Social Indicators 101

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Three Types of Indicators for Watershed Management

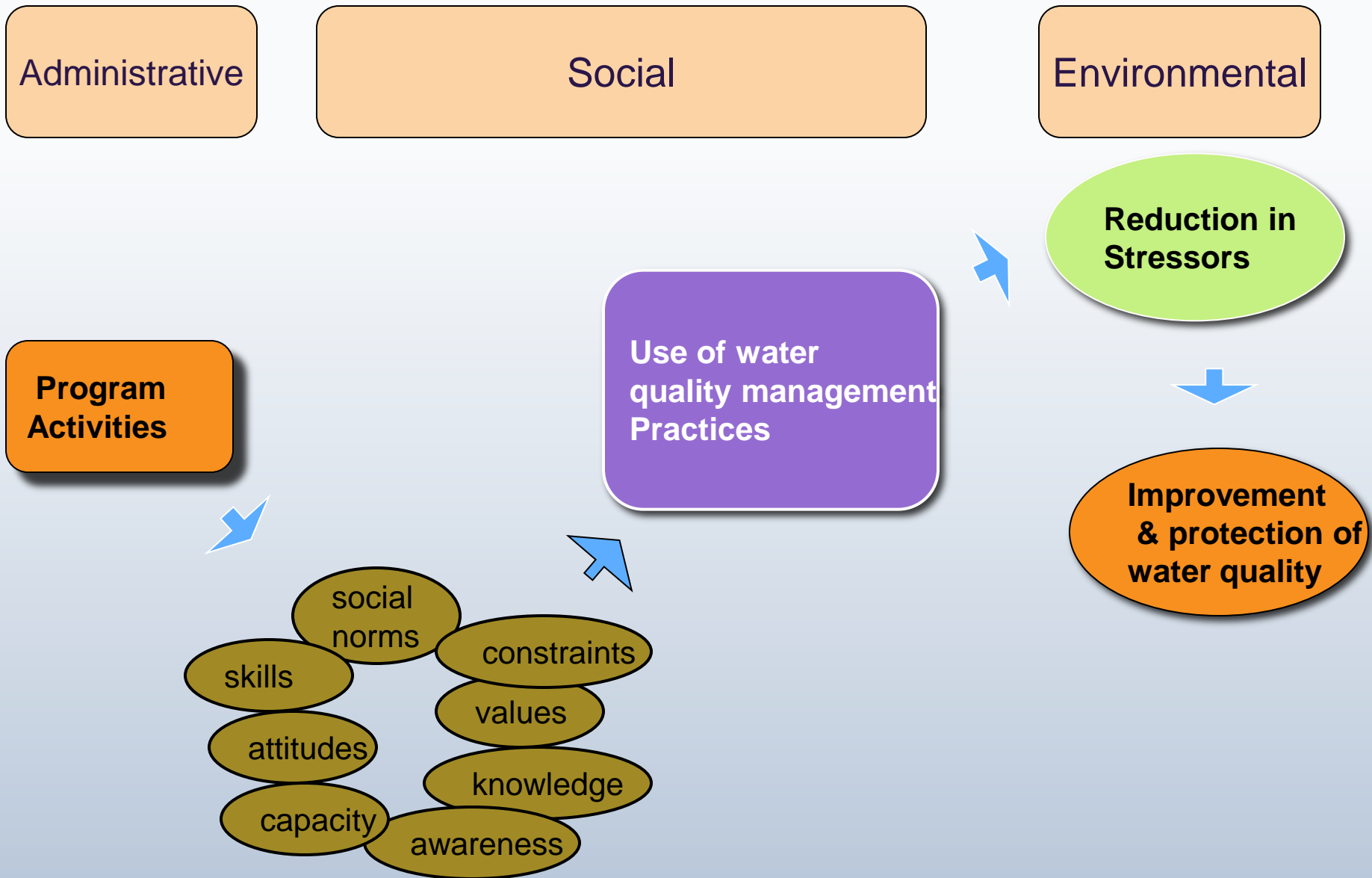- Environmental
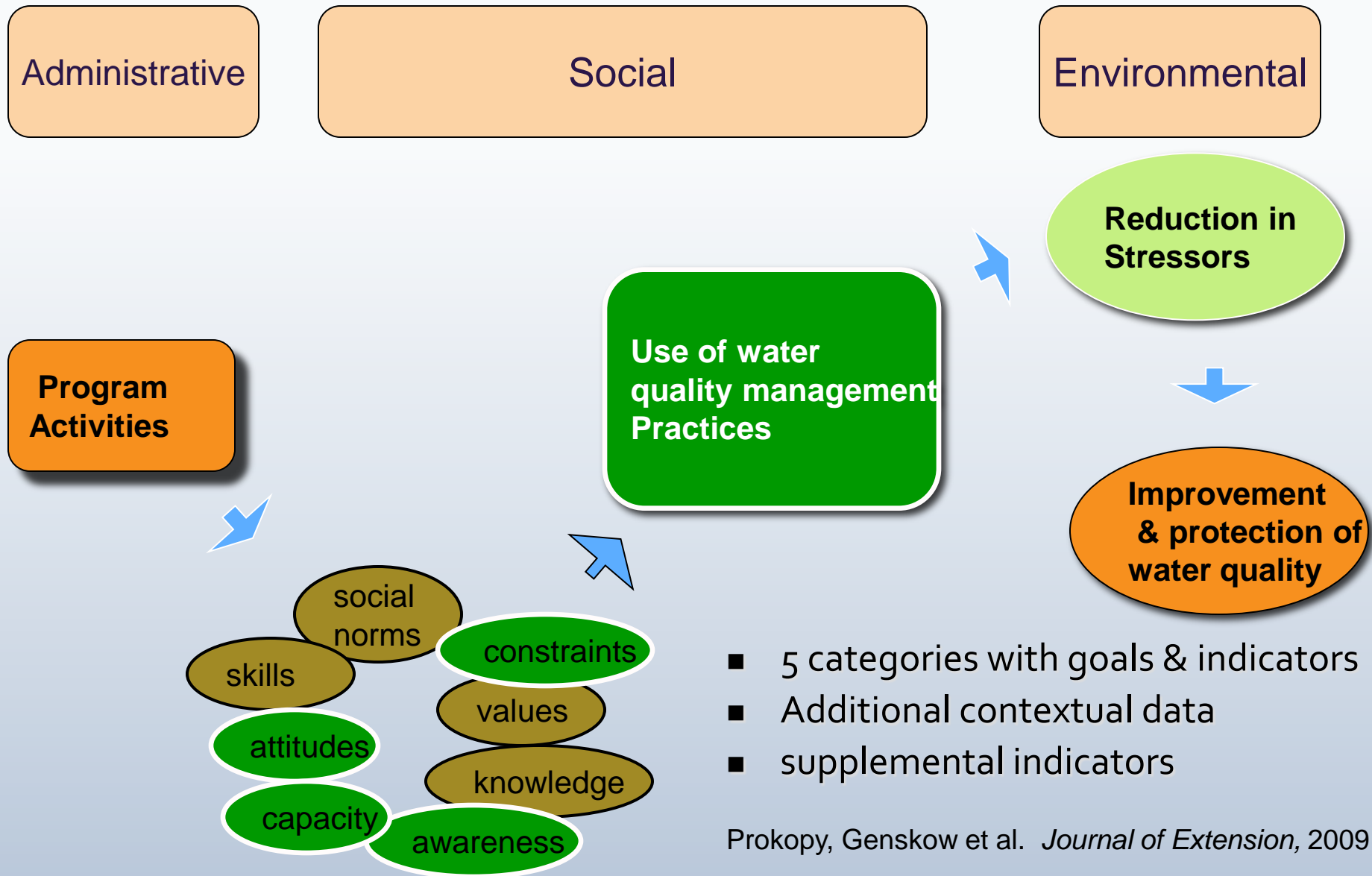 - Nutrient loads, E. Coli

