

FOCI Newsletter Survey, October 2014

Introduction: The Firewood Outreach Coordinating Initiative (FOCI) is an effort managed by The Nature Conservancy on the behalf of the Continental Dialogue on Non-native Forest Insects and Diseases. It is funded by a cooperative agreement with USDA APHIS, and its stated goal is to serve as a venue for individuals actively engaged in firewood outreach, allowing the frequent sharing of activities, ideas, and information throughout North America. As the end of the second consecutive agreement year approached, staff of The Nature Conservancy created and disseminated an online 10 question survey to determine how well the FOCI newsletter was achieving this goal, and to best inform newsletter efforts for the future.

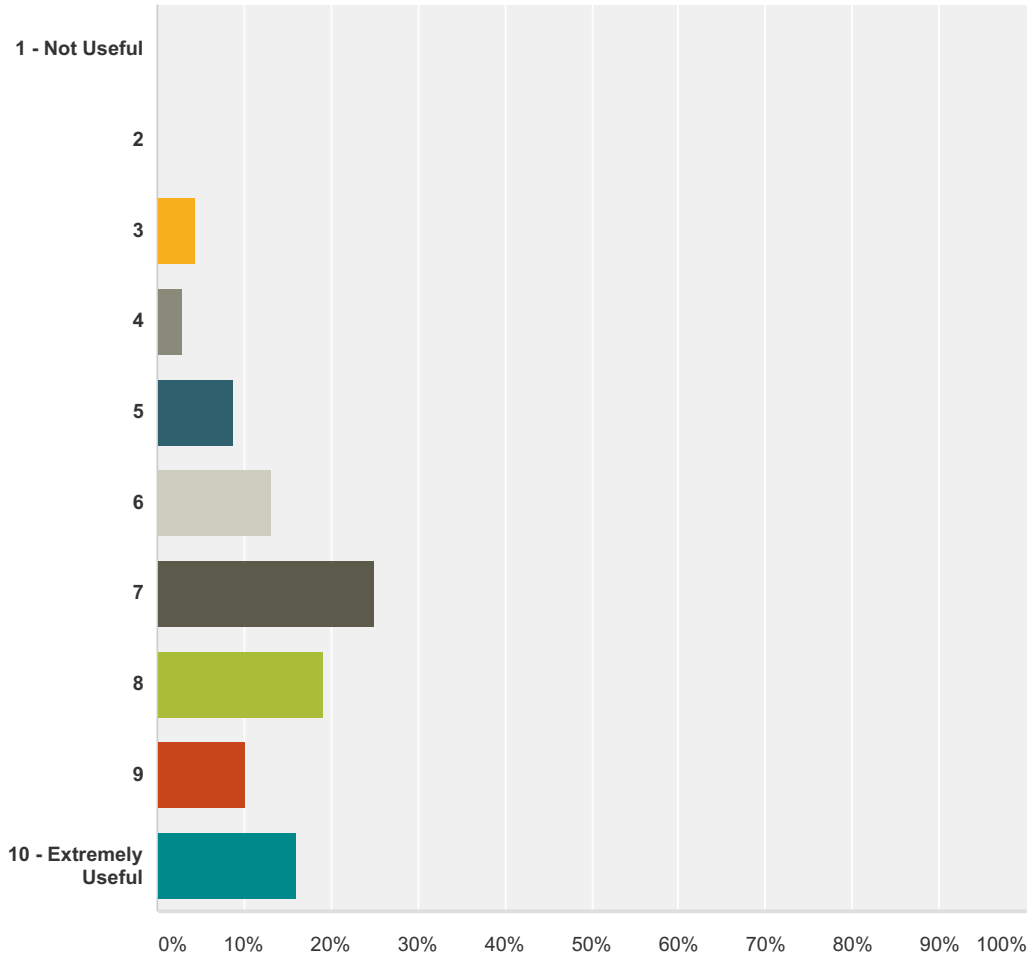
Survey Methods: The FOCI newsletter survey was written by staff of The Nature Conservancy with questions on frequency, content type, and general reactions to quality of the information. A request for survey respondents was sent out with the regular FOCI newsletter in October and received only 13 responses, so a week later it was sent out again to all FOCI newsletter recipients with “prizes” (a sticker) for filling out the survey. This effort was far more successful. A total of 68 individual surveys were filled out within 11 days, of which 65 appeared to be genuine individual readers of the FOCI and 3 appeared to be spammers. All survey data is anonymous, however, staff of The Nature Conservancy can determine who clicked on the FOCI link to refer to the survey URL- which allows mailing of the “prizes” and viewing of who may have completed the survey. Note that the individual people that clicked on the link cannot be linked to the individual responses, maintaining anonymity.

