

WELCOME!

In Zoom, please rename to show:

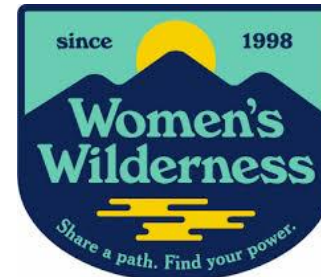
- Your name/pronouns
- Organization you represent

TGYS Data for Impact Learning Series

Session 2 of 4: November 6, 2024



A reminder of who is in the room today



Share in the chat...

- Favorite Halloween costume from last week
- Something you are looking forward to in the next few weeks

Meet the ResultsLab Team!



Kenzie Strong (She/Her)
VP, QUALITY + INNOVATION



Maggie McGuire (She/Her)
IMPACT CONSULTANT



Caitlin McAteer (She/Her)
SENIOR IMPACT ADVISOR

Agenda



Welcome & Introductions
Framing the Capture Phase



Capture Phase

- Learning Agenda
- Measurement Strategy
- Measurement Plan
- Data Collection & Analysis

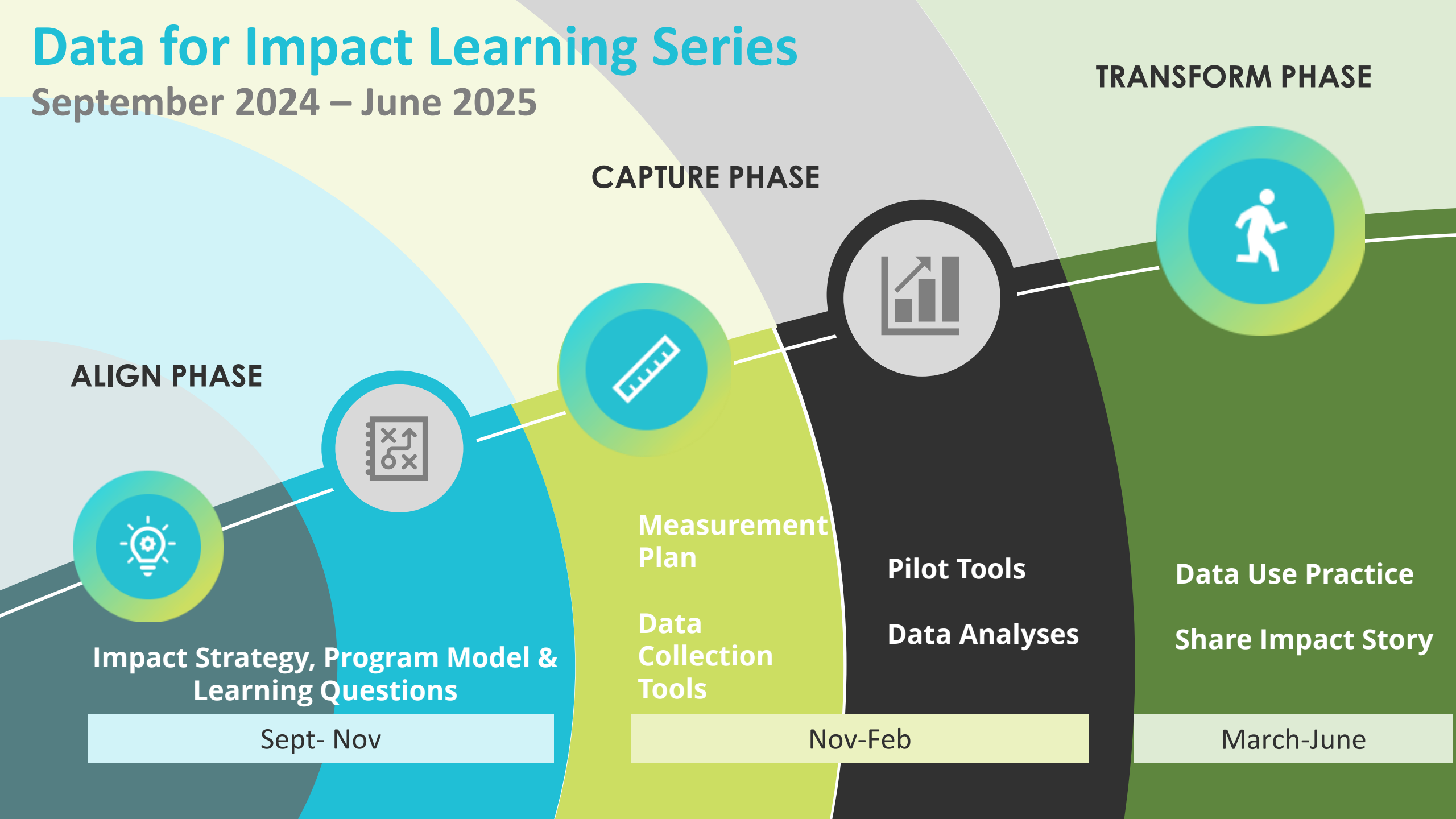


Next Steps
Reflection & Closing

We have a variety of activities throughout and ~5-minute break scheduled about half-way through!

