Survey Administration Plan

A. Purpose

Ensuring maximum response rate to the *Project* surveys is a key requirement of the project. Because the survey is a primary data source for capturing the feedback from the participants, a comprehensive plan has been created to answer the following:
- What administrative activities and deliverables will occur to support the survey?
- When will the deliverables be distributed?
- Who is responsible for delivering the deliverables?
- How will the deliverables be managed and shared?

B. Scope

The Survey Administration Plan is for the *Project* and specifically the Survey #1. This plan addresses the successful administration of the survey by:
- Designing activities to foster quality and quantity of data, including obtaining a maximum survey response rate.
- Scheduling activities to provide consistent and informative communication to survey participants.
- Identifying resources to manage the administrative activities.
- Informing stakeholders of the activities and applicable timeline.

Additional surveys, such as Survey #2, will be addressed in the second phase of this plan.

C. Strategy

When utilizing surveys to capture evaluation data, there is a wide variety of activities that can be leveraged to foster maximum response rates and quality of data received. After reviewing all the options, Survey #1 will be supported by:
- Providing an advance communication with executive sponsorship
- Introducing questionnaire during session
- Informing the participants of the survey's purpose and timeline
- Committing to share summary of survey results and program changes
- Utilizing a reminder (including status of responses) and thank you communications
- Leveraging internal survey tool with survey link provided in an email to foster a seamless response process
- Enabling anonymous responses and ensuring confidentiality

D. Deliverables

The deliverables, identified in Table 1, have been identified, designed, and scheduled based on the following:
- Each session will have their own schedule to ensure survey is administered immediately following their session.
- All team members will receive the survey. The estimated survey participant pool is 500.
- The survey will be open for a two-week period for each group to provide adequate time for completion. If impacted by a holiday, the period will be extended by one week.
- Survey participants will receive two post survey communication providing them a summary of their groups response data (approximately 3 weeks post the close of their survey) and a

summary of changes made as a result of the survey (including all response groups, delivered in early Q1 08).

Deliverable	Description	General Timing	Resource(s)
Pre-Letter	Letter from executive sponsor introducing the survey	A week before the session	Coordinator
Announcement	Discussion during session outlining survey and communications	Session	Session Facilitators
Survey email	Email providing overview of survey, survey link, timing and instructions	Last day session	Coordinator
Reminder email	Email sent during middle of survey, including response status	One week after survey launch	Coordinator
Thank You email	Sent to thank participants and announce closure of survey	Last day of survey	Coordinator
Response Summary	Provides an overview of the groups responses	Three weeks post survey close day	Evaluation team
Summary of Changes	Provides a summary of the changes made as a result of the survey and other inputs	Quarter 1 2008	Evaluation team

Table 1 outlines the survey administration deliverables and the applicable resource identified:

Table 2 and Table 3 provide an overview of the timeline for the survey deliverables. As noted in the tables, the schedule occurs from 10/9/07 – 01/04/08. During this time, the following holidays occur:
- Oct 8 – Columbus Day
- Nov 12 – Veterans Day
- Nov 22 – Thanksgiving
- Dec 25 – Christmas
- Jan 1 – New Years Day

For Session #4, an extension of one week has been given to the time allotted to complete the survey for the since the Thanksgiving holiday occurs during their cycle.

	Session Date	Survey Deliverables					
		Pre-Letter	Survey	Reminder	Thank You	Response Summary	Change Summary
Session 1	10/9 – 10/11	10/2	10/11	10/19	10/26	11/16	Q1 08
Session 2	10/24 – 10/26	10/17	10/26	11/2	11/9	11/30	Q1 08
Session 3	11/7 – 11/8	10/31	11/8	11/16	11/23	12/14	Q1 08
Session 4	11/13 - 11/15	11/6	11/15	11/26	12/7	12/28	Q1 08
Session 5	11/28 – 11/29	11/21	11/29	12/7	12/14	1/4	Q1 08

Table 2 outlines the deliverable timeline by session:

Activity Week	Session Date	Survey Deliverables					
		Pre-Letter	**Survey**	**Reminder**	**Thank You**	**Response Summary**	**Change Summary**
Oct 1 – Oct 5		#1 10/2					
Oct 8 – Oct 12	#1 10/9		#1 10/11				
Oct 15 – Oct 19		#2 10/17		#1 10/19			
Oct 22 – Oct 26	#2 10/24		#2 10/26		#1 10/26		
Oct 29 – Nov 2		#3 10/31		#2 11/2			
Nov 5 – Nov 9	#3 11/7	#4 11/6	#3 11/8		#2 11/9		
Nov 12 – Nov 16	#4 11/13		#4 11/15	#3 11/16		#1 11/16	
Nov 19 – Nov 23		#5 11/21			#3 11/23		
Nov 26 – Nov 30	#5 11/28		#5 11/29	#4 11/26		#2 11/30	
Dec 3 – Dec 7				#5 12/7	#4 12/7		
Dec 10 – Dec 14					#5 12/14	#3 12/14	
Dec 17 – Dec 21							
Dec 24 – Dec 28						#4 12/28	
Dec 31 – Jan 4						#5 1/4	
Q1 08							**All Groups**

Table 3 outlines the deliverable timeline by Activity Week