

Arizona Welcomes *Water/Ways*



The Smithsonian traveling exhibit, *Water/Ways*, explores the endless motion of the water cycle, its effect on landscape, settlement & migration, and its impact on culture and spirituality. Arizona Humanities (AH) partnered with ASU to bring *Water/Ways* to Arizona which will travel to 12 rural communities from 2018-2020. AH will also host public, *Water/Ways* programs across AZ.

Concurrently, AH is analyzing their program evaluation methods in hopes of improving program assessment tools. Thus, I created and implemented an evaluation protocol for *Water/Ways* programs that is both useful to AH and understanding characteristics that influence attitudes towards aspects related to water that are more difficult to quantify, yet important to human life & water practices.

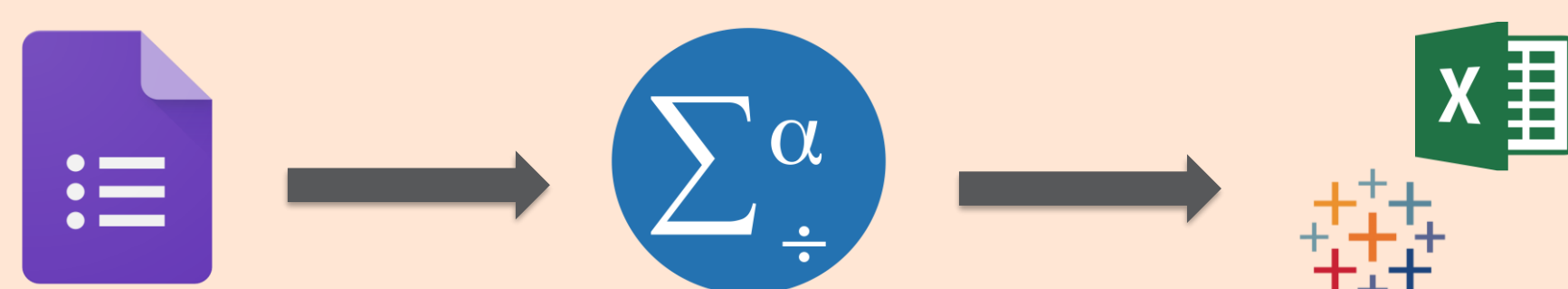
Rural Audiences Surveyed

Study Sites



- 1. Sierra Vista**
2/16/2019: A History & Overview of Water Treatment at the City's Environmental Operations Park (23 responses)
3/5/2019: Huachuca Water Company: an Engineering Success (44 responses)
- 2. Black Canyon City**
3/2/2019: Water in Arizona: Past, Present, Future (14 responses)
- 3. Dagoon**
3/9/2019: Opening Day (29 responses)
4/4/2019: Water Protectors: The Standing Rock Camps (43 responses)

Data Collection & Analysis



Methodology 1: Initial Collection & Analysis

Google Forms & Paper: Retrospective pre-post surveys distributed to *Water/Ways* program audiences (quantitative & qualitative data). Total of 153 surveys collected.

SPSS: Chi-square tests & crosstabs applied to numerical data.

Excel & Tableau: AH analysis protocol & graphics created.

