

# Getting a Clear Start: Creating an Evaluation Survey Outline



## Step One – Create a List of Indicators

- Copy and paste indicators<sup>1</sup> from the evaluation matrix into a document. Remove any duplicates.

## Step Two – Create Sections

- Organize the indicators into sections with bullets
  - By evaluation issue or topic e.g., relevance, needs, effectiveness
  - In chronological order e.g., awareness, then participation, then outcomes
  - Taking into account sensitivity – with less sensitive questions near the beginning and demographic questions near the end
- Add headings to each section
- Add an introduction section – welcoming respondents and briefly describing the survey purpose/use, likely length and confidentiality

## Step Three – Create Flow

- Add placeholders for questions needed as filters/for flow
- Check flow
  - Working forwards
  - Working backwards
  - As a respondent
  - As a survey results user

**OUTLINE DONE!**

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<sup>1</sup> Or measures, data items, etc.