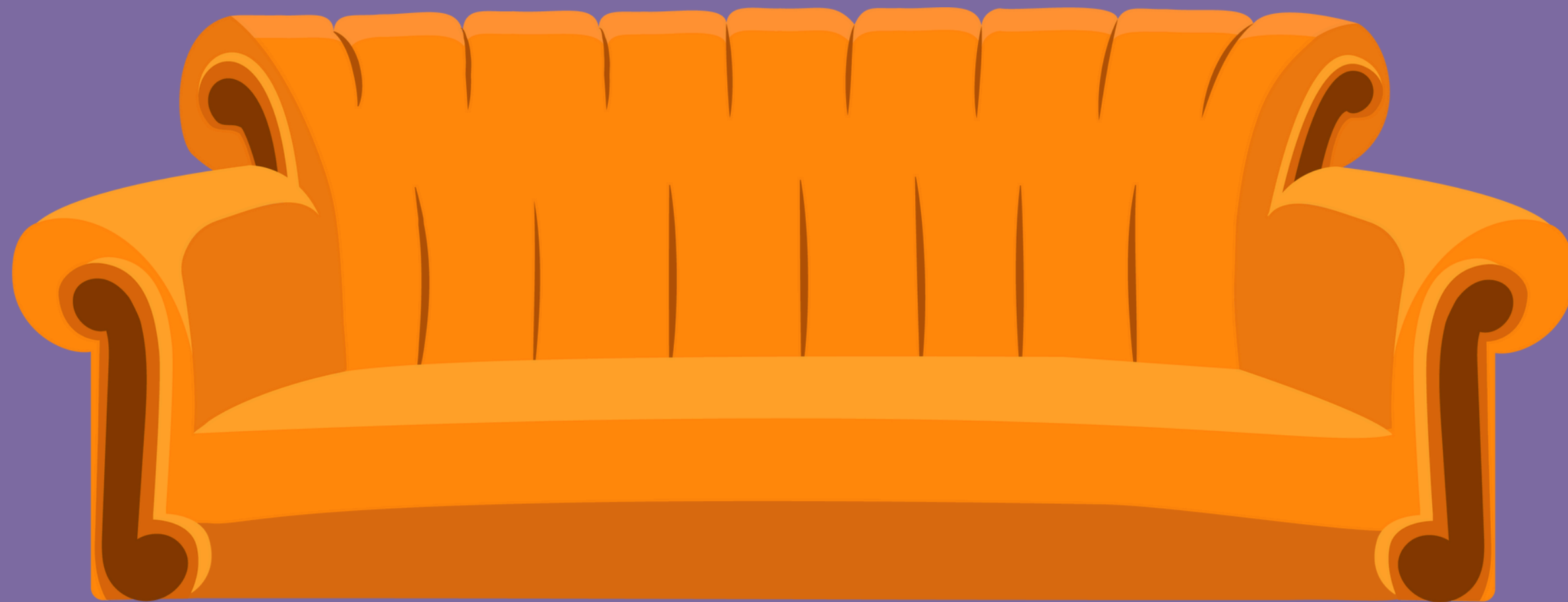


GOING DIGITAL -  
COLLECTING INFORMATION  
JUST GOT EASIER



KATHY MILTON  
DR. CODY RECORD

# YOUR FRIENDS FOR TODAY

---



*KATHY MILTON*  
Consultant



*DR. CODY RECORD*  
Program Coordinator

# YOUR F.R.I.E.N.D.S



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**MICHELLE TURNER**  
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**R10 DATA SOLUTIONS**

THE ONE  
WHERE  
YOU  
LEARN...

Data Collection



Survey Design Basics



Give it a Try



# Let's Take A Survey!

We will have a  
drawing for a prize!



# What is Data?

---

- Gathering Information: systematically capturing raw information from various sources.
- Organized Process: It follows a structured method to ensure data is accurate and consistent.
- Purposeful Action: The primary goal is to obtain data that can be analyzed to make informed decisions or gain insights.

# Define the Purpose

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- Set your objective: Be sure you have a clear well defined goals
- Relevance: every question provides relevant information
- Avoid Survey Fatigue

# Make Every Question Count

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- Avoid Complex or Leading Questions
- Questions should be clear and concise
- Simplicity



# Question Types

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Depending on your platform you are going to have some basic questions types such as Multiple Choice, Multiple Select, Text Entry, Matrix type questions.