Data for Impact Learning Series

September 2024 – June 2025



The ACT Learning Series

Tony Grandpas Youth Services
funded partners enhance their
mindset, tools, and skills for
evaluation and learning practice

September 2024 June 2025
4 Guided Sessions

#1 Align

#2 Capture

#3 Transform

#4 Bringing it all together



ALIGN

- Create an Impact Strategy
- Develop a Strong Program Model
- Identify Learning Questions



CAPTURE

- Identify Measurement Goals + Objectives
- Build a Strong Plan for Measurement
- Create or Refine Data Collection Tools
- Pilot Tools
- Practice Data Analysis



TRANSFORM

- Use Emergent Learning Practices to Take Action
- Use Data and Results to Share your Impact Story

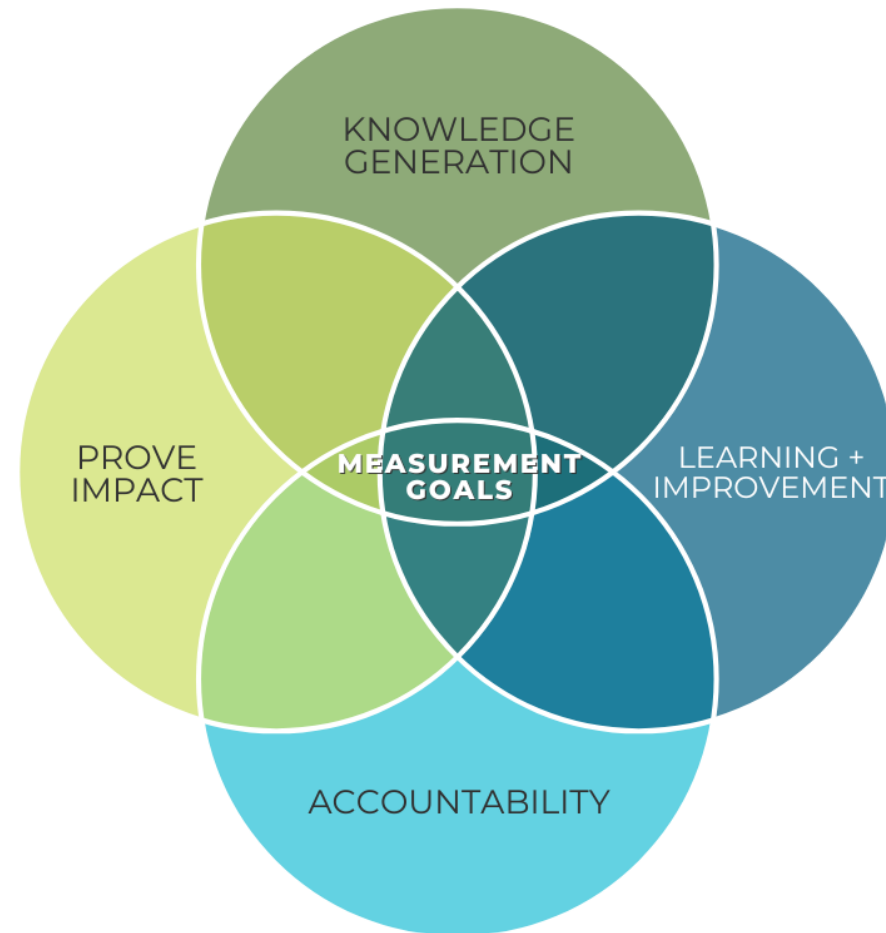
Learning Agenda & Measurement Strategy

Step 1

WHY:
Articulates your
goals for a
measurement
practice

WHY are you collecting data?

There are four common big picture goals when it comes to data collection. **What has been driving your organization to date? What would you like to set as your goal(s) moving forward?**



Step 2

HOW:
Elevates the values
you want to
uphold through
your measurement
practice

HOW do we do our data practice?

Just like organizational cultures from one organization to the next, so do measurement practices. Think about what values should drive your measurement practice.

Our measurement practice will be...



Inclusive

Ethical



Rigorous

Efficient



Simple

Community
-led



WHAT do we want to know?

WHO WE SERVE

- Who needs this most?
- Who did we reach?
- Who did we not reach?

WHAT WE DO

- How much did participants experience?
- What was the quality?
- Were participants satisfied?

WHAT WE ACHIEVE

- How have mindsets changed?
- How have skillsets changed?
- How have practices changed?
- How have supports changed?
- How have structures changed?
- How have policies changed?

Creating a Learning Agenda: Challenges and Wonderings Inform Learning Questions

- 1. What challenges are you experiencing in your program delivery? In engaging youth?
- 2. What do you wonder about your program and services offered to youth?

Kind of Learning Question	When to Use It	Example
Challenge: Why isn't something working like we thought it would?	When you need to understand something more deeply before you can design/develop a new strategy or approach.	Who is not showing up for our program? Why?
Wondering: How can we refine or work or try something new to better meet the needs of youth?	When trying to figure out a new approach or strategy.	What are youth most looking for in adult mentoring relationships? How can we better build this into our mentoring program?

Create A Measurement Strategy



WHY: Articulate your goals for a measurement practice



HOW: Elevate the values you want to uphold through your measurement practice



WHAT: Frame for why you will capture specific information

Measurement Goals



Learning & Improvement

Develop a culture of learning across our organization. Focus on discovering what makes our approach successful and how to strengthen our practice.



Knowledge Generation

Develop an understanding of what practices and processes contribute to systems change in multiple areas. Share best practices with the field.



Accountability

Use data to tell our impact story to our participants, staff, community, and funders. Use data to drive decision making and allocate organizational resources.

NONPROFIT PARTNER NAME & LOGO

Learning Questions

Our measurement practice will include 3 areas of inquiry each with its own set of indicators.

Who do we serve & engage?
What do we do & how do we do it?
What do we achieve?

Measurement Approach

Guiding Principles for our Measurement Practice



Participant & Community Informed

- ✓ Instrument design and analysis informed by feedback
- ✓ Provide equitable ways to engage participants and community members in data collection



Usefulness

- ✓ We collect data that we will use to make decisions
- ✓ We avoid excessive data collection not directly tied to our needs

We will hold ourselves accountable to our measurement strategy and dedicate appropriate resources to it.

Measurement Strategy Practice: Youth Mental Health Awareness Program

Background

- Your nonprofit organization, Health for All Youth, is launching a new campaign aimed at increasing awareness about mental health resources for youth in underserved communities
- The program will include social media outreach campaign, educational workshops, and collaboration with local mental health providers

Task

- Brainstorm some key elements of your organization's measurement strategy – Specifically:
 - **Goals:** What goals you want to guide your measurement practice at this organization?
 - **Create Learning Questions:** what do you want to measure?

