

**Group A**  
***DATA COLLECTION METHODS***

July 14, 2005

1:30 – 4:30

**AGENDA**

**1:30 Welcome & Introductions & Discovery Initiative Updates**

Maria Mojica will provide an update on Discovery related events and activities.

**2:00 Evaluation Technical Assistance**

Laura Downs will provide an overview of the session and introduce the presenters.

This session will provide a comprehensive, introductory overview of different data collection methods. Participants will have an opportunity to develop an in-depth understanding of how to design and implement surveys and focus groups and interviews.

**2:15 Methods Overview and Selection Considerations**

- Determining the questions you seek to answer with data
- Description of methods
- Examples of method uses and the types of questions each method can address (matching the methods to the question type)
- Advantages and disadvantages of various methods
- Decisions to consider in using a particular method
- Cost and cultural appropriateness considerations of method choice

**2:40 Survey Design and Focus Group/Interviews**

Session participants will determine the structure of the rest of the day. The choice will be to stay together as a group and examine both surveys and focus groups/interviews or split into two groups to explore either topic in greater depth. Either choice will include a hands-on exercise to practice the methods.

Participants will learn:

- How to write survey questions, layout and formatting tips
- Survey administration decisions
- How to select and invite people to participate in focus groups and interviews
- How to design focus group and interview questions
- Tips for conducting focus group and interviews, and
- Ways to analyze and use the information collected.

**4:15 Evaluation of Session**