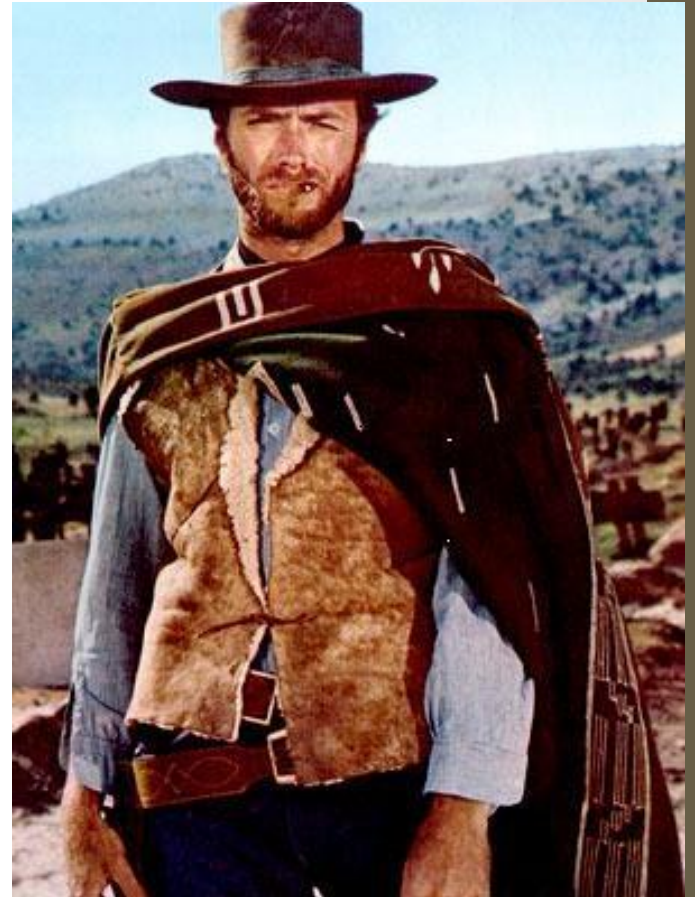
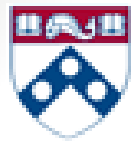


Surveys: The Good, The Bad, and The Ugly



Nancy Peter. M.Ed and Deepa Vasudevan
Out-of-School Time Resource Center
April 16, 2011



Penn

Social Policy & Practice

Out-of-School Time Resource Center

About us

We promote youth achievement through staff support and professional development. To that end, we

- coordinate and create staff resources;*
- conduct research and evaluation; and*
- recommend changes in policy and practice.*

Workshop Goals

Design and Implement Surveys

A large, solid grey arrow pointing downwards, connecting the first step to the second.

Gather Information
(without exhausting respondents)

A large, solid olive green arrow pointing downwards, connecting the second step to the third.

Use Survey Results Effectively

What We Will Cover

- **Terminology**
- **Why/when to survey**
- **Types of surveys**
- **Survey tips**
- **Additional resources**

Who is in our audience?



Terminology

**Out-of-school
time (OST)**

**Professional
development
(PD)**

**Survey, Poll,
Questionnaire**

Why Use Surveys?

Information (who, when, why, etc.)

Reflection & improvement

Reporting (Boards, funders, etc.)

Other?

Pros and Cons

- **Benefits**

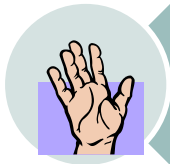
- Gather information from many people simultaneously
- Gather information remotely (paper or online)
- Easy to enter, code, analyze, and report on data

- **Limitations**

- Cannot always answer questions
- Cannot always provide detailed answers
- Voluntary responses can bias findings



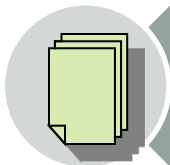
Types of Surveys



Physical



Verbal



Paper



Online

Types of Survey Questions

Multiple choice (single & multiple answers)

Rating

Ranking

Likert scale

Short-answer

Essay

Drop-down menu (online)

Sample Questions

Rating Question

	Strongly Disagree	Disagree	Agree	Strongly Agree
My teachers are usually happy with the kind of work I do.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Ranking Question

Please rank the following content areas from 1 to 10 based on your program staff's training needs.

- __ Academic Enrichment and Homework Help
- __ Art, Music, Media, and Drama
- __ Civic Engagement and Service-Learning
- __ Drop-Out Prevention and College Preparation
- __ Literacy
- __ Project-Based Learning
- __ Science, Technology, Engineering, and Math
- __ Sports and Recreation
- __ Summer Programming
- __ Workforce Development

Likert Scale:

Please rate the following content areas from 1 to 3 based its level of importance

Very Important Somewhat Not Very Not at all

Academic Enrichment and Homework Help

Art, Music, Media, and Drama

Civic Engagement and Service-Learning

Drop-Out Prevention and College Preparation

Literacy

Project-Based Learning

Science, Technology, Engineering, and Math

Sports and Recreation

Summer Programming

Workforce Development

Short Essay:

Please explain the training needs and priorities of your program staff in 3-4 sentences.

