

MEANINGFUL SURVEYS

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This session

When to use a survey

Steps for developing a survey

Logistics (who, when, how)

When to use a survey

When you. . .

- want to reach a broad group and you know ahead of time what you want to learn
- need to present visual and statistical results
- want to collect qualitative and quantitative data
- need to make comparisons over time
- have the time to collect, process and analyze the data

Steps for developing a survey

Steps

- 1 – Start with what it is you want to learn
- 2 – Talk to people who will administer, take and use the survey
- 3 – Hand-craft your questions
- 4 – Create the survey
- 5 – Pilot

STEP 1: Start with what it is you want to learn

1. First decide what you want to learn. It can start with a broad statement
 - Example: Assess client experience finding and receiving mental health services
2. Discuss the evaluation aim with people directly involved in the activity you are evaluating
 - Clinical staff, clients can tell you what aspects of the experience to assess.
 - Overall satisfaction, logistics of setting up appointments, barriers to show up to appointment

Don't reinvent the wheel

Look for validated instruments that get at the outcome you want to measure

- [North Carolina Family Assessment Scales](#)
- [Protective Factors Survey](#) (Click [here](#) for other tools regarding child welfare)
- [Ages & Stages](#)
- [Trauma Informed Practice Scales](#)

Look for questions used in validated instruments, national surveys, research studies

- More likely to have a baseline for comparison
- Self-rated health: "Would you say that in general your health is excellent, very good, good, fair or poor?" [NM IBIS](#)

If survey doesn't already exist. . .

Step 2 - Talk to people

Target audience who will take the survey

Staff who will administer the survey

Staff who will use the data from the survey

EXERCISE: Create a Patient Satisfaction Survey

1. On Your Own:

Write down 3-5 aspects of an interaction with a medical provider that are important to you

2. With a partner:

Compare lists. Was there overlap? Were there differences?

Standard survey

Please rate the following:

	Excellent	Very Good	Good	Fair	Poor	Does Not Apply
D. YOUR VISIT WITH THE PROVIDER: (Doctor, Physician Assistant, Nurse Practitioner)						
1. Willingness to listen carefully to you	5	4	3	2	1	N/A
2. Taking time to answer your questions	5	4	3	2	1	N/A
3. Amount of time spent with you	5	4	3	2	1	N/A
4. Explaining things in a way you could understand	5	4	3	2	1	N/A
5. Instructions regarding medication/follow-up care	5	4	3	2	1	N/A
6. The thoroughness of the examination	5	4	3	2	1	N/A
7. Advice given to you on ways to stay healthy	5	4	3	2	1	N/A

Debrief

STEP 3: Hand-craft the questions

**Keep an eye out
for:**



BAD:

Are the program's duration and content what you expected?

BETTER to split into two questions,
one for duration and one for
content

STEP 3: Hand-craft the questions

**Keep an eye out
for:**



BAD:

Do you think your clinician is doing
a good job?

BETTER to keep your tone neutral:

How would you rate your
satisfaction with the clinical services
you receive here?

STEP 3: Hand-craft the questions

**Keep an eye out
for:**



BAD:

How difficult is it for you to show up to appointments? (assumes it is difficult)

BETTER :

Some clients find it difficult to show up to appointments.

Have you had any difficulty showing up to appointments with your provider in the past 30 days?

☐Yes ☐No

If Yes, what was the main reason?

STEP 3: Hand-craft the questions

Try for questions that:

Are clear and specific.

- How did you learn about Centro Sávila?

Avoid negative statements.

- Please tell us if you agree with the following statement: I do not take off my safety gear.
 - I always wear my safety gear

Are relevant to your research aims

- If in doubt about whether to include a question that sounds *interesting*, go back to your aim and weigh *how* the question would contribute to address it

Have a mix of choice questions and open-ended questions

- When asking participants to report on behavior, **ask for an example**. That will help you assess whether behavior really changed.
- Use open-ended questions sparingly. They provide lots of great material, but are labor-intensive to review

Artworks survey of classroom teachers

15. Has your participation in ArtWorks increased your integration of the arts into other classroom lessons?

☐ Yes

☐ No

16. Briefly explain your answer above:

Artworks survey of classroom teachers

88% said that they had increased arts integration,
but only 61% gave credible examples

