

**Three months before the Festival** Begin new instrument identification/development

Identify any event hosts who can help with data collection

**Two months before the Festival** Finalize all instruments

Interview field researchers

**The month before the Festival** All instruments programmed

All field researchers hired & assigned to data collection events/shifts

Make paper copies of surveys, if needed

Get Festival t-shirts or some other swag for field researchers to wear when collecting data

Buy data collection supplies: clipboards, pens, golf pencils, flashlights & red balloons (for star gazing events)

Mail all surveys and materials out to remote event hosts collecting data and/or field researchers

Confirm all data collection with event hosts; email to introduce event hosts and evaluators so they can make plans for meeting prior to beginning of event

**During the Festival** Field researchers trained in 30 minutes prior to first shift; if not possible, training done by phone/webinar

Field researchers arrive 30 minutes early for each event to meet event host and deal with any final logistics that need sorting out

If data collected by a field researcher alone, have him/her text/call to check in at beginning of the shift to help solve any logistical surprises AND at end of shift to report number of surveys collected

Keep a running tally of surveys collected at each event

For Expos, visit venue early to map out zones for field researchers so they do not cluster/overlap during data collection; assign field researchers to zones; if shift is more than two hours, consider having two zones per shift

**Email Survey Data Collection** If possible, send email survey to attendees who registered to attend events; send initial invite and a one-week reminder only

Survey event hosts and any K12 teachers or scientists on the Friday after their event; send an initial invite, a one-week reminder, and a Past Due reminder two weeks after the event; you can choose how long to keep sending Past Due reminders depending on the audience

**One month after the Festival** All survey data collection done

All data entry done

**Two-three months after the Festival** Evaluation report or debrief meeting with Festival team