Executive Summary of Survey Respondents and Findings: Of the 421 subscribers to the FOCI Newsletter in October 2014, 89 subscribers clicked on the link to the online survey and 65 completed filling out the online survey within 11 days. It is not possible (due to the otherwise anonymous survey) to determine which 65 of the 89 individuals that clicked on the survey link actually completed the survey, but the initial group of 89 contains emails associated with dozens of state agencies, at least four federal agencies, several private industry groups, multiple public school districts, University extension offices, a variety of well known non-profits, and many ‘generic’ email domains (such as @gmail, @centurylink, etc). Survey respondents rated the FOCI as averaging 7.3 out of 10 for when asked to rate its usefulness in their professional setting, and an average of B+ (3.3 of 4.0) on an academic style grade scale when asked how it is performing as a “venue for individuals actively engaged in firewood outreach, allowing the frequent sharing of activities, ideas, and information.” Survey respondents generally suggested no changes to the current numbers of stories, news articles, the frequency of the newsletter, and the general amount of newsletter coverage dedicated to major pests such as Asian longhorned beetle, emerald ash borer, and European gypsy moth. A notable portion of survey respondents indicated they wanted more coverage of less well discussed pests such as the Asian gypsy moth, goldspotted oak borer, and sudden oak death. Survey respondents generally indicated they were satisfied with how the newsletter discusses programmatic content, with the exception that a very marked (72%) number of respondents would like to see more pest outbreak announcements. The final three write-in questions contained a wide variety of positive feedback along with constructive criticism and ideas.

FOCI Survey

Q1 How useful do you feel the FOCI newsletter is to your firewood and forest pest related responsibilities?

Answered: 68 Skipped: 0



Answer Choices	Responses	Count
1 - Not Useful	0.00%	0
2	0.00%	0
3	4.41%	3
4	2.94%	2
5	8.82%	6
6	13.24%	9
7	25.00%	17
8	19.12%	13
9	10.29%	7

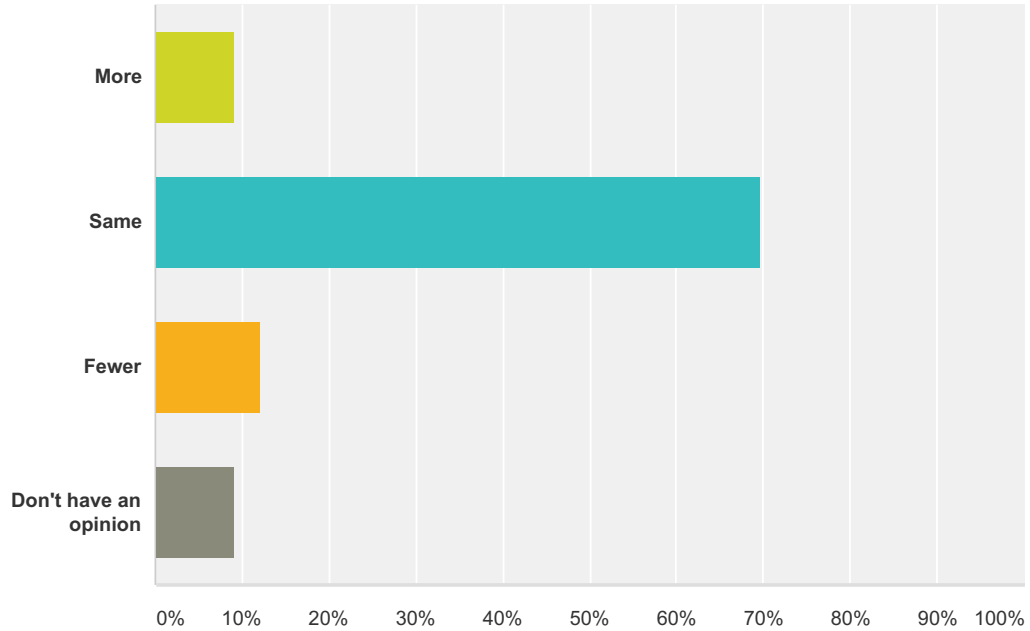
FOCI Survey

10 - Extremely Useful	16.18%	11
Total		68

FOCI Survey

Q2 Do you think the FOCI should have more, same, or fewer STORIES (2014 average is 6/newsletter)?

