



# FREP Survey, Questionnaire, & Evaluation (Internal Use) Quality Control Protocol #6



For the most current version of this document,  
please consult the FREP web site [QM\\_FREP\\_QC-Protocol-July-2008.pdf](#)

## Purpose

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FREP uses various types of surveying tools, including questionnaires and evaluation forms, both to solicit input and feedback from stakeholders and to raise awareness about the program. The data generated by these tools serves as a foundation for continuous improvement (improvement plan). As well, once summarized, the data provides the basis for performance measures. This protocol provides guidance on self-administered surveys; focus groups, interviews and other survey methodologies are not covered in this protocol.

FREP conducts seven main types of self-administered surveys:

- internal stakeholder questionnaires,
- external stakeholder questionnaires,
- Resource Stewardship Monitoring training evaluations and post-field-season surveys,
- general staff surveys,
- surveys for ministry professionals,
- contractor/consultant surveys, and
- meeting and workshop evaluations.

For more information about designing and carrying out surveys, see the references at the end of this protocol. This protocol focus groups and face-to-face interviews

## How to Track Surveys for the Year

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- On a chart for the year, record the type of surveys to be conducted over the 12 months and the stages for each one (see Sample 1). Consult your program manager and teams before conducting a survey.

**Sample 1. Planning and Tracking Chart**

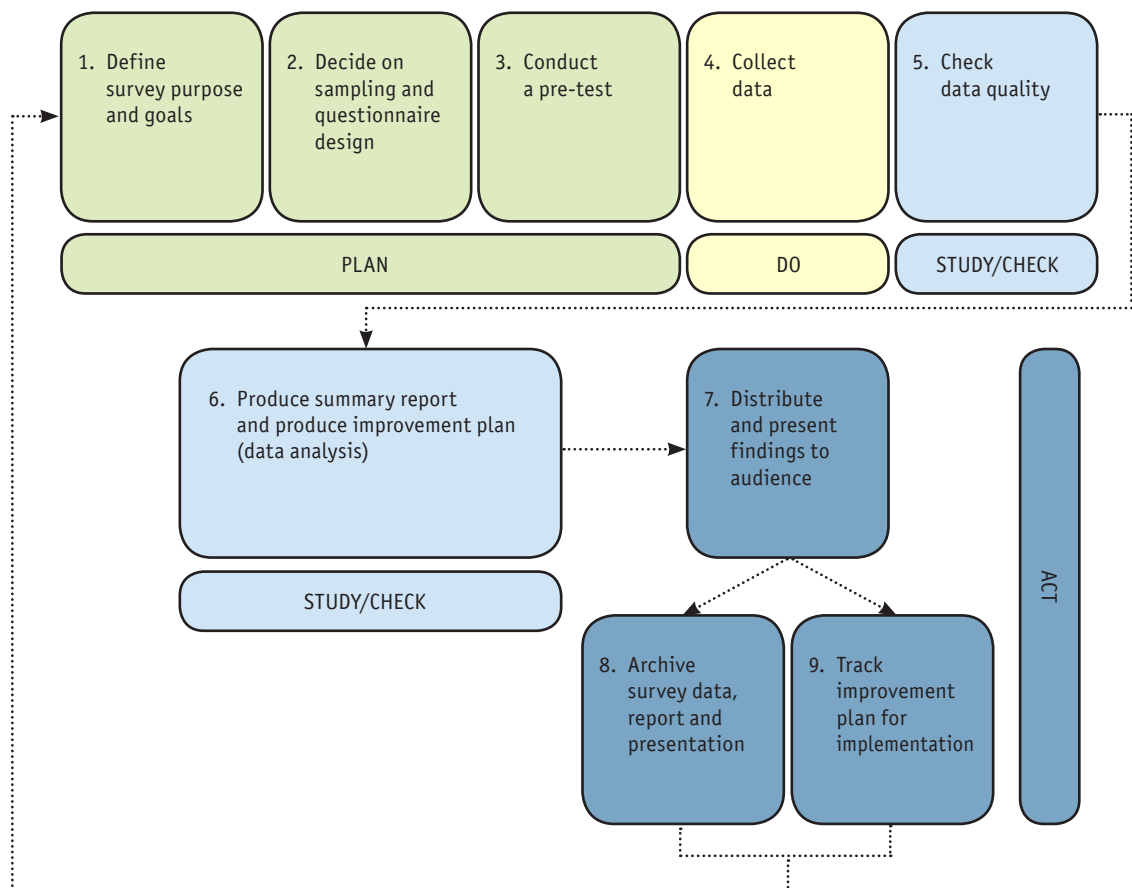
**Current and Ongoing Surveys for [year]**

Survey type	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1. FREP Information Management System (IMS) Survey								Design	Collect/Summarize	Results		
2. Continuous Improvement Session	Design	Collect/Summarize	Results									
3. Post-Field Evaluation									Design/Collect	Summarize/Collect		
4. FREP Quality Assessment	Design	Design	Collect	Summarize	Results/Report	Communicate (Verification)	Monitor	Monitor	Monitor	Monitor	Monitor	Monitor
5. Contractor Survey (for 2 years)	Design	Collect/Summarize	Results	Communicate								
6. RSM Training Evaluation & Trainer Report				Design	Collect	Collect	Collect	Collect	Collect	Summarize	Results/Communicate	

## Main Steps in the Survey Process

1. *Define survey purpose (information needs) and goals.* Ask yourself how the information to be gathered will be used and presented. Knowing this is key to designing an effective survey
2. *Decide on sample size and questionnaire/survey design.* Define your population and acceptable sampling size for the survey. Then determine what types of questions are needed to gather the required information. Points to keep in mind to achieve effective survey design:
  - Design all surveys so that the responses can be reported easily and quickly.
  - Begin a survey with some context and background information, and provide the FREP website link in a visible place.
  - Pose all questions using neutral, easily understood wording that will capture the most accurate and complete data.
  - In general, limit questions to 3–5 per page to make questionnaires more reader-friendly. Also leave room for general comments.
  - Note that a survey should not take a respondent more than 10–20 minutes to complete.

