

REL West Webinar:
Effective Survey Design and Communication of Survey Results

December 6, 2021

11:00 am–12:30 pm Pacific Time

11:00–11:05 Introductions

- Jennifer Anthony, REL West

11:05–11:10 Welcome, REL information, introduction to collaborators, and articulation of webinar goals

Jennifer Anthony will greet participants and provide background information on REL West. The goals are that participants will increase their understanding of:

1. *Best practices for creating effective surveys;*
2. *How to create more inclusive surveys; and*
3. *Strategies for effectively communicating survey results.*

- Jennifer Anthony, REL West

11:10–11:40 Survey design best practices

Tran Keys and Ryan Lewis will discuss best practices for creating effective surveys with a focus on the following four key areas of development:

1. *General best practices in survey design*
2. *Common problematic survey questions (and how to avoid them)*
3. *Likert scales and rating scales*
4. *Creating more inclusive surveys*

- Tran Keys, REL West
- Ryan Lewis, REL West

11:40–12:10 Effective communication of survey results

Ms. Anthony will discuss strategies to effectively communicate survey results. She will share and discuss the following examples of guidance and tools:

1. *Guidance for communication of survey results*
2. *Level of communication plan worksheet*
3. *Communication plan worksheet*

- Jennifer Anthony, REL West

12:10–12:20 Practitioner’s perspective: Fresno County Superintendent of Schools

Matilda Soria will share her experiences developing a recent survey for an initiative in her county aimed at expanding access to and participation in high-quality early care and education, and communicating the results of the survey to key stakeholders.

- Matilda Soria, Local Planning Council Coordinator

12:20–12:25 Question & Answer session

12:25–12:30 Closing and stakeholder feedback survey

- Jennifer Anthony, REL West

12:30 Adjourn