**Congratulations,
You just created a Measurement
Strategy!**



Questions? Thoughts? Reflections?



Break



■ We'll come back together at...

Measurement Plan

Measurement Plan

Provides you with a comprehensive plan to guide your data practice.

This can also be called a *data plan*, *results framework*, or *evaluation plan*.



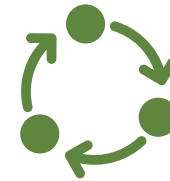
WHAT you need to know

Your **Outcomes** will come from your **Impact Strategy**. You can also reference the **Learning Questions** in your **Measurement Strategy** to identify key indicators.



HOW you will you collect the data?

This information is new information and will need to be defined but you can reference **Measurement Goals & Measurement Approach** in your **Measurement Strategy** to define your data collection approach.



WHO is responsible for data collection & **WHEN** does data collection occur?

This information is new information and will need to be defined.

Example: Measurement Plan

Learning Question--> WHAT WE ACHIEVE?

Impact Area	Outcomes	WHAT do we need to know (Indicators)	WHO will collect the data?	HOW will we collect the data (Methods + Tools)	WHEN Timeframe for data collection	Use How will we use this data	Reporting tool
•Health and Well-being	Improved beliefs and attitudes about self	<ul style="list-style-type: none"> •#/% of clients who report a <i>greater</i> belief in themselves and their abilities •#/% of clients who feel <i>more</i> confident about their future 	Social workers	Client Support Tool (social and emotional well-being)	Intake, Exit, or every 4 months while enrolled (if long-term program)	Assessing our impact on clients we serve	FT Program Level dashboard
	Increased social-emotional skills and functioning	•#/% of clients who can set goals for their future		Check in Tool		Inform our focus and approach	
	Regular and consistent access to nutritious food	•#/% of clients who have access to or increased their access to nutritious food		Client Support Tool - completion of goals		Output data, monthly	FT Org level dashboard
	Improved access to health and mental health resources	<ul style="list-style-type: none"> • #/% of clients who report they have access to or have increased their access to the mental health resources they need •#/% of clients who report they know where and how to get medical help for themselves and their family 		Client Support Tool (Food Security), level 4 or increase on continuum		Informs internal and external referrals	
				Direct financial assistance , quantity of services			
				Client Support Tool (Mental Health, Health)--#3,4			

Example: Measurement Plan

WHAT WE DO						
Core services	WHAT do we need to know (Indicators)	WHO will collect the data?	HOW will we collect the data (Methods + Tools)	WHEN Timeframe for data collection	Use How will we use this data	Reporting tool
Direct Financial Assistance	•# of participants receiving direct financial assistance, broken down by assistance type	All programs providing direct financial assistance	Financial Records	Monthly	To assess need/utilization of financial assistance	Program Level dashboard
	•# of referrals sent by program (by referral type, external and internal) •#/% of internal referrals enrolled or receiving assistance (by program) •Reason clients weren't enrolled •# of referrals received by program	All programs	Services Summary records	Monthly	To assess integration across Family Tree and within community	Org level dashboard
Resource Connections	•# of individuals receiving housing assistance or shelter by program (Monthly shelter occupancy rate •# of households referred to Homelessness Program (break out by if referral is accepted, or rejected, and reason for rejection) •#/% of VISPDATs administered	Roles within Homelessness Programs	Referral data	Monthly	To identify key areas of need To assess supply/demand in housing shelters To strengthen focus on screening and referrals (if needed)	
Housing	•% of individuals/families report sense of safety within their housing	Roles within Homelessness Programs	Client Feedback Survey	Ongoing	To inform/strengthen approach	

Questions? Thoughts? Reflections?



Measurement Plan Practice: Youth Mental Health Awareness Program

Background

- Your nonprofit organization, Health for All Youth, is launching a new campaign aimed at increasing awareness about mental health resources for youth in underserved communities
- The program will include social media outreach campaign, educational workshops, and collaboration with local mental health providers

Task

- Share ideas on how you would measure this campaign's success - Specifically:
 - Which data points would you want to collect?
 - Where would this data come from?
 - How would you analyze it once it is collected?

**AND now you've created a
Measurement Plan!**



Data Collection & Analysis

Where do I begin? With Your Learning Questions!!

- Designing with the end in mind: what prompts are you trying to answer
 - Build questions that will collect information necessary to inform action
- Example
 - **Learning Question:** How can we use youth voice to plan for a youth space that meets their interests and needs?
 - **Goal:** Make a plan for a new youth center that includes youth desires in mind to ensure that it will actually be used.
 - **Survey Question:** What would make you want to come in and use the youth space on a *consistent basis*? Consider the space, offerings, environment, etc.

Connecting the Dots: Learning Questions Inform Data Collection

The effective use of community data capture begins with a well-established Measurement Plan.

Learning questions and **goals** (Measurement Strategy) can help pave the way for a data collection process that considers necessary inputs, constraints, roles, tools and materials, needed, and realistic timelines.

Data Collection Plan

Data Source	Who Will Collect Data	Whose Insights Will be Captured	Data Tools, Materials, and Systems Needed	Data Capture Prep Timeline	Data Collection Timeline
Intercept Interviews	Youth Advisory Board	Students grades 9-12 in the hallway at passing period	Voice recorder, cell phones; Intercept interview script Candy for incentives Excel sheet with variables built out: Student grade, How they feel about a new youth center, What they want to see	Student Advisory Board Onboarding: Week of Jan 22 Intercept Interview Guide Development: Week of Jan:29 Student Advisory Board Practice: Week of Feb 5	Week of Feb 12: M-F during passing periods

Our learning question is: How can we use youth voice to plan for a youth space that meets their interests and needs?

