

Instructions

These instructions expand the use of Survey Builder for use with virtual programs, both live and recorded.

Helpful Tip:

Surveys used to evaluate any virtual programs need to be created in Survey Builder ***prior*** to program delivery, just as it applies for face-to-face programs.

STEP 1

Changes to the current Survey Builder (SB) Guide instructions when creating or copying a survey:

Within Update Survey Properties (pg. 9, SB Guide), under Program Delivery Method select “Virtual Only” or “Face-to-Face and Virtual (at the same time).”

For venue/organization/audience, enter “General Audience” (if not delivered to a specific audience).

STEP 2

Refer to pg. 15 of the SB Guide to generate the survey to share via SMS or URL link.

STEP 3

Instructions for sharing the survey with participants for live or recorded virtual programs:

Share the electronic survey with participants via SMS and/or URL link at the end of a live or recorded virtual program along with the following language:

“Your feedback is helpful to improving the content and quality of this program. Please complete this brief survey which is voluntary and anonymous.”

Some examples of ways to share the survey include:

- 1) in the description of the social media platform.
- 2) within the chat box/comment box.
- 3) in a PPT slide. (Refer to the draft slide found in Survey Builder in the top left menu. Edit to include the SMS and URL for the survey.)

Talking points to use when sharing the survey: Refer to page 33 of the SB Guide.

Helpful Tip:

Refer to the Best Practices below for tips to increase survey completion rate. Remind participants to click ‘submit’ at the end of the survey. If participants don’t click ‘submit’ at the end of the survey, the survey responses are not captured in Survey Builder.

Additional Considerations

1. Survey Builder is for use with virtual programs or lessons lasting at least 15 minutes in length.
2. A survey will only be active (ie. participants are able to add responses) during the program year in which the survey was created for use.
3. The URL link that is generated for the survey can be quite long. It is suggested you use a service like Bitly (<https://bitly.com/>) to customize and shorten the URL (opening a free account will allow you to customize a name, i.e. – bit.ly/HHSExtFNCookPressure). Tip: Bitly links are cap sensitive. Consider making the program name all lowercase.

Best Practices for Using Survey Builder with Virtual Programs

1. Know your audience

Consider the best virtual platform for program delivery based on your audience. Offer programs when your audience is able to participate. Be mindful of other programs that might be delivered at the same time and adjust accordingly.

2. Become familiar with the virtual platform options

There are a variety of virtual platform options. Observe a colleague that has offered or will be offering a virtual program and schedule a time to learn more. Several Extension Areas use Basecamp as a way to share best practices or learn from each other regarding a variety of topics. The following is not meant to be an exhaustive list of virtual platforms that are available for use, but rather a sampling of options:

- a. Facebook Live (directly)
- b. Facebook Live through Streamyard
- c. Facebook Live through Zoom
- d. Zoom

3. Work with a partner or co-presenter

It may be helpful to partner with a colleague to present the content or assist with the technological aspects of the program delivery. A partner may be useful in managing questions received in a chat box or helping provide technical assistance to those who joined late to the presentation. If your colleague helps you with a presentation, be sure and return the favor for one of their presentations.

Survey Builder is only able to acknowledge the role of the lead educator. As such, credit toward the Survey Builder expectations for use is only given to the lead educator who has created the survey. Digital Measures provides an opportunity to document team delivery of program.

4. Ideas for improving survey completion rate

It can be more challenging to achieve survey completions from participants of virtual programs compared to programs delivered face-to-face. The response rate will likely be lower or the reality is that none of the virtual participants may complete the survey.

There are strategies to utilize to increase survey completion rate including:

1. share the survey in multiple ways/times as mentioned in step 3 above;
2. convey the importance of completing the survey and thank participants for taking their time to provide feedback;
3. allow time at the end of the program for participants to complete the survey and making participants aware that time will be saved for this at the end; and
4. remind participants to click 'submit' at the end of the survey. If participants don't click 'submit' at the end of the survey, the survey responses are not captured in Survey Builder.

5. Practice

Practice is an important part of preparing for any type of program delivery whether it is offered virtually or face-to-face. As you're practicing the program, be sure to practice how and when you'll provide instructions to participants for completing the Survey Builder at the end of the program. Consider organizing these instructions in a Word document so you are ready to copy and paste it at the appropriate times during your presentation. **In addition, make use of the "TEST" survey feature in Survey Builder as you practice and prepare for a program.**