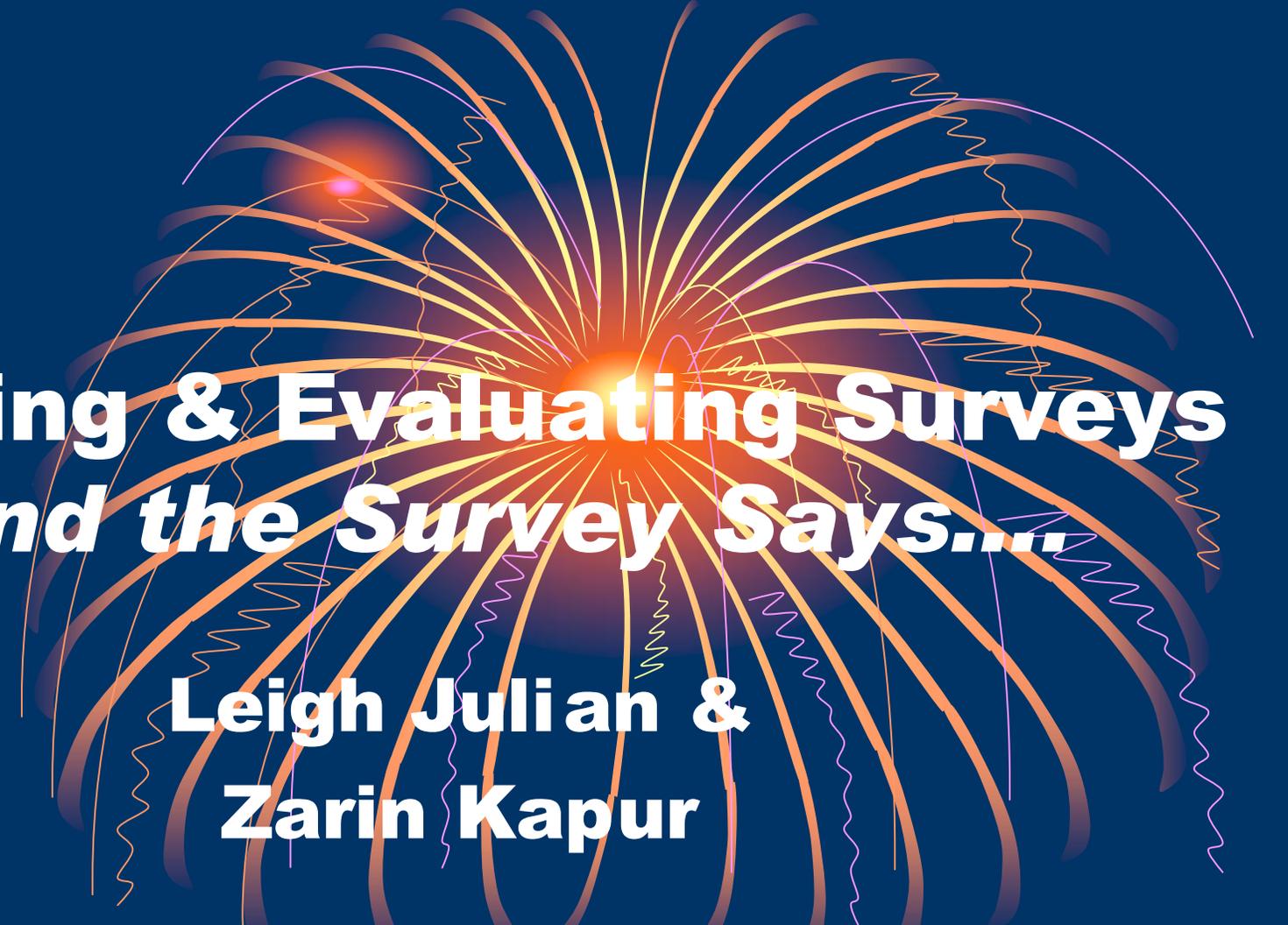


WELCOME



- **Restrooms – Out Door to Left**
- **Cell phone – vibrate; please exit room for urgent calls**
- **Emergency Exits – Out Door to Right**
- **Parking – You should be parked across the street**