Our goal is to use findings to: Make a plan for a new youth center that includes youth desires in mind to ensure that it will actually be used

To answer this learning question and meet this goal, we will collect the following data:

- Intercept interviews conducted by members of our Youth Advisory Board during passing periods to learn about what students want from a youth space;
- Survey to be administered in homerooms to validate themes we heard in intercept interviews and see how representative they are of the student body

For this to be successful we need:

- Student Advisory Board willing to conduct intercept interviews
- Coach who can advise the students, keep them on track, support with the big-picture vision
- A way to organize and analyze intercept interview data
- Student Advisory Board willing to help develop the survey
- School leadership who is ok with distribution of the survey during homeroom
- Incentives for people who participate
- A free survey data capture platform

Constraints we need to consider include:

- Very limited budget for incentives
- We must work data collection around school breaks and schedules in the school day
- Conference poster session is in May and we need to account for data collection, analysis, and poster preparation

Intro to Data Tools

This tool needs to...	Tools to Consider				
Capture the relationships between people, places, and spaces	Social Listening with Social Media	Surveys	Document And Product Review		
Go deep with a smaller number of people	Focus Groups	Interviews	Observation	Online Journals	
Capture information in a way that is participant-centered	Photovoice	Online Journals	Voice Memos	Artistic Expression	Document And Product Review
Capture system-level information	Records	Mapping			
Collect data in a short amount of time	Social Listening with Social Media	Pulse Surveys			
Capture the relationships between people, places, and spaces	Mapping	Photovoice			
Capture changes in skills, knowledge, or practices in a standardized way	Assessments And Tests	Surveys, Questionnaires, Polls (That Have Been Developed And Used Across Organizations)			

Pick Question Types that Will Give You Data You Need

- Pick the question type that will best meet your learning goals and deliver data that is most actionable

ADDITIONAL RESOURCE

To build your knowledge of different survey question types, take a peek at [this SurveyMonkey article!](#)

Type	Ideal for	Limitations	Considerations for Designers
Closed-ended (Multiple Choice)	<ul style="list-style-type: none">- Collecting quantitative data - Standardizing responses- Comparing responses across participants or groups	<ul style="list-style-type: none">- Limited response options may not capture nuanced responses	<ul style="list-style-type: none">- Ensure response options are comprehensive and mutually exclusive- Avoid leading or biased wording in response options
Open-ended (Text Response)	<ul style="list-style-type: none">- Capturing qualitative insights and personal experiences- Exploring complex issues in-depth	<ul style="list-style-type: none">- Time-consuming to analyze individual responses	<ul style="list-style-type: none">- Limit the number of open-ended questions to reduce respondent burden- Use clear and specific prompts to guide respondents
Likert Scale	<ul style="list-style-type: none">- Measuring attitudes, opinions, or perceptions- Quantifying responses on a continuum	<ul style="list-style-type: none">- May oversimplify complex attitudes or behaviors	<ul style="list-style-type: none">- Choose an appropriate scale range and ensure balanced wording- Consider offering a neutral midpoint option where applicable
Ranking or Rating Scale	<ul style="list-style-type: none">- Prioritizing items or options based on participant preferences- Identifying preferences or importance of various factors	<ul style="list-style-type: none">- Limited in capturing nuanced differences between items	<ul style="list-style-type: none">- Provide clear instructions and criteria for ranking or rating- Consider using forced-choice or pairwise ranking where applicable

Next Steps...

Capture Phase, suggested focus areas by month:

Nov	Learning Agenda: Define your 2-3 Learning Questions Measurement Strategy: make a one-page summary of your learning agenda, measurement goals, and values.
Dec	Start Measurement Plan: Begin framing out your impacts, outcomes, indicators, etc *Reminder: No office hours or facilitated sessions this month
Jan	Complete Measurement Plan: Develop a plan focused on your prioritized program, and focused on answering your learning questions Data Tool Revisions: Identify 1-5 data collection tools to begin brainstorming how you will improve to align with your Measurement Plan
Feb	Data Tool Revisions: Focus on drafting new questions to improve your selected data collection methods.

ADDITIONAL RESOURCES

See **Appendix** of this presentation for additional examples, and step by step guidance on revising your data collection tools.

Don't forget, we are in this together!

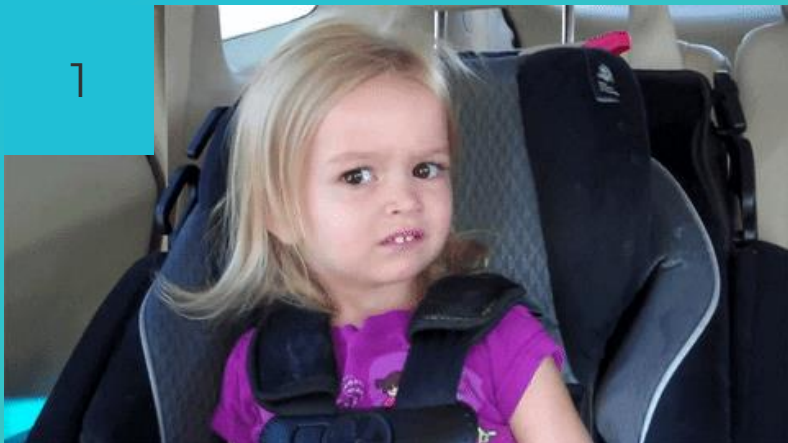
Upcoming Group Coaching Sessions:

- Nov 19th at 12-1pm MT on Learning Questions Review & Measurement Plan
- December: Cohort on break
- Jan 21st at 12-1pm MT on Data Collection Tool Revisions

Reminder: 80% attendance requirement by TGYS across combined Learning Series and group coaching sessions

Reflection & Closing

1



2



Pick the GIF that describes
how well you are
understanding the process of
creating a measurement
strategy so far...

3



4



Activity | Mentimeter End-Of-Session Reflections

Use the link in chat or the QR code below to navigate to Menti.com



[https://www.menti.com/
albrbsrdnudc](https://www.menti.com/albrbsrdnudc)

Access Code: 2679 2366

Thank you! Reach out anytime...