Answered: 66 Skipped: 2

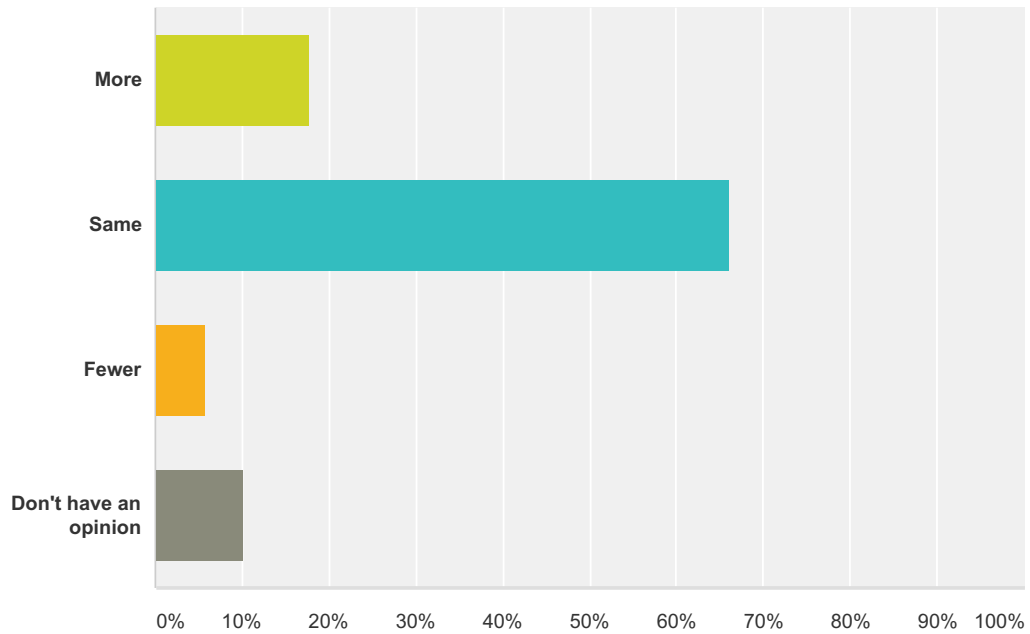


Answer Choices	Responses
More	9.09% 6
Same	69.70% 46
Fewer	12.12% 8
Don't have an opinion	9.09% 6
Total	66

FOCI Survey

Q3 Do you think the FOCI should have more, same, fewer NEWS ARTICLES (2014 average is 5/newsletter)?

Answered: 68 Skipped: 0

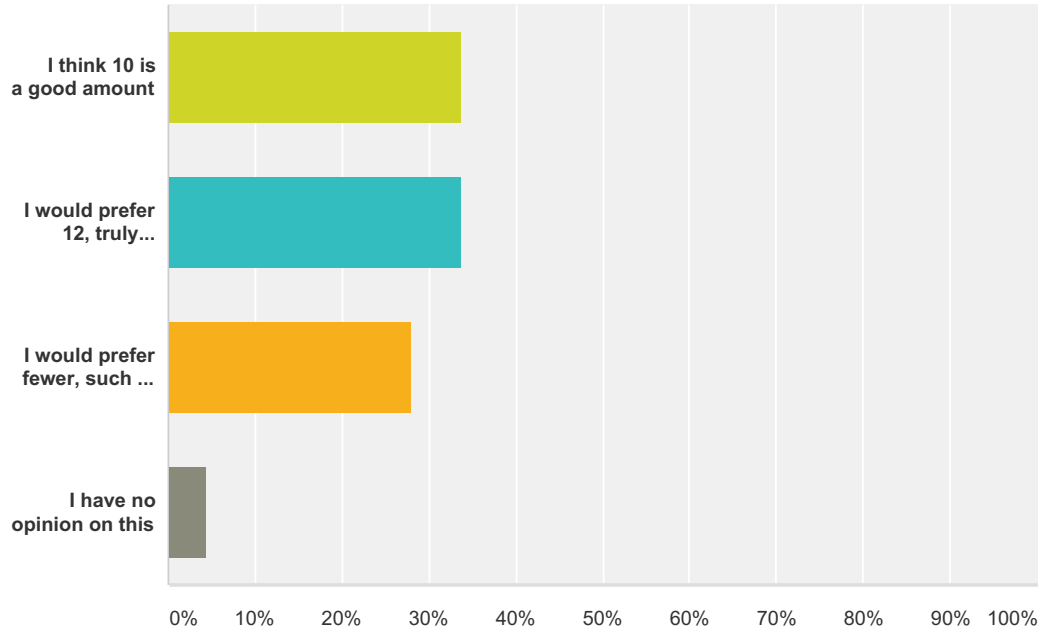


Answer Choices	Responses
More	17.65% 12
Same	66.18% 45
Fewer	5.88% 4
Don't have an opinion	10.29% 7
Total	68

FOCI Survey

Q4 There are 10 FOCI newsletters sent out each calendar year. Please click one choice on your opinion of this frequency

