Checklist for Booklet 3:

Collecting and Analyzing Evaluation Data

# Quantitative Methods

## Step 1 – Design Your Data Collection Methods

Write evaluation questions that identify the information you need to gather.

Write survey questions that are directly linked to the evaluation questions.

Pilot test the questionnaire with a small percentage of your target group.

Have your methods reviewed by appropriate individuals or boards.

## Step 2 – Collect your Data

Decide whether to administer the survey to a sample or to everyone in your target group.

Follow procedures known to increase response rates.

Write a cover letter to motivate and inform respondents.

## Step 3 – Summarize and Analyze Your Data

Summarize your survey data using descriptive statistics.

Organize your data into tables to help answer your evaluation questions.

Write a brief description of the results.

## Step 4 – Assess the Validity of Your Findings

Calculate response rate.

Identify low completion rate of specific sections of surveys.

Identify low completion rate of any questions.

Look for socially desirable responding.

# Qualitative Methods

## Step 1 – Design your Data Collection Methods

Write evaluation questions that identify the information you need to gather.

Write an interview guide using open-ended questions.

Pilot test the interview guide with one or two people from your target group.

## Step 2 – Collect Your Data

Decide who will be interviewed.

Provide informed consent information.

Conduct the interviews.

After each interview, spend a few minutes writing reflective notes.

## Step 3 – Summarize and Analyze Your Data

Prepare the text.

Note themes (or categories).

Code the interview data systematically.

Interpret the findings.

## Step 4 – Assess the Trustworthiness of Your Findings

Conduct procedures that check the fairness of your interpretations.

Present findings that represent multiple perspectives and varying points of view.