



SURVEY DEVELOPMENT AND ADMINISTRATION: 4 STEPS

The steps and related questions in survey development and administration were summarized from REL Northwest’s *High Response Rates Through Collaborative Survey Practices* (2025) resource. See the full resource for additional, more in-depth guidance.

| Step | Questions to Ask |
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| 1. Identify Needs and Bring Together Key Players | <ul style="list-style-type: none"> • What information do you want to gather? • How will you use the data and information? • Who are the key players that should be involved in the survey development and administration process and what is their capacity to participate in these efforts? • To what extent is collaboration a norm among those that should be involved, and what level of relationship-building and norm-setting is necessary? |
| 2. Collaborate to Develop and Refine the Survey | <ul style="list-style-type: none"> • What is the goal of the survey and is there consensus and enthusiasm around that goal? • Do you have an existing framework or resources to build a survey? How can these resources be leveraged? • What response options make the most sense in terms of how you would like to be able to use the data? • Who holds the information you seek to collect and what survey length would be feasible for these individuals? |
| 3. Craft an Administration Plan | <ul style="list-style-type: none"> • Who are potential survey champions well-positioned to promote or require the survey? • What are the ways in which you can invite participants to engage in the survey and what are the pluses and minuses of each possible approach? • How will you obtain contact information for those you plan to survey and what are the potential pitfalls to your planned approach? • Can you offer an incentive or work with other agencies/organizations to identify an incentive? |
| 4. Encourage and Monitor Responses | <ul style="list-style-type: none"> • How can you remain reflective and responsive to what you see regarding response rates? • What strategies can you preemptively identify to boost response rates if they are low? • Do you have adequate capacity to ensure someone can dedicate their time to monitoring response rates and coordinating action as needed to promote high response rates? |

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