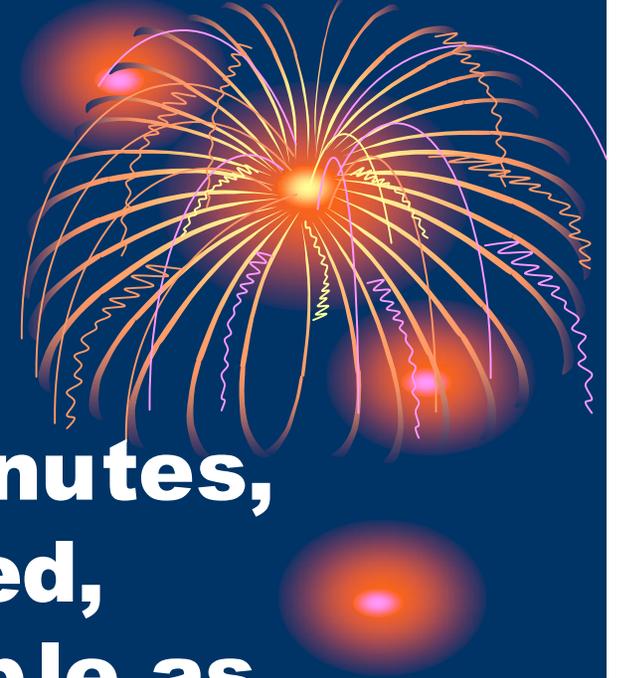


Building & Evaluating Surveys
And the Survey Says....

**Leigh Julian &
Zarin Kapur**

Activity

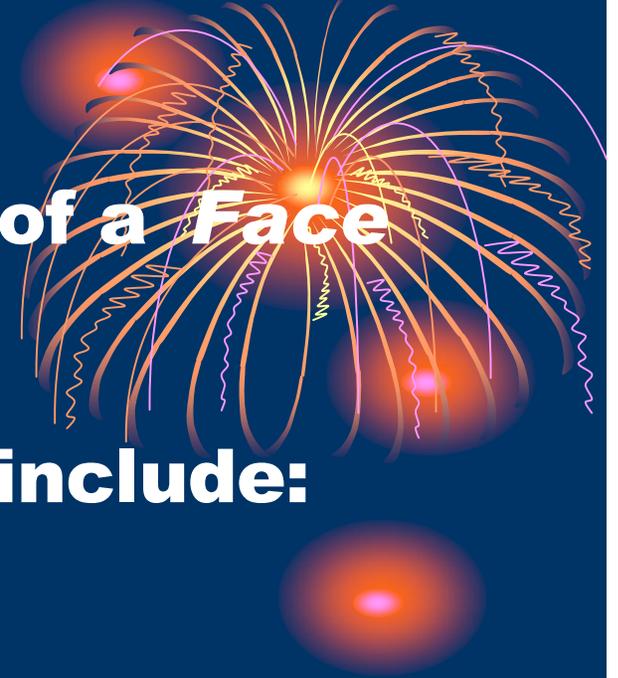
- **During the next five minutes, using the forms provided, approach as many people as possible and have them answer the questions in the survey.**
- **And the survey says...**



- **This survey is an example of a *Face to Face* survey**

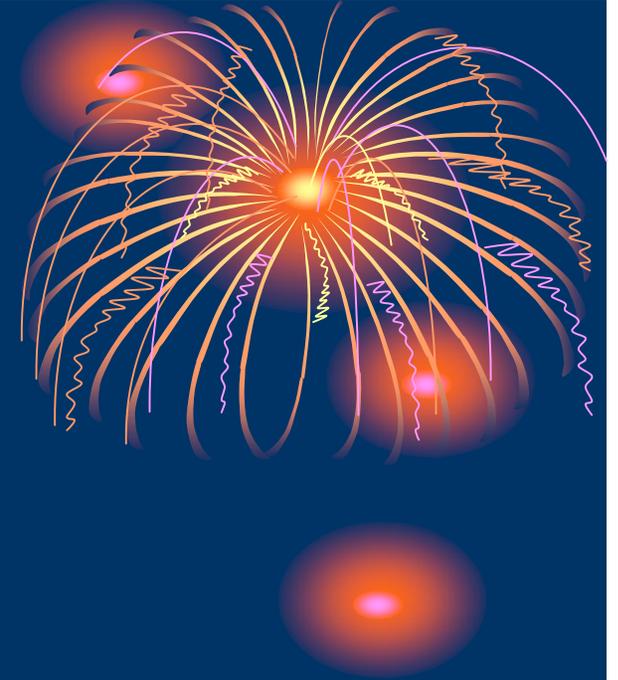
- **Face to Face components include:
Introduction;
Explanation;
Cooperation**

