



**Idaho Career and Technical Education
Data Collection Training: Survey and Focus Group Design**

Monday, April 8, 2019
8 a.m. to 2 p.m.
Virtual meeting

Facilitators

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Goal

To learn how to design surveys and focus groups

Objectives

- Become familiar with important elements to consider when designing a survey
- Improve and add to the current draft survey
- Be ready for steps that will inform implementation
- Understand the purpose and uses of focus groups
- Learn the steps involved in focus group planning
- Begin drafting focus group questions for inclusion in a facilitator guide

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Agenda

Time	Content	Goals and objectives	Activities and resources
8:00–8:10	Purpose	Review the scope of REL services overall and in this project and be clear about the purposes of and outcomes for this meeting, with a focus on the morning session	Handout: Participant agenda (<i>identical to this agenda except with this column removed</i>) Slides 1–5
8:10–9:10	Survey planning	<ul style="list-style-type: none"> • Clarify survey goals and audience • Start drafting research questions • Identify constructs • Distinguish research questions from survey items • Understand the properties of quality surveys • Identify survey participants 	Activity: Brainstorm with note taking in Google Docs Handouts: <ul style="list-style-type: none"> • Draft survey questions from ICTE (which participants will bring) • Planning document template (Handout 1.1, from Walston, Redford, & Bhatt, 2017) Slides 6–13
9:10–10:35	Drafting survey items (with a 10-minute break in the middle)	<ul style="list-style-type: none"> • Become familiar with the options (adapting and writing survey items) • Understand the properties of quality survey items • Start drafting survey items 	Activity: Brainstorm with note taking in Google Docs Handouts: <ul style="list-style-type: none"> • Survey lists (Handout 2.1 and Module 2, slides 16–27 from Walston et al., 2017) • Attachment 3: Survey Question Quality Checklist Slides 14–24
10:35–11:30	Survey implementation considerations	<ul style="list-style-type: none"> • Decide whether/how to pretest the survey • Identify targeted respondents • Review administration issues • Identify next steps 	Slides 25–29
Lunch on your own			

Time	Content	Goals and objectives	Activities and resources
12:30–1:00	Goals of focus groups in this project	<ul style="list-style-type: none"> • Clarify focus group goals and audience • Start drafting research questions 	Activity: Brainstorm with note taking in Google Docs Slides 30–31
1:00–1:20	Recruiting focus group participants	<ul style="list-style-type: none"> • Identify targeted respondents • Determine a recruitment strategy 	Activity: Brainstorm with note taking in Google Docs Slides 32–33
1:20–1:55	Facilitating focus groups	<ul style="list-style-type: none"> • Identify facilitators • Start drafting a facilitator guide, with a focus on focus group questions 	Activity: Brainstorm with note taking in Google Docs Slide 34
1:55–2:00	Closing and next steps	Achieve clarity on session outcomes and next steps	Slides 35–37

Reference

Walston, J., Redford, J., & Bhatt, M. P. (2017). *Workshop on survey methods in education research: Facilitator's guide and resources* (REL 2017-214). Washington, DC: U.S. Department of Education, Institute of Education Sciences, National Center for Education Evaluation and Regional Assistance, Regional Educational Laboratory Midwest.
<http://eric.ed.gov/?id=ED573681>