Outreach Assessment Made Easy – Read Me First

A Step-by-Step Approach to Creating and Summarizing Outreach Surveys

Thank you for the outreach work you do! Programs you run have a lasting impact on students.

We encourage you to survey your participants. The survey data you collect can help you know which parts of the event worked well and which parts could be improved for a better impact. This insight will help us all improve our outreach.

“Assessment Made Easy” is a step-by-step approach to creating a post-event survey that you can give your participants, including students parents/educators and volunteers. Our surveys are built to measure our outreach objectives.

**Step 1: Define the Objectives of your Outreach Event**

**Step 2: Construct the Survey(s)**

- Select Assessment Questions based on the Outreach Objectives
- Add in Overall Questions and Open-Ended Questions
- Add Demographics Questions

**Step 3: Summarize Your Survey Results**

**Before the Event**

**How to create a Student event survey.**

- Open document “1A – Outreach Objectives – Students – with Corresponding Questions”.
- Circle the objectives of your Outreach event (**Step 1**).
- Note the survey questions that correspond to your objectives.

- Open document “2A – Core Student Survey”.
- Delete any question that does not correspond to your objectives (**Step 2**).
- Review other portions of the survey –highlighted in yellow – for possible customization.
- Customize the demographic questions based on the participants you’ve invited (e.g. all girls vs. a mix of boys and girls, etc.).

- Save the final survey as a PDF before printing.

For a **Parents & Educators Program (PEP) event survey**, follow the same procedure, but use document “1B – Outreach Objectives – PEP – with Corresponding Questions” and document “2B – Core Adult – PEP Survey”.

**Activity Meters** (also called Comment Cards): Decide whether or not you want to use them to quickly measure the success of a specific hands-on activity, right after it happens.

They are recommended when you try a new hands-on activity for the first time or if you are re-using a hands-on activity with a different age group.

Open document “2C – Core Activity_Meter”. Customize the Activity Meter by typing the name of each hands-on activity in the center of the meter.
For a **Volunteer Survey**, open document 2D – Core Volunteer Survey”, and follow the instructions.

**After the Event**

**Step 3: Summarize Your Survey Results**

**Tips:**
- Number the completed surveys from 1 to number of participants.
- Read the open-ended questions to see what was liked and what needs improving.
- Enter the data from each participant into an Excel spreadsheet. (This goes faster with two people.)
- Calculate averages, analyze your results, etc.

**How to Quantify Your Data:**
- For the **Overall Question**, report the % that gave the event an “A” and/or a “B”.
  - What grade would you give today’s event?
    - A  B  C  D  F
- For the **Open-Ended Questions** (e.g. Likes and Changes for next time),
  - Record all comments. This becomes a historical record for the next time the event is run.
  - Group the comments from each question based on type (e.g. Activities, Food, Speakers, Environmental conditions like room temperature or sound system, etc.)
  - Look for any themes/commonalities for what was liked and what should be changed for next time.
  - Focus on any that have more than ~10% responses.
- For **Agree/Disagree questions**, report the total % that said “Agree” or “Strongly Agree”. Or, you can assign points, with 5 points for “Strongly Agree” all the way down to 1 point for “Strongly Disagree”, then report the average.
- For the **Confidence and Ability questions**, report the % that said their confidence or ability “Improved”.
- For “**Recommend to others**” question, report the % that said “yes”.

**How to Report Your Data:**
- Present your data in tables or graphs.
- Write an “Executive Summary” for your section records (one or two pages long).
- Share the summary with everyone who helped with the event.
- Data can also be used in Award Applications.

**Tips for constructing an Infographic** (*a graphic visual representation of the data and event*):
- Focus on the positive data…what 5 to 7 pieces of data are you most proud of?
- Decide on a way to visually show the data, e.g. pie chart, bar charts, balloons, thought bubbles, etc.
- Pick a color scheme.
- Give a brief explanation of the event.
Add in pictures of the event. (Make sure you have photo clearances if you show the faces.)

Thank your sponsor.

How you could use an Infographic of your Outreach results

Use it to celebrate your results or market your event.
- Share it in a newsletter or post it on your section’s Facebook page or website
- Share it in a “thank you” letter to your sponsor
- Use it in advertising for next year’s event
- Use it with potential sponsors to ask for funding
- Use it with potential partners (like school districts)
- Use it to get media/press

Examples of Infographics