

Surveys and Questionnaires

Surveys and questionnaires are one of the most accessible, scalable tools for collecting feedback, measuring impact, and identifying areas for program improvement. They help capture participant voice in a structured way and allow for easy comparison over time.

Purpose

- Measure key program indicators such as satisfaction, belonging, trust, and psychological safety.
- Track progress toward goals, learning outcomes, and behavioral change.
- Capture change over time — especially through pre/post comparisons.
- Identify early warning signs of disengagement or confusion through pulse checks.
- Generate actionable insights that can be shared via dashboards, presentations, or reports.

When to Use

- **Pre-Program** → Establish a baseline for knowledge, attitudes, confidence, or sense of belonging.
- **Midpoint Pulse Check** → A short survey to quickly assess trust, progress, challenges, and engagement.
- **Close-Out** → Evaluate perceived value, key outcomes, and areas for improvement at the end of a cycle.
- **Follow-Up (e.g. 60–90 days later)** → Understand sustained impact, behavior change, and application of skills.

Sample Question Types

Rating Scales (Likert-style, 1–5 or 1–7)

- “I feel safe sharing my thoughts in group discussions.”
- “My mentor helped me develop a new skill or perspective.”
- “I understand the goals of this program.”

Multiple Choice

- “How frequently did you meet with your partner?”
- “What kind of support did you find most useful?”

Open-Ended

- “What part of the experience felt most valuable?”
- “What could we do to improve this program for future participants?”

Tip: Pair a quantitative scale with an open-ended follow-up to get both measurable and nuanced data.

Recommended Tool	What to Know
Google Forms	• Free and easy to set up. • Integrates seamlessly with Google Sheets for analysis. • Good for quick, lightweight surveys. • Limited in design/customization.
Microsoft Forms	• Simple, clean design. • Natively integrated with Microsoft 365 (Teams, Excel). • Easy for organizations already using Office tools. • Fewer advanced features than SurveyMonkey or Qualtrics.
SurveyMonkey	• Well-known and widely trusted. • Strong analytics and reporting dashboards. • Skip logic and branching options for more complex surveys. • Free version has limitations on responses and features.
Typeform	• Beautiful, user-friendly, conversational format. • Great on mobile — engaging survey experience. • Strong branding/design customization. • Paid tiers needed for advanced logic or more responses.
Qualtrics	• Enterprise-level, highly robust. • Advanced analytics, benchmarking, and data visualization. • Strong options for complex branching and integration with HR/CRM systems. • Best for large orgs; often too much for small programs.
Jotform	• Drag-and-drop form builder with lots of templates. • Integrates with Google Drive, Dropbox, Slack. • Good balance between free features and customization.
PollEverywhere	• Designed for live feedback in workshops or meetings. • Works well when you want instant, interactive input. • Less suited for full post-program evaluations, but useful • for pulse checks.

Best Practices for Writing Effective Surveys

1. **Keep it concise.**
Aim for 5–7 questions max (10 if needed). Long surveys decrease completion rates.
2. **Use clear and neutral language.**
Avoid jargon or emotionally charged words. Keep questions easy to interpret across reading levels.
3. **Avoid double-barreled questions.**
E.g., “Did your mentor help you feel confident and motivated?” → Split into two.
4. **Balance closed and open-ended items.**
Closed questions give measurable data; open questions capture insights and stories.
5. **Test your survey.**
Pilot with 1–2 people to catch confusing wording, technical issues, or survey fatigue.
6. **Ensure psychological safety.**
Use anonymous or confidential responses, especially for sensitive topics like trust or inclusion.
7. **Be consistent for tracking.**
Reuse core questions across cycles so you can measure growth or changes over time.
8. **Communicate results back.**
Let participants know what was learned and how their feedback will inform decisions.
9. **Optimize for mobile.**
Assume many users will respond on their phones. Keep layout clean and tap-friendly.
10. **Use skip logic thoughtfully.**
Tools like Typeform, Qualtrics, and SurveyMonkey allow branching — use it to tailor experience without overwhelming respondents.