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## Survey Design and Implementation

Population of Interest: Wooddale Church Department Management Heads

Research Question: How satisfied are you with the current database and what tools/information would better equip your decision making process.

1. Sampling Plan

Wooddale Church has nineteen different departments and one person manages each department. Given the small total population or sampling frame of department heads, it is not necessary to conduct a sample size group based on the population frame. Time, energy, and resources will be given to the total population based on the small number of participants. The survey's distribution is essentially a census, and all generalized statements will accurately reflect the entire population.

The sampling frame strictly consists of department heads. In order to precisely define a department head I came up with the following exclusive methods. The individual must manage a unique process or system within Wooddale Church. For example, Wooddale's IT and Database systems are overseen by two different employees with mutually exclusive roles; thus they are viewed as department heads of distinctly different systems. The second method for determining a department head is that executive management must view their position as a lead position. My current position solely oversees refugee development projects, but it is not viewed as a lead position from management's perspective. Finally, one must be a full-time employee of Wooddale Church in order to be considered a department

head. For example, the hospital visitation program is a unique role with a lead pastor overseeing the program, but it is not a full-time position and lacks direct access to Wooddale's database systems; thus it is not considered a department head position. For my survey, the sampling method easiest to use is very close to the systematic selection approach. Specifically, the frame is nineteen, the selection interval is equal to one, and there is no need for a random start. Utilizing this approach ensures all department heads receive a survey.

The survey I will be implementing has two parts. Email will be the medium used to distribute as well as obtain survey responses for the first section. Computer-assisted personal interviewing (CAPI) will be the second mode of distributing and collecting information for the second section of the interview. Department heads will be asked to participate twice in my survey.

No incentives will be offered because I personally know all the participants and full participation is expected based on mutual desire to better understand analytical needs at Wooddale Church. Top level management will also commission this project, giving it authoritative validity. A panel is not being established based on the small population size being surveyed and the relatively simple information being gathered. Respondents will not be given the opportunity to opt-in or opt-out because department heads are expected to collaborate with new initiatives and information gathering exercises.

Specifically, the first section can be filled out at the participant's leisure given that it will be electronically administered, and should take around five minutes. The overall goal for the first survey is to gather information on the overall satisfaction decision makers have

with the current database and what information they find helpful when using F1. A few additional questions will be asked in order to evaluate adding new information to the database. The survey is specifically designed to start broad and hone in on specific F1 applications. At the end of the survey, a participant will have logically answered questions about the entire process of using the F1 database. The first part of the survey is concerned with overall satisfaction using F1, and the open ended question allows contributors the freedom to add additional thoughts if necessary. After the first survey, I will analyze and record the information. From the first survey's findings, I will have background information on how/where to begin on the second survey. Stanford University conducts an information survey annually, and I structured my questions and survey flow from their survey. The time allocation is also based off of their survey.

The second survey will require coordinating schedules and will take more interactive effort than the first survey. Gathering qualitative information based on understanding how and what information is important to decision makers are the overall goals for the second survey. By finding the answers to these questions, I will know what tools and information need to be updated or changed to better equip leaders. The first survey briefly touched on what information was helpful in F1, and this survey dives much deeper into what overall information is used to make decisions. The strategic benefit of this second survey is the use of open ended questions to record precise information that the first survey is not able to capture. The computer will be used to display and record answers to the questions. Each question will be displayed individually on a separate slide for optimal focus from the participants. The survey will engage the participants audibly through the administrator

reading the prompt and question, and also visually through seeing the question on the computer screen. The answers to the questions are important, but the information building up to the answers is also very important to understanding the thought process and procedures decision makers follow when using F1. The prompts for each slide are meant to draw out the process leading up to making decisions. Open ended questions require more time, which is why this survey will take about 15 minutes. The relatively small number of participants justify spending more time with each one. Based on their answers, F1 can be evaluated on its effectiveness as a decision making tool, and ways to improve its analytical presentation of information. The survey starts by following up on one or two questions from the first survey. I will have analyzed the first surveys, and will ask for further clarification on specific answer of interest. An answer of interest might be an answer that is an anomaly from the rest of the department heads surveyed, or an ambiguous answer that I would like more clarification. After the refresher questions, the format is similar to the first survey in that it starts with broad questions and narrows in on specific information. In assembling questions and survey structure, I researched database design questionnaires and database satisfaction questionnaires.

