CB ASSESSMENT
CHECKLISTS

CHECKLIST #1:
Planning and conducting a capacity building participant survey

This is an alternative to collecting participant data through a focus group.
The steps to conduct a focus group can be found in Checklist #2.

Step 1: Decide on the surveying method and develop participant contact list

☐ **1a:** Decide on the surveying method
Determine if you will **mail or email** the survey. Mailing requires mailing addresses as well as printing and postage costs. Emailing requires email addresses.

☐ **1b:** Develop participant contact list
For both mailing and emailing the survey, you will need to **gather and consolidate all capacity building participants' contact information into one list**. This process can take some time and require database cleaning if different individuals or departments maintain capacity building participant lists.

Both mail and email surveys require staff coordination time
with email surveys being more efficient in distributing and analyzing results.

Step 2: Develop the survey

☐ **2a. Determine if confidential or attributed**
Determine if survey responses will be **confidential or attributed** to the participant. This can influence the questions you consider asking and how you want to ask them. Think about the benefit of confidentiality versus attribution. Most individuals or organizations that receive funding from an agency will feel most comfortable responding honestly with a confidential survey.

☐ **2b.** Draft the survey
Draft the survey: write clear instructions, questions and response options.
Use terms that will be clear to participants, not jargon. For example, even the words "technical assistance" and "capacity building" may not be clear to some participants. Define terms within the survey as needed. See the sample survey questions provided.

If you already have some information about the participants, do not re-ask
(e.g., what services they received, frequency and dosage of participation, etc.).

☐ **2c:** Review the survey
Review the draft survey **with the advisory group or people close to the capacity building work** as well as those not as involved to ensure the questions are clear and the information will be useful. Allow sufficient time for feedback and survey revisions. Often the review process causes the overall purpose of the survey to be clarified with some survey questions being deleted and others added.

☐ **2d.** Write the survey introduction
Consider the **public's perception of your agency and address it** in the framing of the survey. Include why you are conducting the survey and how the information will be used. Note if the information is confidential or not.

☐ **2e.** Program the survey
Program the survey into the **online survey tool or print** the survey.

☐ **2f.** Test the survey
Select **two to four participants** who would be willing to spend time **testing the survey.** Ask them to take the survey and share their feedback about anything that is unclear or confusing. Revise the survey based on their feedback.

Step 3: Encourage participant responses

☐ **3a.** Incorporate incentives
A raffle works well to **incentivize participants** while keeping incentive costs low. For example, a $100 gift card or $500 capacity building grant could be offered to one randomly selected participant that completes the survey by the deadline.

☐ **3b.** Establish deadlines
Multiple deadlines with declining incentives may help encourage early completion.

☐ **3c.** Utilize an influential person
Have the **agency's leader or a key influential** person sign the survey letter or email to encourage responses

Step 4: Send the survey

☐ **4a.** Establish a process for survey reactions
Plan for how to handle responses, especially frustrated ones. Some people may share specific complaints or dislike being sent a survey. It is important to establish a process for **how to and who will handle survey responses**.

☐ **4b.** Set closing date earlier than needed
Send **reminders and plan to extend the survey** closing date by setting an initial close date of earlier than needed.

☐ **4c.** Thank respondents and direct them to results
Follow up with survey participants after the survey is closed to thank them and direct them to where they can find the results. Consider a public version of the results that can be shared via social media or your agency website.

Step 5: Use the survey data

☐ **5a.** Use the data purposefully
Meet with relevant staff to **discuss the survey results and how the results can be used**. Use will depend on the survey's purpose (internal learning, external proving and actionable recommendations).

☐ **5b.** Reflect with a focus
If possible, schedule the surveying and analysis in line with existing opportunities scheduled to **reflect as an organization** (e.g., staff retreats).