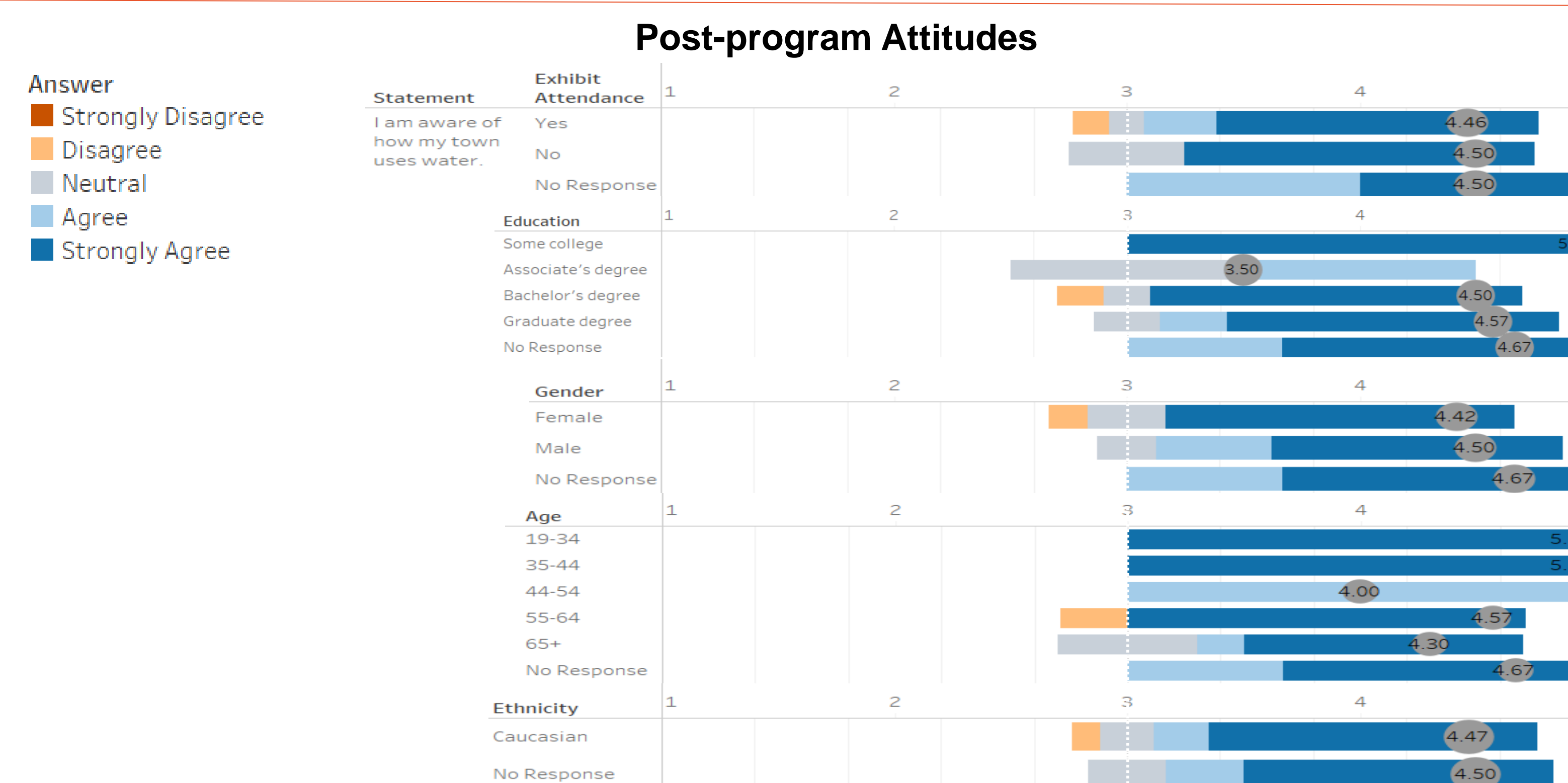
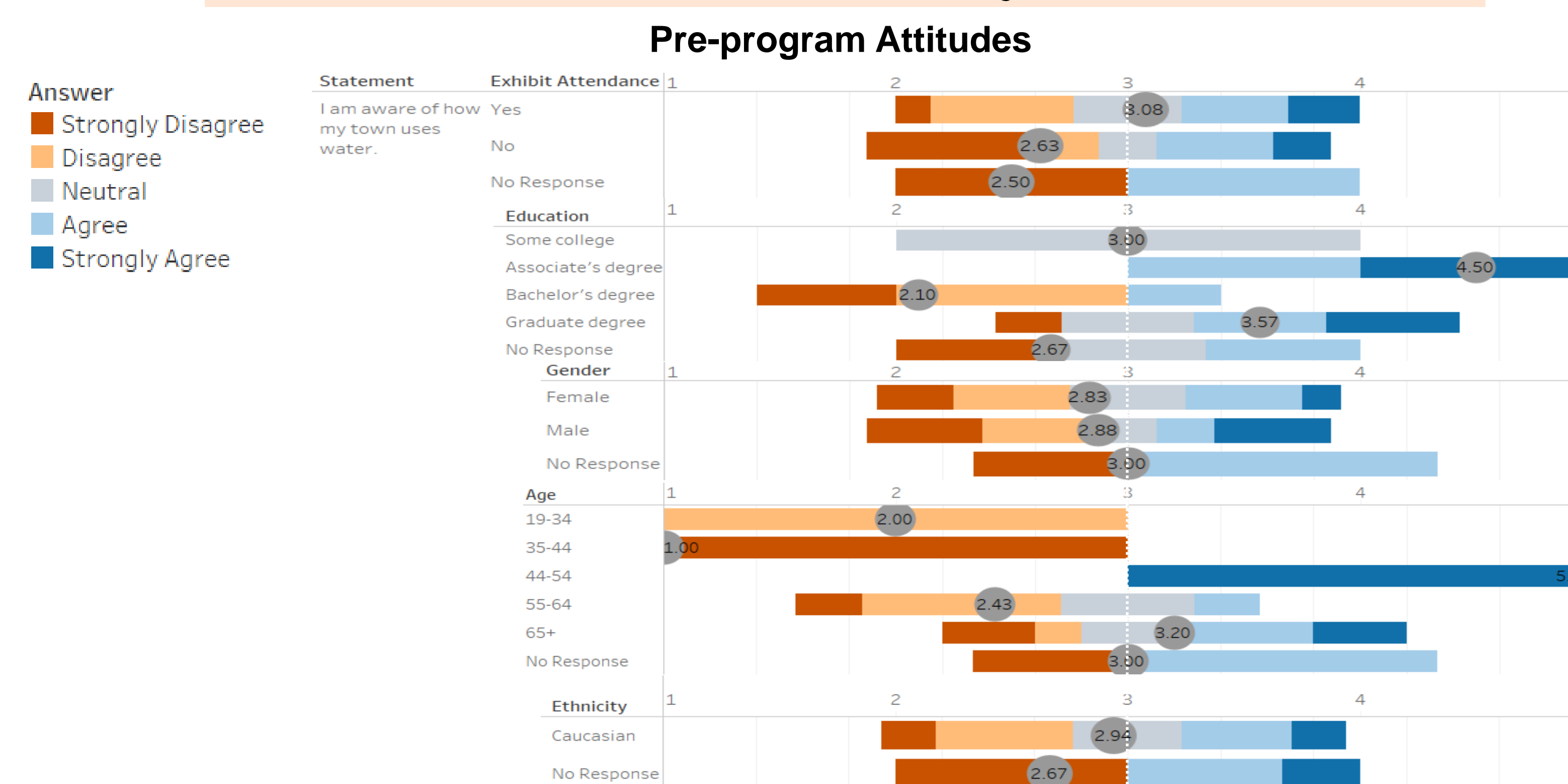
Methodology 2: Detailed Analysis