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Caitlin McAteer

Caitlin.McAteer@resultslab.com



Measurement Strategy Examples

What does it look like?

Option 1 - Summary snapshot



Option 2 – Detailed description for Organizational Playbook

1 ABC MENTORING MEASUREMENT STRATEGY

1.1 MEASUREMENT GOALS

ABC Mentoring is striving to create a culture around measuring results. This means:

- Creating a shared understanding of how measurement contributes to ABC's work
- Having a plan to create order and meaning out of the many data points we collect
- Communicating results back to
 - Staff and participants to inform their work
 - Funders, partners, and the community to ensure transparency
- Using data collected to
 - Keep a pulse on how well we're implementing our programs
 - Understand and improve our impact
 - Contribute to decisions on resource allocation, including where to grow and cut programs

In the next 3-5 years, ABC will continue to strengthen its base of internal data. This data will be used to inform ongoing learning, improvement, and tightening of our program model. It will also be sufficient to share, as a point of accountability, with the Board of Directors, strategic partners and donors.

Measurement Goals



Learning & Improvement

Committed focus on how can we use data to learn more and improve our programming.



Demonstrating Impact

To effectively show the positive impact of our work with our partners.



Accountability

Optimize communication and education with staff, donor partners, and distribution partners.

Measurement Focus

Measurement will be anchored to ORG's international pharmaceutical aid impact strategy.

Data and learning will be used to validate the assumptions, make refinements as needed, and ultimately prove that ORG's model and approach is bettering outcomes for distribution partners.

Measurement Approach

Measurement practices will be responsive to the contextual needs of the international pharmaceutical aid distribution program and will be aligned and elevated across the organization through shared indicators, shared principles, a set of core collection tools.

Guiding Principles for our Measurement Practice:



Consistent

- ✓ Codifying a measurement practice that can be upheld over time. Specifying what to be measured, by who, when.



Efficient

- ✓ How can we use data as a feedback loop and do what we are doing better?



Partner-Friendly

- ✓ Our measurement practices will be low-burden and of value to our partners

Measurement Plan Example

Measurement Plan

WHAT What I need to know (indicators)	WHERE Data source	HOW Data collection tool	WHEN Timing
WHOM WE SERVE			
1. LEARNING QUESTION: To what extent does ORG funding reach organizations that reflect the populations we serve?			
%/# of grantees with X% staff of color %/# of grantee with X% staff from traditionally under-represented or marginalized populations Themes related to funded programs serving under-represented/marginalized populations	Grantees	Record Review (website, applications) Demographic survey	Feb/March
2. LEARNING QUESTION: Is ORG funding building capacity of various types of organizations (from grassroots to larger organizations)?			
%/# of grassroots grantees %/# of non-grassroots grantees	Grantees	Record Review (grant portfolio, applications, websites)	Feb/March
Types of grants (general operating, program specific, etc.) per type of organization % of ORG grant of overall budget per type of organization	Grantees ORG Records	Record Review (grant portfolio, applications, websites)	Feb/March
WHAT WE DO/HOW WE DO IT			
3. LEARNING QUESTION: Is the grant-making process accessible and low-burden?			
%/# of grantees/applicants who report that the ORG grant making process to be accessible and low-burden Emergent themes related to accessibility and low-burden process	Grantees	Focus groups Interviews Grantee survey	March/April
	Applicants	Applicant survey	
Emergent themes related to designing a low-burden grant-making process	ORG staff	Focus group	
4. LEARNING QUESTION: To what extent do grantees feel like ORG is a strong partner? In their work, in the field?			
Emergent themes related to a strong partnership %/# of grantees who report that they have built a trusting relationship with ORG %/# of grantees who report that ORG recognizes their knowledge and expertise in working with/in communities %/# of grantees who report that their relationship with ORG minimizes power dynamics %/# of grantees who report that ORG is present in community spaces %/# of grantees who report that they have a strong understanding of who ORG is and what ORG does	Grantees	Focus groups Interviews Grantee survey	March/April
	Applicants	Applicant survey	

Top Data Collection Tips

1. Where do I Begin? With Your Learning Questions!!

- Designing with the end in mind: what prompts are you trying to answer
 - Build questions that will collect information that will help inform action
- Example
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2. Pick Question Types that Will Give You Data You Need

- Pick the question type that will best meet your learning goals and deliver data that is most actionable

ADDITIONAL RESOURCE

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3. Ask Only for Data You Need to Inform Action

- Are these data necessary?
 - Ethics burden, explore capacity to analyze and use
- Who will we share results with and why?
- What will data be used to do?
- Keep the survey simple & clear
 - This looks like short, focused questions that are relevant to your survey purpose.




4. Humanize the Experience

- Protect the identity of your respondents
 - Personally Identifiable Information: Should be asked for in a secure platform
 - Don't ask for name if you don't need it – People will be more honest
- Only ask for demographics that are essential for your data use purpose
 - Over-asking these and getting too personal degrades trust and affects quality of the data
- Acknowledge participant time & effort
 - This looks like compensating for their time or protecting their time to complete a survey



5. Center in Equity

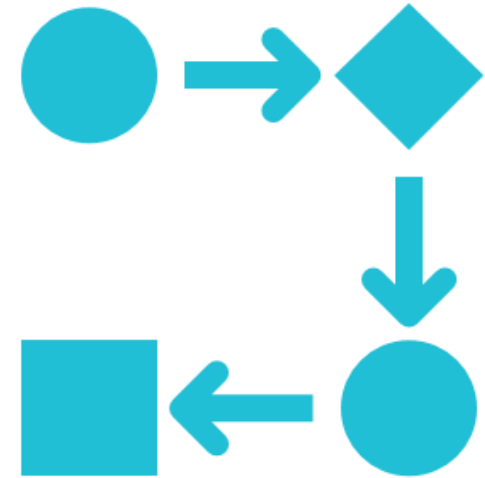
- Ensure Accessibility & Inclusivity
 - This looks like adjusting your survey to literacy, technology, language needs of participants.
- Collaborative Analysis
 - Plan to have people from community help you to analyze and interpret the data
- Close the Loop
 - Share findings with participants and take action based on survey responses. This shows appreciation and builds trust!



