



STUDENT AFFAIRS

Developing a Survey

Determine the purpose.

- What do you need to know?
- Why do you need to know it?
- What will happen as a result of this survey?
- Can you get this information from an existing resource instead of conducting a survey?

Decide what you are measuring.

- Attitude
- Knowledge
- Skills
- Goals or aspirations
- Behaviors and practices
- Perceptions of skills and knowledge
- Satisfaction
- Opinions

Determine who & how many to include.

- What is the appropriate population?
- What sampling method should be used?
- Use sample size calculator in Baseline

Consider the audience.

- Age
- Education level
- Cultural bias

Choose collection method.

- Mail
- Telephone
- Interview
- Online (email, link, QR code, etc.)

Choose measurement scale(s):

- Likert Scale [Ex: levels of agreement]
- Fixed Response [Ex: yes or no]
- Open-Ended Response [Ex: narrative]

Helpful Hints:

- Refer to Baseline Support site for questions (<http://baselinesupport.campuslabs.com/home>)
- Utilize Baseline user manual.
- Include simple instructions.
- Use plain language. Be brief.
- Ask one question at a time. Avoid loaded questions.
- Have a reasonable deadline for completion.
- Thank respondents
- Check reliability and validity
- Use Baseline to build your survey
- Include a date or timeframe in your survey title within Baseline [Ex: Spring 2015]

