



North Carolina Grow More Trainings

Workshop Evaluations

Between January 2024 and June 2025, NWF hosted 7 Grow More trainings in North Carolina, with 89 participants (figure 1). The majority of participants were from Soil and Water Conservation Districts (figure 2). To evaluate the trainings, we sent out standardized evaluations including a pre-workshop survey, and post-workshop surveys at 6 weeks. In addition, we also conducted a wrap up evaluation survey of all NC Grow More participants to further assess the outcomes of the program. Below we provide data from these evaluation surveys to demonstrate the impacts of the Grow More training program.

Training Date	Location	Number of Participants
January 30 th , 2024	Louisburg, NC	11
April 23 rd , 2024	Morehead City, NC	13
July 9 th , 2024	Fletcher, NC	13
December 10 th , 2024	Greenville, NC	6
March 4 th , 2025	Raleigh, NC	7
April 22 nd , 2025	Greensboro, NC	10
June 3 rd , 2025	Virtual Training	29

Figure 1. Dates and locations of North Carolina Grow More trainings

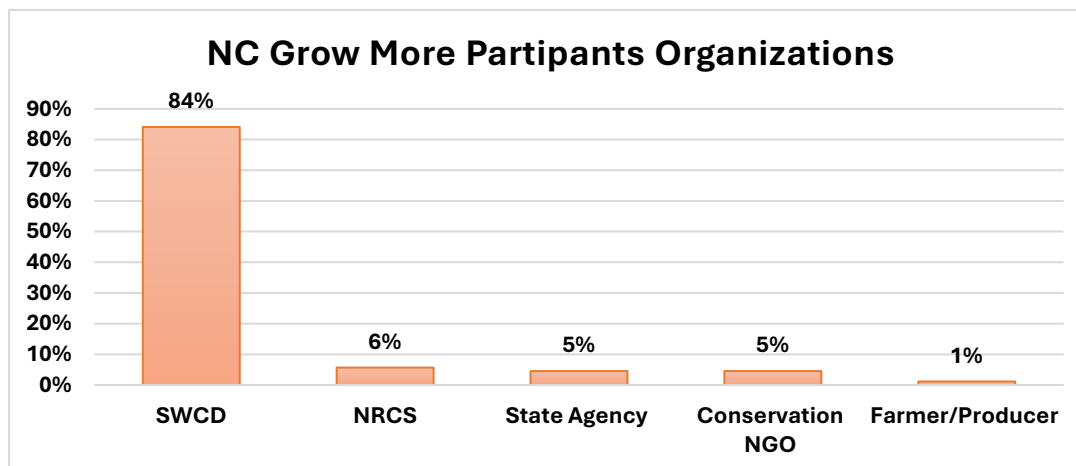


Figure 2. Participants current organization

Pre-Workshop Survey

Before each training we sent out a pre-workshop survey to help us better understand our participants, their experiences, and their backgrounds. From demographic information collected during the pre-workshop survey, most participants spend 1-19% of their time conducting outreach with farmers (figure 3), and the majority work with farmers/ranchers and farmland owners on conservation efforts (figure 4). In addition, we asked participants how much knowledge they already have of topics we will cover during the training. Across the topics participants had a majority of “a moderate amount” (3) and “a little” (2) knowledge of the topics, participants had the least amount of previous knowledge on non-operating landowner outreach (figure 5).

