**Hello, Evaluation Mini-series Participants!**

This homework assignment has three parts.Work with others from your organization who attended the October 11th workshop to **complete it before our next session on November 1, 2024.** You can also invite others to work with you on this, even if they did not attend. Make sure to give them a good overview of the material as a starting point for the assignment.

| **Part 1:** Consider a program or aspect of your organization for which designing, administering, and analyzing survey data would be meaningful. **Answer the questions below for the survey you intend to design.** This can be done for a new or existing survey if you already have one and simply want to reflect on or improve it.  **Part 2: With Part 1 answers in mind, draft your survey.** Use the methods and best practices we discussed in our session. If you have an existing survey, review it and make notes for improvement based on those methods and best practices.  **Part 3:** With a survey draft in place, **design your survey analysis plan.**  *This is an iterative - sometimes messy - process. Working on your analysis plan might necessitate revisions to the survey, just as revisions to the survey may change questions to answers in part 1. This is normal!* |
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Reference the session materials as needed, and email [elena@driveevaluation.com](mailto:elena@driveevaluation.com)with questions.

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| **Name of organization** |  |
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| **Individuals working on this assignment** |  |
| **Program/initiative for which you are designing a survey** |  |

**PART 1: Planning for Your Survey**

1. What do you want to know about this program/initiative that you believe you can answer with a survey?

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1. Who is your target survey respondent group(s)? Do they require any special assistance to respond to the survey (e.g., translation, a reader)?

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1. Which type of survey will be best to use with your group, and why? (e.g., paper and pencil, e-surveys, phone surveys)

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1. How often will the surveys be administered? Annually, once only, for several days in a row? Will the surveys be administered in a pre/post (before and after) design?

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1. When will the surveys be administered? (e.g., after they finish a program, May 2023)

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1. How long will the survey minimally take? How much time will be offered to complete the survey?

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1. Will responses be **anonymous** (no identifying information used) or **confidential** (identifying information is coded)? Why?

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1. What specific fielding strategy will be used -- where will the surveys be administered, by whom, how, and when? Will there be incentives for completing the surveys?

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1. Do you plan to track who receives a survey and who completes it? If so, how? How will you provide ample opportunities for all members of the target population to respond?

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1. Will you use active or passive consent? Whose consent is required/ desired?

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1. How will you store and maintain the confidentiality of the information?

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1. Do you need to draw a sample? How many surveys will you conduct, and what is your target response rate?

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**PART 2: Design or Refine Your Survey**

| **Once you have filled in all of the questions in the spaces above, design your survey. Remember to include:**   * **A strong introduction** * **Easy questions at the beginning** * **More difficult questions in the middle with the most important items earlier in that section** * **Easy questions at the end, including any necessary demographics** * **A thank you to participants with information about the next steps**   **Ensure all questions are clear and simple and they avoid typical survey question pitfalls.** |
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**PART 3: Plan Your Analysis**

Finally, make a copy of your survey and label it **“Survey analysis plan.”** Use comments to add your intended analysis to each survey item.

Use the space below to take notes or flag questions about your analysis planning.

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