

**OVERVIEW:** Surveys are an essential tool for gathering information and feedback from a multitude of perspectives. When done well, they deliver incredible insights when you are looking for feedback from numerous people or people who are geographically dispersed. With an array of easy to use digital tools like SurveyMonkey at your fingertips, executing a survey is relatively simple. But the actual survey design is where it gets complicated. If you've ever created a survey, you know it's not as simple as it seems at first glance. In fact, carefully designing a survey that meets your objectives can take months.

How do you keep your survey short enough to get responses, but long enough to provide useful insights? Are you sure your question wording is clear and unambiguous? What question formats do you use to get meaningful answers? How do you strike the right balance between open-ended and closed responses? These are common survey design questions most people encounter when they start the process and this class will help you answer them.

**AUDIENCE:** HR professionals, managers or supervisors, team leads, or program managers who design surveys.

**LENGTH:** The program is a 1-day class.

**COST:** \$75

**TOPICS:**

- Why survey design is important.
- Formulating what you need to know into a question.
- Understanding the population you will be surveying.
- Different ways to administer your survey.
- Writing and proofing your questions.
- Testing and piloting your survey.

**REGISTRATION:** To register, log into iLearnOregon at <https://ilearn.oregon.gov>. In the course catalog search for MES.

When you register you will be required to pay for the class using a credit card. Make sure to have the appropriate person available to enter in the credit card information.

**QUESTIONS:** If you have any questions about the program, please contact Brandy Meng at [chro.training@oregon.gov](mailto:chro.training@oregon.gov) or 503-480-6626.

## CLASS 1 – VIRTUAL CLASS

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**LOCATION:** Virtual Class via Zoom

**CLASS DATE:** January 13, 2021

**CLASS TIME:** 8:30am to 4:30pm

## CLASS 2 – VIRTUAL CLASS

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**LOCATION:** Virtual Class via Zoom

**CLASS DATE:** April 20, 2021

**CLASS TIME:** 8:30am to 4:30pm

## CLASS 3

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**LOCATION:** TBD

**CLASS DATE:** July 28, 2021

**CLASS TIME:** 8:30am to 4:30pm

## CLASS 4

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**LOCATION:** TBD

**CLASS DATE:** October 19, 2021

**CLASS TIME:** 8:30am to 4:30pm