STEW-MAP Implementation Guide 2.0

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Welcome to your STEW-MAP Implementation guide!

This step-by step guide will be your resource for how to get STEW-MAP started in your city. This provides a more in-depth resource than the three page "Implementation Steps" document.

1. DISCUSS SCOPE AND BUILD YOUR TEAM

STEW-MAP can be implemented at a wide range of budgets and scales. STEW-MAP requires a program coordinator working full-time at critical points that include the start-up phase and the data analysis phase. It is helpful if the program coordinator is familiar with the study site area in terms of community groups and key environmental concerns. The second estimated cost is for geospatial and network data collection, analysis, and mapping. If your group has staff capacity 'in-house,' this can reduce some of the cost. Finally, it is important to budget for science consultations, design support for visualizing the data, and for communication tools and applications. These costs are flexible and dependent upon your group's existing resources and capacity.

Discuss your parameters and put together your team accordingly, bearing in mind these 3 roles:

Program coordinator: The program coordinator oversees the entire implementation of the project from building the database, to implementing the survey (including directly supervising the analyst team), to data analysis, to generating results, to sharing results with stakeholders. They should be a team player, and a strong communicator - both written and oral. The key is to have someone consistent and capable, who is on board for the duration of the project.

Data analysts: These can be existing technicians, scientific staff, university cooperators, graduate or advanced undergraduate student workers, or temporary hires. They will be responsible for following the direction of the coordinator and the guidance in the geospatial and network guides to oversee: data collection, GIS mapping, social network cleaning, and data analysis and mapping

Science communication specialist - Depending on your product needs, you may also want to hire or work with designers and communications specialists to help develop products including written reports, slide decks, and maps.

2. COMPILE YOUR LIST OF GROUPS TO SURVEY

Identifying stakeholders

The first step in building your sampling frame is for the program coordinator to identify key stakeholders. Who are your partners on this project? Who are the potential data users? You can set up one-on-one meetings or phone calls with these organizations or even host a larger "kick-off" to give an overview of STEW-MAP, explain why you are taking on this project, and gain input and feedback on the project scope. You can even consider assembling a more formal advisory board that includes data providers and other local experts.

Some tips:

- Think of umbrella organizations, either government agencies or NGOs, that have a wide reach of civic stewardship groups
- Try to reach every sector that might engage in stewardship -- so not only environmental groups, but also public health, education, youth, social services, etc.

- Ensure that the entire geographic area you are looking to capture is represented

Once they are on board and excited to participate in STEW-MAP, the next step is to ask them to be “data providers” by providing a list of civic stewardship groups they work with, along with relevant contact information. In exchange, you can offer that they are listed as partners either on your webpage, on the survey itself, and/or on any publications. Many groups will already have a contact list for their partners or members, so this shouldn’t be a lot of work for them. However, you may receive some concern from some groups that are hesitant to share their partners’ contact information. In those cases, you can reassure them that the contact information will only be used to send a voluntary survey, and that these groups are under no obligation to participate. You can also offer to write-up a data sharing agreement stating these terms.

Developing your population

Once your contact lists start rolling in, you’ll need a method to store and organize your data. Create an excel spreadsheet with one row per group and the following headers, as well as any other relevant information you’d like:

- Name of Contact (s) - may be more than 1 person
    - Contact 1 is who people think is best to contact
    - Contact 2 is another person in same group - an alternative person to contact
    - Contact 3
    - Contact 4
- Name of Group
- Address
- Email
- Telephone number
- Twitter account
- FB account

You can also jumpstart your population by downloading publicly accessible lists of NGOs, like the non-profit records from 990 tax forms. Note that depending on the public list available to you, you may miss some contact information, like email or social media. As the lists come in and get added to your master population spreadsheet, you’ll need to clean up any duplicate groups and consolidate them so that there is only one line per group.

In order to clean your dataset, you’ll first need to assign a unique ID to each group. This will make it easy to track responses as they come in. To remove duplicates, first go through the group name to see if you have any two groups with the same name. Keep in mind that the name might be spelled differently--one version might have a number written out, and another might have a numeral, or one version could be capitalized. Identify all of the groups that you think are the same, and consolidate them so that they are only on one line, with one unique ID. Then, use the same process to go through contact information and address to identify any groups that might have different names but are in fact the same. Keep in mind that sometimes groups change names, so you may need to do some outside research to figure out which groups to keep.

3. SEND OUT THE SURVEY

Now that your population is complete, you are one step closer to launching STEW-MAP. Start with the OMB-approved version of the STEW-MAP survey, located in the General Technical Report Appendix.