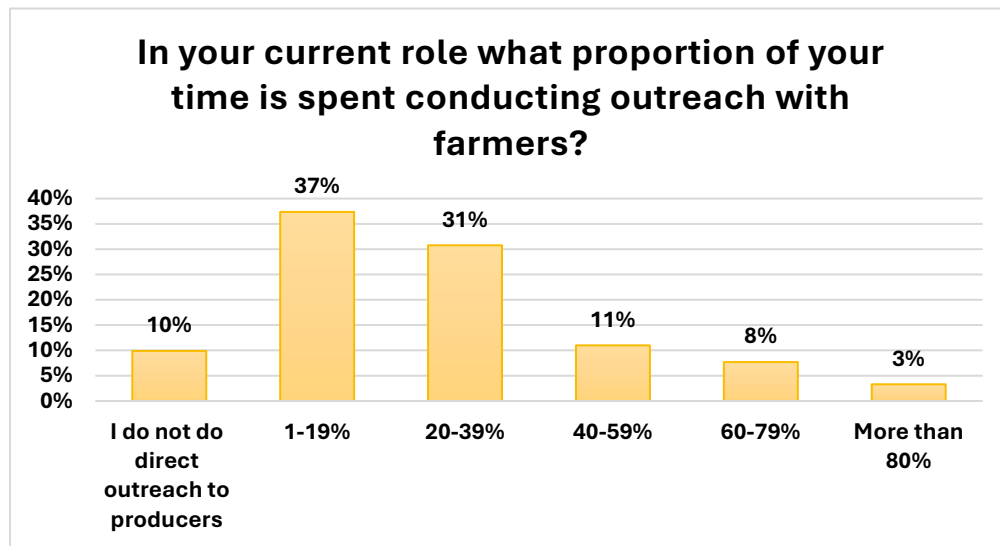


Figure 3. Pre-workshop survey - How much of your current role is spend conducting outreach to farmers/producers

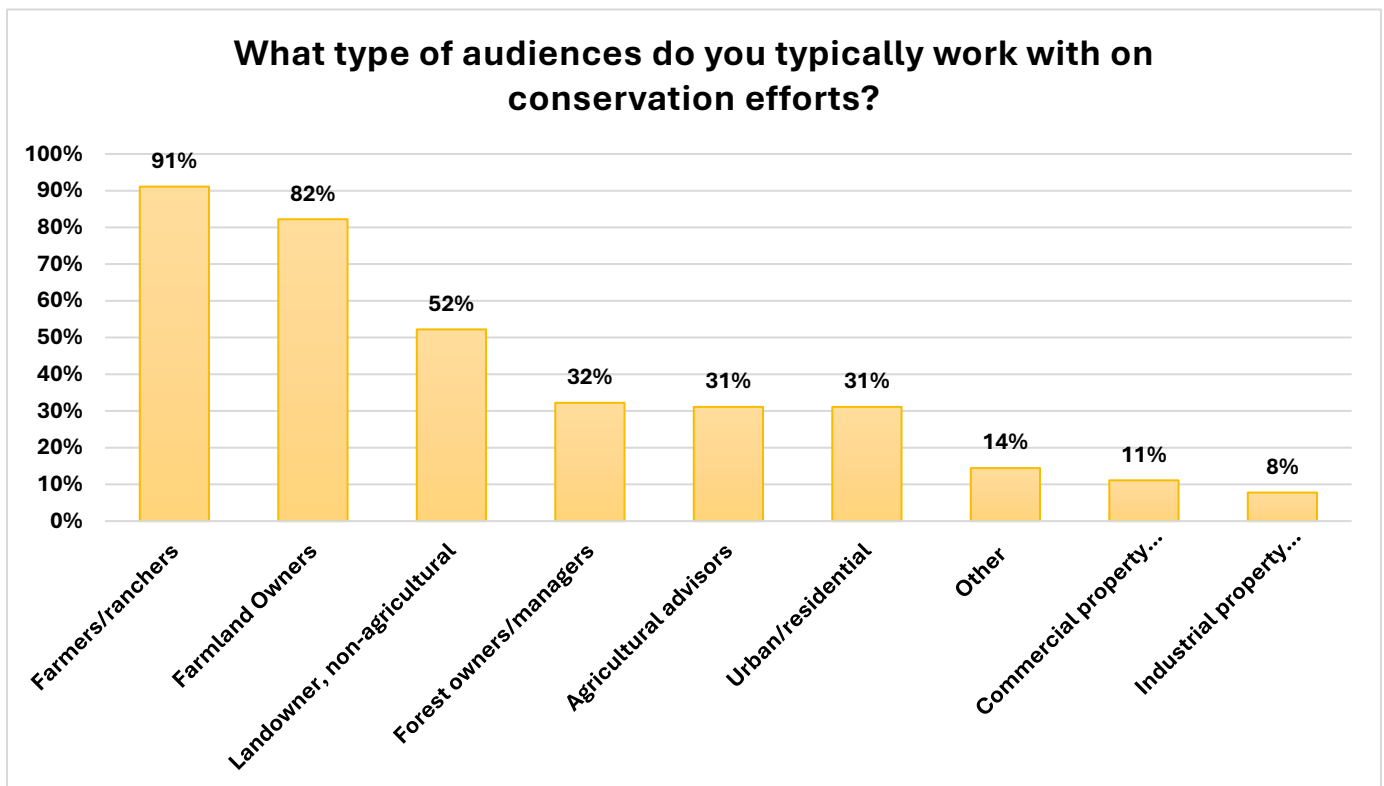


Figure 4. Pre-workshop survey – Outreach audiences

We will cover several different topics in this training. How much knowledge of these topics do you have already?

