Step-by-Step Plan

Qualtrics will be used as the survey platform (only Richard has access to the account for privacy purposes, though AccessLex owns the account). The timeline, as envisioned in this document, is subject to change.

1. After the questionnaire has been finalized and put into Qualtrics (end of July to beginning of August), we will run internal tests to catch any mistakes in implementation.
   1. In particular, we want to take the survey on multiple devices.
   2. Give this to 5 different people who have never seen the survey before.
      1. How long did it take?
      2. Which questions were confusing?
      3. Did any questions take too long to answer?
      4. Did the survey present well on smaller screens like a phone or table?
      5. Were there any page errors?
      6. Was the logic working correctly?
      7. Were all the options in the questions applicable to the question.
      8. Were there any other problems while taking the survey?[[1]](#footnote-1)
   3. Testing to make sure that survey isn’t more than 15 minutes (goal to get it down to 10). Survey’s longer than 15 will start to see a drop-off of people stopping the survey.[[2]](#footnote-2)
   4. Ensure that we aren’t asking questions we don’t already know the answer to (Rick will play a key role)
2. 10 percent of the target sample (a soft launch) will be given the survey to check for any problems, concerns, and to also gauge response rates. Runs till the end of August.
   1. Particular interest will be paid to:
      1. Spots where people stop taking the survey
      2. Problems with how data comes in.
      3. Checking wording[[3]](#footnote-3)
3. September 1 will provide full roll-out of survey with an expected survey closing after 3 weeks
   1. During the work week, Richard will monitor daily, three metrics:
      1. Good completes
      2. Screen outs
      3. Abandons
   2. Based on the activity, the group will put out different engagement messages to try to boost participation.
      1. Follow-ups will be a key factor in increasing the response rate.[[4]](#footnote-4)
      2. How do we want to do follow ups? Some ideas include: prenotification, email reminders, and telephone follow-ups.
   3. The goal, as of now, is to have a response rate between 30-60%.
      1. A higher level, such as 75%, would decrease the potential of nonresponse error: “Nonresponse error occurs when a significant number of subjects in the sample do not respond toe the survey and when they differ from respondents in a way that influences or could influence, the results.”[[5]](#footnote-5)
4. At the end of the survey, a simple analysis will be done to check for outliers, mistakes, and any lessons before moving onto the next phase.
   1. Tests include whether the sample closely approximates the target population in terms of demographics and key variables.
      1. When doing further tests, we should check for differences in each item.[[6]](#footnote-6)
5. Beginning in October we will begin the survey of supervisors and peers
   1. As with the initial survey, we expect to keep the survey open for 3 weeks, but largely depending on metrics.
6. In November, we will send an email to the second-level recommendation (supervisor #2).
   1. Again, 3 weeks.
7. Data validation checks and data cleaning will be conducted throughout the end of the year.
8. Analysis begins in January with initial results reported to larger group, informally, at the end of January.
9. Suggestions and recommendations sought in February.
10. Second round of analysis to be conducted in March.
11. Report writing between April-May.

1. <https://www.qualtrics.com/experience-management/research/survey-errors/> [↑](#footnote-ref-1)
2. <https://www.qualtrics.com/experience-management/research/how-to-make-a-survey/> [↑](#footnote-ref-2)
3. <https://www.qualtrics.com/blog/long-survey-field/> [↑](#footnote-ref-3)
4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2254236/>; <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.584.2088&rep=rep1&type=pdf> [↑](#footnote-ref-4)
5. Harrison, D. L., & Draugalis, J. R. (1997). Evaluating the results of mail survey research. *Journal of the American Pharmaceutical Association (1996)*, *37*(6), 662-666. [↑](#footnote-ref-5)
6. Ibid., 4 [↑](#footnote-ref-6)