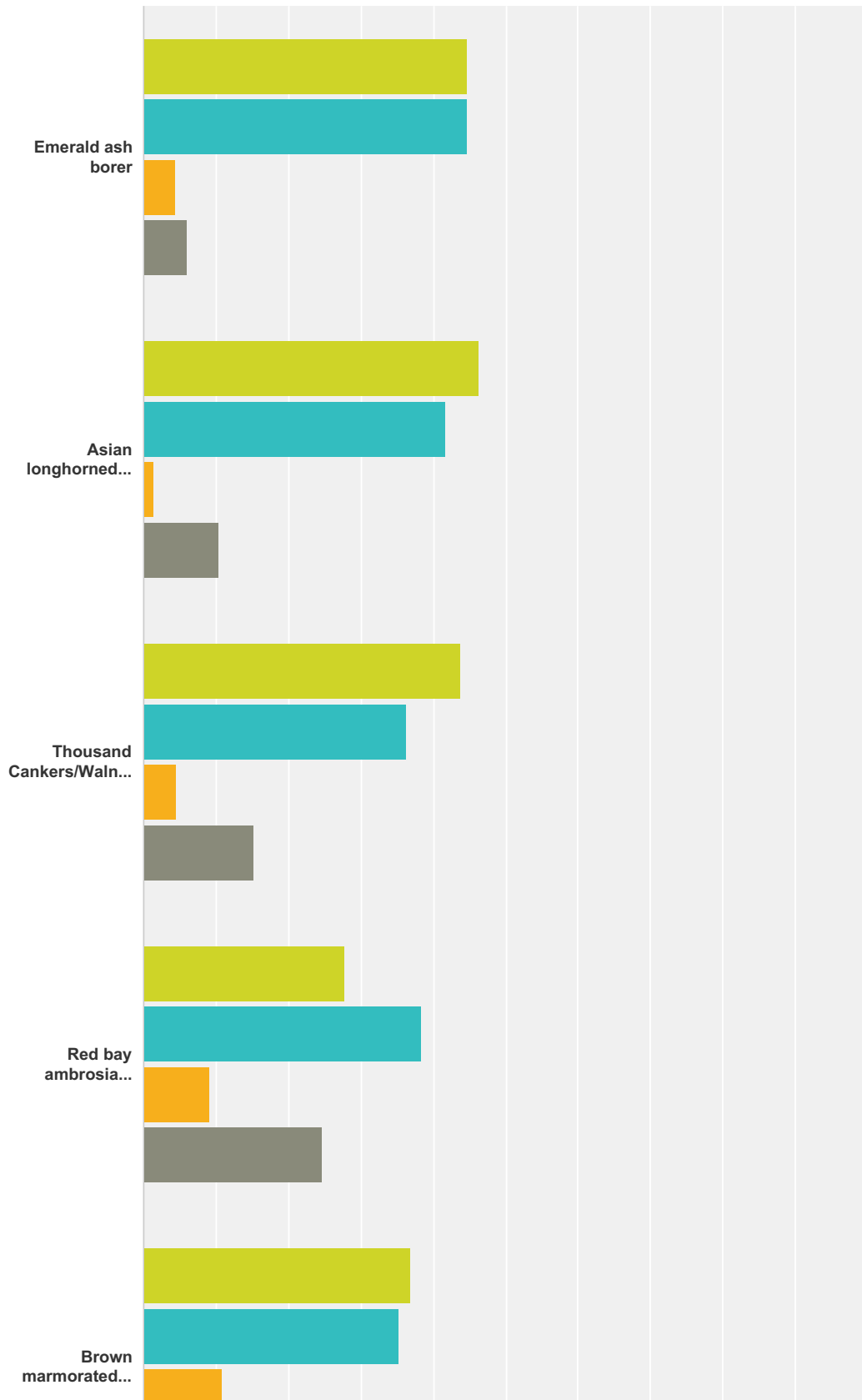
Answered: 68 Skipped: 0



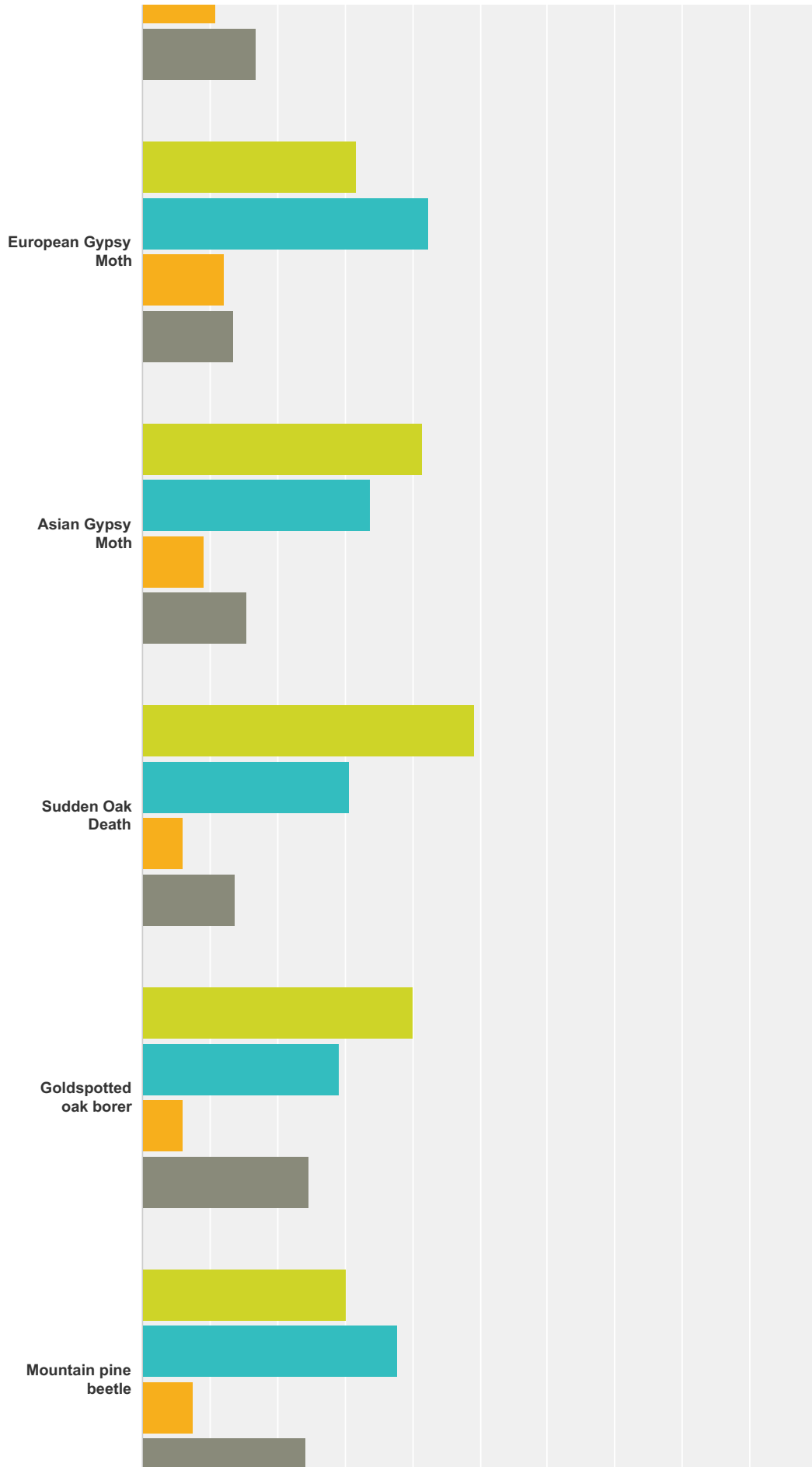
Answer Choices	Responses
I think 10 is a good amount	33.82% 23
I would prefer 12, truly monthly	33.82% 23
I would prefer fewer, such as 6 (every other month)	27.94% 19
I have no opinion on this	4.41% 3
Total	68

