

# Outreach Interview Questions

## Purpose

This form provides example questions that you can ask in follow-up interviews or conversations with outreach participants. These conversations are a rich form of evaluation data and can be extremely valuable for feedback on your programming, ideas for future programming, and data on conservation impacts.

## Using this Form

These are just a few ideas for questions; do not hesitate to modify these or craft them to fit your outreach programming. Feel free to make these conversations casual, but we encourage you to make notes after you have them as a form of evaluation data. You may want to develop some example answers, in case the person you are talking with needs an example.

## Program Assessment

- What aspect of the event did you find most useful/informative? Did you learn anything surprising at this event?
- What speaker/demonstration would you like to hear from/see again?
- What was the most interesting conversation, either with a speaker or other participant, you had at this event?
- Were there any aspects of the event atmosphere that you would change? Location/food/agenda?
- Would you recommend a similar event to fellow farmers?

# Outreach Interview Questions

- What information would you like to see at future events? Are there topics you would like to hear more about?

## Impacts

- Have you had any conversations with other farmers about soil health practices after attending this event?
  
- Have you searched for any information after this event, either to learn more or explore different aspects of soil health practices?
  
- Are you looking into any conservation programs or funding opportunities for soil health practices?
  
- Have you looked into any new equipment or inputs that would help you begin using soil health practices?
  
- Are you planning to do anything differently in your farm operation as a result of this event?