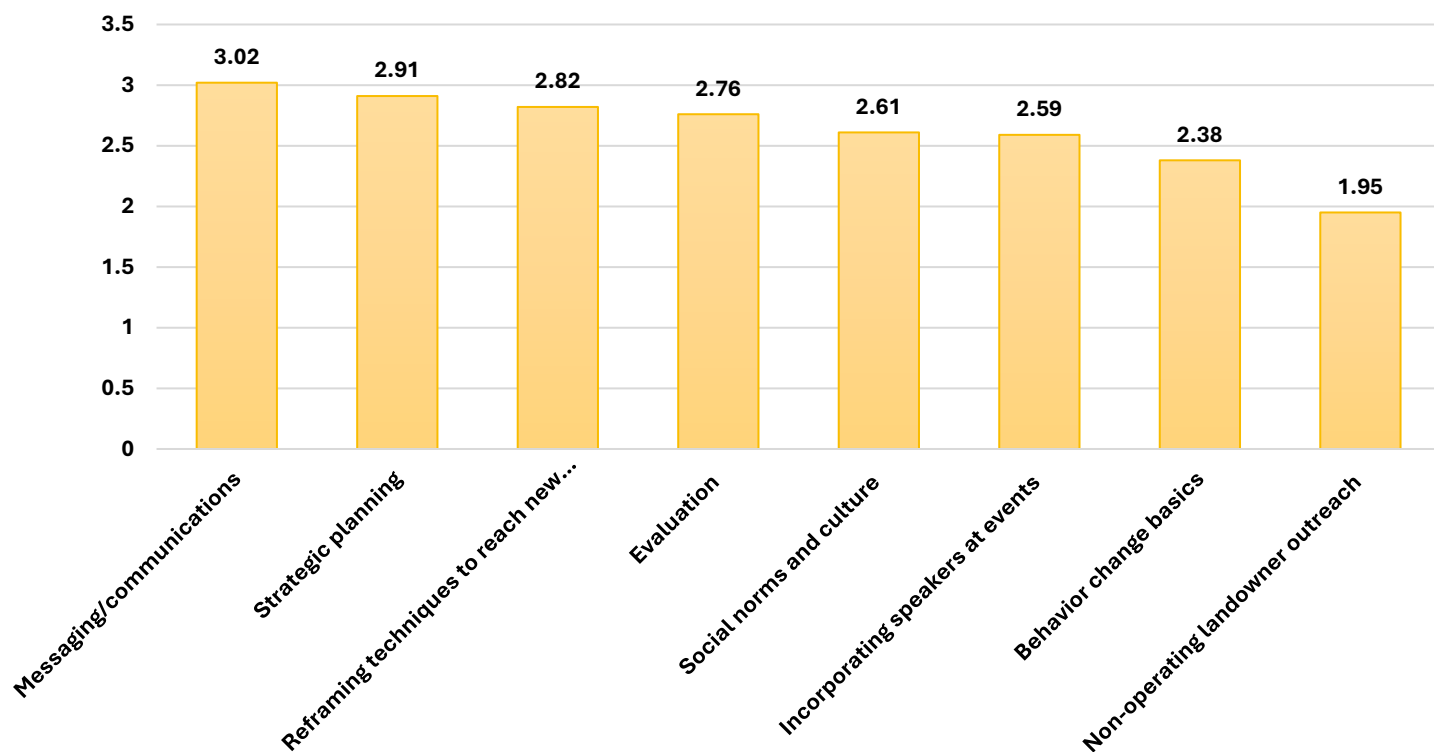


Figure 5. Participants previous knowledge, Average - scale from 5 (a great deal) to 1 (no formal training).