From both surveys, relevant information will be gathered specifically pertaining to department leader's satisfaction of F1. The second survey specifically seeks to gather information on what tools and information are important and used when making decisions for management. As a result of both surveys, relevant information will be gathered to improve F1 and equip decision makers to have easy access to important data. The survey data will be analyzed individually based on the small number of participants. A general

tabulation of the first survey's results will be assembled to gather an overview of all department heads. For the second survey, the open ended questions will have to be analyzed for trends and patterns to make F1 more effective. Each department has its own individuality and specific tasks, which may require individual analyses to make F1 more effective. While this will be time consuming, the relatively small number of departments justifies the individual analyses. Poor quality data could present itself as ambiguous answers and neutral responses on the first survey. The second survey experience naturally provides a second opportunity to clarify ambiguous answers from the first survey. When assembling the second survey, I asked different questions worded uniquely that essentially focused on the two main questions, which probe how and what information is crucial to decision making. This structure allows for a few questions to be answered ambiguously while still capturing the pertinent information. Missing data will not be an issue given the small number of participants and thorough nature in which the surveys are being conducted. Through the two surveys, pertinent information will be gathered to increases the overall efficacy of F1 in order to better equip Wooddale's department leaders.

# Fellowship 1 (F1)
# Information/Satisfaction Survey

- This survey should take about 5-7 minutes, and it does not have to be finished in one session.
    1. Answer <u>all</u> the questions below; if you do not understand a question please enter NA in the space.
    2. Please re-send the email back to dan.prusinski@wooddale.org when complete.
    3. Provide two or three dates in the reply email for the in-person follow up survey.

- Thank you for taking the time to participate and improve Wooddale's database.

The information gathered is targeted at better understanding decision makers' interactions with Fellowship 1, and all information gathered will be recorded in its final form as anonymous.

<u>Overall F1 Usability</u>
Please rate on a scale of one to five the following questions where the following number corresponds with the overall feeling:

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with the overall F1 Database System?
- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with how well F1 displays overall information?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with the learning process for new F1 reporting techniques?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

## F1 Tools/Process Usability

How satisfied are you with the calendar tool in F1?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with F1's email system?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with F1's group email system?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with F1's reporting system?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with F1's individual search process?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

How satisfied are you with F1's group search process?

- ☐ 1= Dissatisfied
- ☐ 2= Somewhat Dissatisfied
- ☐ 3= Neutral
- ☐ 4= Somewhat Satisfied
- ☐ 5= Satisfied

What would increase your overall satisfaction when using F1?

_____

_____

_____

## Specific F1 Information

Please rate on a scale of one to five the following questions where the following number corresponds with the overall feeling:

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

How helpful is F1 for your decision making?

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Specifically

Knowing the age of individuals in F1 is…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the ethnicity of individuals in F1 is…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the address of individuals in F1 is…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the years attended at Wooddale for individuals in F1 is…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the average attendance of individuals in F1 is…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the current career position of individuals in F1 would be…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the strengths and weaknesses of individuals in F1 would be…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the passions of individuals in F1 would be…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

Knowing the hobbies of individuals in F1 would be…

- ☐ 1= Not Helpful
- ☐ 2= Rarely Helpful
- ☐ 3= Somewhat Helpful
- ☐ 4= Usually Helpful
- ☐ 5= Always Helpful

What is one thing F1 could provide that would make it easier to gather relevant information?

