

ATTACHMENT I

EFFECTIVENESS ASSESSMENT OF IN-SCHOOL STORMWATER EDUCATION PROGRAMS

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Assessment of In-School Stormwater Education Programs

Environmental Defenders Program

During FY 2013-2014, two types of focus groups were conducted; one with students and the other with teachers and principals. A total of five student and four teacher/principal focus groups were conducted.

The student focus groups were designed to obtain information that will help guide the development of the revised school assembly and the new children's website. The focus groups were designed to determine what types of websites, applications, and computer devices (i.e. lab tops, tablets, smart phones, etc.) are used by children.

The teacher/principal focus groups were designed to assess the usability and assess to the current Environmental Defenders website, evaluate the teacher resource packet, and garner insights into the needs and concerns regarding the current Environmental Defenders assembly. The key findings and recommendations of the focus groups are included Attachment H.

New developments to the assembly included: created new animated Environmental Defenders characters; added the fourth R to the assembly Rethink; updated the current songs with new rhythms and sounds; and added new video footage of landfills, storm drains, oceans, and recycling centers. These revisions to the school assembly are the result of focus group findings.

Currently we are in the beginning phase of the development for the new children's website.