**Program Reporting Unit – Survey Tool Example**  
  
Survey Tools: the following sets of questions can help team members capture and report relevant information that quantifies the impact and behavior changes of Crop and Pest Management as well as Produce Marketing programs and products on stakeholders as measured by the following indicators, outcomes and outputs. It is recommended that 5 to 10 question surveys be adapted to the event or program, and presented as a printed or electronic form (e.g., Powerpoint, Clicker technology, etc.).

The following are examples of questions that have been used or modified for Survey Tools:

1. Place a pest management value on CSU extension and research from which you have benefitted   
   a) $0 b) $25 c) $50 d) $100 e) more than $125 per acre
2. Has your crop management and/or pest management and/or alternative marketing knowledge increased as a result of this program by:   
   a) 0 b) 25 c) 50 d) 75 e) 100%
3. As a result of this program, will you change your action, behavior, or recommendations regarding the topics covered:   
   a) 0 b) 25 c) 50 d) 75 e) 100% probability
4. My participation at this program resulted in a total cost (travel, lodging, registration, food, etc.) and investment to the county of:  
   a) $0 b) $25 c) $50 d) $100 e) more than $125
5. Today’s speaker(s) provided management or marketing information that I can and will use:   
   a) strongly agree, b) agree, c) neutral, d) disagree, e) strongly disagree
6. What monetary value would you place on today’s workshop:   
   a) $0 b) $50 c) $200 d) $800 e) $2,000
7. What value change have you gained by using farm & pest management or marketing knowledge learned from this and other CSU programs in [*you add the crop of interest*]:   
   a) 0, b) 5, c) 10, d) 20, e) more than 25%
8. Does CSU Extension and/or Research programs and services have a positive economic impact on the community in which you live:   
   a) strongly agree, b) agree, c) neutral, d) disagree, e) strongly disagree
9. Can you identify [*you add the farm, crop, or pest management or marketing issue*]:   
   a) strongly agree, b) agree, c) neutral, d) disagree, e) strongly disagree.