Q5 What sorts of PEST content do you want to see MORE/LESS stories on?

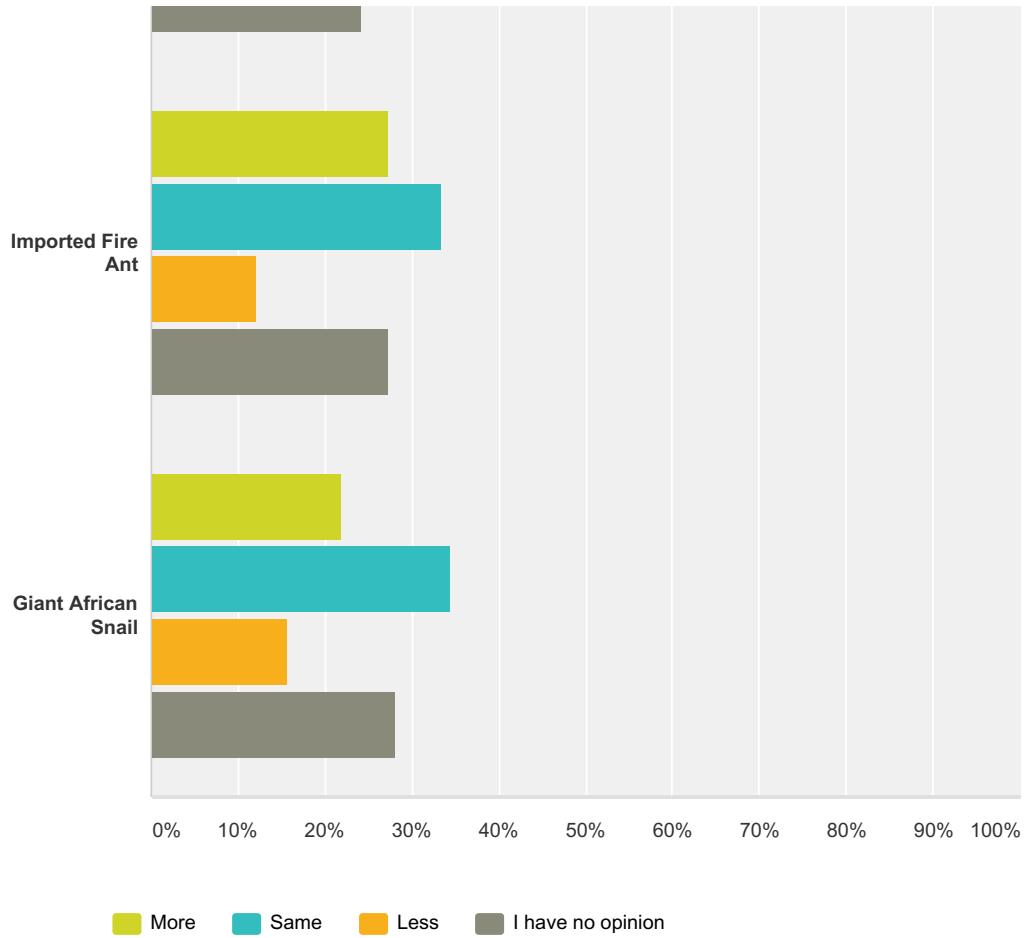
Answered: 67 Skipped: 1



FOCI Survey



FOCI Survey



	More	Same	Less	I have no opinion	Total
Emerald ash borer	44.78% 30	44.78% 30	4.48% 3	5.97% 4	67
Asian longhorned beetle	46.27% 31	41.79% 28	1.49% 1	10.45% 7	67
Thousand Cankers/Walnut Twig Beetle	43.94% 29	36.36% 24	4.55% 3	15.15% 10	66
Red bay ambrosia beetle/Laurel Wilt	27.69% 18	38.46% 25	9.23% 6	24.62% 16	65
Brown marmorated stink bug	36.92% 24	35.38% 23	10.77% 7	16.92% 11	65
European Gypsy Moth	31.82% 21	42.42% 28	12.12% 8	13.64% 9	66
Asian Gypsy Moth	41.54% 27	33.85% 22	9.23% 6	15.38% 10	65
Sudden Oak Death	49.23% 32	30.77% 20	6.15% 4	13.85% 9	65
Goldspotted oak borer	40.00% 26	29.23% 19	6.15% 4	24.62% 16	65
Mountain pine beetle	30.30% 20	37.88% 25	7.58% 5	24.24% 16	66