# Order Matters

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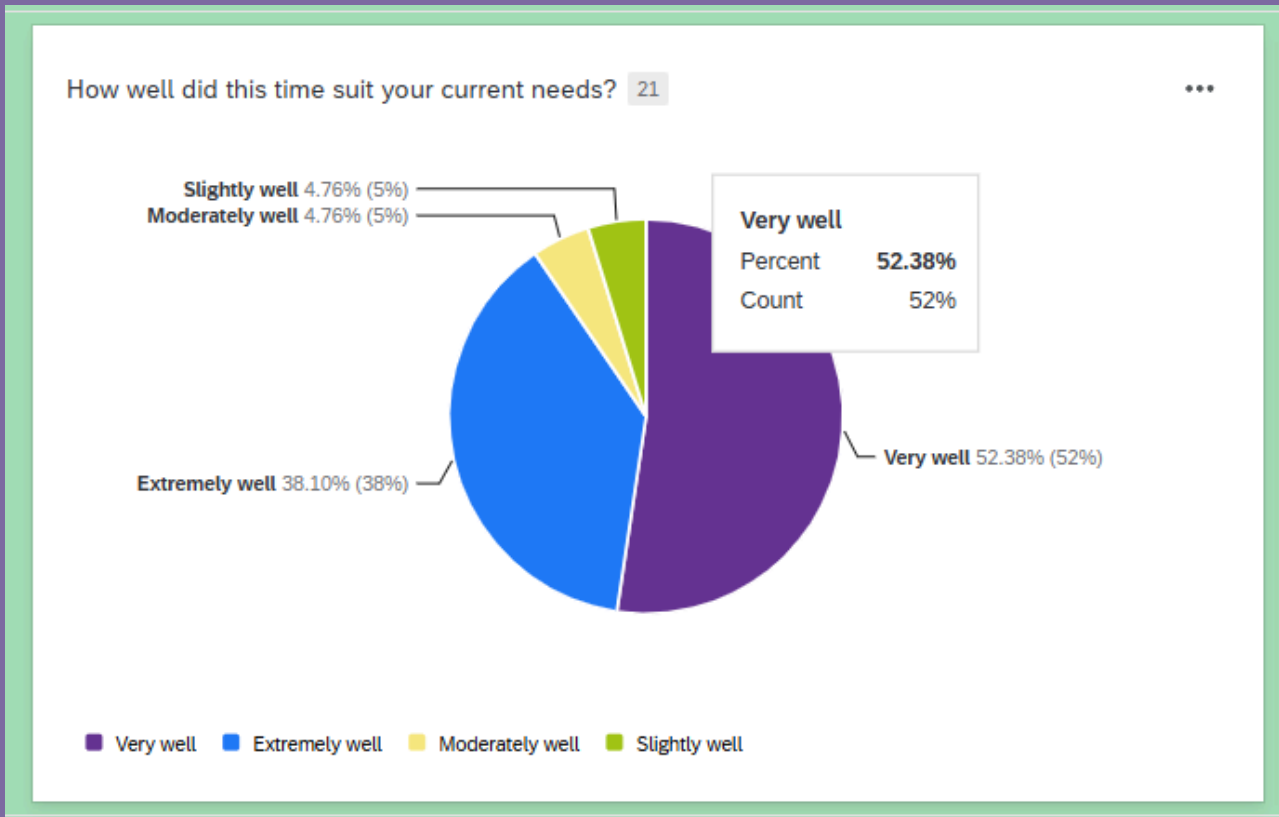
Begin with broader, less sensitive questions to ease respondents into the survey. The order can influence how respondents interpret and answer subsequent questions. Ensure earlier questions build a foundation that makes later questions easier to answer.

