

## 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 Least Important	2	3	4 Most 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"/>				
I know where to go when I need {XXXX}.	<input type="radio"/>				
If I have trouble finding {XXXX}.	<input type="radio"/>				
I know how to advocate for my child with regard to {XXXX}.	<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"/>									
How to help my child with strategies to improve his/her behavior.	<input type="radio"/>									
How to connect with experts to get the help my child needs.	<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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