



Tools for Evaluation Workshop: Strategies to Inform Survey Design

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Workshop Objectives



Discuss when (and when not) to use a survey as part of an evaluation



Provide a framework for developing a survey plan



Share tips for questionnaire development



Do you REALLY need to run a survey?



Do you REALLY need to run a survey?

Is there no other way to obtain the information you need?



Do you REALLY need to run a survey?

Will the responses provide usable information that can be integrated with other evaluation data being collected?



Do you REALLY need to run a survey?

Do you know enough to predict the range of possible responses?



So you do, in fact, need a survey...

Now you need a plan.

Developing a Survey Plan





EVALUATION PURPOSE

- Why is the evaluation being undertaken?
- What type of evaluation is it?



SURVEY CONTENT

- What evaluation questions will the survey answer?
- What topics will be covered?



AUDIENCE FOR RESULTS

- Who will use the information?
- How will they use it?



TARGET POPULATION

- Who will you be asking to complete the survey?
- What do you know about the population?
- What sampling method will you use?
- What will your sample size be?
- How will you reach them?



SURVEY METHOD

- What is the best survey method given your respondent characteristics, project timeline, expertise, resources available, etc.?



INTERNAL RESOURCES

- What internal resources do you have available (e.g., personnel, budget, skills, and expertise)?
- Who are your in-house experts both in survey design and in the subject matter?



TIMELINE

- When are the results needed?
- Are there timing considerations for fielding the survey?

Table Discussion



Introduce self, briefly describe an evaluation you are working on, recently completed, or have planned for future (if applicable)



Develop survey plan using the template provided



A sample evaluation project is provided, or feel free to use an evaluation project/survey that a table member is working on



Bringing it back

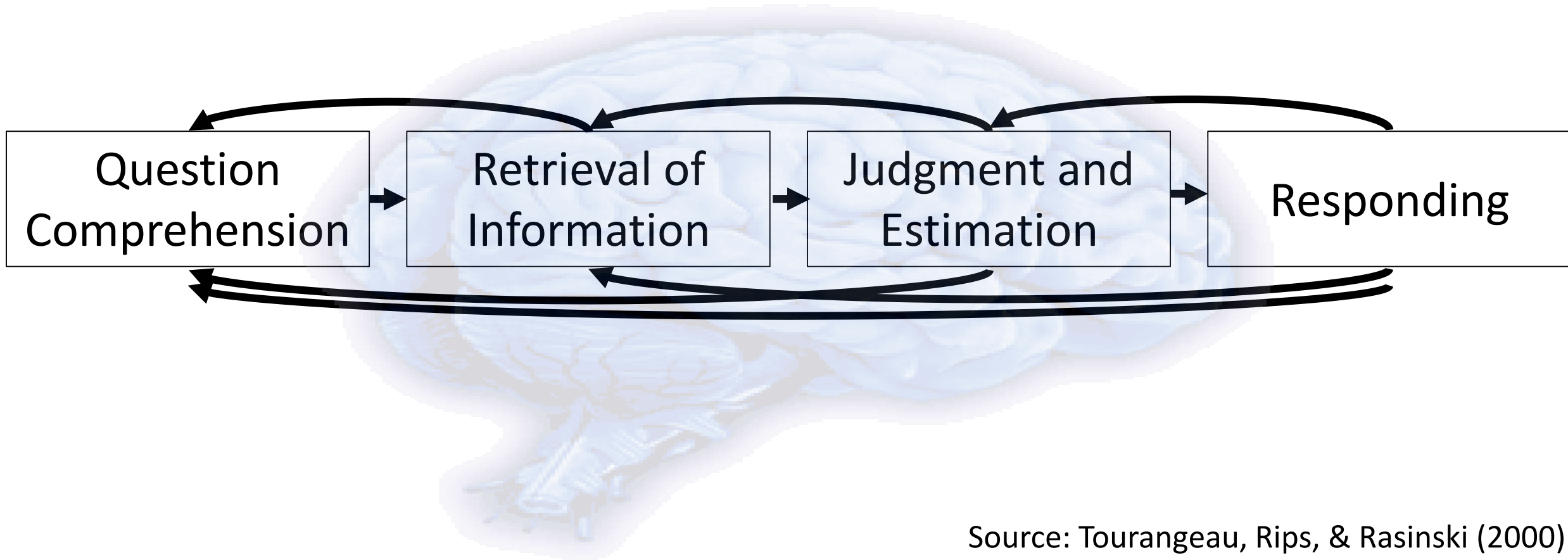
How was the experience of (briefly) completing a survey plan?

Is there anything that could be added to the template?



How to write (good) survey questions

Cognitive Process of Answering a Survey Question



Source: Tourangeau, Rips, & Rasinski (2000)



BRUSO Model

	Poor	Effective
B–Brief	Do you now or have you ever possessed a laptop?	Have you ever owned a laptop?
R–Relevant	What is your income?	Do not include unless clearly relevant to the research
U–Unambiguous	Are you a laptop person?	Do you currently own a laptop?
S=Specific	Please rate your orientation and presentation experience.	Ask separately.
O–Objective	How much do you agree with the following statements?	How much do you agree or disagree with the following statements?

Source: Peterson (2000)



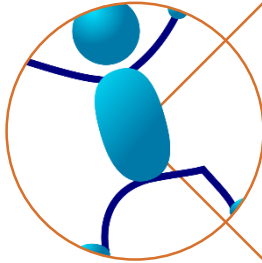
Additional Considerations

Use language that respondents will understand (avoid jargon, complex terms)

Provide a frame of reference

Consider your question order

Table Discussion



Independently: Develop 3 survey questions that get to the heart of your proposed survey's needs



Share your 3 questions with a small group (2 or 3 people at your table)



What are the strengths and drawbacks of each question? What resources exist to help you develop survey questions?



Bringing it back

How will you know if your questions are any good?



Final thoughts?



Thank you for joining us today!

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