# Survey Flow

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- Enhances Respondent Experience
- Improves Data Quality
- Increases Completion Rate

# Displaying Your Data



	A	B	C	D	E	F	G	H	I	J	K
1	Recorded Date	Consultant Name	Date of Observation	District (LEA) Name	Campus Name	Teacher Name	Teacher email	Grade	Unit/Module	Lesson	Observation Minutes

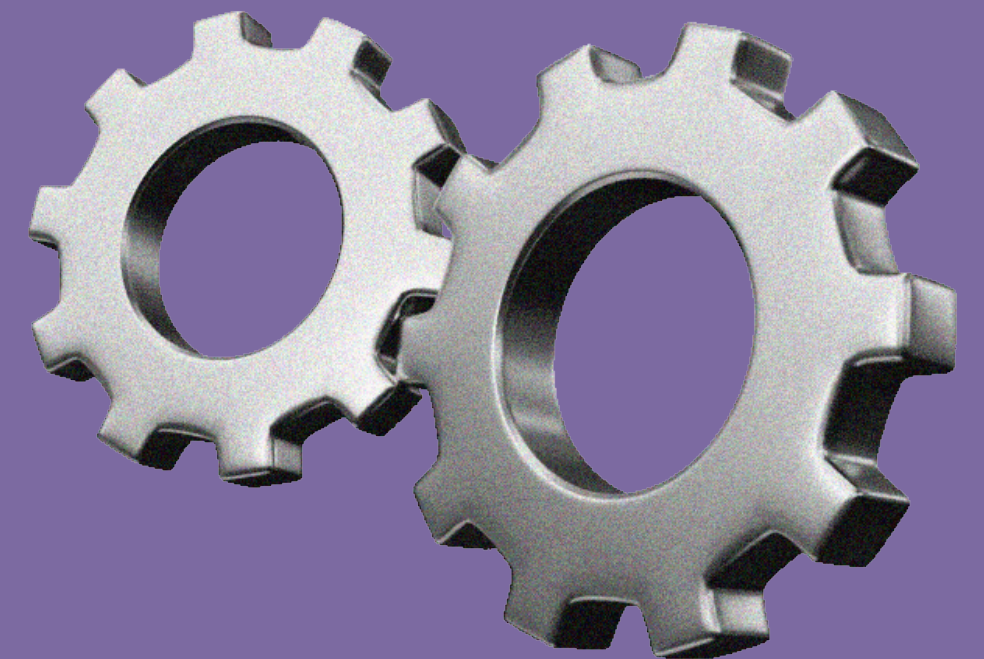
# Was the event informative and enjoyable for you?

