



Using Surveys to Evaluate Impact

Workshop Program

Time	Session
14:00	Welcome and introduction
14:10	<p>Surveys as a method of data collection for evaluating impact</p> <p>This presentation introduces surveys as an approach to gathering impact data. This session covers important decisions you will need to make about the overall design of your impact evaluation survey (e.g., post-only vs. repeated measures; quantitative only vs. mixed or qualitative only).</p>
14:25	<p>Planning your overall impact evaluation survey structure (Breakout Groups)</p> <p>Brief hands-on session focusing on big picture decisions that will influence your survey design. You will begin by introducing the survey you are developing in the workshop to the other people in your group. After this, you can start discussing the following topics (with clarifying questions from group members):</p> <ul style="list-style-type: none"> A) What is this survey aiming to reveal? B) What are the target respondents for this survey (this needs to be taken into account in decisions about duration of survey, level of difficulty of question phrasing, etc.) C) Will a repeated measures design work for your project? <p>(Re-convene as larger group at <u>14:50</u> to discuss)</p>
15:00	<p>Measuring outcomes using survey questions (Breakout Groups)</p> <p>The session is designed to help you hone your ability to develop relevant survey questions and response options.</p> <p>This session will start with a brief presentation showing a set of examples of <u>closed-ended</u> survey questions designed to measure impact to give you some starting ideas on the range of options available to you. Then, you will develop survey questions to measure outcomes relevant to your work, getting 'critical friend' feedback from your group and the facilitators.</p> <p>Here, you will address:</p> <ul style="list-style-type: none"> A) What outcomes are you targeting specifically? B) How are you thinking of measuring these outcomes using <u>closed-ended</u> survey questions? <p>Focus in this session on coming up with your measurement ideas and draft survey questions. The next session will focus on refinement.</p> <p>(Re-convene as larger group at <u>15:25</u> for initial discussion before the break)</p>
15:30	Break

15:50	Refining your impact survey questions and considering open-ended options (Breakout Groups) This session will start with a brief presentation showing a set of examples of <u>open-ended</u> survey questions to highlight this pathway to evaluating impact. The hands-on aspect of this session focuses on extending and enhancing the survey questions you started drafting before the break. This will be achieved through critical review, piloting your questions and response options on your group members, etc. (Re-convene as larger group at <u>16:45</u>)
16:45	Closing thoughts and final discussion
17:00	Workshop ends