Post Workshop Survey – 6 week

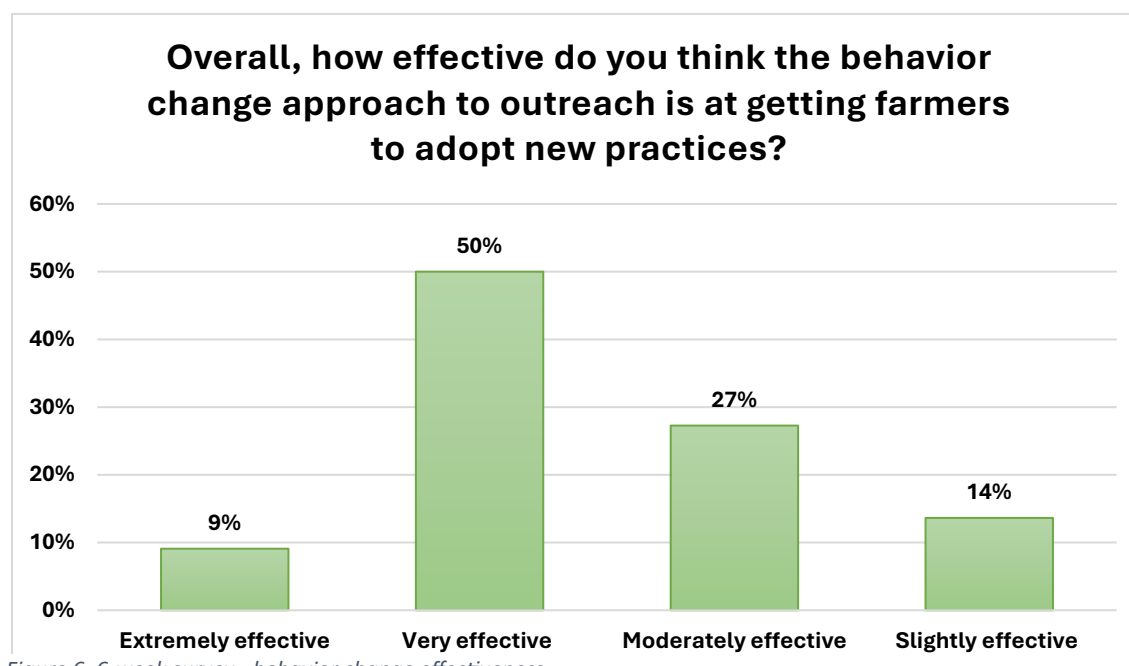


Figure 6. 6-week survey - behavior change effectiveness

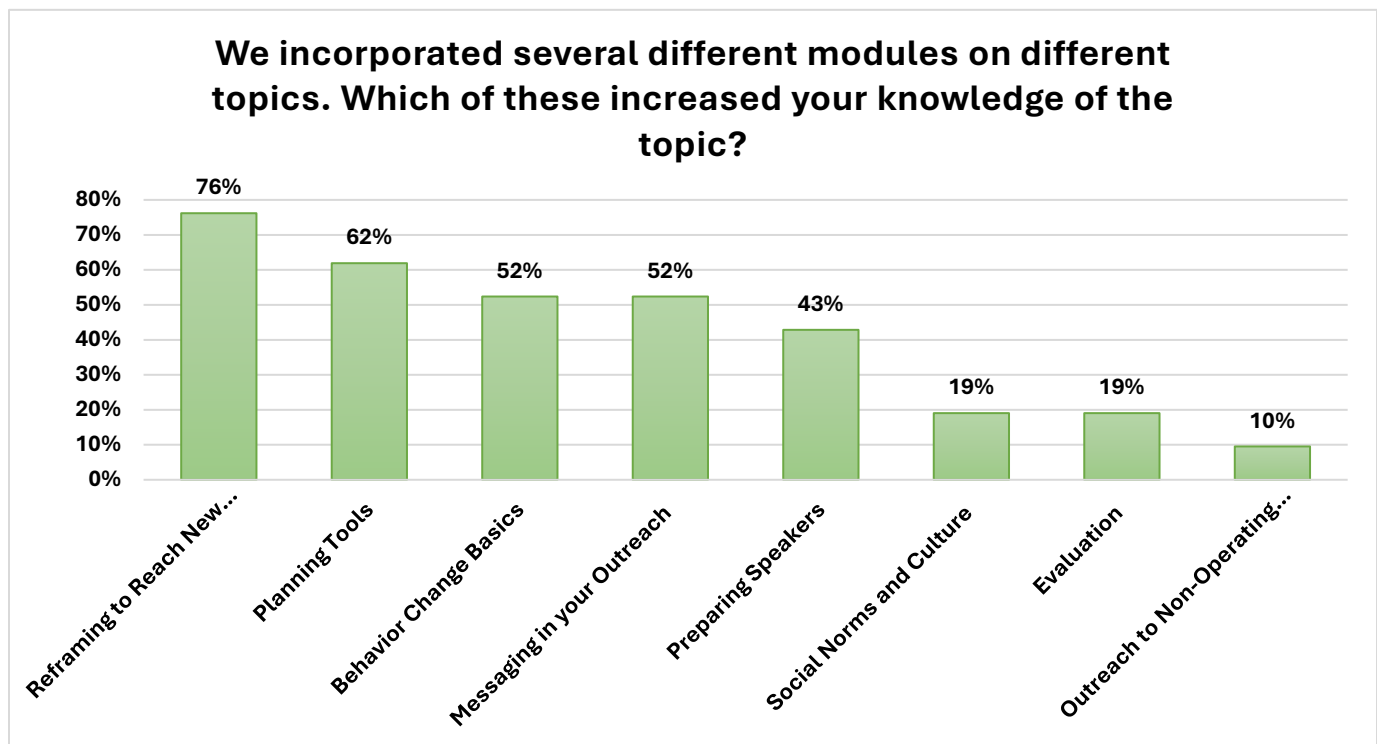


Figure 7. 6-week survey: Learning increases by Grow More training module

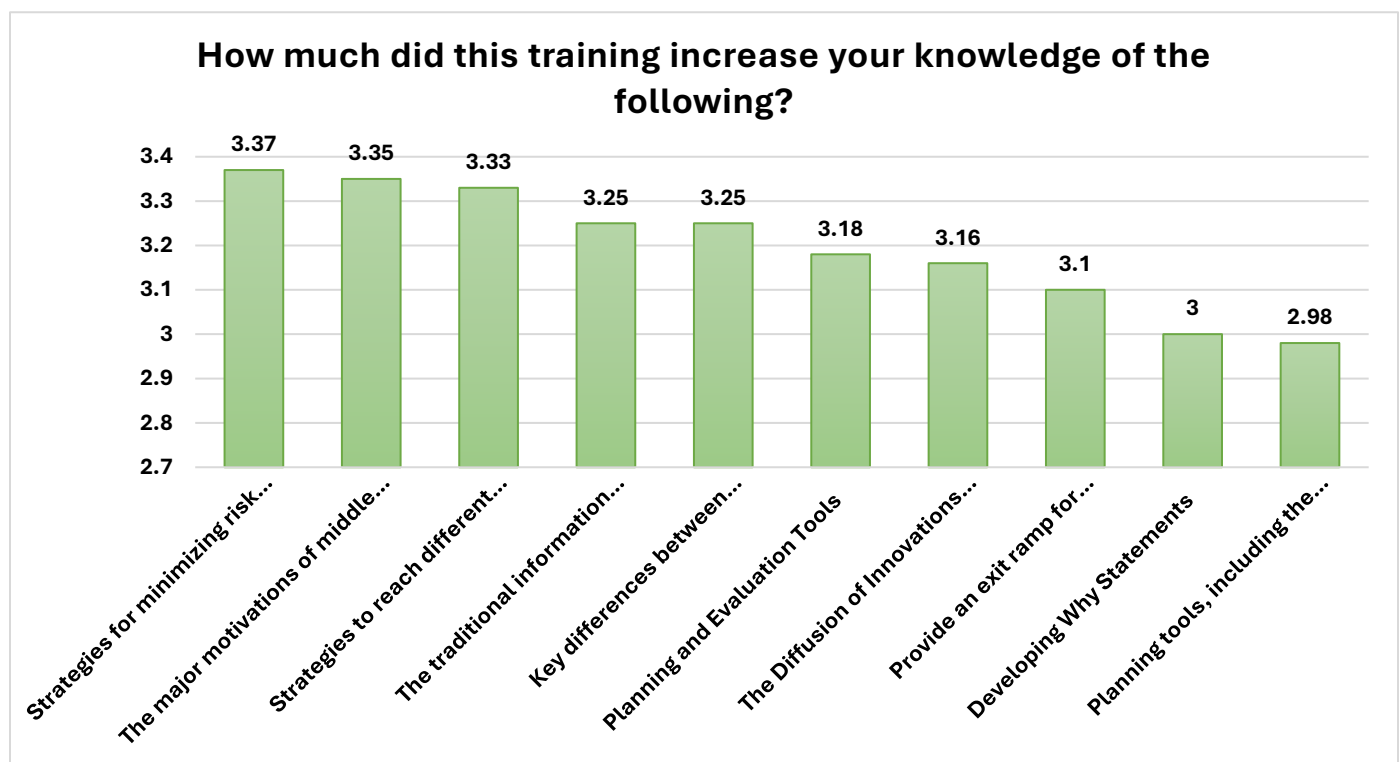


Figure 8. 6-week survey – Participant knowledge change by Grow More training topics, Average – scale from 4 (a great deal) to 1 (not at all)



Figure 9. 6-week survey – Participant confidence changes by training concept, Average – scale from 4 (a great deal) to 1 (not at all)

