

Plan Overview

A Data Management Plan created using DMPTool

Title: DRAFT Mt. Cuba Center Program Evaluation: Data Management Plan

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Template: PEER ODPP

Project abstract:

Program evaluations at Mt. Cuba Center (MCC) have some precedent but are still in early developmental stages. So far, the extent of MCC's evaluations have been limited by lack of clearly devoted resources (in the form of time, money, and labor). Evaluations have also been carried out almost exclusively by the Guest Experience department, resulting in data collection that is more relevant to their needs and goals than those of the Public Programs department. In addition, we have since identified other data being collected and/or stored by other departments (i.e. IT, Membership, Marketing/Communications, Education). Historically, this data has not been easily accessible or useable between departments, but would be beneficial to our understanding of our programs' success.

To address the growing need for programs-specific data collection and analysis, our mission is to develop and implement a new evaluation procedure for the programs department to ensure accurate, consistent data collection and analysis that can be used to measure the success of our current program offerings and inform changes to improve our future offerings. To facilitate this project, we have formed an inter-departmental committee to create a Data Management Plan. Although the over-arching project is programs-specific, the development of this plan and these procedures will benefit participating departments, as we collaborate to find methods that are adaptable to their data collection and analysis, thereby reducing existing redundancies.

Start date: 06-23-2023

Last modified: 06-23-2023

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DRAFT Mt. Cuba Center Program Evaluation: Data Management Plan

Project Goals:

1. Assess the relevance and cultural competency of current program offerings
2. Assess logistical accessibility of programs (languages offered, accommodations, etc)
3. Assess the tangible impacts of mission & Core Messages interpretation (i.e. are guests taking actionable steps to support native plants after attending programs?)
4. Monitor guest demographics
5. Use new data to innovate potential improvements that can be made to program offerings

To facilitate the collection of data that will allow us to reach the above-mentioned goals, we will collect data in the following forms:

- Print surveys
 - Online surveys (TBD)
 - Plan for data collection and entry
 - Data dashboards/spreadsheets
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- Print surveys
 - Surveymonkey; can be exported as Excel
 - Online surveys (TBD)
 - Plan for data collection and entry
 - Microsoft Word
 - Data dashboards/spreadsheets
 - Smartsheet; Excel

TBD - based on Martha's response.

Planned Research Outputs

Dataset - "Garden Tour Evaluations"

- Public Tours
 - Gardens (Welcome Walks, Garden Enthusiast Tours, Eco-Gardening Consultations)
- Group Tours
 - Gardens (Welcome Walks, Garden Enthusiast Tours)

Dataset - "Collaborative Partner Event Evaluations"

- The Ladybug Music Festival Garden Crawl
- Christina Cultural Arts Center in the Gardens
- Fiesta en el Jardin

Dataset - "Youth Programs Evaluations"

- Family Yoga
- Kids Create
- Story Time Sprouts
- Field Trip Offerings

Dataset - "Participatory Outdoor Education Evaluations"

- Wildflower Weekend
- Nature Play Day
- Tree Festival

Dataset - "Natural Lands Tour Evaluations"

Public Tours:

- Natural Lands (Guided Hikes, Night Hikes)

Group Tours:

- Natural Lands (Guided Hikes, Haywagon tours)

Dataset - "Recreation, Relaxation, and Immersion Event Evaluations"

- Twilight on the Terrace
- Spring Art-In
- Hayride Recreation
 - Sunset & S'mores
 - Haybales & Brews

Planned research output details

Title	Type	Anticipated release date	Initial access level	Intended repository(ies)	Anticipated file size	License	Metadata standard(s)	May contain sensitive data?	May contain PII?
Garden Tour Evaluations	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Collaborative Partner Event Evaluations	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Youth Programs Evaluations	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Participatory Outdoor Education Evaluations	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Natural Lands Tour Evaluations	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No
Recreation, Relaxation, and Immersion Event Evalua ...	Dataset	Unspecified	Open	None specified		None specified	None specified	No	No