



Conceptual Scope

Ocean Positive Site Evaluations for Social Impact Potential

A summary of analysis categories and processes for "Coastal and Community Transformation" Initiatives

SCOPE

Part 1: Baseline Evaluation, Data Collection Preparation

- Data collection and synthesis of public data sets and published articles of social research conducted in setting
- Identify and contact on-site partner(s)/cultural translator(s)
- Initial contact with marine and beach safety, sport and recreation agencies, providers and stakeholders
- Advanced outreach to local stakeholder groups
- Prepare data collection material for interviews, surveys, focus groups, consent documents, journals, process evaluation

Part 2: Field Data Collection 1

- Surveys and Interviews - Teachers, Community Leaders (Government, Economic)
- Surveys and Interviews – Government and private sector providers for marine safety, training and sport
- Survey of marine coaching, training and teaching facilities and resources
- Focus groups - Social Service Providers, College Students (representing emerging adults and members of the soon to be skilled work-force)
- Participant observation journals documenting observable community strengths and needs not otherwise documented, and personal experiences navigating the cultural, educational, and social service landscapes
- Process evaluation - fidelity to evaluation plans, successes and challenges of data collection efforts

Part 3: Analysis

- Descriptive analysis of quantitative data: survey and interview responses
- Content analysis of qualitative data: focus group transcripts, journal entries
- Review of process evaluation

Part 4: Field Data Collection 2

- Interviews and focus groups of additional stakeholders identified as opinion leaders of hard to reach sectors of the community in analysis of Field Data Collection 1
- Observation of daily training and operations of Government and private sector providers for marine safety, training and sport
- Follow up interviews to clarify meanings and to member-check descriptions of strengths, needs and possible solutions identified in Part 3 Analysis for cultural sensitivity

Part 5: Conclusion



- Descriptive analysis of additional quantitative data: survey and interview responses
- Content analysis of additional qualitative data: focus group transcripts, journal entries
- Review of additional process evaluation data
- Synthesis of findings: public data, published articles, field data, process evaluations
- Write final report