Results draw attention to a more detailed analysis of surveys from Sierra Vista, 2/16/2019. Shifts in knowledge of water use perceptions refute the null hypothesis that audiences would not shift their attitudes as a result of a *Water/Ways* program in this instance only.

What factors affect the change in people's attitudes or perceptions towards the socio-cultural significance of water resulting from the *Water/Ways* programs?

Perceptions Shift in Sierra Vista

Statement: I am aware of how my town uses water.



Outcomes & Looking Forward



Key Findings

- Audience attitudes shifted during the Sierra Vista program, but unclear which demographics are most susceptible to program impact. Yet, magnitude of shift appears largest in ages 19-44.
- Shifts in attitudes are insignificant across all study sites and statements with the exception of the Sierra Vista case.
- Written survey responses across all study sites reflect audience interest in historical, educational, & community-based themes.

"I'm new to [Sierra Vista and] I was very interested in the overall concern about water as a very important renewable resource."

- Responses indicate lack of demographic diversity across programs.

Limitations

- Sample Size: Only 23 responses collected from significant site
- Survey Design: Requires that audience accurately reflect on past attitudes rather than report on present attitudes before & after

Recommendations

- It is recommended that AH characterize each supplemental *Water/Ways* program and tailor the developed, retrospective pre-post questionnaire to the program being evaluated.

"Great, informed presentation, loved how we recharge [water] & give it back"

- Include additions to standardized survey tool: "I know more about the program topic now than I did before I attended this program."
- Utilize evaluation protocol to analyze survey responses and potential attitude shifts over the duration of the *Water/Ways* program series.
- Continue to adopt practices that increase inclusivity & modern approaches to program evaluation

Acknowledgement

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