- **Our findings in this survey are:**



Program Objectives

- **The value of surveys**
- **Survey options**
- **Create and administer a survey**
- **Methods for analyzing, evaluating and using data collected**



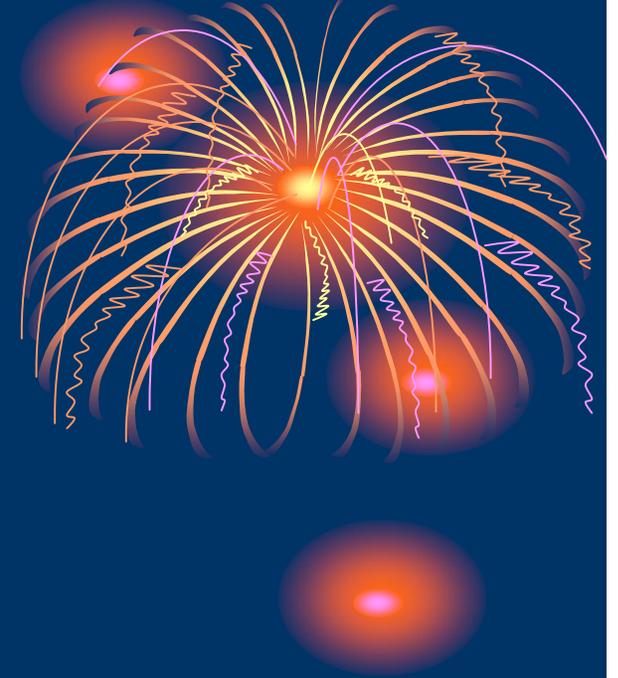
Value of Surveys



- **Direct data collection in a systematic and standardized manner;**
- **Questions are posed the same way to all respondents;**
- **Ability to identify needs and/or evaluate process, outcome and impact of programs and policies**

Survey Options

- **Face-to-Face Surveys**
- **Hand Out Surveys**
- **Direct Mail Surveys**
- **Telephone Surveys**
- **Electronic or Web Based Surveys**



Activity



- **Take a minute to stop at each table and add to the list of advantages and disadvantages for the four remaining survey types.**
- **Return to your seats and have one person identify what is listed for that survey type.**

SurveyMonkey Demo



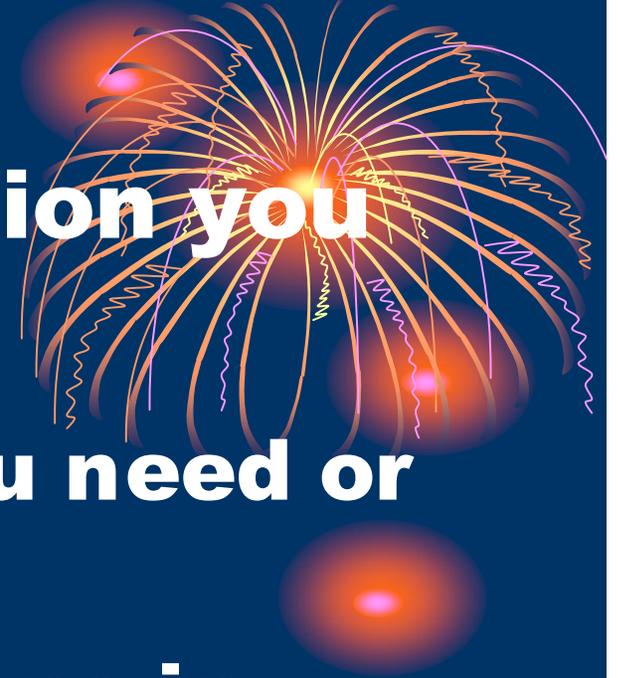
Our team has decided the best data collection method is to survey the target group with a web based survey product.

We have chosen SurveyMonkey for this exercise.

Step 1.