Survey Design Tips

- Start with a plan!
- Respect anonymity and confidentiality
- Don't ask for more information than you need or can analyze

Define Terms



Tips, Continued

- Make terms objective and specific
- Do not overload or overwhelm your participants
- Keep questions short and simple



Ask one question at a time



More Tips

- Be consistent in tense, pronouns, etc.
- If possible, adapt existing surveys
- Test surveys ahead of time

How Prison Works

©2007 HowStuffWorks

Recidivism Rate of Prisoners Released in 1994



Sorting Tins

READING, WRITING, AND EARNING MONEY

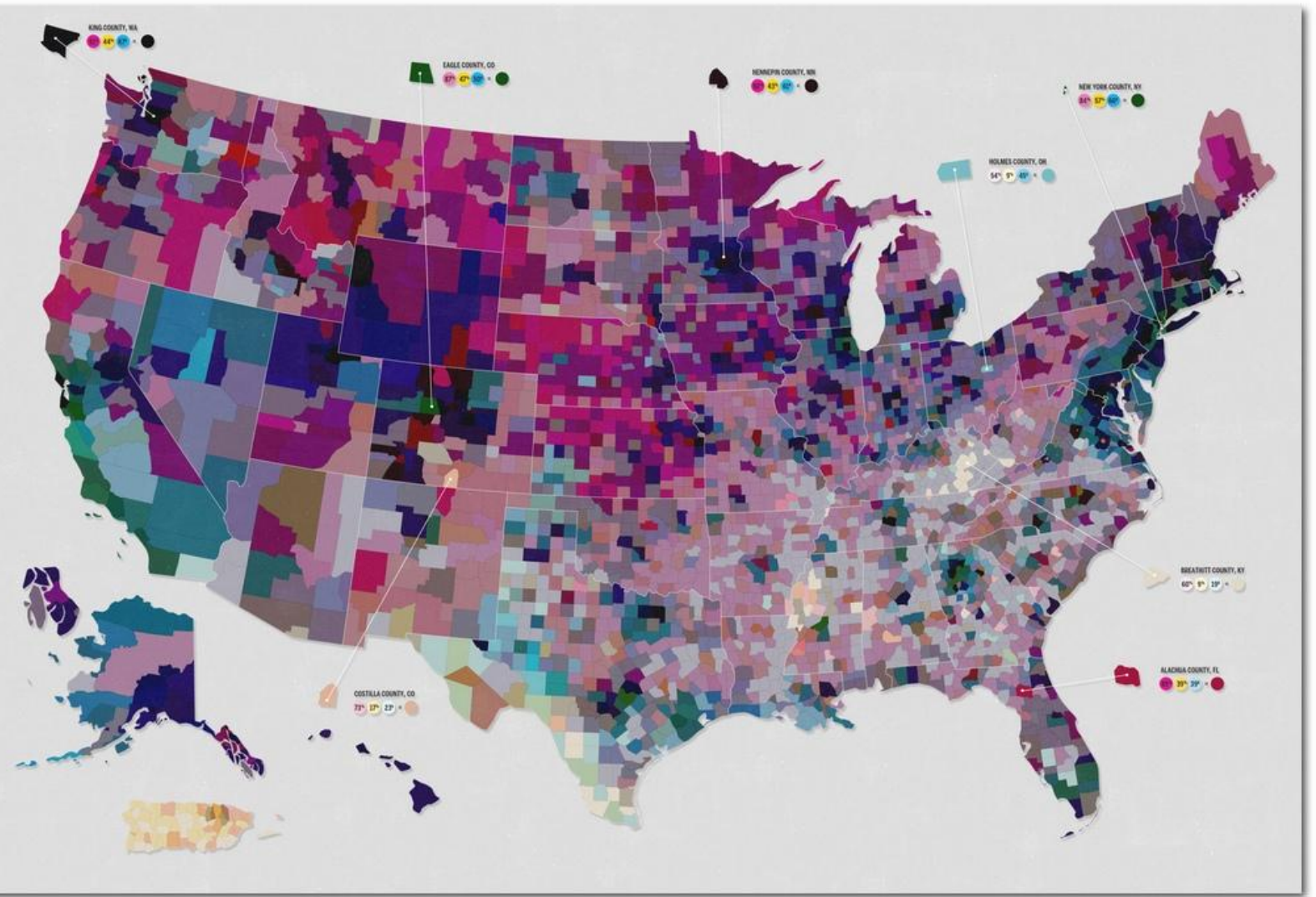
The latest data from the U.S. Census's American Community Survey paints a fascinating picture of the United States at the county level. We've looked at the educational achievement and the median income of the entire nation, to see where people are going to school, where they're earning money, and if there is any correlation.