**Figure 1. The Typical Survey Process**



3. *Conduct a pre-test.* Ask your peers to review your survey design and questions and to give you feedback. Revise the design and questions as necessary.
4. *Collect the data.* Distribute the survey and stipulate a response date. Whenever possible, use the online program Survey Monkey for distribution. However, other tools (e.g., sending a simple email or an Excel/Word attachment) may be more appropriate according to the survey length, population, and response time. Points to keep in mind to achieve effective data collection:
  - Ensure that the distribution list contains only the target population.
  - Clearly indicate to respondents the purpose of the survey and when the results will be released.
  - Allow adequate time for responses (2–3 weeks minimum).
  - Consider sending reminders to participants or using incentives to encourage participation and keep the response rate high.
5. *Check data quality.* After the survey response cut-off date, check the quality of the data gathered. Review responses to eliminate and correct typographical errors, confusing language, or incomplete answers. Make note of particular survey question design issues that will help you improve future survey design.
6. *Produce a summary report and produce an improvement plan.* Summarize the data gathered into a presentable format (e.g., charts, thematic summaries, frequent quotes) according to the needs of the audience (see Samples 2–4).
  - Include in the summary report, as appropriate, background information about both the sample and population. If this is a follow-up survey, compare the results with those from the previous year's survey.
  - Determine whether the information needs were met through the survey and use the feedback, suggestions, and ideas to develop an improvement plan (see Sample 5 below). Submit the improvement plan to the Quality and Data Management Specialist for overall improvement tracking.
7. *Distribute and present findings to the audience.* Within 4 weeks of the survey response deadline, make the results available to all those who were invited to participate. As well, circulate the results, along with the improvement plan, to other teams, working groups, and individuals as necessary.
8. *Archive the survey data, the report, and presentation materials.* The report and survey data are useful background for future surveys. The Quality and Data Management Specialist keeps all the survey records.
9. *Track the improvement plan for implementation.* Monitor the survey results and any improvement plans over the years, marking trends. This information is collected and presented as FREP's Quality Indicator Report.

**Sample 2. Survey Response Summary Chart**

Survey Response Summary for RSM Training						
Type of Training	Number of Attendees RSM Training (2006)					
	Attendees	MFR	MOE	1st Nation	EDI	Unknown
IMS Data Entry Training	44	32	2	—	—	10
Riparian and Stand-level Biodiversity Refreshers	53	38	4	—	—	11
Riparian Full Training	45	28	3	3	—	11
Stand-level Biodiversity Full Training	63	42	2	7	3	9
Unknown (form left blank)	23	16	3	4	—	—
<b>Total</b>	<b>228</b>	<b>156</b>	<b>14</b>	<b>14</b>	<b>3</b>	<b>41</b>

**Sample 3. Response Rate Chart**

**Question: Were the training sites representative of the area you will be working in?<sup>a</sup>**  
**If no, how can we improve?**

Response Data				
Yes Answers	No Answers	Total Answers	Percent Yes	Percent No
47	13	60	78%	22%

<sup>a</sup> Response rate: 60/228= 26.3%

**Sample 4. Comments Summary**

**Question: Were the training sites representative of the area you will be working in?<sup>a</sup>**  
**If no, how can we improve?**

Comments
<ul style="list-style-type: none"> <li>• Hard to improve – work in different ecosystems; great sites; there was enough diversity and scope; I don't think it will matter as long as you know the process</li> <li>• Possible steep terrain sites; higher gradient streams; sites in Interior wet belt needed</li> <li>• Should be in cutblocks</li> <li>• Have more training sessions around the province (2x - This means the same or very similar comments have been mentioned twice)</li> <li>• We have more S4 to S6 streams; we have fewer large systems</li> </ul>

**Sample 5. Improvement Plan**

Improvement Item	Action Plan	Delivery Date	Responsibility
1. Improve senior management awareness of FREP mission and FREP in general	<ul style="list-style-type: none"> <li>• Update FREP communication plan and business map</li> <li>• Follow all steps in a timely manner, as defined in this application</li> <li>• Prepare and make presentations to senior management in Ministry of Forests and Range and Ministry of Environment</li> </ul>	Now and ongoing	FREP working group

## References for Survey Design and Application

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Statistics Canada – Quality Guidelines: <http://www.statcan.ca/english/freepub/12-539-XIE/steps.htm>

BC Stats – Survey Planning: <http://www.bcstats.gov.bc.ca/data/ssa/plan.asp>

Survey Question Writing Tips: <http://coe.sdsu.edu/eet/Articles/surveyquest/index.htm>,  
<http://www.keene.edu/crc/forms/designingsurveysthatcount.pdf>