Wrap Up Survey

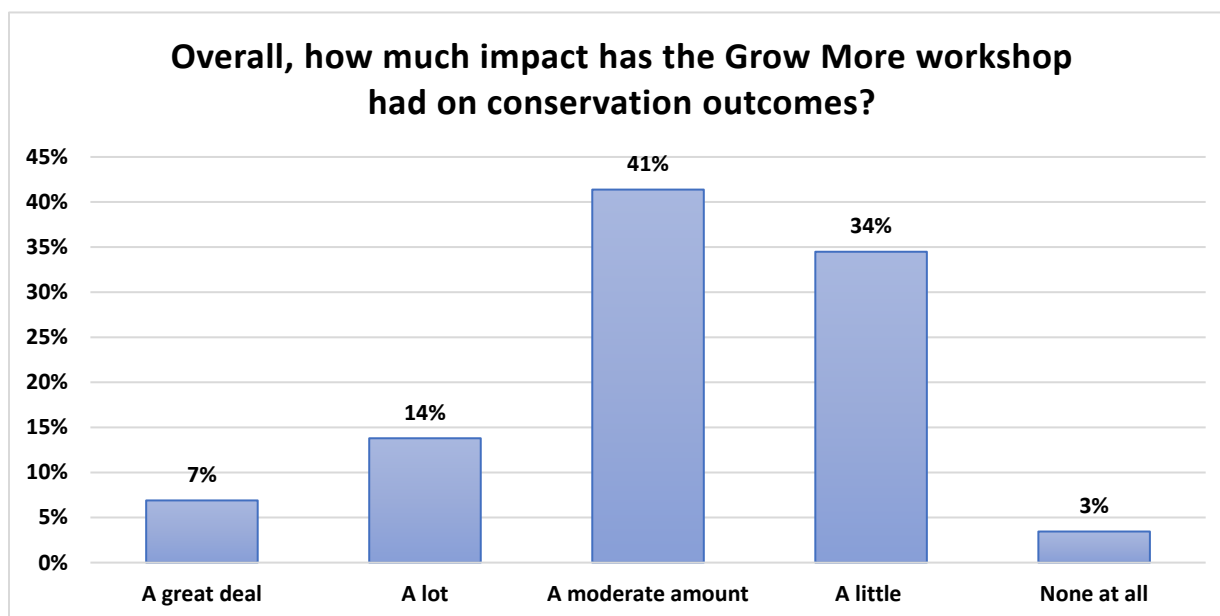


Figure 10. Wrap-Up survey – Workshop impact on conservation outcomes

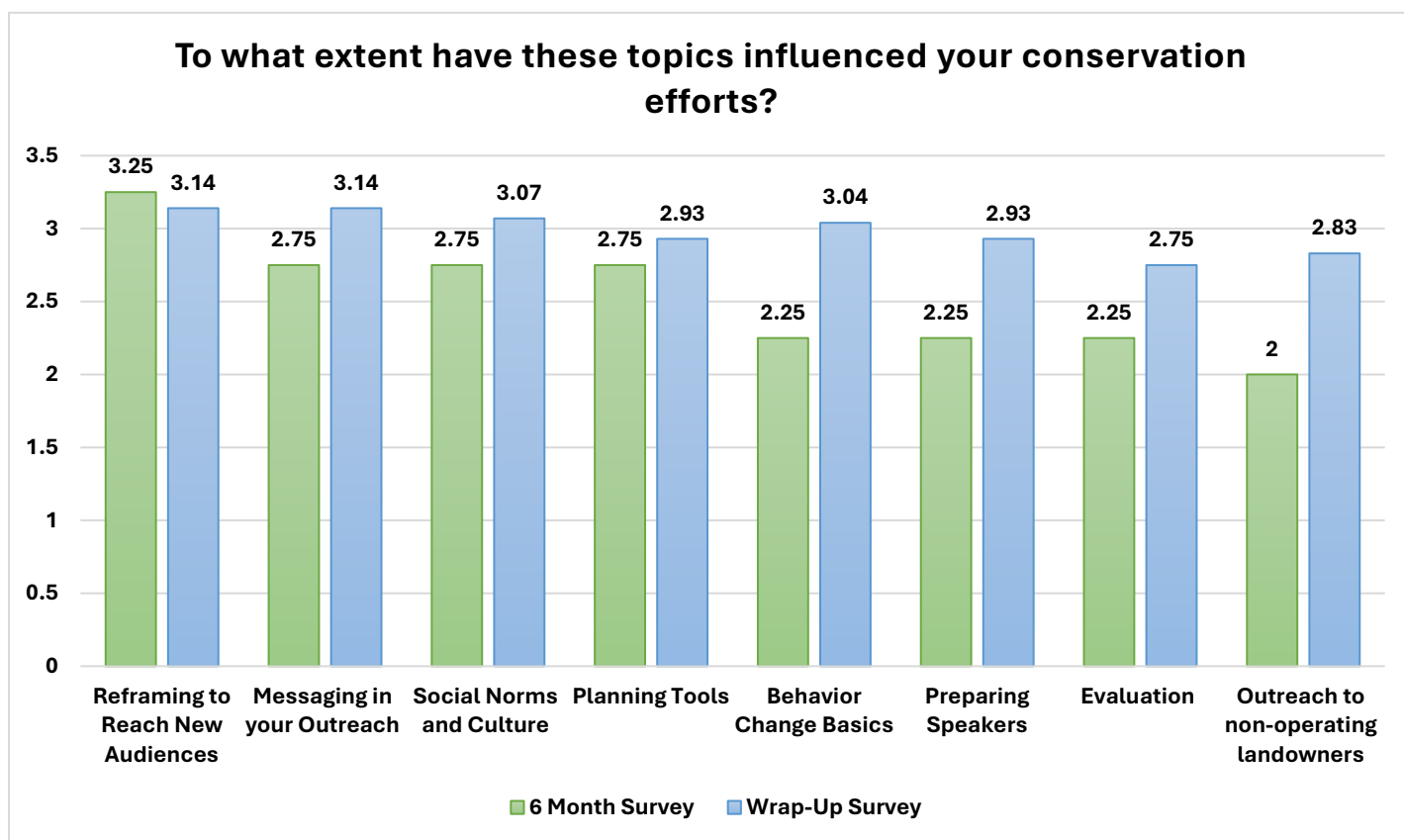


Figure 11. Wrap-Up survey & 6-month survey – Training topics impact on outreach efforts, Average – scale from 4 (a great deal) to 1 (not at all)

