**Survey Development**

Survey development is a multi-step process that requires thoughtful consideration about the context, design, and accessibility of the survey.

- **Identify your objective(s)** by asking the following:
  a. Why are you conducting this survey?
  b. What are you hoping to learn from the participants?
  c. Who is your intended survey population?
  d. How are you going to use the data you are collecting?
- **Choose a tool** – Microsoft Forms, Google Forms, and SurveyMonkey are great starting points. Your organization may have access to additional tools, each of which have their own pros and cons.
- **Write your survey questions:**
  a. Include a mix of qualitative and quantitative questions.
  b. Avoid double-barreled questions and leading questions.
  c. Be intentional when collecting demographic information.
- Aim to **keep your survey as concise as possible** (less than 12 minutes to complete is recommended) while still achieving your objective.
- **Include** an informative introduction and ensure your survey is designed with accessibility in mind.

**Survey Administration**

Survey administration refers to the steps required to distribute and collect responses to your survey.

- **Test** your survey with two or more trusted colleagues before distribution.
- **Calculate your ideal sample size** with this tool provided by Qualtrics.
- **Choose a distribution method for your survey**:
  a. Are you surveying a large population with a significant geographic spread? Use an electronic survey.

b. Are your respondents unlikely to respond to your survey before or after an in-person meeting or does your population have limited access to the internet? Use a paper survey.

- **Keep** your survey in the field for a minimum of one week. If possible, two weeks is recommended.
- If you have not reached your goal sample size by your initial deadline, **extend the deadline** for one week as long as your timeline allows.

**Survey Analysis**

Survey analysis involves organizing survey responses, preparing data for analysis, choosing statistical tests and measures, and performing those analyses on your data before turning it into meaningful results.