

Workshop on Survey Development and Implementation

Take your surveys to a new level! Come join us for a 2.5 day workshop on developing and implementing effective surveys.

We are offering this workshop only once during 2011 at the price of \$800 per person. This includes breakfast (3 days) and lunch (2 days); dinners and lodging not included.

Come join us in Wrightsville, NC and enjoy the beach in the fall while learning ways to improve the quality of your surveys and responses.

Groups of 3 or more receive a 10% discount!

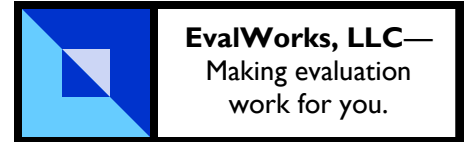
Presenter: Dr. Amy A. Germuth, president of EvalWorks, has taught workshops on survey design and methodology for over 7 years, including at Duke University and the American Evaluation Association / Center for Disease Control Summer Evaluation Conference. Most recently she presented a workshop on improving survey quality to participants at the Australasia Evaluation Society Annual Conference in Canberra, Australia and at the Visitors Studies Association Annual Conference in Phoenix.



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2.5-Day Workshop on Survey Development and Implementation

Wrightsville, NC
Oct. 10-12, 2011
www.wrightsville.sunspreeresorts.com/

Amy A. Germuth, Ph.D.
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Tel: (919) 401.5403

Workshop Overview

This workshop is designed to help participants:

- develop high quality survey questions,
- analyze qualitative and quantitative results, and
- report findings in meaningful ways.

Participants will leave this workshop with a better understanding of how to:

- reduce bias in survey questions and surveys overall,
- better analyze qualitative and quantitative data,
- report data for impact, using graphs, tables, and graphic design best practices, and
- design reports to emphasize findings over process.

Participants are encouraged to bring a survey they are currently developing or have developed to work on as part of this workshop. All participants will leave with a better written, more user-friendly, and less bias-prone survey.

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Day 1: Monday Oct. 10

8:45 - 4:00

I. Survey Management

- Types of surveys
- Terminology and definitions
- Key stages of conducting a survey

II. Survey / Questionnaire Design

- Types of survey questions
- Developing survey questions
- Identifying common errors in question construction
- Question sequencing and branching
- Response options / scale construction
- Controlling for response bias

Day 2: Tuesday Oct. 11

8:45 - 4:00

III. Survey / Questionnaire Design Cont.

- Review of various question formats
- Key considerations in scale construction
- Impact of question format on data analysis potential
- Formatting your survey

IV. Survey Administration

- Pilot testing your survey
- Survey administration methods
- Discussion of administration biases
- Sampling
- Response rate
- Techniques to increase response rates and minimize non-response bias

Day 3: Wednesday Oct. 12

8:45 - 12:00

V. Analysis of Survey Data

- What to do before you start analysis
- Setting up the spreadsheet
- Options for analyzing the data
- Generating descriptive statistics using Excel

VI. Presenting Data

- Organizing data into tables and graphs
- Graphic design best practices for reporting
- Charts that work for each question type
- Reporting formats

Total Cost: \$800 per person, includes breakfast (3 days) and lunch (2 days). Dinners and lodging not included. Groups of 3 or more receive a 10% discount.

All participants will receive a copy of Don Dillman's book ***Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method***

To reserve your spot, or for more information, please call (919) 401.5403 or email Amy Germuth at: AmyGermuth@EvalWorks.com.



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