- Administrative
  - Bean counting

Conceptual Model

Administrative	Social	Environmental

Program Activities

Use of water quality management Practices

Reduction in Stressors

Improvement & protection of water quality

social norms

skills

constraints

values

attitudes

knowledge

capacity

awareness

Conceptual Model

Administrative

Social

Environmental

Reduction in Stressors

Program Activities

Use of water quality management Practices

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awareness

- 5 categories with goals & indicators
- Additional contextual data
- supplemental indicators

Prokopy, Genskow et al. *Journal of Extension,* 2009

# Social Indicators for Planning & Evaluation System (SIPES)

- Critical areas & target audiences

- Scale is project level

- Consistent survey questions and data collection protocols
  - Used across projects
  - Compared over time
  - Compared across projects

Before collecting social indicators:

1. What are the specific NPS problems this project is trying to address?

2. What are the critical areas that contribute to the problem?

3. Who are the target audience(s) for the NPS problem(s) your project will address?

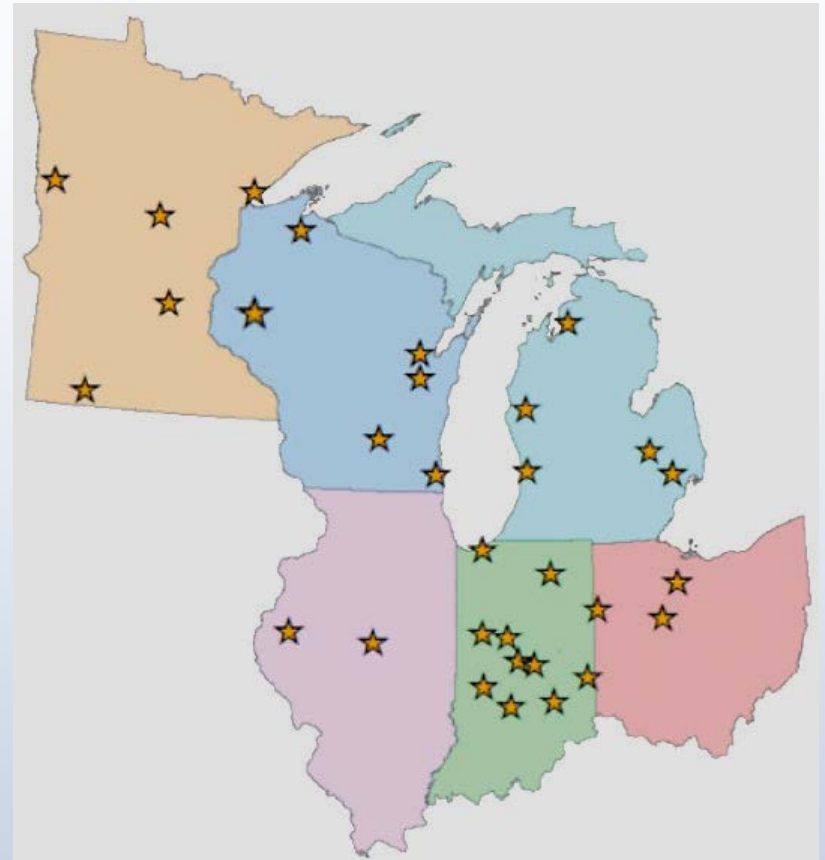4. What actions do you want the target audience(s) to take regarding the NPS problems?

