



**Regional Violence Prevention Coalitions (RVPC)
Coalition Member Satisfaction Survey Guidance & Recommendations
Contract Term 2: July 2022 – December 2022**

INSTRUCTIONS: Satisfaction surveys provide an excellent opportunity to understand the feelings and perspectives of coalition members as they move forward through the RVPC project. These types of surveys are not only a chance to know how well coalition members like the coalition, but also help to learn where there is room for growth in your coalition organization, structure, and leadership. Survey results can reveal a lot of information in a short number of questions, but to do so they must be developed in a manner that effectively targets what it is that you want to know.

There are three types of questions commonly used in surveys: Likert Scale Questions, Multiple Choice Questions, and Free Response Questions. Effective surveys use a mix of the three to gather information from participants.

The document below includes an overview of each type of survey question, recommendations for how to structure satisfaction surveys, and links to additional resources that can help with survey design. **Surveys and results should be shared with the RVPC team via email by September 30th 2022 and December 31, 2022.** Please reach out to RVPC Research and Evaluation Coordinator Vagho Avetisyan (vavetisyan@ph.lacounty.gov) with any questions.

There are great free survey creation tools available online, such as Google Forms, where you can create your survey and view the results in a very concise format. Survey monkey is also a possible option, however there is a pay wall to use all the features and might not be the best site to use if you do not already have access to the full program. You may also use Microsoft Word to create your survey if you plan on collecting results in person.

I. LIKERT SCALE QUESTIONS:

- These are useful to understand **how much**.

E.g. How much does someone agree or disagree with something? How much is someone satisfied or dissatisfied with something?

- Likert questions are sliding scale questions; usually with 5 levels.

Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

Example Likert scale questions for coalition satisfaction surveys include:

The following statements are about your perceptions of the coalition. Please select the response that best represents your agreement with each statement.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
I feel that my input is seen as valuable and important					
I feel that my participation in the coalition is worthwhile					
I feel that I understand the goals of the coalition					
I feel that there is diverse membership in the coalition					

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I feel that there is good collaboration between members					
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The following statements are about the coalition and its structure. Please select the response that represents your satisfaction with each statement.

	Very Satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied
The progress made by the coalition					
The training and technical assistance provided by the agency					
Meeting organization and structure					
Staff response to concerns and challenges					

II. MULTIPLE CHOICE QUESTIONS:

- These are important for understanding **what** or **which one**.

E.g. Which of the following is the reason/What is the reason you..., Which one do you...

- These are for questions that have different kinds of answers/answers that are not on a sliding scale.
- These can be single answer or multiple answer questions, or they can be yes or no questions.

Example multiple choice questions for coalition satisfaction surveys include:

Which coalition activities do you enjoy the most?

- Coalition meetings
- Steering committee meetings
- Coalition events
- Other (please specify)

How often do you come to coalition meetings?

- Always
- Sometimes
- Rarely
- Never

I am a valued member of the coalition.

- Yes
- No
- Don't Know

What is the reason you are a part of this coalition?
(Choose all that apply)

- I believe in the values and goals
- I enjoy the work I am doing
- I have free time
- It would look good on my resume
- I am required by my agency/institution

My ideas and perspectives are taken into consideration by the coalition.

- Yes
- No
- Don't Know

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The work I am doing is meaningful and impactful to my community.

- a. Yes
- b. No
- c. Don't Know

I would recommend others to join this coalition.

- a. Yes
- b. No
- c. Don't Know

I am gaining something by being in this coalition.

- a. Yes
- b. No
- c. Don't Know

III. FREE RESPONSE QUESTIONS:

- These are questions that are **open ended**. There are no answer choices included.

E.g. Why would you recommend this coalition to a friend or colleague?

- Free response questions are where you can possibly get the most valuable information in the direct language of the survey recipient, typically with more in-depth answers.
- It can be difficult to see or compare the results clearly (because they can be so unique for each person), so limit these kinds of questions to one or two per survey

Example free response questions for coalition satisfaction surveys include:

What is something you would like to change about this coalition?

How do you think the coalition can improve?

TIPS AND TRICKS TO REMEMBER ABOUT SURVEY DESIGN:

- Survey Monkey, Google Forms, and Qualtrics are all great options for free survey creation.
- Start off by asking yourself what it is you want to know...then figure out what questions will help you get to those answers!
- Provide clear instructions on how to answer questions (see Likert question examples).
- Organize questions in a way that makes sense; related topics should follow each other or move according to what happened first in time (e.g. landscape analysis before community action plan).
- Try to have the same style of questions next to each other (likert vs multiple choice vs free response) – this makes the survey easier to follow and less tiring to complete.
- Keep your surveys short – 10 to 15 questions is a decent length.
- Pick questions to ask that are directly to the point about exactly what you want to know.



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ADDITIONAL SURVEY DESIGN RESOURCES:

- [Survey Best Practices](#) – This resource from Survey Monkey offers 10 short and concise tips about developing a survey. There are included hyperlinks for each tip to learn more about the different steps in designing a survey.
- [15 Tips for a Survey](#) – Much like the resource above, these tips from Qualtrics (a survey designing and analyzing tool) is concise and provides excellent examples of different types of questions, common mistakes, and best practices.
- [Duke Global Health Institute](#) – Although designed in a global health context, the tips provided in this resource are applicable to a wide range of survey types and goals.
- [Pew Research Center](#) – A valuable and detailed resource from the Pew Research Center. This resource discusses question development, question wording, the difference between open and close-ended questions, and the importance of question order.