FOCI Survey

Imported Fire Ant	27.27% 18	33.33% 22	12.12% 8	27.27% 18	66
Giant African Snail	21.88% 14	34.38% 22	15.63% 10	28.13% 18	64

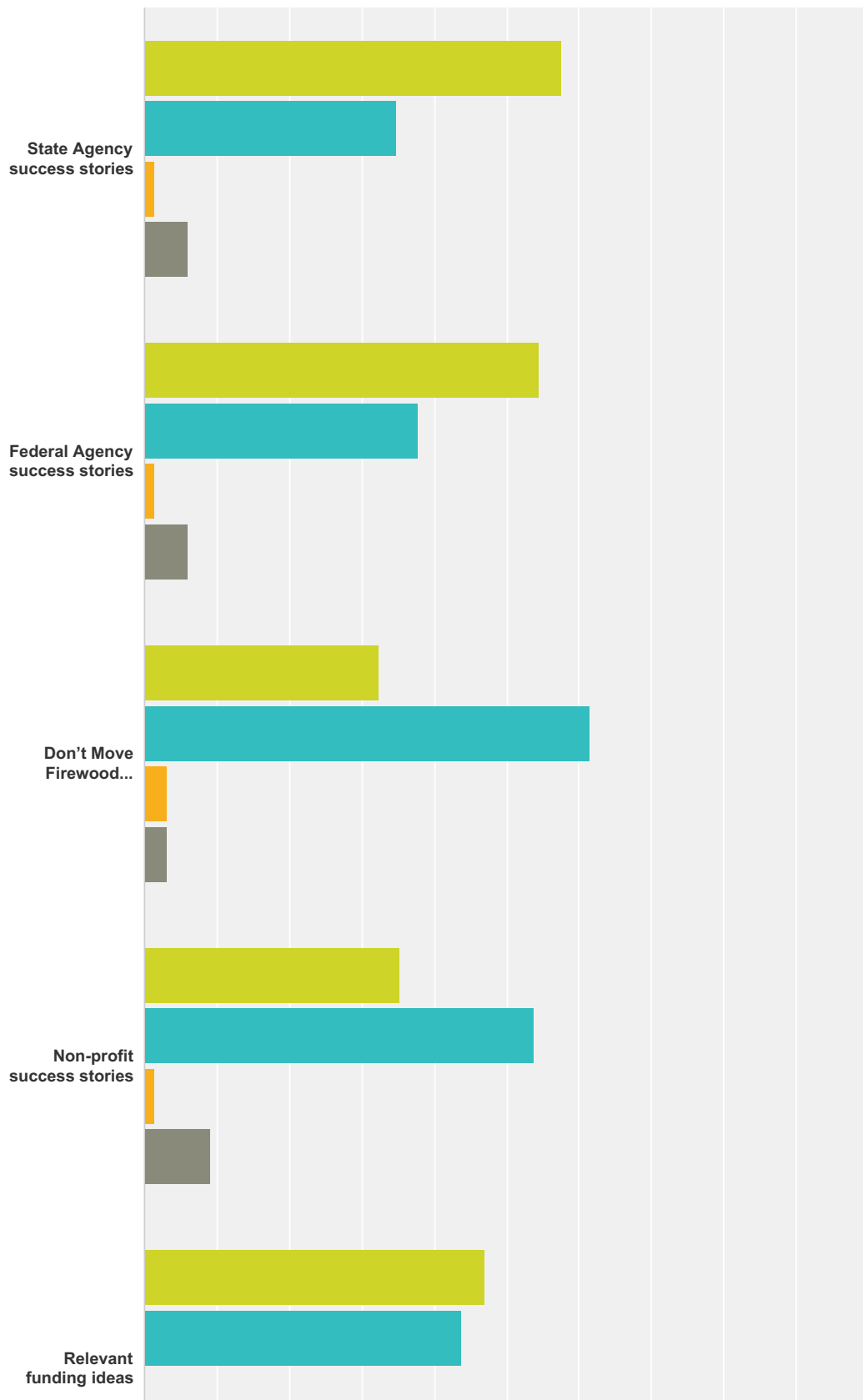
FOCI Survey

Q5 Selected additional “write in” pest topics
suggested by survey takers:

