

Visitor Center Entrance Survey

Hello, my name is _____. I would like to take about ten minutes of your time to ask you some questions about recreation and the U.S. Army Corps of Engineers. Your answers will help us to serve your needs better. May I begin?

The following questions pertain to the _____ Visitor Center.

Have you ever visited _____ (name of lake or river) before? ___ yes ___ no

Have you ever visited _____ (name of visitor center) before? ___ yes ___ no

If yes, has it improved or declined since you last visited? ___ yes ___ no

In what way?

In approximately what year did you last visit this visitor center? _____.

How did you find out about this visitor center? _____

Did you find this visitor center easily? yes ___ no ___

If no, what problems did you have?

Can you tell me what agency operates _____ (name of lake/river)?

Now I would like to ask you several questions about the U.S. Army Corps of Engineers.

Have you ever heard of the Corps? yes ___ no ___, if no skip to question x.

What are your overall impressions of the agency?

Where did you get most of your information about the Corps, e.g., the newspaper, radio?

Insert 2-3 sentence description of the Corps.

There are several aspects to the mission of the Corps. Tell me which of the following Corps-related topics you would be interested in learning about.

Using the following scale of 1 to 7 where 1 is "I'm very interested in learning more" and 7 is "I'm not at all interested in learning more."

1	2	3	4	5	6	7
Very interested –			Neutral --			Not interested
▪ Water Resources (water resource development and management.)						
▪ Environment (Restoring, managing and enhancing ecosystems locally and regionally.)						
▪ Infra-structure (Building and sustaining the critical facilities for military installations and the public.)						
▪ Disasters (Responding to local, national and global disasters.)						
▪ War fighting (Providing a full spectrum of engineering and construction support.)						
▪ History (How the Corps began, its successes and failures.)						
▪ Recreation at Corps operated lakes						

If possible we would like to test interest levels in different stories under each category to guide exhibit development. The story ideas have not yet been defined. Our wish is to fill in the blanks at a later date. If this option were not possible, we would need the general questions in the square above.

We are developing an exhibit about the main missions of the Corps. For each mission there are many stories to use as examples. I would like you to tell me how interesting you think each of the following story ideas might be using a scale of 1 to 7 where 1 is “very interesting” and 7 is “not at all interesting.”

- Water Resources (water resource development and management)
 - Story Idea 1: _____ (one sentence description)
 - Story Idea 2: _____ (one sentence description)
 - Story Idea 3: _____ (one sentence description)

- Environment (Restoring, managing and enhancing ecosystems locally and regionally.)
 - Story Idea 1: _____ (one sentence description)
 - Story Idea 2: _____ (one sentence description)
 - Story Idea 3: _____ (one sentence description)

- Infra-structure (Building and sustaining the critical facilities for military installations and the public.)
 - Story Idea 1: _____ (one sentence description)
 - Story Idea 2: _____ (one sentence description)
 - Story Idea 3: _____ (one sentence description)

- Disasters (Responding to local, national and global disasters.)
 - Story Idea 1: _____ (one sentence description)
 - Story Idea 2: _____ (one sentence description)
 - Story Idea 3: _____ (one sentence description)

- War fighting (Providing a full spectrum engineering and construction support.)
 - Story Idea 1: _____ (one sentence description)
 - Story Idea 2: _____ (one sentence description)
 - Story Idea 3: _____ (one sentence description)

- History (How the Corps began, its successes and failures.)

- Story Idea 1: _____ (*one sentence description*)
- Story Idea 2: _____ (*one sentence description*)
- Story Idea 3: _____ (*one sentence description*)

Recreation

- Story Idea 1: _____ (*one sentence description*)
- Story Idea 2: _____ (*one sentence description*)
- Story Idea 3: _____ (*one sentence description*)

Do you have any other comments or questions about the Corps?

Visitor Center Exit Survey

Hello, my name is _____. I would like to take about ten minutes of your time to ask you some questions about recreation and the U.S. Army Corps of Engineers. Your answers will help us to serve your needs better. May I begin?

The following questions pertain to the _____ Visitor Center.

Have you ever visited _____ (name of lake or river) before?

Have you ever visited _____ (name of visitor center) before?

How did you find out about this visitor center? _____

Did you find this visitor center easily? yes ___ no ___

If no, what problems did you have?