Artworks survey of classroom teachers, continued

17. What do you consider to be the most effective aspect of the TA's work with your class?

18. Can you share a story about how a student(s) was changed by their experience with the arts? A quote?

Table 3. Open-Ended Responses Related to ArtWorks Desired Student Outcomes

Using encounters with the arts, students . . .	Teacher response to open-ended questions about Teaching Artist effectiveness, Common Core Standards and student reactions
. . . gain confidence.	I have a student this year who really doesn't speak much. He has a speech impediment and is not comfortable speaking, but now that he has discovered visual art, he loves to come up front and share his work. He still doesn't talk much, but he expresses himself through his drawings and has great pride in his finished work. –Kindergarten Teacher
	I saw the self-confidence of a (lower achieving in literacy) student increase when she was chosen to be in the student Art Show. –1 st Grade Teacher
	Every year, I see someone who in the past hardly spoke become animated. It always feels me with joy to see one of my students reveal another part of themselves. –3 rd Grade Teacher

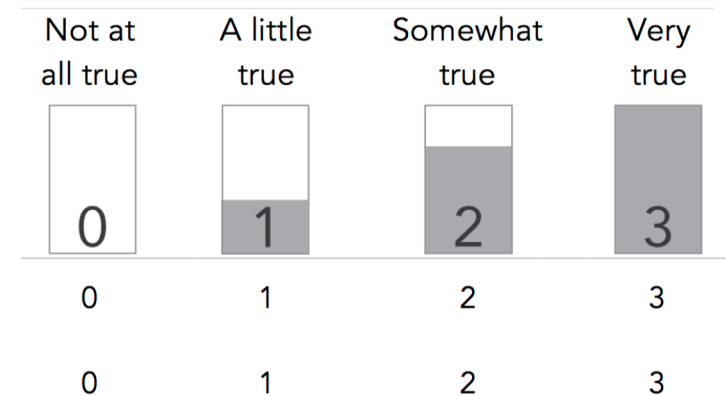
Step 4: Create the Survey

- Paper or electronic form
- Interview or self administered
- Less is more
 - Don't be data-greedy.
 - Make sure every question helps you learn what you want to know (Step 1)
- Help with scales
 - Trauma-Informed Practice (TIP) Scales →

How Do You Feel About This Program?

We would like to ask you some questions about how it feels to participate in this program. We are especially interested in the extent to which staff at this program recognize your challenges and difficulties, as well as your strengths and coping strategies.

- Ⓐ Please let us know how true the following statements are **as you think about your interactions with staff in this program** on a scale from 0 to 3. You may feel different ways about different staff members. Please respond with your overall impression of the staff. This picture will help you think about that:



1. Staff respect my privacy.

2. Staff are supportive when I'm feeling stressed out or overwhelmed.

Step 5: Pilot it!

Pilot questions with 5 or more program participants

- Time how long survey takes
- Find out:
 - Were questions clear?
 - Can you think of any questions that others might have a hard time answering?
 - How can we make them better?
 - Was anything missing?

Logistics: Who, when, how?

Logistics: Who

All participants? If you can

A random sample? If you can't get everyone

- Centro Sávila: every client in one month

Logistics: When? Period of assessment

- Before and after program
- Retrospective (after program)

Logistics: How?

Getting people to take the survey

Survey availability

- Make sure respondents have access to the survey (hand it to them when they arrive, email or text it if electronic)

Reminders

- Phone, text messages... without being pushy

Space

- Ensure privacy if the survey is meant to be anonymous

Contingency plans to give all target respondents equal chance to answer

- Literacy
- Disability

Our feedback survey for today

1 – What we wanted to learn:

What did **you** learn? What did you like? How much did you like it? What would you change?

2 – Who we talked to: last year's Workshop focus group

3 – We hand-crafted questions

4 – We used SurveyMonkey for convenience

5 – Please help us pilot it now!



www.surveymonkey.com/r/EvalWorkShop2019

Pilot discussion

How long did it take?

Were the questions

- Clear?
- Easy to answer?
- Was there anything missing?
- Did you have a chance to share what was important to you?

Getting people to take the survey

A captive audience is nice. . .

Questions?