preservation, park development and preservation, or any other activity that you enjoy)? You are said to have engaged in a day of conservation if you participated in a conservation activity on a given day, regardless of the duration of the conservation activity in that day.

0 days per month

1-3 days per month

4-6 days per month

7-9 days per month

10-12 days per month

13 or more days per month

9. Have you phoned, emailed, or met with someone from the National Park Service to talk about conservation or recreation issues in your community? If so, how many times in the past 12 months have you had those kinds of personal communications?

2 times

3 times

4 times

5 or more times

I have not had any of these types of communications

10. Which of the following best describes you? (Select all that apply)

I am employed by an organization that is concerned with conservation and recreation

I am a member of a conservation or recreation concerned organization

I am generally interested in conservation and recreation matters (outside of work and the organizations that I belong to)

I am a Federal employee

I am an employee of the Department of the Interior or any of its bureaus

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Final Thoughts

Finally, please answer the following questions to help the National Park Service improve the newsletter:

11. Briefly explain why you choose to receive the newsletter. (Please limit yourself to one sentence.)

12. What is the likelihood that you would recommend this newsletter to your friends and/or colleagues?

Very Likely to recommend

Likely to recommend

Not Likely to recommend

Would not recommend

Briefly explain why

13. In an effort to deliver the best possible product to our stakeholders, please tell us what changes you would make to the newsletter: (e.g., current sections that you could do without, additional information that would be helpful to you, etc.)

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Thank You!

You have successfully completed the recipient satisfaction survey for the Conservation + Recreation newsletter. We appreciate your input and hope to incorporate your responses in the development of future iterations of the newsletter. Keep an eye open for next month's newsletter!

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Done

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