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Yes/No

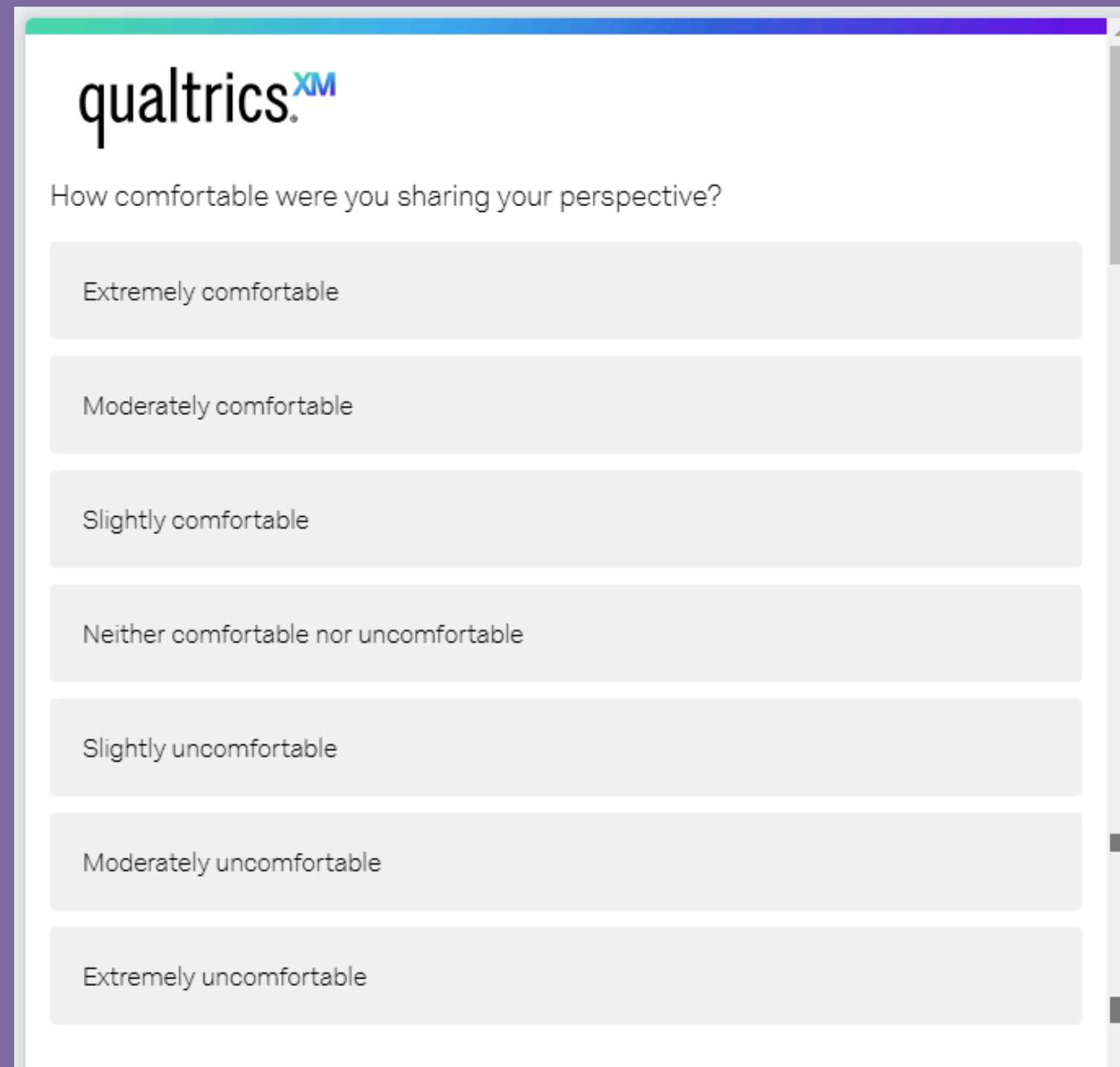
Open-ended

Two questions



# A Better Survey

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qualtrics<sup>XM</sup>

How comfortable were you sharing your perspective?

