

DRAFT

9/07/2011

NORTH CAROLINA DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES

**NEEDS ASSESSMENT OF AUDIENCES TARGETED BY EROSION AND
SEDIMENTATION CONTROL EDUCATION AND TRAINING EFFORTS**

A PROPOSAL SUBMITTED TO:

NORTH CAROLINA DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES

by

The Center for Urban Affairs and Community Services

North Carolina State University

Campus Box 7401

Raleigh, N.C. 27695-7401

Project Period: October 1, 2011 - January 15, 2012

Requesting: \$7,680

APPROVED BY: _____

**NORTH CAROLINA DEPARTMENT OF ENVIRONMENT AND NATURAL RESOURCES
SEDIMENT AND EROSION CONTROL TRAINING ASSESSMENT PROJECT**

The Center for Urban Affairs and Community Services (CUACS) is pleased to submit this proposal to the North Carolina Department of Environment and Natural Resources (NC DENR) detailing activities to be conducted for a needs assessment of sediment and erosion control (SEC) training audiences in North Carolina. CUACS has provided technical assistance to North Carolina agencies since 1966. CUACS is experienced in program evaluation, survey research, needs assessment, policy analysis, and marketing studies, and has had extensive experience working with a wide variety of clients and subject matter areas.

BACKGROUND

Several groups in central North Carolina offer statewide education and training opportunities related to erosion and sediment control. These trainings are offered by the NC Water Resources Research Institute (WRI) in partnership with the NC Department of Environment and Natural Resources (DENR), the NC State University Department of Soil Science, the NC State University Department of Biological and Agricultural Engineering, and the NC Department of Transportation.

The WRI/DENR trainings are overseen by the State Sedimentation Control Commission, charged with administering the Sedimentation Control Program pursuant to the NC Sedimentation Pollution Control Act (SPCA) of 1973. This legislation also lends purpose and support to efforts by other training providers, all of whose trainings aim to educate and familiarize design professionals with the rules of the SPCA and design standards for erosion and sedimentation control best management practices, elements of erosion control plans, etc.

As the economy has changed, with fewer private sector professionals applying for construction permits, fewer government staff to respond to and manage permits and projects, and less funding to support the pursuit of continuing education, there is a need to examine how the aforementioned training providers approach education on these topics so that they 1) meet the needs of the audiences they target, 2) understand and address new priorities that have emerged from a changing professional landscape, 3) maximize the benefit of their trainings to their target audiences, and 4) avoid the duplication of effort in providing training on the same topic.

PROJECT OBJECTIVE

CUACS will conduct a needs assessment for audiences throughout North Carolina that are targeted by sediment and erosion control training and education efforts. This assessment will take the form of a web-based survey that is announced to target audiences by email. WRI will be responsible for publicizing the survey and distribution of emails to prospective respondents. WRI and SEC training providers will work together to generate a contact list of target audiences

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for the survey. WRI will work with CUACS to develop a survey instrument and will facilitate meetings with the various erosion and sediment control training providers to gain feedback throughout the development of the instrument, ensuring that priority topics are covered appropriately.

CUACS will develop a hard copy survey to be posted online, manage the online data collection, download and analyze the survey data, and produce a final report detailing project activities and findings. Project activities will be conducted from October 1, 2011 through January 31, 2012.

DELIVERABLES

The following deliverables will result from this effort:

- A hard copy survey instrument (which can be modified and distributed in the future if needed)
- An online survey (which can be reactivated and modified and redeployed in the future if needed)
- Raw data and one way frequencies of survey responses
- A comprehensive analysis of the survey results that answers key questions posed by project partners as needed to refine the design of training efforts
- A detailed report that discusses the survey, data analyses procedures, and project findings (one bound hard copy and PDF)
- Excel charts associated with the project report

PROJECT TASKS

Project tasks and responsible parties are shown below.

Tasks	Responsible Party	Person
Announce upcoming survey to prospective respondents	WRI	10/1-10/14
Work with client to develop hard-copy survey instrument	CUACS	10/1-10/14
Program web survey based on hard-copy survey and post online	CUACS	10/17-10/26
Pilot test online survey and provide comments to web programmer	CUACS/WRI	10/26-10/28
Revise web survey and post final version	CUACS	10/28-11/01
Send initial email/letter announcing survey	WRI	11/01
Monitor incoming data as needed and download final dataset	CUACS	11/1-11/28
Send follow-up reminder email/letter	WRI	11/15
Remove survey from Web	CUACS	11/28
Clean data as needed and analyze in SAS	CUACS	11/28-12/16
Write final report	CUACS	12/16-1/16
Submit final report PDF to client for review	CUACS	1/16
Review report and provide comments to CUACS	WRI	1/16-1/20
Revise report and submit final PDF and hard copies to client	CUACS	01/20-01/31

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PROJECT BUDGET

SALARIES/BENEFITS\$5,950
NONSALARY\$ 450
TOTAL DIRECT.....\$6,400
INDIRECT\$1,280
TOTAL REQUESTED\$7,680

KEY DATES

- Post surveys online 11/01
- Notify respondents of open survey 11/01
- Remove survey from Web 11/28
- Draft PDF report to client.....01/16
- Final report due to client.....01/31