Effective Survey Design

Webinar

## Description

Surveys are often the first or only evaluation tool used by nonprofits, but poor survey design can produce untrustworthy or irrelevant results. This workshop will introduce participants to the fundamentals of good survey design. Participants will learn strategies for focusing their survey on what’s important, tailoring their survey to their audience’s needs, and promoting participation in the final product. Throughout, the presenters will answer questions and provide resources for participants to use in their organization.

## Aurora Consulting

Aurora Consulting boosts your capacity to lead your nonprofit into the future. We believe in the power of thoughtful evaluation, strategic planning, and leadership development.

### Al Onkka, Principal Consultant, Aurora Consulting

I look through an evaluative lens to get a better read on your organization and its programs and help you build a culture of evaluation. This will help you make smarter decisions, measure progress, and be responsive to the changing needs of your community.

Web headshot:

https://www.dropbox.com/s/ry5wwvaup26m50q/ACP\_Aurora\_20161213\_001\_web.jpg?dl=0

### Sarah Cohn, Principal Consultant, Aurora Consulting

I help you boost your ability to plan and administer evaluation programs so you can understand your customer’s needs and expectations, improve the quality of your programs and services and plan for the future.

Web headshot:

https://www.dropbox.com/s/adv6s7vxd39ijep/ACP\_Aurora\_20161213\_006\_web.jpg?dl=0