Extremely comfortable

Moderately comfortable

Slightly comfortable

Neither comfortable nor uncomfortable

Slightly uncomfortable

Moderately uncomfortable

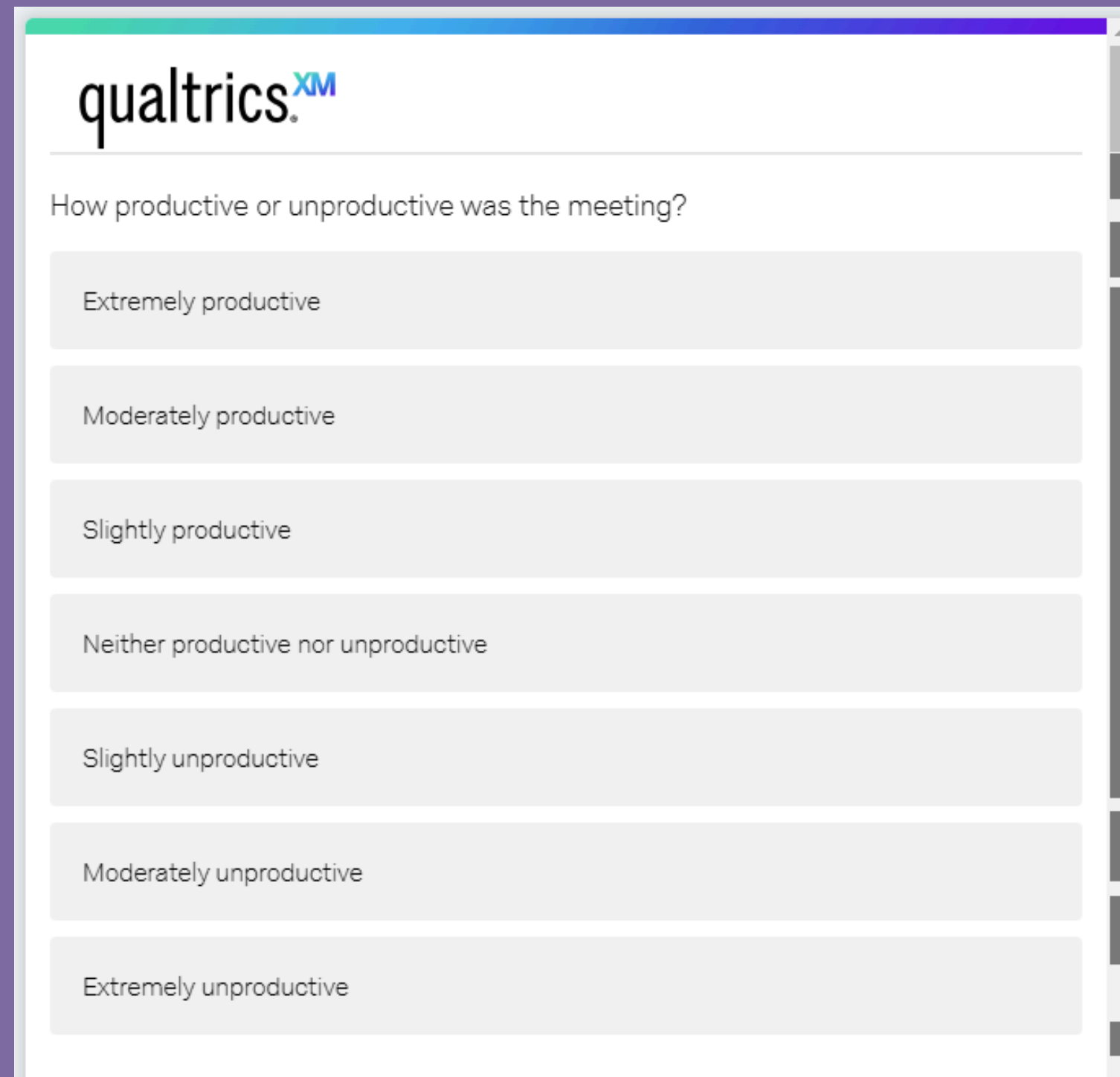
Extremely uncomfortable

The image shows a screenshot of a Qualtrics survey interface. At the top left is the Qualtrics logo. Below it is the question text: "How comfortable were you sharing your perspective?". There are seven radio button options listed vertically, each in a light gray box. The options are: "Extremely comfortable", "Moderately comfortable", "Slightly comfortable", "Neither comfortable nor uncomfortable", "Slightly uncomfortable", "Moderately uncomfortable", and "Extremely uncomfortable". The interface includes a vertical scrollbar on the right side of the question area.



# A Better Survey

---



qualtrics<sup>XM</sup>

How productive or unproductive was the meeting?

Extremely productive

Moderately productive

Slightly productive

Neither productive nor unproductive

Slightly unproductive

Moderately unproductive

Extremely unproductive

The image shows a screenshot of a Qualtrics XM survey interface. At the top left is the Qualtrics XM logo. Below it is a question: "How productive or unproductive was the meeting?". There are seven radio button options arranged vertically: "Extremely productive", "Moderately productive", "Slightly productive", "Neither productive nor unproductive", "Slightly unproductive", "Moderately unproductive", and "Extremely unproductive". The interface is clean and modern, with a white background and grey text.

# A Better Survey

qualtrics<sup>XM</sup>

Please rate each aspect of the meeting.

	Excellent	Good	Average	Poor	Terrible
Presentations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Venue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technology	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Length	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please share any additional feedback you have for the meeting organizers.

← →

Powered by Qualtrics

# But How Does This Help You?

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You just need the facts in a quick and easy format that you can then use to make decisions or use to complete a task.

What are some tasks that could be automated with the use of a survey?

- Oaths
- Paper Tester Requests
- Additional Manuals/Materials
- New Student Assessment Information
- End of Administration Check Lists

# Your Free Qualtrics Trial

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<https://www.qualtrics.com/free-account/>

# From Qualtrics

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Qualtrics is giving away a 40" Roku TV

Scan the QR code to enter!



# Backpack with Swag

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Must be present to win!



# References

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1. [How to create an effective survey in 15 simple tips](#)
2. [What is a survey? \(Benefits, tips, best practices & free survey tools\)](#).
3. [How to write great survey questions \(with examples\)](#).