

**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)