_____
_____
_____

The slides will be viewed by participants, and the type below the slides are the prompts which will be read at the beginning of each slide.

Slide 1

Fellowship 1 (F1)
Information/Satisfaction Survey
In-Person Survey

Slide 2

- This survey should take about 15 minutes, and it does have to be finished in one session.
  – The computer will assist in displaying and recording the open ended questions.
  – Please respond as thoroughly as possible to each question.
  – After the survey is complete additional comments can be added.
  – Thank you for taking the time to participate and improve Wooddale's database.

Prompt: Thank you for taking the time to share about your experiences using F1, this brief survey will really help improve the usability of F1.

Slide 3

- The information gathered is targeted at better understanding decision makers interactions with F1, and all information gathered will be recorded in its final form as anonymous.

Prompt: The purpose of this survey being recorded in its final form as anonymous is to give you the freedom to speak your thought process and feelings behind using F1 without any recourse.

Slide 4

Recap First Survey

- In the first survey you answered _____ for the following question, how did you come to that response?

Prompt: A great place for us to start is to recap the first survey, one major goal for these surveys is to be as clear as possible. I wanted to follow up and better understand how you came to this specific answer. Please take me through your thought process?

Slide 5

- What information do you need to make informed decisions for your department?

Prompt: Starting broad, take me through the thought process and information you need when making informed decisions. Feel free to jump around and just talk about the information you need when making a decision.

Slide 6

- What is one thing F1 could add to aid your decision making process?

Prompt: You just answered what information is important for you when making decisions, now let's hone in on F1 specifically. (Ask Question)

Slide 7

- What are two things F1 provides for you that are very important to your decision making?

Prompt: Off the top of your head let's answer this question.

Slide 8

- For what do you use F1? (Information on clients, donors, merging letters, labels, and reports?)

Prompt: Now were going to move in more specifically on the function of F1. Feel free to list as many things that come to mind as possible, it's OK to think about this one. (Ask Question)

Slide 9

- Is F1 adequate for your database needs? Does it easily do what you need it to do? If not, what are ways it could improve?

Prompt: You just spoke to what you use F1 for, now let's focus on how easily it function for you and perhaps ideas you have for making it better. (Ask Question)

- Do you have another database other than F1? If so, what is the other database used for and what is recorded, and why do you use this database?

Prompt: In this question, database can mean any spreadsheet, document, or other device you use for recording information. Feel free to express why you use this other database and the advantages you gain from using it.

Slide 11

- What applications/tools for F1 would you like to be more mobile/tablet friendly?

Prompt: F1 is looking to move more towards mobile devices. (Ask Question)

- Anything else you would like to add to this survey?

Prompt: We've covered quite a bit of information, but please feel free to add any comments about F1 and your decision making.

- Thank you for taking your valuable time to participate in this survey.

<u>Appendix 3: The administrator of the survey will record information from the answers on this survey form.</u>

Fellowship 1 (F1)
Information/Satisfaction Survey
In-Person Survey

<u>Recap First Survey</u>

In the first survey you answered _____ for the following question, how did you come to that response?

_____
_____
_____
_____

(One more anomaly answer if necessary.)

_____
_____
_____
_____

What information do you need to make informed decisions for your department?

_____
_____
_____
_____

What is one thing F1 could add to aid your decision making process?

_____
_____

What are two things F1 provides for you that are very important to your decision making?

_____

_____

For what do you use F1? (Information on clients, donors, merging letters, labels, and reports?)

_____

_____

_____

_____

Is F1 adequate for your database needs? Does it easily do what you need it to do? If not, what are ways it could improve?

_____

_____

_____

_____

Do you have another database other than F1? If so, what is the other database used for and what is recorded?

_____

_____

_____

_____

What applications/tools for F1 would you like to be more mobile/tablet friendly?

_____

Anything else you would like to add to this survey?

_____

_____

_____

_____