Identify what information you need

- **List the information you need or desire from the survey;**
- **Identify what will be done in response to the information gathered;**
- **Prioritize the list, delete what is not important to the outcome**



Step 2. Designing the survey

- <http://www.surveymonkey.com/>

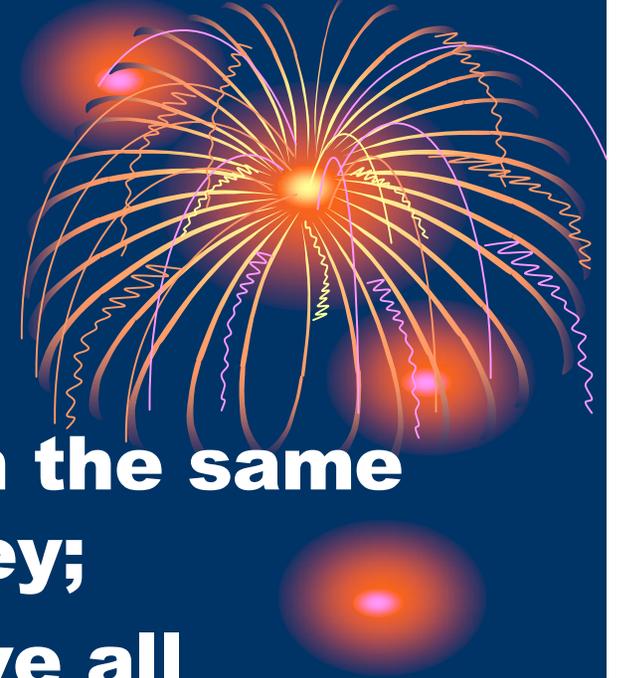
H o



Step 3.

Pilot the survey

- **Conduct the survey pilot in the same fashion as the actual survey;**
- **Respondents should receive all information and follow the procedures as planned;**
- **A pilot survey assists in determining how easily the survey is responded to (or not) and whether the procedures / instructions are clear**



Step 4. Administering the survey / collecting data

- **The pilot was successful – now you go live! Good Luck**
- **Be clear on the time frame the survey will be open;**
- **Provide contact information for questions;**
- **Close and tabulate timely**



Step 5. Analyzing your data



- **You began the process with the end in mind;**
- **Tabulate data multiple ways to determine the best presentation format;**
- **Test against another method where possible**

Survey Links



- **Survey sent to participants:**

<http://www.surveymonkey.com>

- **CSSD Zoomerang Survey:**

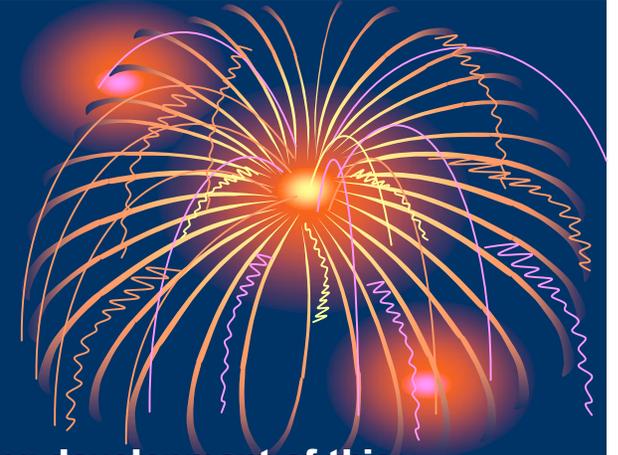
<http://www.zoomerang.com/Survey/?p=WEB227TNCY3TML>

One Last Exercise



- **Please complete the survey that has been distributed.**
- **In this case we are conducting a *Hand Out* “post-test” survey to determine the level of understanding from participants.**

Credits & Acknowledgements



- **The following publications and resources were reviewed during development of this presentation:**

“Collecting Evaluation Data: Surveys”, Ellen Taylor-Powell & Carol Hermann, University of Wisconsin; DataCenter.Org, “Creating Surveys”; “Developing Surveys”, Norm Tyler, Eastern Michigan University; “Survey of Survey Tools”, Ohio State University; Washington State University SESRC - “Total Design Method”, Don Dillman

- **The use of SurveyMonkey.com materials and web aides has been authorized by the company. Please note that all material is copyright and trademark protected.**

All title and copyrights in and to the Software are owned by SurveyMonkey.com. All title and intellectual property rights in and to the content which may be accessed through use of the Software Application Services is the property of the respective content owner and also may be protected by applicable copyright or other intellectual property laws and treaties.

When referencing SurveyMonkey.com in a periodical or publication please include the following:

- * **Company: SurveyMonkey.com**
- * **Location: Portland, Oregon USA**
- * **Author/Owner: Ryan Finley**