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.