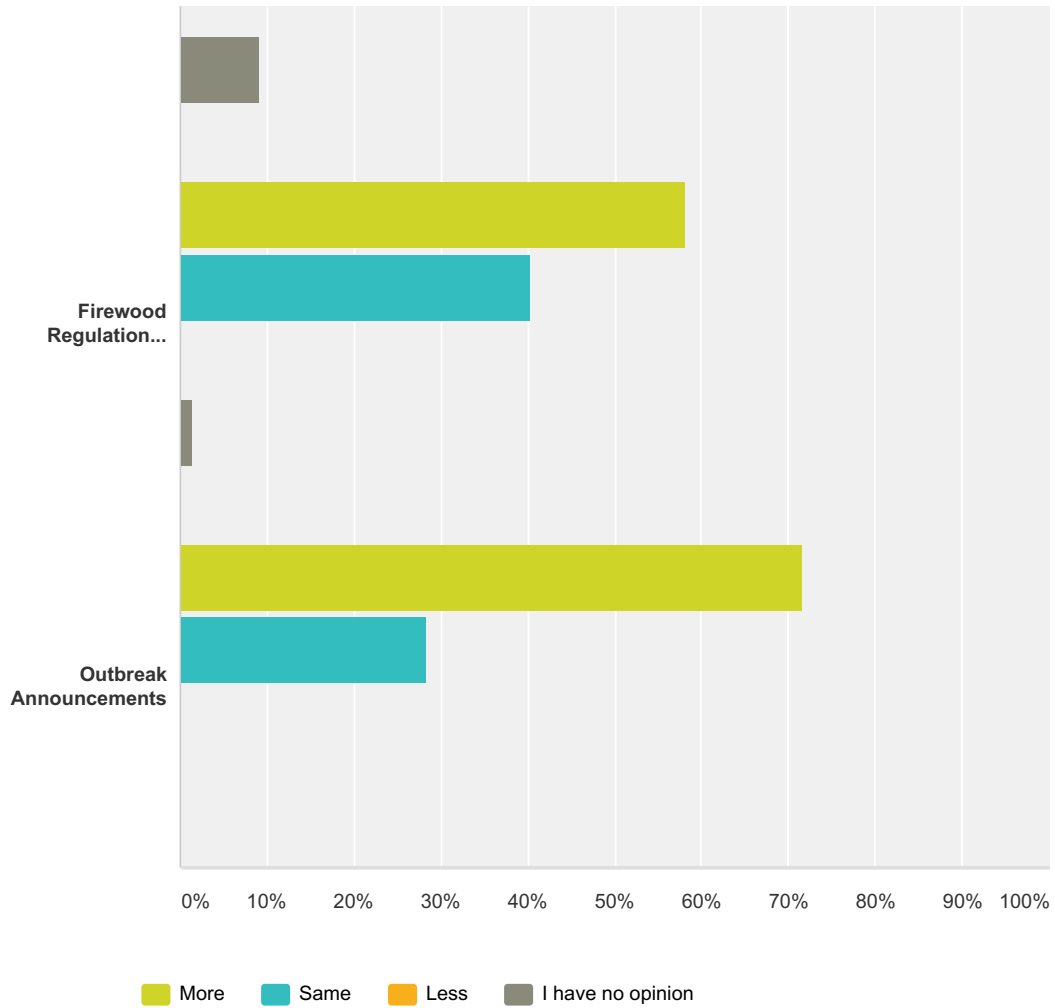
- Polyphagous Shot Hole Borer
- Ips
- Pityogenes
- Spruce bud worm
- Hemlock wooly adelgid
- More “Up and coming” emerging pests

Q6 What sorts of PROGRAMMATIC content do you want to see MORE/LESS stories on?

Answered: 67 Skipped: 1



FOCI Survey



	More	Same	Less	I have no opinion	Total
State Agency success stories	57.58% 38	34.85% 23	1.52% 1	6.06% 4	66
Federal Agency success stories	54.55% 36	37.88% 25	1.52% 1	6.06% 4	66
Don't Move Firewood campaign specifically	32.31% 21	61.54% 40	3.08% 2	3.08% 2	65
Non-profit success stories	35.38% 23	53.85% 35	1.54% 1	9.23% 6	65
Relevant funding ideas	46.97% 31	43.94% 29	0.00% 0	9.09% 6	66
Firewood Regulation changes	58.21% 39	40.30% 27	0.00% 0	1.49% 1	67
Outbreak Announcements	71.64% 48	28.36% 19	0.00% 0	0.00% 0	67

FOCI Survey

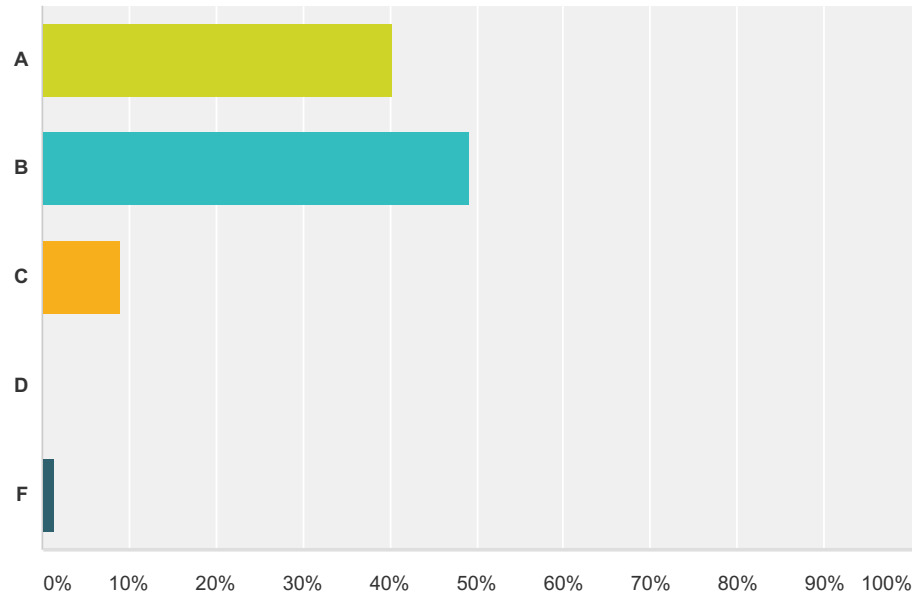
Q6 Selected additional **“write in”** programmatic **topics** suggested by survey takers:

- Stories that relate to how pests affect export of wood / wood products
- More stories about available educational outreach resources
- More content on process, less on the pests themselves

FOCI Survey

Q7 The FOCI's stated goal is to “serve as a venue for individuals actively engaged in firewood outreach, allowing the frequent sharing of activities, ideas, and information” throughout North America. What grade would you give us on that goal right now?

Answered: 67 Skipped: 1



Answer Choices	Responses
A	40.30% 27
B	49.25% 33
C	8.96% 6
D	0.00% 0
F	1.49% 1
Total	67

FOCI Survey

Q8 Given this grade, in your opinion, what does the FOCI do best right now?

Selected Answers from A Grade (18 written answers of 27 A's)

- Outbreak announcements and regulation changes are essential to have at my fingertips.
- Provide up-to-date, accurate information about general timber issues that can be used for expanded outreach and education
- The content and its presentation is very accessible and of use to both lay and professional audiences.

Selected Answers from "B" Grade (22 written answers of 33 B's)

- Reaches the professionals.
- I think that it is really getting out to green industry professionals who care.
- Provides a good uniform message that can be used by many cooperators.
- When I have time to read the newsletter, I find it well written and full of interesting information.
- Keeps us up to date on infestations...latest news, etc.

Selected Answers from "C" Grade (5 written answers of 6 C's)

- Provide information (more of a one-way street).
- Good content and style of publication.
- I give you an "A" for initiative and effort in even getting this system started. It is important that we have a way to share resources and examples with each other on issues we have in common.

Please note: The FOCI's only "F" grade was from one of the Spam respondents. While the survey was anonymized, each line of survey data is unique to the individual that was filling it out, allowing other evidence (in the form of other things written in the open text options of that line) to show what entries were likely Spam.

FOCI Survey

Q9 Given this grade, in your opinion, what does the FOCI need to **add, change or improve** the most?

Selected Answers from A Grade (14 written answers of 27 A's)

- Success stories are always helpful (needed) to reinforce the message that individual and collective actions matter.
- Would like to see more webinars and additional collaboration between participants
- I think FOCI is doing a great job and since there isn't anything else like it that compiles state and fed news it's the best source.

Selected Answers from B Grade (17 written answers of 33 B's)

- Greater variety of success stories.
- I would suggest an unscheduled newsletter if they are any new finds that have a lot of impact.
- Expand the reach to make sure that all types of firewood movement are addressed.
- I use this information in the classroom setting- more high school relevant information (common core based) would be great!
- Give people more information about how far is too far. I always get concerns that wood from the most local forest is too far, or conversely wood from a similar type 500 miles away is okay.
- More pictures, local stories & more info on firewood cutting/gathering permits by state!

Selected Answers from C Grade (5 written answers of 6 C's)

- Need to reach out to non-English speaking communities that do not appreciate the problem. Spanish-speaking gardeners, tree trimmers, families who use firewood in park settings, etc.
- I actually really like the information provided by the FOCI, but if you would like to move to a more "exchanging environment" you might need to provide more opportunities to do so.
- I would like to see more in-depth examples of how people in other areas are successfully dealing with pests and firewood, more of a how-to guide and sharing of methods, perhaps in fewer stories or issues but with more meat on how to get things done

FOCI Survey

Q10 What one thing do you want to really make sure the writers of the FOCI know, right now?

Selected Responses from all written responses

- Keep on the leading edge of information as new exotics are introduced into the U.S.
- Even if some issues get de-prioritized in the bulging inbox, it's still helpful to have this information sent in such a neatly compiled newsletter.
- Please continue the wonderful effort in keeping us informed about the quickly changing regulatory and invasives landscape that surrounds the firewood/timber industry.
- I really enjoy the articles. I'd like more pictures though. Thanks!
- I read each issue, share it with our 200+ volunteers in our outreach program.
- I would like to see more ideas for publicizing the campaign. Perhaps people could submit pictures of what they are doing in their states.
- Your message is a good one, and valuable for people to hear and understand.
- I'd like to know what the writers think is the major "firewood movement" issue...firewood dealers (like me) or the camping industry...which I think is the real issue.
- Simplify the language and get materials out to a wider community.

And there is one in every crowd...

- Firewood movement remains a "burning" issue.