Can you tell me what agency operates _____ (name of lake/river)?

Did you walk through the exhibits in the visitor center? ___ yes ___ no.

Did you have any questions about _____ (name of lake/river) or the Corps before arriving here today?

If yes: What was your question? _____

Did you find an answer? _____

What would you say the exhibits in the visitor center are about? _____

Do you feel like you learned something at the visitor center today?

If yes: can you tell me what you learned? _____

Where did you read/see that? Check one: ___ video, ___ panel, ___ diorama,
___ brochure, other _____.

Did you discover anything that surprised you about the Corps?

If yes: what was it? _____

Where did you read/see that? Check one: ___ video, ___ panel, ___ diorama,
___ brochure, other _____.

Did you discover anything that surprised you about (name of lake/river)?

If yes: what was it? _____

Where did you read/see that? Check one: ___ video, ___ panel, ___ diorama,
___ brochure, other _____.

Was there an exhibit that you especially liked in the visitor center?

If yes: Which one? _____

What did you like about it? _____

Was there an exhibit that you especially disliked in the VC?

If yes: Which one? _____

Why didn't you like it? _____

Overall, how did you enjoy your visit to this visitor center?

Using a scale of 1 to 7 where 1 is "very enjoyable" and 7 is "not at all enjoyable."

1	2	3	4	5	6	7
Very enjoyable			Neutral --		Not at all enjoyable	

What did you enjoy most about your visit here today?

What will you tell your friends about your visit here today?

The following questions relate to interpretive programs or field trips offered at the site:

Did you attend an interpretive program or trip? ___ yes (go to next question) ___ no(skip to question x)

Overall, how satisfied were you with your interpretive program or field trip?

Using a scale of 1 to 7 where 1 is "very satisfied" and 7 is "not at all satisfied."

1	2	3	4	5	6	7
Satisfied		Neutral			Not at all satisfied	

What did you like the most about your interpretive program or field trip?

Why did you participate in the interpretive program or field trip?
(check all that apply)

- Fun & entertainment
- Strictly educational
- Both fun & educational
- Part of my regular lesson plan
- Other – explain _____

What did you expect from this program?

Did we meet your expectations? yes no

Is there anything you would like to have done differently?

What other activities would you like see offered at the visitor center?

Did you receive information prior to your trip yes (go to next question) no (skip next question)

Was the information sent to you adequate for planning your field trip? yes no
If no, how could it be improved?

Would you like to receive post-trip activities suggestions, such as _____?

If program or trip not taken: What was the main reason for **not attending** interpretative program or field trip?

- not enough time
- not interested
- not scheduled at a convenient time
- was not aware of interpretive program or field trip
- other – explain _____

Please rate the facilities at this visitor center.

Using a scale of 1 to 7 where 1 is “excellent” and 7 is “poor.”

1	2	3	4	5	6	7
Excellent			Neutral			very poor

- Directional signs to this site
- Parking
- Visitor reception area
- Visitor center exhibits

- Audiovisual exhibits
- Outdoor Exhibits
- Trails
- Bookstore
- Picnic area
- Restrooms
- Water access
- Staff helpfulness
- Staff availability
- Staff courtesy
- Staff knowledge
- Water safety programs
- Interpretive or educational programs
- Other (please specify)
- Other site specific facilities (to be identified by visitor center staff at site)
- Comments.....

Would you be willing to pay a fee to tour this facility and participate in the activities you did today?

___ yes ___ no

If yes, how much? (read choices)

___ Less than \$1 ___\$1 ___\$2 ___\$3 ___\$4 ___\$5 more than \$5 (specify) \$ _____

Would you recommend this center to others?

___ yes ___ no

Do you have any other thoughts you would like to share with the visitor center staff?

INFORMATION ABOUT YOU.

How many people are in your party? _____

Did you bring children with you today?

If yes, what is/are the age(s) of your children?

Where is your home city and state?

City _____ State _____

Are you a member of any museums at home? ___ yes, ___ no.

In a typical year, how frequently do you visit museums?

___ less than once per year

1-2 times per year

3-5 times per year

6-10 times per year

more that 10 times per year

In a typical year, how frequently do you visit Corps visitor centers?

less that once per year

1-2 times per year

3-5 times per year

6-10 times per year

more that 10 times per year

Thank you for your time.