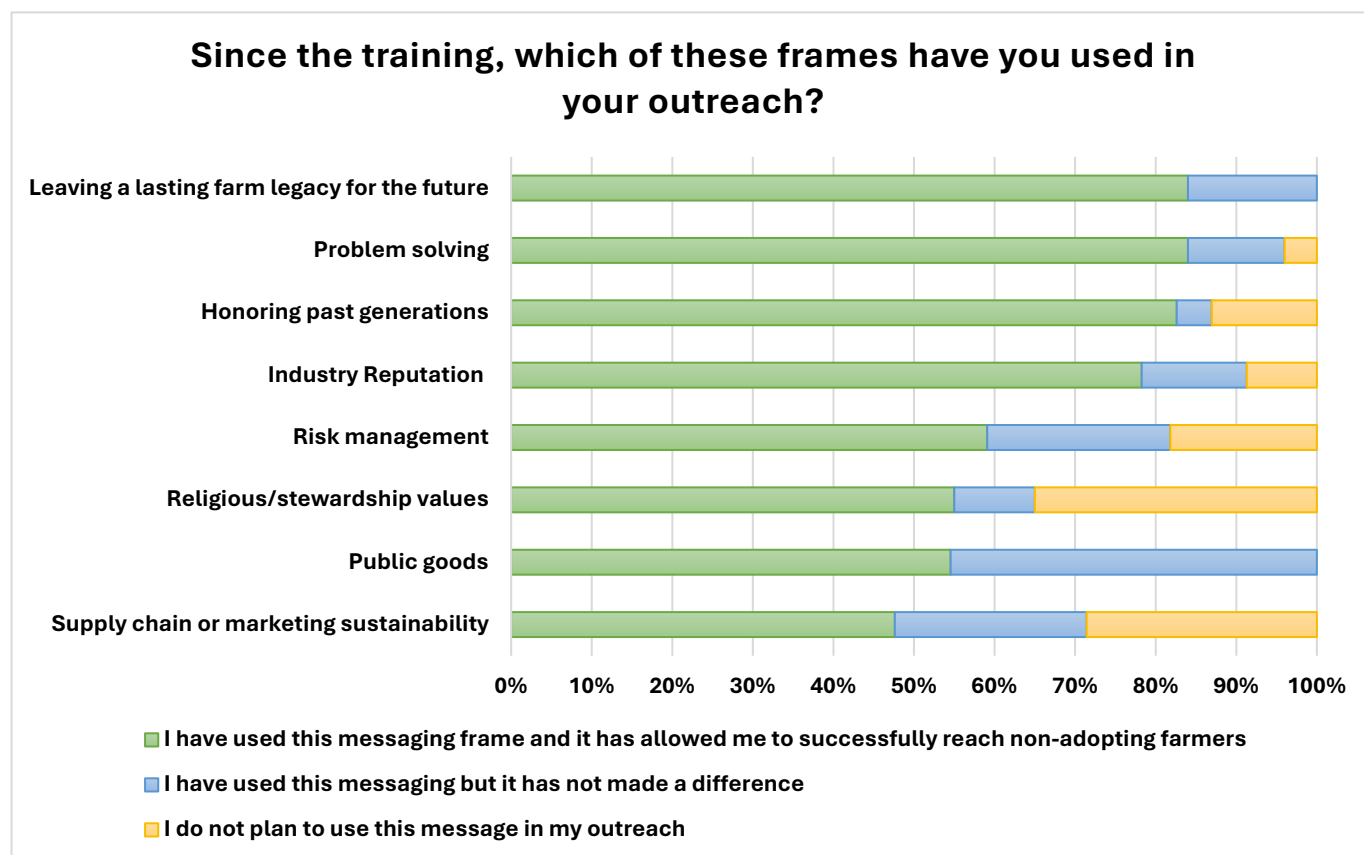


Figure 12. Wrap-Up survey – Use of new messaging frames following training workshop

Since attending the training, which of the following