



Southeast Evaluation Association Webinar: Survey Best Practices: Improving Survey Design to Effectively Meet Evaluation Needs

Thursday, September 7 from 12 pm to 1 pm, Eastern

Description: Developing well-constructed surveys can provide evaluators with data that has depth and breadth, and improves the feedback stakeholders receive. Often times, evaluators identify design errors during the data entry and analysis phase of an evaluation. Question verbiage, wrong question-types, ambiguous language, and survey layout itself are all aspects that can diminish the power of overall evaluation results. In this webinar, the presenter will discuss common survey best practices and advanced survey design techniques to help evaluators improve their collection response rates and complexity of their data. Some of the topics include response scales, question ordering, open-ended questions, and survey layout best practices. Attendees will receive information that can improve data collection output and additional references to add to their evaluation toolkit.

Speaker: **Kristin Pitts** is the Lead Evaluation Specialist for a program evaluation team currently working on a government contract. Kristin has worked with the team for three years and started off as the instrument design specialist. Kristin has nearly ten years of experience in research design methods and collection instrument development and design. Aside from working on more than a dozen evaluation projects, Kristin has worked on multiple research projects as a design specialist and collection instrument developer. Kristin has a B.A. and an M.A. in Sociology from Auburn University and completed a Kirkpatrick Bronze and ROI certification.

Registration: This program is free for SEA members; \$15 for non-members; and students can join SEA for \$10. RSVP to SEA via email (seacoordinator@southeastevaluation.org) and submit your program fee via the SEA [website](#) or mail.

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