Accessibility Ideas
Are materials presented in a way that is accessible for a variety of intended participants? Have we adapted methods for unique characteristics of intended participants?

6. Aim for a Good Flow In Content

- Think of a survey as a conversation with someone
 - Intentionally word things in a way that is familiar and friendly and aim to take participants along a logical journey
- Survey should flow nicely from one topic to another
 - Tip: Aim to have important questions come earlier in the survey while not asking for sensitive information or complicated input off the bat!
 - Tip: Put demographic questions at the end to keep up interest and momentum



7. Develop Effective Questions

Things to do....

- Ask direct questions
- Use real-world language that is familiar to participants
- Keep it short, clear and concise
- Use a variety of ways to ask for information: multiple choice, likert scale, open ended
- Attend to sequence

Things to avoid...

- Double-barreled questions
- Judgmental or loaded language
- Leading Questions
- Using Absolutes or Missing Options

Things to do...

Draft questions or prompts then remove any extra or unnecessary words.

STRATEGY

EXAMPLE

IMPROVEMENT

Use real world language that is familiar to participants

I have learned how to regulate my emotions
Strongly Agree, Agree, Disagree, Strongly Disagree



I have learned how to name my feelings
I have learned some ways to control my own behavior

Keep it clear and concise

- 1) Offer clear and specific options to compare.
- 2) Use specific actions and timeframes for measurable data.
- 3) Focus on specific skills learned or practiced after engagement.

1) Which workshops would you like to see at Sunrise Academy? (Open-ended)



Would you prefer more workshops on a) job skills or b) financial literacy?

2) How often do you practice self-care for your mental health? (Never, Sometimes, Often)



In the past month, how many times did you practice mental health self-care?
Never, 1x per week, 2x per week

3) Have you increased your skills to take care of your mental health? (Not at all, Somewhat, Very)



True or False
I have learned what triggers my emotions
I have learned how to ask for support

Things to do...

Add 1 or 2
Open Ended
Questions- invite
participants to
provide details or
context

STRATEGY

Consider a variety of
ways to gather
information

Pay attention to sequence

EXAMPLES

COMMON LIKERT SCALES:
Satisfaction, Likelihood, Agreement, Frequency, Quality

MULTIPLE CHOICE, RATING, RANK ORDER

OPEN ENDED

Use sections to organize questions/prompts about a specific topic or focus
Start with easier questions/prompts and end with more complicated

Things to avoid...

Avoid questions that lead to data that require complicated or high-effort analyses

Double-Barreled Questions

Do you use meditation and breathing exercises once a week?

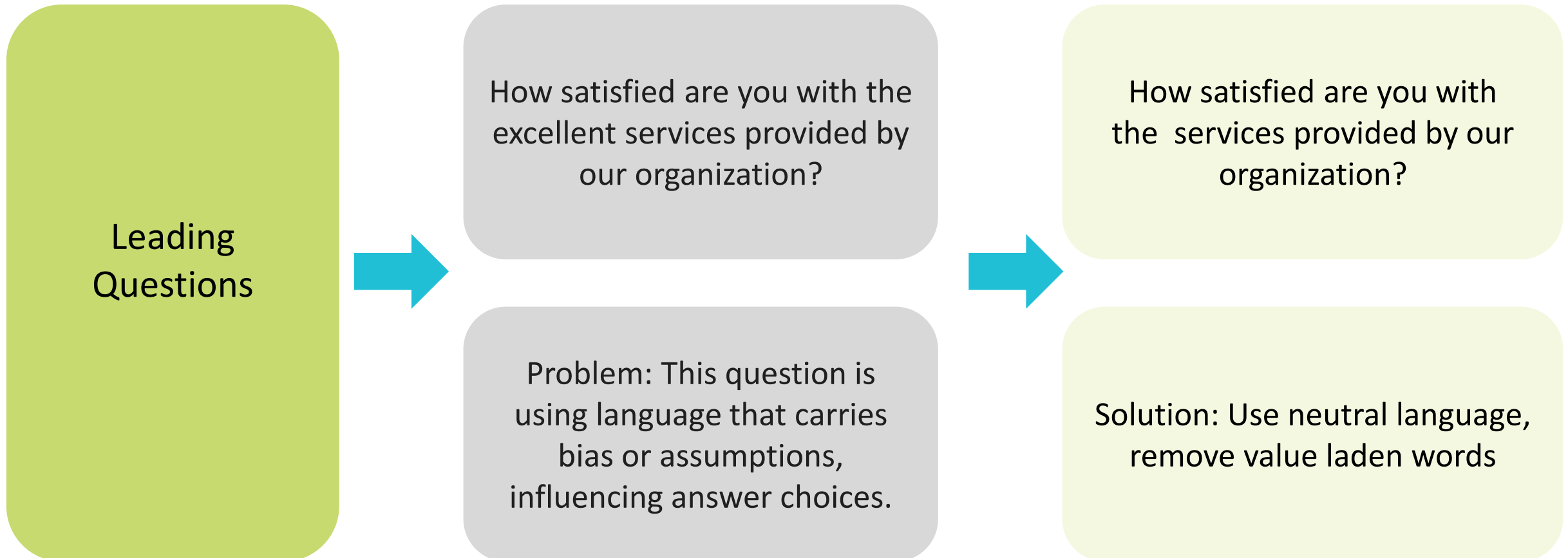
Problem: This question is asking about two things in a single question.

Do you use meditation once a week?

Do you use breathing exercises once a week?

