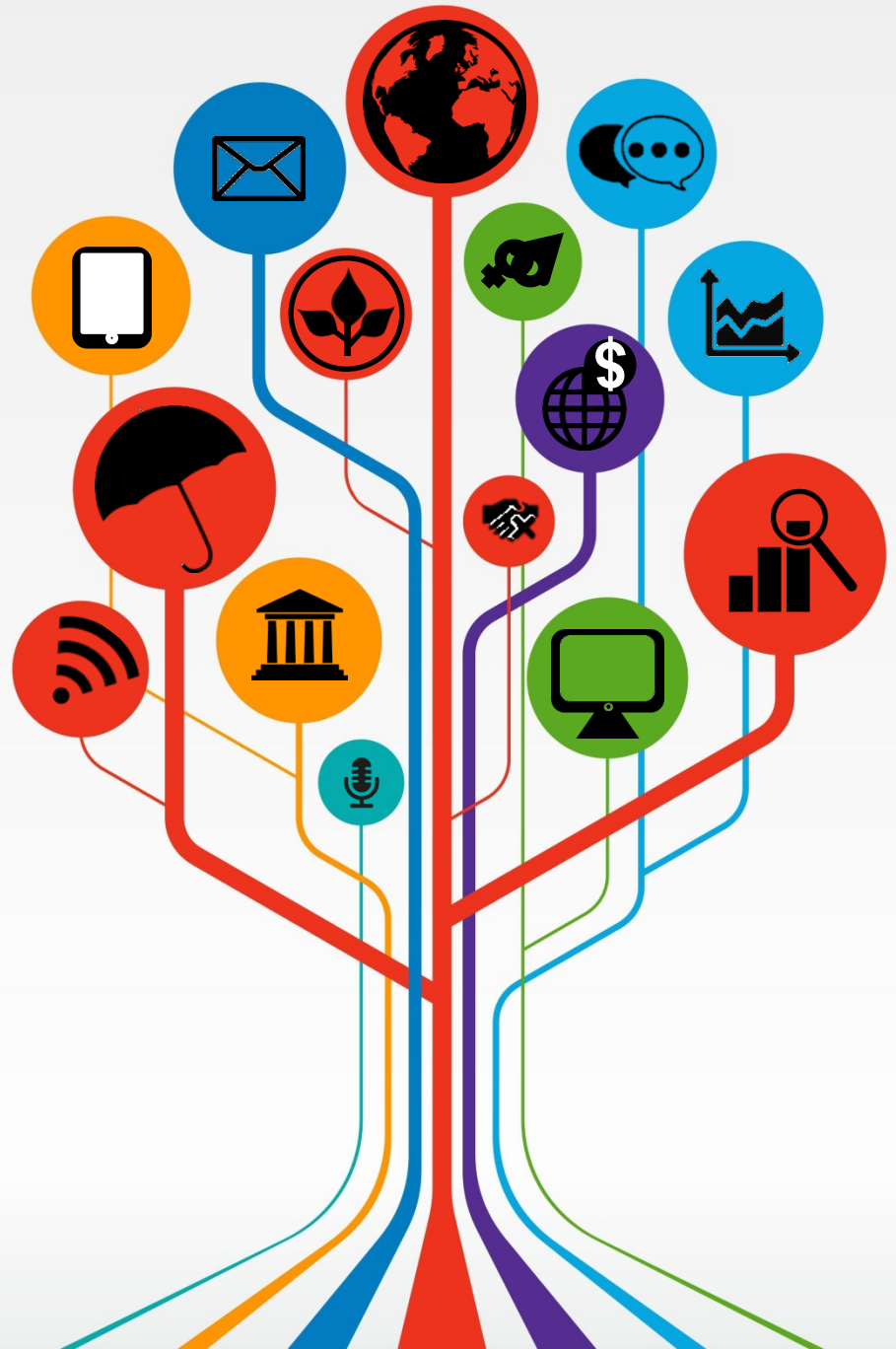


FIELD COORDINATOR WORKSHOP

Manage Successful Impact Evaluations

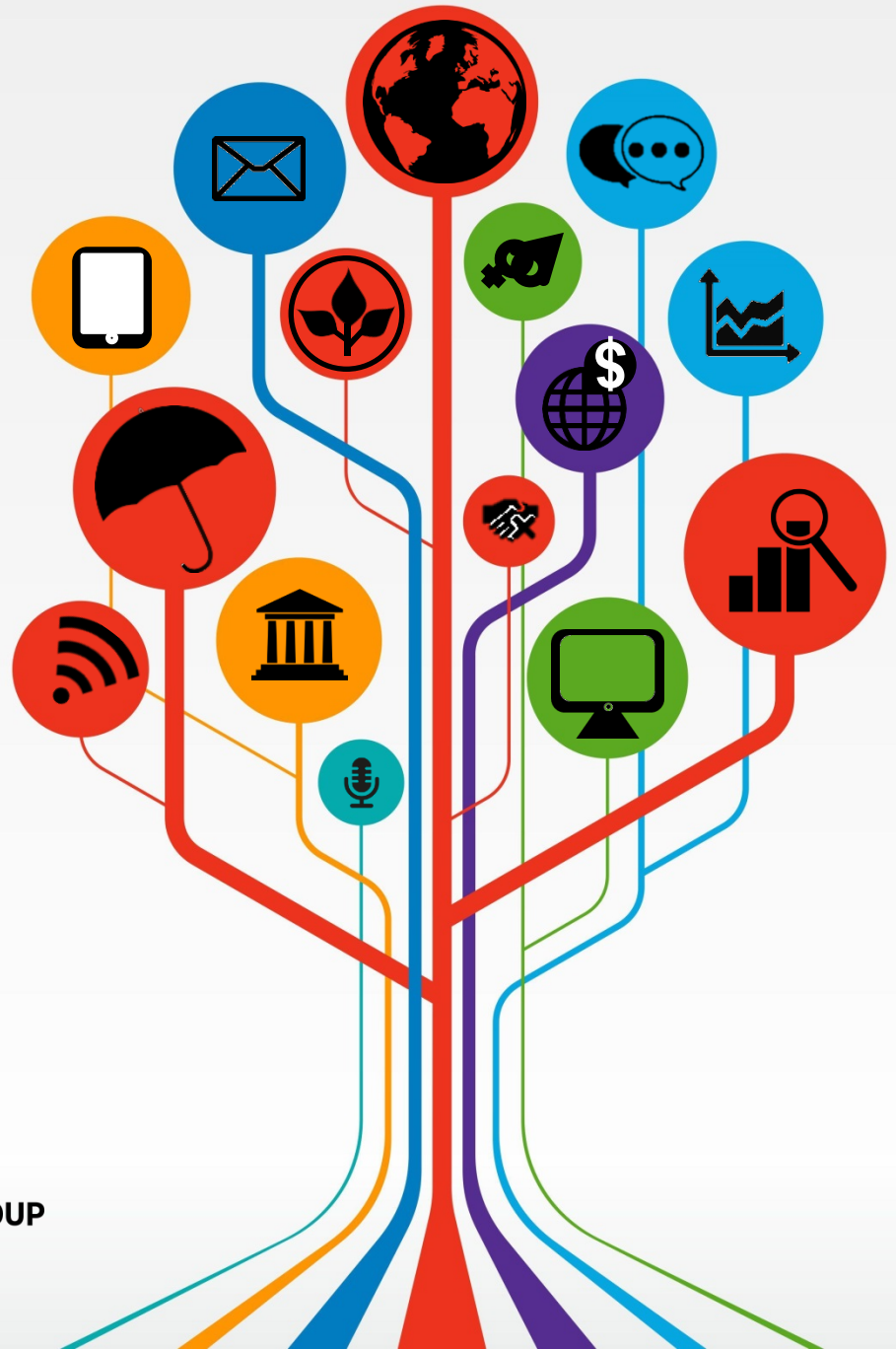
18 - 22 JUNE 2018
WASHINGTON, DC



Preparing for Data Collection

Laura Costica

18th June 2018



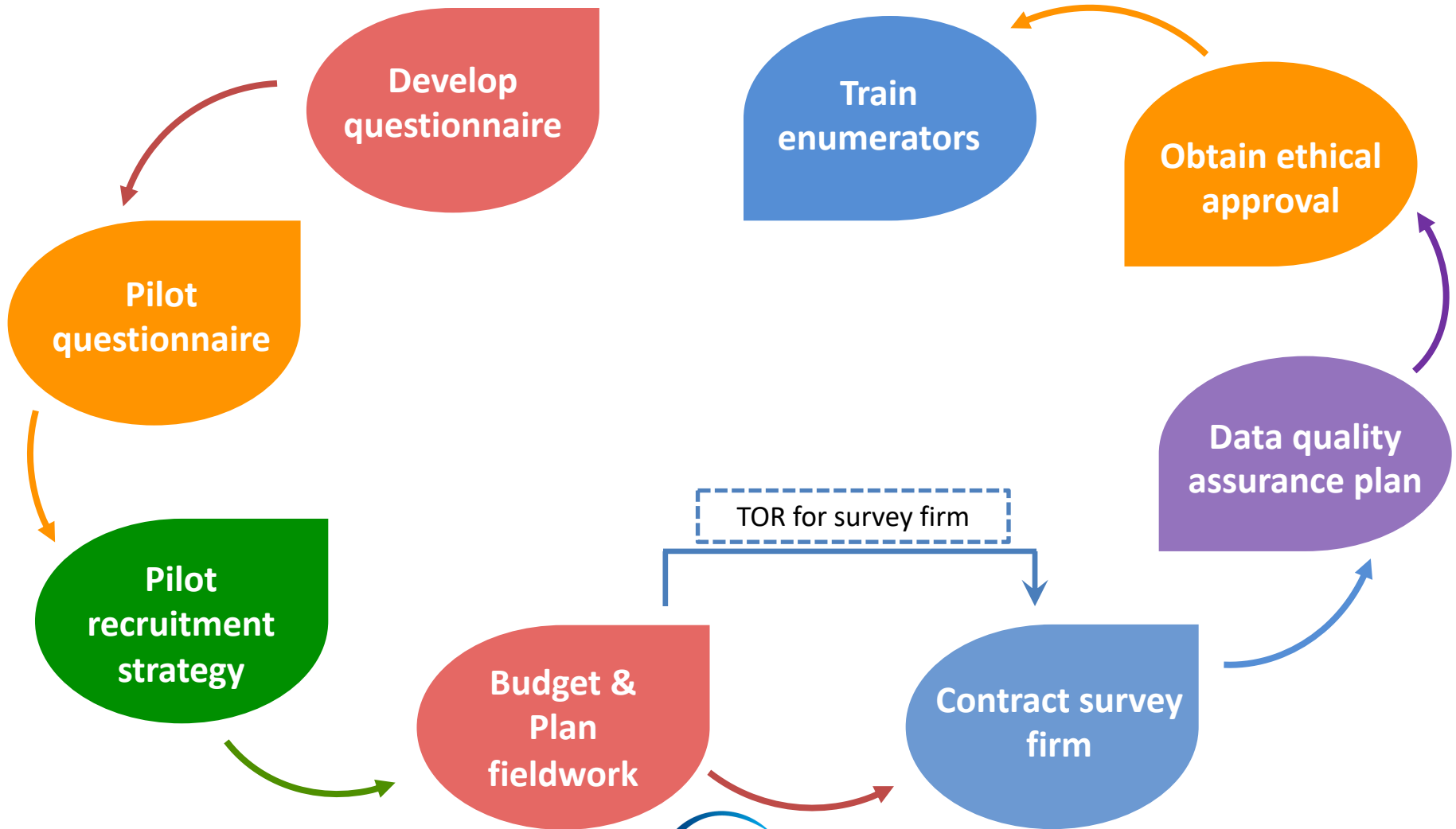
3 surveys

~~2 surveys~~

Who here has ran ~~a survey~~?

Each survey will take a different road to get to its destination.

Steps in Preparing for Data Collection



(Overview) Develop Questionnaire

Develop
questionnaire

Maria & Laura
Monday

- Getting started
- Common survey modules and where to find helpful resources
- Measurement challenges
- Translation

(Overview) **Pilot Questionnaire**

Pilot questionnaire

Maria & Laura
Monday

- Content focused pilot
- Data focused pilot
- People involved
- What to test

Piloting Recruitment Strategy

Pilot recruitment strategy

- When?
 - Surveying a **sample** of those receiving the intervention
 - **Take-up** might be low /unknown
 - Participation might **differ** by gender, age group, social status
- How?
 - **Intervention pilot**
 - Recruitment strategies A, B, C ... → **highest take-up**
 - **Incentives?**
