Our Pricing Promise: What You Will Get

1. Design Process

Surveys are more than a mere collection of questions and LearningBridge's experienced Consultants understand this and work hard to ensure the success of your surveys. With our Pricing Promise, we provide the content and report design services discussed below at no extra cost.

Effective surveys are sophisticated processes that integrate four critical design elements:

- What information is being sought
- How questions are posed
- How collected data is analyzed
- How analyzed data is graphically presented

These elements influence response rates, information provided, and the interpretation and understanding of final results.

We understand these complexities of effective survey design and, as part of our work with you, can help you navigate them.

A) Content Development

How do you determine the right questions to ask?

i.   Identify Objectives
     LearningBridge can help you with this initial step. We begin by identifying your objectives: What are you trying to find out, and what do you want to accomplish with the information you acquire?

ii. Refine and Look Ahead
     We then refine the process to speak not only to your current objectives, but to possible future applications as well. For example, if you are designing a leadership survey, we might explore incorporating demographic components that would permit trends analyses at a later time.

iii. Provide Results
     The result is a customized solution that speaks without compromise to your needs and objectives, within the context of your organization's culture and mission.

B) Survey Design

Consider the following simple staff evaluation question:

Does my manager clarify staff roles and expectations?
You will learn one thing if the response options to this question are quantitative (Always <-> Never) and another if they are qualitative (Effective <-> Poor).

   i. Design Options
We can help you understand the survey options available and make recommendations to best fit your objectives. Some of the options to consider are:
– Question layout - should questions be grouped by category or randomized?
– Reminder frequency - how often and on what day should they be issued?
– Survey duration - how long should a survey ideally run?
– Survey length - what is the optimal number of questions before response rates tend to suffer?
– Response scales - what range and using what headings?
– Survey navigation - Can participants navigate backwards to review completed questions, return to completed surveys, or skip questions?
– Page shading and layout - what will enhance response rates, and what will taint results by subtly influencing responses?
– Placement of demographic questions

C) Report Design

It is possible to take the same data, present it multiple ways, and suggest different conclusions. Consider this example.

Pat helps to resolve team related performance problems
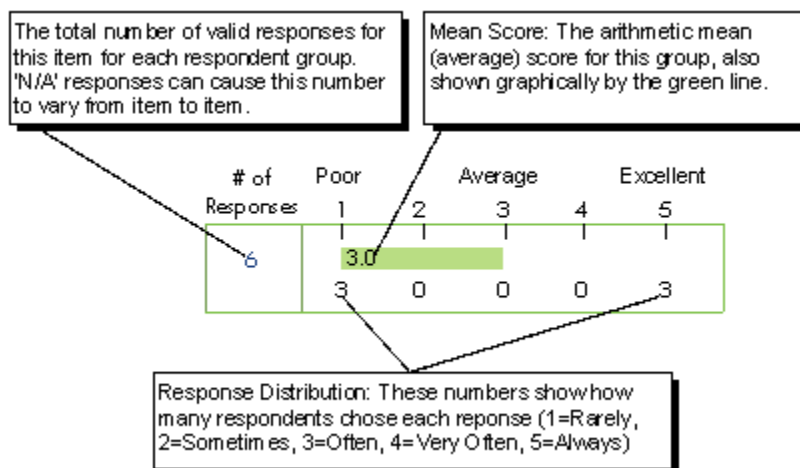
The bar graph alone (the Mean Score) indicates that Pat's performance is average, with a score of 3 out of 5. By looking at the additional information provided by the response distribution, however, it becomes apparent that people are polarized regarding Pat's performance since Pat's raters provided scores of either "Poor" or "Excellent" but nothing in between.

    i. **Data Visualization**
LearningBridge works with you to identify not only how you want your data analyzed, but how you want the analyzed data presented. These graphical presentations can include:
- Bar graphs
- Scatter plots
- Pie charts
- 2 dimensional and 3 dimensional renderings
- Comparisons of individuals against populations and population sub-sectors, etc.

Additionally, historical and demographic data parsing is available. We can customize the report to give you the data you want, in the form you want it in.

2. Administration / Data Collection

Once you have the survey designed, you put it online and wait for the results to pour in, right? Actually, the logistics of survey management can be a little more complicated than that, and they affect response rates and results. At no extra charge, LearningBridge will consult with you to determine the best logistics to employ in order to ensure the success of your surveys.

LearningBridge will work closely with you to determine the right mix of administration and data collection techniques for you such as:

- Differently worded email invitations for different respondent categories.

- Surveys that may need to be implemented in multiple languages.

- Questions that might need to be randomized.

- Reminders that may need to be sent only to non-respondents.

- Survey participants that might be added incrementally rather than simultaneously so that the timing of reminders needs to be linked to when participants are added rather than according to a fixed schedule.

We have extensive experience managing all these logistics regardless of survey size, number of surveys being simultaneously implemented, or where survey participants may be located and, as part of our work with you, can easily help you navigate the process.