Solution: Split into two separate questions or prompts

Things to avoid...



Things to avoid...

Using absolute language

What strategies do you always use to cope with stress?

Problem: This question is using absolutes like "always" or "never" which may not reflect real experiences

How often do you use this strategy to cope with stress?

Solution:

Remove absolutes and provide a full range of choices that reflect a variety of experiences, opinions, feelings, or knowledge.

Always, Frequently, Sometimes, Rarely, Never, Not applicable

Intentional Design: Platform Selection and Boosting Engagement

Which Platform to Use?

- Some have integrated analysis
 - Usually this is limited to descriptive statistics (like frequency counts), which go a long way!
 - Analysis is limited to quantitative or categorical data
- Integrated analysis may need to be refined
 - EX: If you have an “other” + open response question, you may need to clean and recategorize those responses into existing categories
- Suggest doing your own data viz but using the analysis doc to come up with the numbers

Platform Selection & Data Analysis Features

Survey Tool	Analysis Capabilities	Pros	Cons
Google Forms	Basic data analysis with built-in summary charts and graphs	- Free to use	- Limited advanced analysis features
SurveyMonkey	Provides basic analysis tools such as summary reports and charts	- User-friendly interface	- Limited features in free basic plan
Typeform	Basic data analysis with summary reports and visualizations	- Interactive and visually appealing	- Limited features in free basic plan
Zoho Survey	Basic analysis with summary reports and charts	- Integration with Zoho suite	- Limited features in free basic plan
SoGoSurvey	Offers advanced reporting features and customizable dashboards	- Comprehensive reporting capabilities	- Free trial with limited duration
LimeSurvey	Basic analysis features with exportable data for external analysis	- Open-source and highly customizable	- Requires technical expertise for setup
Microsoft Forms	Basic data analysis with simple summary reports	- Integrated with Microsoft 365 suite	- Limited features compared to others



All tools above have some free version available

Make it Engaging!

Think about the participant experience!

Make it visually appealing and easy for the participant to follow along

Include a clear, welcoming, and warm introduction

Frame the survey as a conversation with your participant

Use simple and accessible language

Reduce question and survey length

Design questions that invite your participants to reflect and share experiences

A Closer Look: Survey Introductions

- ❑ **Start with a friendly and engaging statement.** Briefly explain why you're conducting the survey and why their input matters. Use "you" and "your" to personalize the invitation. Consider their age, background, and familiarity with your organization.
- ❑ **Clearly state the purpose of the survey.** What information are you hoping to gather? How will it be used?
- ❑ **Assure respondents of their privacy and data security.** Explain how their data will be handled, protected, and/or shared. Use clear and simple language.
- ❑ **Write in a friendly and approachable tone, like you're having a conversation.** Avoid overly formal language and technical jargon.

HOT TIP:

Test the introduction with a small group of people to ensure clarity and effectiveness.

Example: Clear, Welcoming and Warm Introduction

Hey there, [Program Name] adventurers! Remember all those challenges and experiences we shared? **This quick survey is your chance to share your thoughts and ideas about the journey.**

We're curious how [Program Name] impacted you and what leadership skills you learned along the way. For example, teamwork, communication, and bouncing back from setbacks.

Sharing your honest thoughts will help us know what to keep doing and how to make things better for future #ProgramName. **Keep an eye out for a summary of the results** – we can't wait to share what we've all accomplished together!

Your answers are totally confidential and anonymous. They'll only be used by our team to improve the program, not shared with anyone outside of [Organization Name].

Data Analysis Tips

Question Types

- Pick the question type that will best meet your learning goals and deliver data that is most actionable

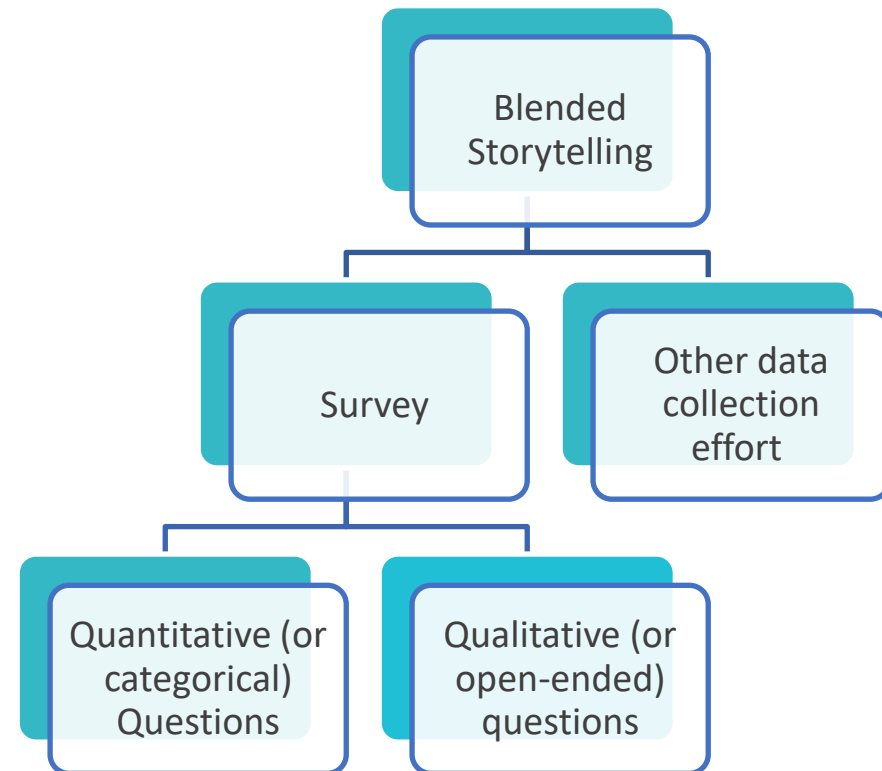
ADDITIONAL RESOURCE

To build your knowledge of different survey question types, take a peek at [this SurveyMonkey article!](#)

