

# Designing Engagement Surveys

## REFINEMENT SERIES

### *Designing surveys for results*

This 12-hour online, trainer-facilitated course is a must for professionals who collect information through surveys or polls, or for those who develop questionnaires in support of online, telephone or in-person interviews or focus groups. **Participants learn about the conceptual underpinnings of how to design and develop questions for effective information collection, when and how to use this powerful technique and when not to use surveys.** Participants apply their new knowledge to refine and perfect their own survey projects, using proven industry best practices and DELANEY survey design tools. At the end of this course, participants will have the knowledge, skills, and tools to support end-to-end information collection instruments using this technique.

## TOPICS INCLUDE:

- Engagement objectives and surveys
- When to use surveys and when not to
- Surveys with other engagement methods
- Engagement data to support surveys
- Privacy requirements and considerations
- Design considerations for survey questions
- Survey question categories, types and formats
- Scoping, sampling, and representativeness
- Organizing, compiling, and analyzing input
- Reporting results
- Supervising staff and contractors for survey work



**Micro credential included.**  
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