Finalize all the questions on the survey with your team and make sure to save a final version of the survey as a word doc. If you have put together an advisory board or small group of trusted stakeholders, you can ask them to weigh in on the questions and share feedback. Determine whether you will be sending the survey by mail, electronically, or some combination of both. Our recommendation is to use a simple and inexpensive survey software to manage your survey invitations and responses. You can use Survey Monkey, Qualtrics, or even a google form.

Now that you've picked your method, you are only a few steps away from sending your survey!

- Enter your survey into the survey software
- Identify a few trusted groups to pre-test your survey and offer feedback
- Write your STEW-MAP invitation email with a link to the survey to send to all of the groups on your list
- Make sure the cover letter or email body explains the purpose of the survey

Now you are ready to hit send!

4. CONDUCT SURVEY OUTREACH

There are a number of ways to increase your buy-in from groups and encourage them to respond. It is important to construct a cover-letter to the survey that outlines why a group should want to participate in STEW-MAP. Here are some examples:

- Stress the importance of being made visible on the public map by using language like "Don't let your group's hard work go unrecognized!"
- Emphasize the possible benefits of being part of STEW-MAP, like connecting with potential partners and funders
- Offer an incentive for participation, such as a gift card drawing or public recognition on social media

In order to prevent bias, it is important that every group in your population receives the survey in the same manner and the same number of times. To increase your response rate, you can work on follow up through a number of channels:

- **Reminder emails**: Depending on the timeline of your survey, you may want to send anywhere between 1-3 reminder emails that re-state the purpose and the deadline of the survey and link back to the survey itself.
- **Phone calls**: If you have phone numbers associated with the groups that are in your population, making follow-up phone calls is a good way to encourage participation in the survey. By reaching a representative from each group, you can ensure that you have correct contact information for them, and that you are available to answer any questions they have about the survey and the project.
- **Social Media**: If you have an active twitter, instagram, or facebook account for your organization, make sure to use it to promote STEW-MAP! You can even make a seperate account just for your city's STEW-MAP. Make sure to tag groups that are in your sampling frame, and encourage them to post on their own pages once they complete the survey! Be sure to use the hashtag #STEWMAP

- **Partner organizations' listservs, newsletters, websites, etc.**: Reach back out to your data providers and other key stakeholders and ask them to include a blurb about STEW-MAP on any forms of communication they use. This will help spread the word about STEW-MAP so that recipients are more likely to recognize the survey when they see it.
- **Tabling**: To spread the word in person, ask your data provider and partner organizations to host you at any relevant conferences and events. You can hand out one pagers and postcards, answer any questions about the project, or facilitate an activity that gets people excited about the stewardship work they participate in. One successful example is a "stewardship story mapping activity" that can easily be replicated for a variety of geographies. To get started, print a map of your city or the relevant geography. Ask passersby to share a "stewardship story," a time where they did something to take care of the natural environment, by writing or drawing the experience on a post-it note. Then, help them locate ad place the post-it on the map in the area corresponding to the action. If the map crowds, you can have participants stick their stories to the outside of the map and draw a line to corresponding place where the event took place. If you laminate the map in use, you can re-use it by using dry-erase markers and wiping it clean between uses.

Here is an example of what your follow-up strategy might look like:

- Options for reminders:
  - 2 email reminders (1 week after 1st send, then 2 weeks after 1st send)
  - 2 phone calls
    - On phone calls, offer the following:
      - 1) fill out the survey over the phone - over the phone is the best option
        - Enter it right into surveymonkey - so don't have to merge paper data with online data
      - 2) offer to stop by and fill it out in person
- Record all of these in a tracking spreadsheet, building off of the list of groups.
- Be systematic in your follow-up - everyone that hasn't already replied receives the same amount of reminders, in the same way, at roughly the same time.

5. CLEAN AND ANALYZE DATA

Now that your responses are in, you will need to go through a data cleaning process before you can begin to analyze and report your results. First, download your responses into a single spreadsheet and make sure all responses are accounted for, including any responses you collected by phone or in person. You should have just one response from every group you surveyed; if you have duplicates, keep the first complete response. Check the responses for any obvious errors (such as a letter entered into a numeric response) and discuss how you will handle these with your team. You may consider doing a round of follow-up emails to collect any missing data from groups who skipped questions.

Once your data are cleaned, you can run descriptive statistics on org characteristics to help understand your results. For open ended questions, such as mission statement, you may want to code responses into different categories to see any trends. For a guide to cleaning the turf and network data, refer to the mapping and network cookbooks.

6. SHARE RESULTS

Once your data have been cleaned and analyzed, you can write up your results. Consider sharing results in a white paper, a one-pager, a presentation slide deck, a webpage, and other methods that you use to disseminate information. You can represent the data through charts and tables, graphs, photos, maps, and case studies.

At minimum, make sure to share your responses with your advisory board, data providers, and respondents. Consider meeting with respondents and other practitioners to understand their interests and needs, and help them access answers and trend from the data.