



CBGN Working Group Minutes – September 13, 2006

The Barge House, Annapolis Maritime Museum, Annapolis, MD

Participants: John Maounis, Lee Epstein, Marci Ross, Scott Beatty, John Davy, Janit Llewellyn, Bob Carter, Dan Martin, Robert Pickett, Hollis Sullivan, Paula Degen, Bob Campbell, Cheryl Branagan, Mike Land, Elizabeth Hughes, Rod Torrez, Peggy Wall, Jennifer Jewiss, Daniel Laven, Suzanne Copping, Brenda Barrett, Shannon Sprague.

Opening: John Maounis convened the meeting at 10:20 a.m. He announced that the draft report from the Government Accountability Office has been released and that the National Park Service has responded. The final report is expected soon.

Evaluating the Effectiveness of the Network: The focus of the meeting was on a process for evaluating the effectiveness of the Chesapeake Bay Gateways Network. John introduced Jennifer Jewiss, Daniel Lavin, Brenda Barrett, and Suzanne Copping who have conducted formal evaluation of National Heritage Areas. The similarities between the partnership systems of the National Heritage Areas and the Gateways Network offer useful parallels for measuring program effectiveness. The remainder of the meeting was devoted to a workshop on the purposes and methodology of the evaluation process.

In a PowerPoint presentation, Jennifer described program evaluation and led a discussion on what kind of information should be collected to improve program effectiveness and/or inform decisions about future programming. Much of the discussion focused on who would utilize the information, what they would want to know, and for what purposes.

In addition to a qualitative analysis of the Network, there will be a quantitative component intended to evaluate the economic impact of the Gateways Network. The Money Generation Model used in a recent study of National Heritage Areas offers an approach to analyzing the direct and indirect impact of visitation and jobs related to heritage sites and how similar information collected for Gateways could affect decisions on marketing, fundraising, leveraging grants, and determining the public benefit of the Network.

The evaluation study will also examine the Network infrastructure to assess such issues as governance, Gateway participation, and meaningful performance measures for the partnership.



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The methodology for the study will include individual interviews with Gateway representatives and other stakeholders and a series of regional focus sessions. The Working Group was asked to suggest what they would like to learn from the interviews. A summary of the responses is attached here. The conclusions of the evaluation study will be reported April-May 2007.

The next meeting of the Working Group will be October 11, 2006. Agenda items include:

- applications for designation
- review of Gateways
- proposed de-designations
- Captain John Smith Chesapeake National Historic Trail update

The meeting adjourned at 3:10 p.m.

Chesapeake Bay Gateways Network, Working Group meeting September 13, 2006

SUMMARY OF FLIP CHARTS

Primary intended users of the information:

- Working Group
- Friends
- Gateways
- Congress
- States
- NPS/Dept. of Interior
- CBGN staff
- Potential funders and other partners

Summary of Post-Its:

- Effectiveness of grant products
- Environmental stewardship
- Network as a system – effectiveness of governance

- Educational effectiveness
- Vision & mission of the Network
- Visitor behaviors/understanding
 - Network delivering visitors to Gateways
 - Gateways delivering messages to visitors
 - Understanding & resulting behavior
- Effectiveness of Gateways in changing stewardship behaviors
- How well do Gateways understand and embrace their role in fostering citizen stewardship?
- What is the economic impact of visitation and leveraging additional funds (overall economic impact)?
- What particular activities &/or products are most effective in delivering stewardship message→goal/mission
- Does the existence of the competition for grants run counter to collaboration among Gateways sites?
- In what ways and to what extent are people collaborating as a result of the Network? What does the current Network look like?
- What do partners see as the challenges/barriers/obstacles to collaboration/Network function?
- Are Gateways collaborating better because of the Network?
- Effectiveness of technical assistance and other services offered by staff to Gateways?
- Are people learning about the Bay from the Gateways?
- Where does CBGN fit with the mission of NPS (gap/niche/role)
- What is most important to the Gateways about the Network program?
- (Role that Network plays and what other things do they want?)

- How effective is grant funding to effectiveness of the Gateways?
 - If we had to cut services, what would we cut?
 - If there were no grant money, would there still be a Network?
 - What's most/least important to the Gateways?
 - How to harness energy of all the Gateways to deliver services to the public
 - Who is the ultimate audience?



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