SI Planning and Evaluation Process
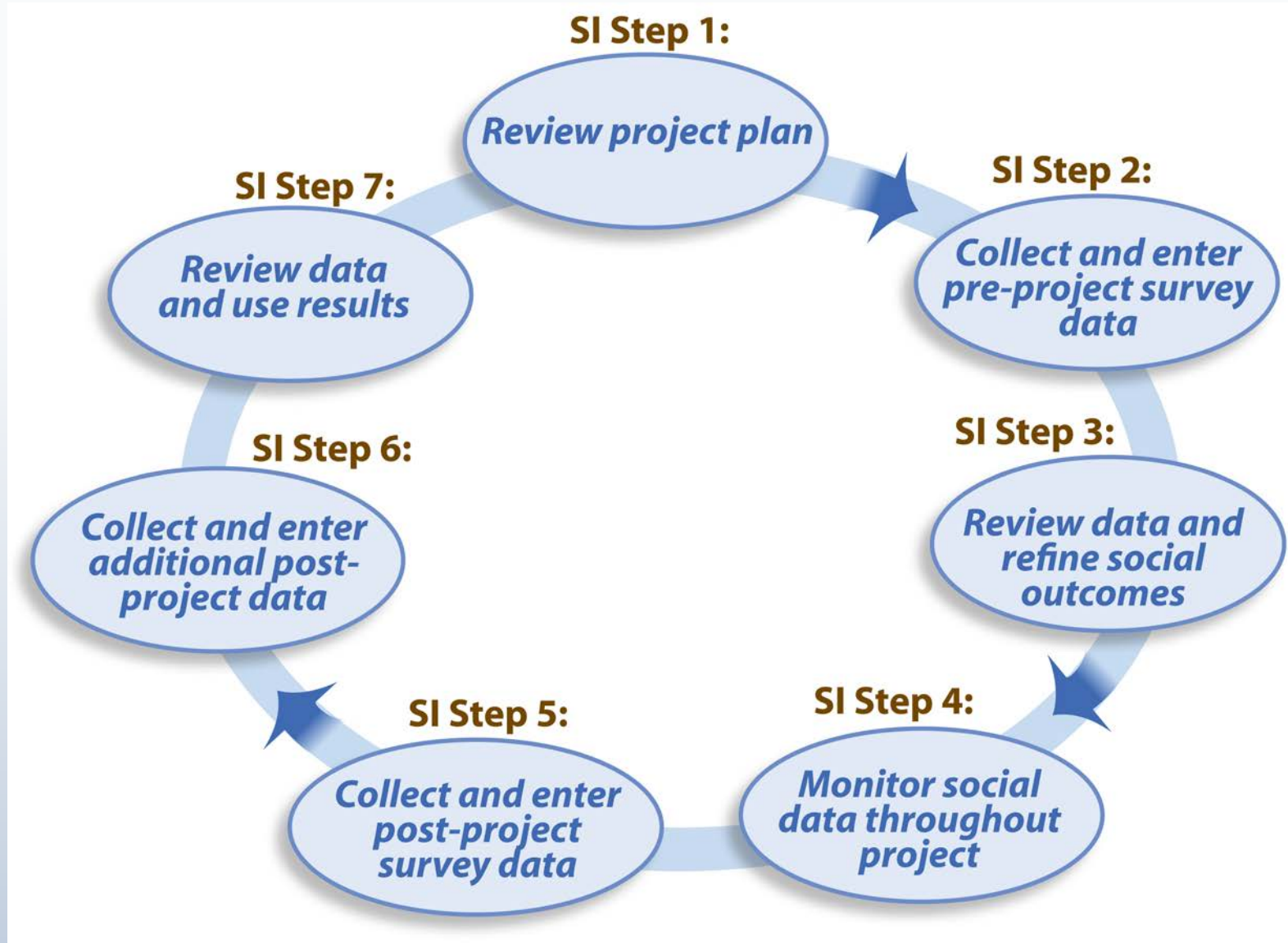
Pilot Testing

Over 30 projects in six states

- Rural/urban

- Large/small

- Experienced/non-

- "319"/non-319

Lessons Learned - Positive

- Groups used data to improve outreach activities

- Benefits perceived as greater than costs
  - Generally costs less than $10K per survey round

- Groups can do this themselves if they follow guidance but can also contract the work out

- SIDMA (on line tool) very helpful and simplifies process
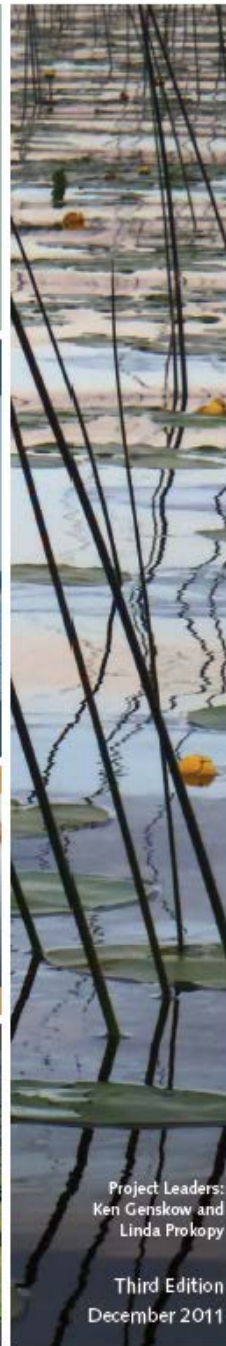
- Data can be used to compare projects

Lessons Learned - Challenges

- Timing is important
    - Baseline data needs to be collected *after* four questions can be answered
    - Second round data (for evaluation) needs to be collected after sufficient outreach has occurred

- There are critical steps that need followed that groups need to do themselves.
    - Guidance is provided but not always read/followed

- Biophysical scientists struggle interpreting and using social data – need guidance

Highlights

- Checklists for all 7 steps
- How to use SIDMA
- Choosing a survey method
- Selecting sample size
- Administering a survey
- Interpreting data
- Designing outreach programs
- Sample surveys and cover letters

Download at:
www.iwr.msu.edu/sidma

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