



THE COMMUNITY  
FOUNDATION  
building a greater saint john

# WORKSHOP: PRINCIPLES OF EFFECTIVE SURVEY DESIGN

Work through the steps of designing a survey that gets you the right data for your goal, whether it is to evaluate something you are doing, perform a needs assessment, or answer a research question or hypothesis.

## Objectives

Participants will:

- Gain hands on experience in designing surveys to meet their data needs;
- Have a practical toolbox of concepts, tips, and resources for conducting effective surveys, from initial scoping, survey design and administration, to actually using the results; and
- Plan how the concepts and knowledge can be applied to surveys in their organization

## Topics Covered

- The initial stage of planning a survey
- Writing effective questions and avoiding common mistakes
- Principles of inclusivity in survey design
- Ensuring that people will want to complete your survey
- Special considerations in surveying youth
- Actually using your survey results

## Details



### Who is it for?

**This workshop is open to everyone.** No previous experience with surveys, research, or evaluation is necessary. We also welcome those who are experienced at designing surveys but are looking for an opportunity to refresh or further develop their skills.



### What will I receive?

- Full day workshop (lunch included)
- PDF copy of all workshop materials
- A 45 minute follow-up coaching session (1:1) that can be used within six months of the workshop



### How do I register?

Please use [this link to register](#). For questions, please contact Carrie Tanasichuk at [carrie@sjfoundation.ca](mailto:carrie@sjfoundation.ca), or (506) 607-1476.

## LOGISTICS

The workshop will be held on Wednesday, December 6th at the Greater Saint John Community Foundation (89 Canterbury Street, Room 101), from 9:30AM-3:00PM. The cost is \$350 per participant, with lunch included.