

## Resources on Planning, Designing, and Conducting Customer Surveys

### General Survey Methods

- Bradburn, N. M., Sudman, S., & Wansink, B. (2004). *Asking questions: The definitive guide to questionnaire design (Rev. ed.)*. San Francisco, CA: Jossey-Bass.
- Czaja, R., & Blair, J. (2005). *Designing surveys: A guide to decisions and procedures (2<sup>nd</sup> ed.)*. Thousand Oaks, CA: Pine Forge Press.
- Dillman, D., Smyth, J., & Christi, L. (2014). *Internet, Mail, and Mixed-Mode Surveys: The Tailored Design Method*, 4th Edition.
- Eli and Edythe Broad Foundation, Resources for District and Charter Management Organizations retrieved 5/5/15 from [http://broadeducation.org/resources/guides\\_and\\_toolkits.html](http://broadeducation.org/resources/guides_and_toolkits.html).
- Fink, A.G. (2008). *How to Conduct Surveys: A Step-by-Step Guide*. Thousand Oaks: Sage Publications.
- Rea, L.M., & Parker, R. (2014). *Designing and conducting survey research: A comprehensive guide (4<sup>th</sup> ed.)*. San Francisco, CA: Jossey-Bass, Inc.
- Survey Fundamentals: A Guide to Designing and Implementing Surveys, retrieved 5/5/15 from [http://oqi.wisc.edu/resource/library/uploads/resources/Survey\\_Guide.pdf](http://oqi.wisc.edu/resource/library/uploads/resources/Survey_Guide.pdf).
- Web Center for Social Research Methods, retrieved 5/5/15 from <http://www.socialresearchmethods.net/kb/survey.php>.
- What is a Survey?, retrieved 5/5/15 from <https://www.whatisasurvey.info/>.

### Third Party Evaluators

- Heinemeier, S., D'Agostino, A., Lammert, J., Fiore, T.A. (2014). *Guidelines for Working with Third-Party Evaluators*. Rockville, MD: Westat, Center to Improve Project Performance. Retrieved 7/9/15 from <https://tacc-epic.s3.amazonaws.com/uploads/event/560/Guidelines%20for%20Working%20with%20Third-Party%20Evaluators--Section%20508%20Compliant.pdf?AWSAccessKeyId=AKIAIMS3GHWZEDKKDRDQ&Expires=1437148575&Signature=rvUD5AnN9ueUsyFCqEYYSDbch1o%3D>
- Heinemeier, S., & Lammert, J.D. (2015). *Guidelines for Working with Third-Party Evaluators* webinar. Presented January 14, 2015 through the Technical Assistance Coordination Center Webinar Series. Retrieved 7/9/15 from <http://westatwebinar.events.tadnet.org/>

### Sample Sizes

- Creative Research Systems Sample Size Calculator, retrieved 5/5/15 from <http://www.surveysystem.com/sscalc.htm>
- Raosoft Sample Size Calculator, retrieved 6/24/15 from <http://www.raosoft.com/samplesize.html>