Type	Ideal for	Limitations	Considerations for Designers
Multiple Choice (Closed-Ended)	<ul style="list-style-type: none">- Collecting quantitative data - Standardizing responses- Comparing responses across participants or groups	<ul style="list-style-type: none">- Limited response options may not capture nuanced responses	<ul style="list-style-type: none">- Ensure response options are comprehensive and mutually exclusive- Avoid leading or biased wording in response options
Text Response (Open-ended)	<ul style="list-style-type: none">- Capturing qualitative insights and personal experiences- Exploring complex issues in-depth	<ul style="list-style-type: none">- Time-consuming to analyze individual responses	<ul style="list-style-type: none">- Limit the number of open-ended questions to reduce respondent burden- Use clear and specific prompts to guide respondents
Likert Scale (Closed-Ended)	<ul style="list-style-type: none">- Measuring attitudes, opinions, or perceptions- Quantifying responses on a continuum	<ul style="list-style-type: none">- May oversimplify complex attitudes or behaviors	<ul style="list-style-type: none">- Choose an appropriate scale range and ensure balanced wording- Consider offering a neutral midpoint option where applicable
Ranking or Rating Scale (Closed-Ended)	<ul style="list-style-type: none">- Prioritizing items or options based on participant preferences- Identifying preferences or importance of various factors	<ul style="list-style-type: none">- Limited in capturing nuanced differences between items	<ul style="list-style-type: none">- Provide clear instructions and criteria for ranking or rating- Consider using forced-choice or pairwise ranking where applicable

The Goal: Blended Storytelling

- Our goal in focusing on better survey design is to help you capture better quality data for your projects and to help you have a mix of data types (qualitative and quantitative) to tell a more comprehensive story
 - Surveys can help you do both!
- A blended story can come from:
 - Multiple sources of data – Ex: Intercept interviews + surveys
 - Multiple kinds of data collected in one instrument – Ex: Qualitative and quantitative data



Cleaning Your Data: A Checklist

If your dataset has errors, lots of missing values, or duplications, then your analysis (and results) will suffer. Data cleaning is crucial.

This can take a while (maybe an hour or two), but it is essential to have clean data before you analyze! Otherwise, you will have to go back and redo your analysis.

- Save a copy of the raw data so you can come back to it if you make a mistake
- Duplicate your raw data tab, rename to cleaned data. This is where you will do your data cleaning
- Check for missing data: Is it random? If no, possibly decide to delete response

14	3/25/2024 17:37:57	Evenings						
15	3/25/2024 17:39:13	YALL ARE STUUUUUI!	NO ONE WANTS YOUR suck it	your mom	Very important	I would break them all.	Maybe just leave us alone	

- Check for duplicate responses: EX – Response from people with same email or IP address. Remove duplicates
- Remove responses that are not completed in seriousness
- Recode "other" responses:
 - Into categories of questions if they exist – EX: "Video Games" --> Category Board and / or Video Games
 - Into a new category if you see a trend – EX: If theme of quiet space keeps coming up, make this a new response category
- Make tables of responses to quantitative questions in excel to build better charts
- Move open response questions to their own excel tab to be analyzed further

Check out [this resource](#) for more information on cleaning survey data before analysis

Practical Data Analysis Tips

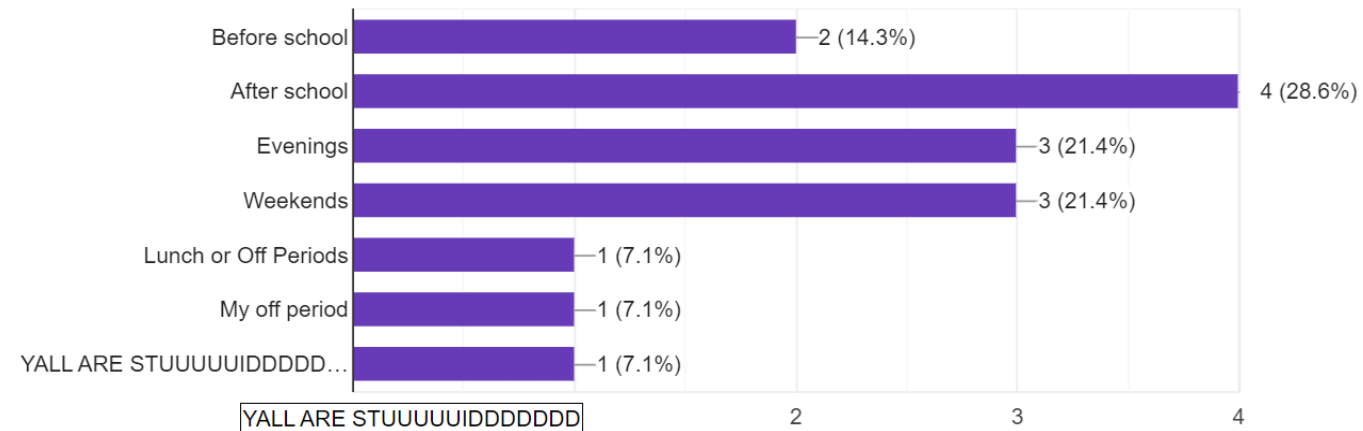
Table Cleaning and Chart Building

- Pre-made charts in your survey tool are a great way to get a snapshot of the data and see general trends
 - We recommend taking these charts and building your own in excel or google sheets, **especially if you have any data cleaning to do**
 - This allows for charts that more accurately depict the data, have N counts, and are displayed by percent instead of frequency counts

What is the time you are most interested in coming to the new youth space? Please select all that apply.



14 responses



If we take out the "non-serious" responses and recode the "other" values, our overall N count (or responses per question changes) and so do our frequency percents.

Additional Resources

- [Building charts in google sheets](#)
- Calculating descriptive statistics of your numerical data with [Data analysis toolpack in Excel](#)