strategies have you done differently in your work?

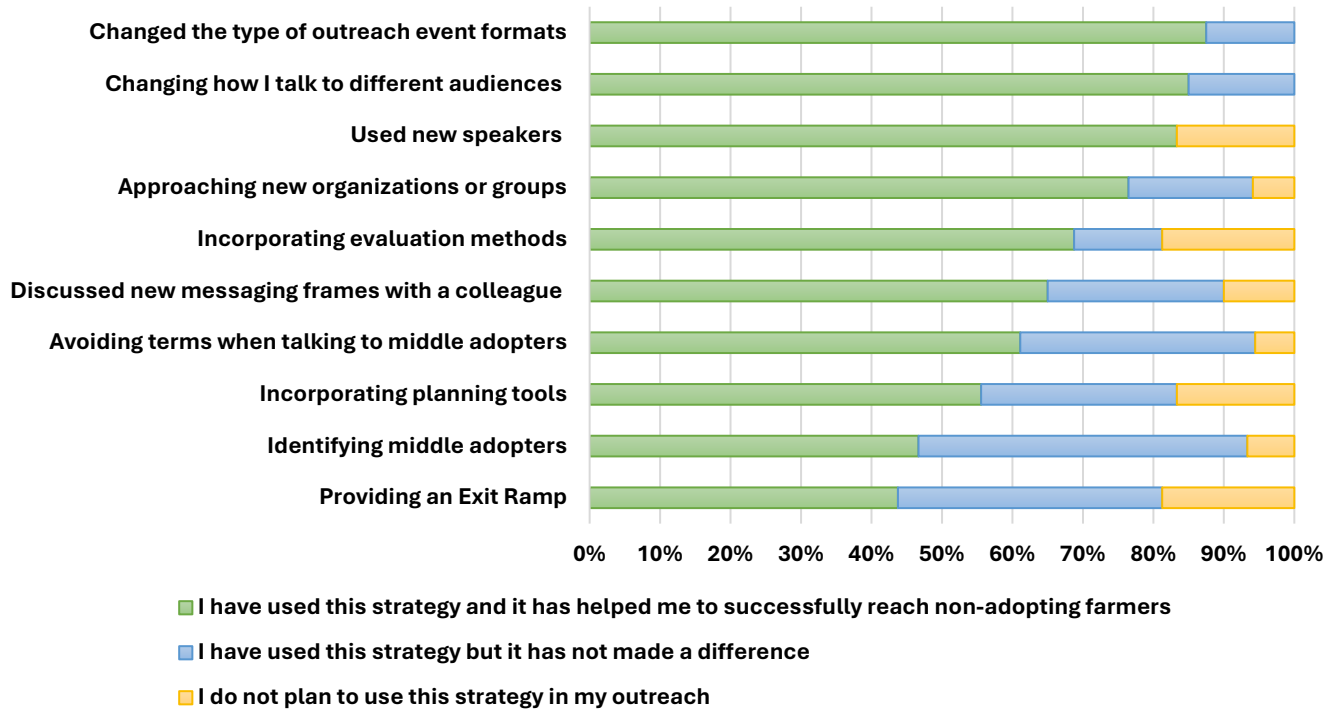


Figure 13. Wrap-Up survey – Use of new strategies following training workshop