
Designing Survey Tools for Impact

BEST PRACTICES FOR SURVEY DESIGN AND IMPLEMENTATION IN
EDUCATIONAL SETTINGS



THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

High-Impact Survey Design

GENERAL OVERVIEW OF BEST PRACTICES



Designing Survey Tools for Impact

Presented by The SERVE Center at The
University of North Carolina –
Greensboro



Part 1: Setting the Stage

- Survey advantages and challenges
- Survey Development Process
- Identifying Survey Purpose and Developing Goals
- Identifying Target Audience



Why Surveys?

Quickly and/or easily get information from stakeholders in a non-threatening way

Advantages



- Can complete anonymously
- Inexpensive to administer
- Easy to compare and analyze
- Can reach a large audience
- Can collect lots of data
- Sample questionnaires/survey templates already exist

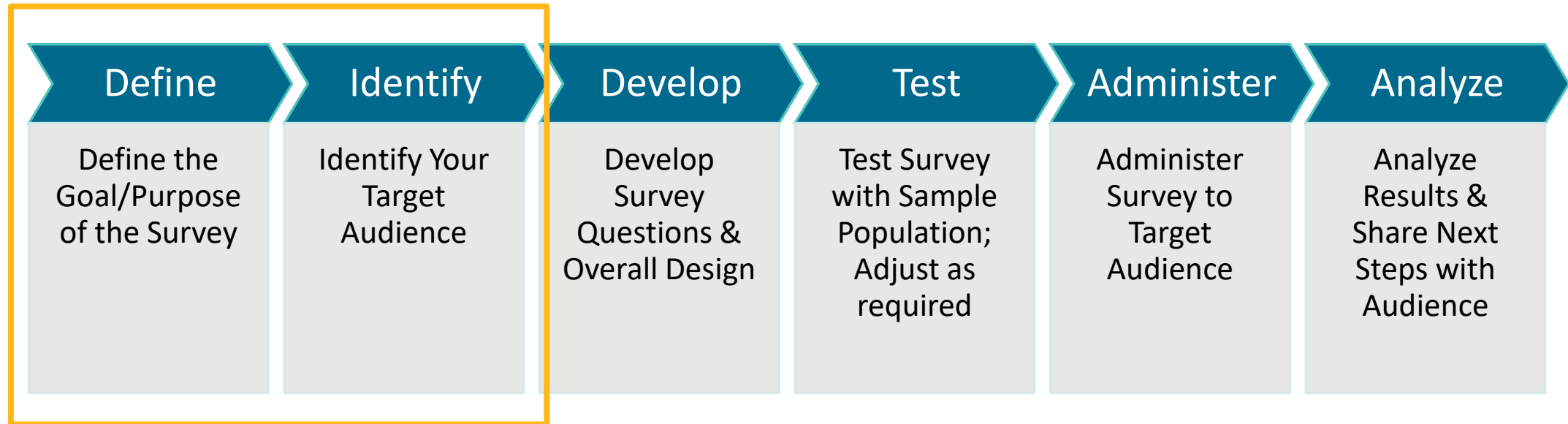
Challenges



- Might not get careful feedback
- Wording can bias responses
- Impersonal Responses
- May require sampling expert
- Doesn't get full story



Survey Development Process





Define the Purpose

- Identify the WHY
 - Why are we creating this survey?
 - What questions do we have?
 - What data do we need to make informed decisions?
 - How will we use the gained knowledge?



Write a Goal for the Survey

Every survey should have a Specific, Measurable and Attainable goal

Unclear Goal Sample

This survey is designed to help us learn everything parents are thinking about family engagement at our school.

Clear Goal Sample

This survey is designed to understand parents' perceptions about their family's participation in the CHAMPS program. Responses will be used to inform whether changes need to be made to the CHAMPS program next school year.



Identify Your Target Audience

Which stakeholder group(s) can provide me with the most information based on my goal?



METHOD:

WHAT IS THE BEST WAY TO REACH YOUR STAKEHOLDER GROUP(S)?



TIMELINE:

WHEN IS THE BEST TIME TO GATHER FEEDBACK FROM THE TARGET AUDIENCE?



LANGUAGE:

WILL TRANSLATION BE REQUIRED?



REPORTING:

WILL CONFIDENTIALITY/ANONYMITY BE REQUIRED TO ENCOURAGE PARTICIPATION/ACCURATE RESULTS?



Resources

Survey Development Best Practice Guide:

- <https://www.qualtrics.com/blog/how-to-create-a-survey/>

Writing Survey Goals:

- [Survey Sparrow - Writing Survey Goals & Objectives](#)
- <https://www.surveymonkey.com/mp/setting-survey-goal/>

Collaborative Survey Development & Identifying Target Audiences:

- University of Washington – The Equitable Parent-School Collaboration Research Project (2015)
[Data Inquiry for Equitable Collaboration – User’s Guide](#)

Up Next: Part 2 – Survey Questions
Crafting questions for high response rates and useful data collection



Thank you!



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