The map at right is a product of overlaying the three sets of data. The variation in hue and value has been produced from the data shown above. In general, darker counties represent a more educated, better paid population while lighter areas represent communities with fewer graduates and lower incomes.



A collaboration between GOOD and Gregory Hebrak. SOURCE: US Census.



Report Your Average

What's wrong with this chart?

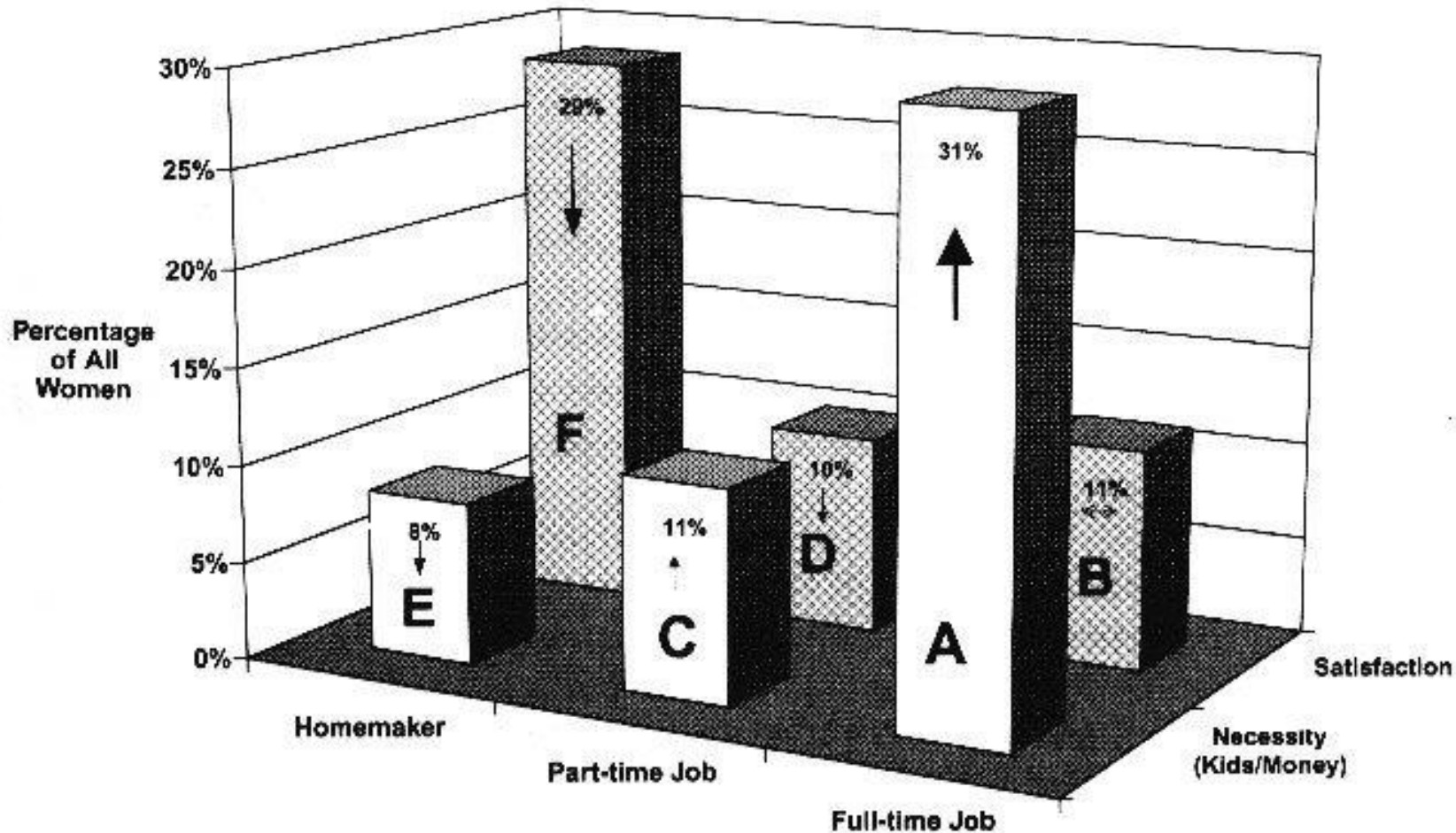
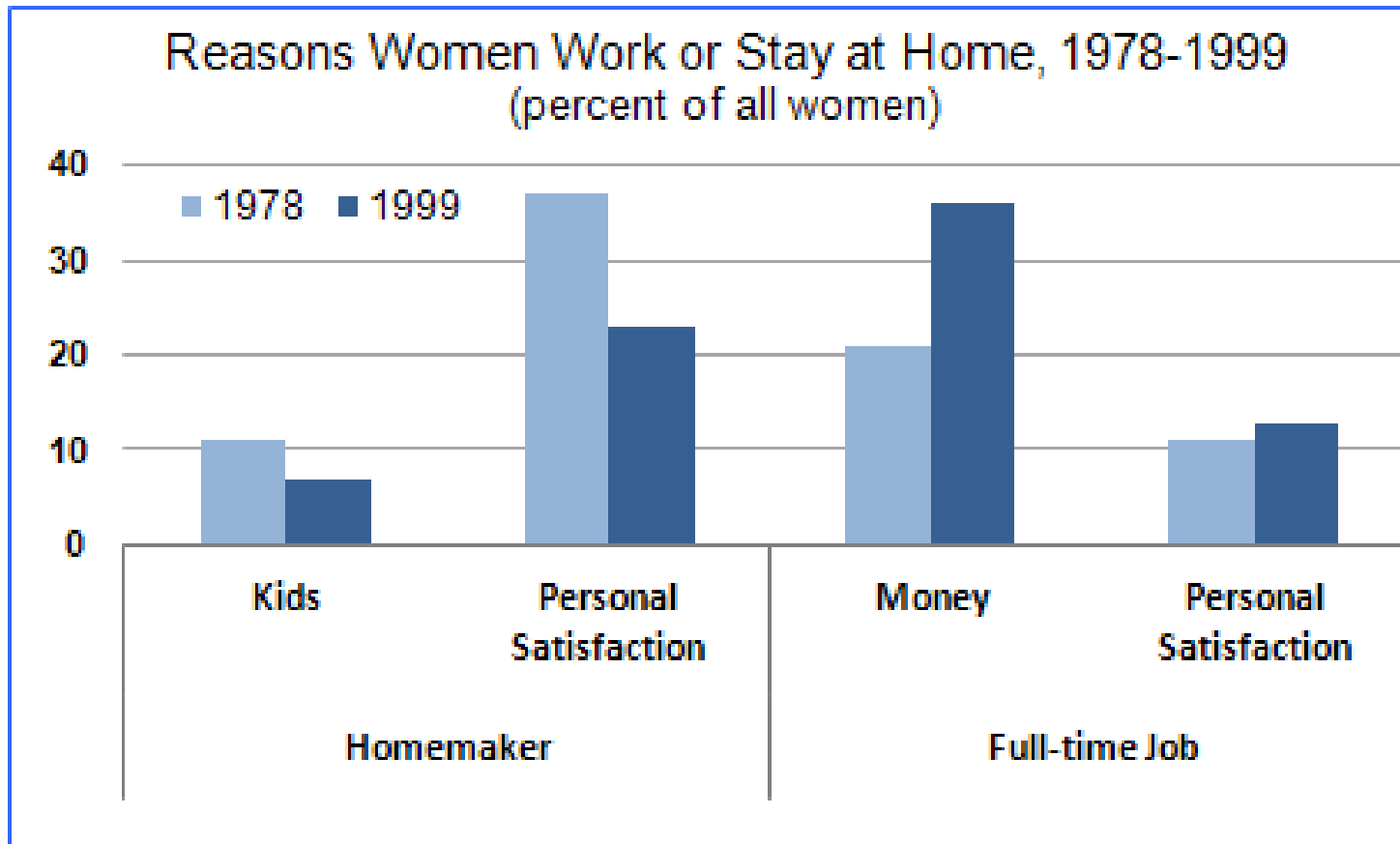


Figure 47: Working by Choice and by Necessity Among American Women, 1978-1999

Same Data, Better Chart



Conclusion

Questions

Answers

Discussion

Additional
Resources

Provide the following “unique identifier,” so that we can match your pre and post workshop surveys: The first letter of your last name + the last 4 digits of your social security number.

	STRONGLY AGREE	AGREE	DISAGREE	STRONGLY DISAGREE	NEUTRAL
The workshop.....					
1) Was enjoyable, informative, and relevant to my work.	5	4	3	2	1
2) Provided me with new knowledge.	5	4	3	2	1
The presenter(s).....					
3) Received their pre-conference packet.	5	4	3	2	1
4) Was/were well-prepared and organized.	5	4	3	2	1
Logistical Questions...					
5) The size of the room was adequate.	5	4	3	2	1
6) The temperature of the room was:	5	4	3	2	1

7) Your race:	W/C	B/AA	Other		
8) Your age:	20 or under	20 – 30	30 – 40	40-50	50 or older

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