- Use results to determine *optimal sample size* and *stratification strategy*

TOR : Create Budget

Create
budget &
Plan field
work

Maria & Gogi
Tuesday

Why?

- What **sample size** can the project **afford**?
- Know your costs. This makes **negotiation** with the survey firm **easier**.

How?

- Make a **list of standard cost items** and find out the going rates: salaries, allowances, equipment, hall rental, etc.
- **Plan field work** (approx.): # people, # days, training, etc.
- Link the budget line items with the costs, adding overheads

TOR: Plan Fieldwork (FC-led)

Create
budget &
Plan field
work

What you need to plan field work:

- 1) # surveys/enumerator/day? (add 15% of days as buffer)
- 2) # teams - depends on time constraints, but keep the total size of the field team manageable
- 3) to determine 1) & 2): transport mode, cost & duration of daily commute to survey locations
- 4) # days for enumerator training?
- 5) Plan for delays: public holidays, rainy season, anything else
- 6) Cost estimates

TOR: Plan Fieldwork (survey firm-led)

Create
Budget &
Plan field
work

Process for outsourcing the planning of fieldwork:

1. Define basic parameters of field work: deadline, sample size, sampling strategy, etc.
2. Ask survey firms to include field work plan in proposals
3. Review and revise field work plan with selected survey firm

Contract Survey Firm

Contract
survey
firm

Maria & Gogi
Tuesday

- WB Research team role, depending on who pays for data collection
- Timeline
- TORs
- Common problems and discussion of scenarios

(Overview) **Data Quality Assurance Plan**

**Data quality
assurance plan**

Aurelie, Steven
& Laura
Wednesday

1. Survey programming
2. Enumerators' training
3. Communication and reporting system
4. Field monitoring
5. Minimizing attrition
6. Real time data quality checks
7. Back-checks

(Overview) **Obtaining Ethical Approval**

Obtain ethical
approval

- Why?
- Informed consent as a conversation
- Institutional Review Boards
- Data Security

Laura
Thursday

(Overview) Train Enumerators

Train enumerators

Aurelie & Chris
Tuesday

- Training Objectives
- Planning the training: survey firm and FC tasks
- Conducting the training: components incl. example agenda
- Assessing enumerators
- Tips and ideas

Timeline for Survey Preparation

