



File Code: 1620
Route To:

Date: October 16, 2002

Subject: Conservation Education Customer Survey Results

To: Regional Foresters, Station Directors, Area Director, IITF Director, and WO Staff

The results of a nationwide survey of Forest Service Conservation Education (CE) customers are now available. The survey includes an overall national report as well as five geographic area reports and a Symbols program report.

The survey response rate was 52 percent, an extremely high response rate that is indicative of keen interest in Forest Service CE efforts. Survey results show a high level of satisfaction with the content of Forest Service produced materials. Delivery of materials and assistance and participation were identified as two areas of high importance to customers that could easily be improved. Specific survey recommendations are to:

- Continue to provide quality materials and programs;
- Improve communication with CE customers, both in distributing materials and disseminating information about resources and programs; and
- Expand the program by increasing the number and variety of programs, materials and services.

Detailed recommendations are continued within the actual survey reports.

These survey results should help you focus your scarce CE resources in a way that supports both CE customers and the Forest Service mission. The national CE staff will develop a national action plan that responds to the survey results. As requested, they will assist field units with the development of local action plans based on the recommendations in the appropriate geographic area report.

Survey reports are available on the CE website at:

http://na.fs.fed.us/spfo/ce/content/program_providers/evaluation_and_reporting/index.cfm

CE Coordinators will receive printed copies of the survey reports. Additional printed copies can be obtained from the national CE staff.

For additional information contact Denver James, Assistant Director, CE via phone (202-205-1781) or e-mail (Denver James/WO/USDAFS).

/s/ Robin L. Thompson
for JOEL D. HOLTROP
Deputy Chief State and Private Forestry

cc: CE Coordinators

