Administering Evaluation Forms

General points:

- How you administer forms affects your data (response rate, data quality).
- Procedures matter.
- Attitude matters.

Specific points:

- Have a dedicated time for participants to complete the evaluation (preferably listed on the agenda).
- Mention the evaluation time at beginning of the meeting.
- Present it with a positive attitude!
- Try to achieve 100% response rate (50% minimum).
  - Generally it works better to distribute forms just before the evaluation rather than at registration.
- Have a supply of pens.
- Have a specific collection point.
- Mention any special instructions (i.e., completely filling in bubbles).
- Include an incentive to increase participation (i.e., a few door prizes with winners randomly selected among those who completed an evaluation).
- Emphasize its importance – that it helps you and them. Future programs will be improved as a result.
- Emphasize that you want their most honest and complete responses.
- Mention that it is anonymous (if that is the case).
- If working with young children, you may need to guide them through the survey by reading aloud the questions and possible responses.
- If using scannable forms, a black or blue pen works best, and be sure to instruct participants to fill in bubbles completely.
- If using a pre-post strategy with matched ids, use a unique number that participants will remember but will be anonymous to you (i.e., last four digits of SSN, last four digits of a phone number, etc.).