

Evaluating impact with surveys

Outline and agenda

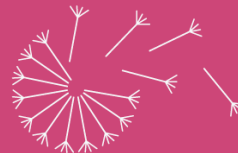
Half-day (3-hour) session:

Virtual delivery

training@fasttrackimpact.com

Fast Track Impact

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Delivered from 2025 by the Institute for Methods Innovation,
a registered non-profit organisation.

Course description

This live online workshop provides a comprehensive introduction to designing surveys as a method for impact evaluation. The session covers essential aspects of survey design, including defining objectives, identifying target respondents, selecting appropriate survey types, and structuring surveys for different evaluation contexts. Participants will learn to develop and refine survey questions, with a focus on both closed-ended and open-ended formats, and explore methods for piloting surveys to ensure clarity and reliability.

Key benefits:

- Learn why and how surveys serve as an effective tool for capturing data on programme outcomes.
- Clarify objectives, identify target respondents, and explore survey types, sampling methods, and structural considerations such as post-only vs. repeated measures.
- Learn to craft clear, relevant closed-ended and open-ended questions that align with your evaluation objectives.
- Gain insights into designing surveys for quantitative, qualitative, or mixed-method evaluations.
- Discover techniques for piloting and refining surveys to address potential challenges before full implementation.
- Refine your survey questions and structure with hands-on guidance and collaborative group discussions.
- Leave the workshop with a tailored survey design and actionable strategies to implement it effectively.

At the end of the workshop:

- You receive slides and links to useful resources you can borrow and adapt for your work.
- Prof Jensen continues to answer all questions from participants via email after the course, guaranteeing a response to all questions within one week.

Indicative agenda

Start: 09:30 am (20-minute break included)

Part 1: Surveys as a method of data collection for evaluating impact

- Introducing evidence-based research impact
- Defining impact
- Surveys as an approach to gathering impact data

Part 2: Planning your overall impact evaluation survey structure

- Clarifying objectives
- Identifying target respondents
- Types of surveys
- Sampling methods
- Survey structure
 - Post-only vs repeated measures
 - Quantitative only vs mixed or qualitative only

Part 3: Measuring outcomes using survey questions

- Developing relevant survey questions
- Examples of closed-ended survey questions
- Examples of open-ended survey questions

Part 4: Refining your impact survey questions

- Piloting your survey questions

Close: 12:30 pm

About Fast Track Impact

[Fast Track Impact](#) is an international training platform, delivered by the [Institute for Methods Innovation](#), a non-profit organisation. Its mission is to change the way busy researchers generate and share knowledge so that their ideas can change the world and they can get their thinking time back.

Fast Track Impact runs training for researchers from every discipline, from PhD students to Professors, from departmental away days to cross-institution training days. It has trained 15,000+ researchers from more than 200 institutions in 55 countries.

About the trainer



Professor Eric A. Jensen

Prof Jensen is a social scientist with a PhD from the University of Cambridge in sociology. He is part-time professor at the University of Warwick, where he has led courses on public engagement with science, science policy, audience research and social research methods (including surveys and statistics). He is also a doctoral research supervisor for the University of Oxford. As a visiting research scientist at the National Center for Supercomputing

Applications at the University of Illinois, Jensen works on a Sloan Foundation-funded project on research software policy.

Prof Jensen has 20+ years of research and practice experience in social research, evaluation, public and policy engagement and science communication. He has delivered hundreds of training workshops on evaluation methods and evidence-based science communication, as well as leading and consulting on projects large and small on public engagement with research, impact evaluation, socially responsible research, and environmental communication. Prof Jensen also serves as an Independent Ethics Mentor for European Commission-funded projects, reviewing data management and ethics planning. He has extensive experience in ethical approval processes in higher education.