

## Sample Item Formats for Customer Surveys

### Item Purpose: Planning, Needs Assessment, or Formative Evaluation

**Sample 1. Please indicate your priorities for assistance on the topics below. (Select one response per row.)**

|    | Topic          | High priority for assistance | Moderate priority for assistance | Low priority for assistance |
|----|----------------|------------------------------|----------------------------------|-----------------------------|
| a. | <INSERT TOPIC> | <input type="radio"/>        | <input type="radio"/>            | <input type="radio"/>       |
| b. | <INSERT TOPIC> | <input type="radio"/>        | <input type="radio"/>            | <input type="radio"/>       |
| c. | <INSERT TOPIC> | <input type="radio"/>        | <input type="radio"/>            | <input type="radio"/>       |
| d. | <INSERT TOPIC> | <input type="radio"/>        | <input type="radio"/>            | <input type="radio"/>       |

**Sample 2. Please rank the importance of information on our website, with 1 being the least important to 4 being the most important. (Select one response per row.)**

| Information    | 1<br>Least<br>Important | 2                     | 3                     | 4<br>Most<br>Important | Don't know            |
|----------------|-------------------------|-----------------------|-----------------------|------------------------|-----------------------|
| Advocacy       | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>  | <input type="radio"/> |
| Education      | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>  | <input type="radio"/> |
| Treatments     | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>  | <input type="radio"/> |
| Family Support | <input type="radio"/>   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>  | <input type="radio"/> |

**Sample 3. The {webinar/conference/seminar/document} assumed a level of knowledge.... (Select one.)**

- Far below my current level
- A little below my current level
- At my current level
- A little above my current level
- Far above my current level

**Sample 4. How relevant to your work was the content of the {webinar/conference/seminar/publication}? (Select one.)**

- Very relevant
- Somewhat relevant
- Not relevant

**Sample 5. How satisfied were you with the webinar given by XXXX on {MMDDYY}? (Select one.)**

- Not at all satisfied
- Somewhat satisfied
- Very satisfied
- Not applicable. I did not participate in the webinar.

**Sample 6. How satisfied are you with the intensive technical assistance you received from XXXX in the past year? (Select one.)**

- Not at all satisfied
- Somewhat satisfied
- Very satisfied
- Not applicable. I have not received technical assistance from XXXX in the past year.

**Sample 7. How likely are you to recommend XXX to your associates or colleagues? (Select one.)**

- Very Likely
- Somewhat likely
- Not likely

**Sample 8. To what extent do you agree with each of the following statements? (Select one response per row.)**

| Statement  | Not applicable        | Not at all or small extent | Moderate extent       | Great extent          |
|--|-----------------------|----------------------------|-----------------------|-----------------------|
| It is easy to get the {XXXX} materials I need.                           | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I know where to go when I need {XXXX}.                                   | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| If I have trouble finding {XXXX}, I know where to get help.              | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |
| I know how to advocate for my child with regard to his/her {XXXX} needs. | <input type="radio"/> | <input type="radio"/>      | <input type="radio"/> | <input type="radio"/> |

**Sample 9. How did you learn about this webinar?**

(Select all that apply.)

- Email blast
- Newsletter ad
- Colleague
- Twitter
- Facebook
- Other, specify: \_\_\_\_\_

**Sample 10. What topics related to XXXX would you like covered in future webinars?**

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**Item Purpose: Summative Evaluation**

**Sample 11. To what extent do you agree or disagree with the following statements.**

(Select one response per row.)

| Statement  | Not applicable        | Strongly disagree     | Disagree              | Agree                 | Strongly agree        |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| It is easy to get the {XXXX} I need.                       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I know where to go when I need {XXXX}.                     | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| If I have trouble finding {XXXX}.                          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I know how to advocate for my child with regard to {XXXX}. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Sample 12. Please indicate your level of confidence in answering the following question:**

{INSERT QUESTION ON CONTENT OF SEMINAR/WEBINAR/CLASS/PUBLICATION, for example, *What strategies can grantees use to increase response rates on customer surveys?*}

(Select one.)

- I do not know the answer to this question
- I think I know 50% of the answer to this question
- I am confident that I know the answer to this question

**Sample 13. How much, if at all, did the workshop increase your knowledge in the following areas?**  
(Select one response per row.)

| Knowledge Area  | Not at all            | A little              | A lot                 |
|---|-----------------------|-----------------------|-----------------------|
| How to help my child with strategies to improve his/her schoolwork. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How to help my child with strategies to improve his/her behavior.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How to connect with experts to get the help my child needs.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Sample 14. Please read the statements below and rate your knowledge, before and after the workshop, of specified topics.** (Select one in column A and one in Column B for each row.)

| How do you rate your knowledge about:                               | Before the workshop   |                       |                       |                       |                       | After the workshop    |                       |                       |                       |                       |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
|   | Very Low              | Low                   | Moderate              | High                  | Very High             | Very Low              | Low                   | Moderate              | High                  | Very High             |
| How to help my child with strategies to improve his/her schoolwork. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How to help my child with strategies to improve his/her behavior.   | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| How to connect with experts to get the help my child needs.         | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

**Sample 15. How do you intend to use the information presented in the workshop?** (Select one response per row.)

| Uses of Workshop Information  | Yes                   | Maybe                 | No                    | Don't Know            |
|---|-----------------------|-----------------------|-----------------------|-----------------------|
| I intend to use the strategies I learned in this workshop to improve my child's behavior at home tonight. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I intend to find additional resources on a topic covered in the workshop.                                 | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I plan to share information from the workshop with colleagues.  | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| I intend to use material from the workshop in planning activities for my agency or organization.          | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

## **Item Purpose: Respondent Characteristics**

### **Sample 16. What is your current age?**

(Select one.)

- 20-30 years old
- 31-40 years old
- 41-50 years old
- 51-60 years old
- 61 years old or older

### **Sample 17. What is the highest level of education you have completed?**

(Select one.)

- Less than high school
- Some high school, no diploma
- High school graduate, diploma or equivalent (for example: GED)
- Some college credit, no degree
- Trade/technical/vocational training
- Associate degree
- Bachelor's degree
- Master's degree
- Professional degree
- Doctorate degree

### **Sample 18. Which best describes your current professional role?**

(Select one.)

- Teacher or related-service provider
- School or district administrator
- State agency employee
- Researcher
- Student
- Other, specify: \_\_\_\_\_

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