Alliance for Collaborative Equity

Survey Design I

An Introduction to Creating Community Equity Surveys

Sustainable CT
Local Actions. Statewide Impact.®

Learning Objectives:

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- Aligning Research with Equity Principles

- Creating Strong Surveys

Six Promises:

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Speak from your own experience

Listen generously to the experiences and perspectives of others
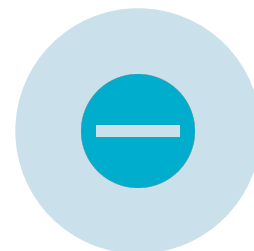
Resist making assumptions about one another

Be mindful of "taking space and making space" so that everyone has an opportunity to speak and to listen
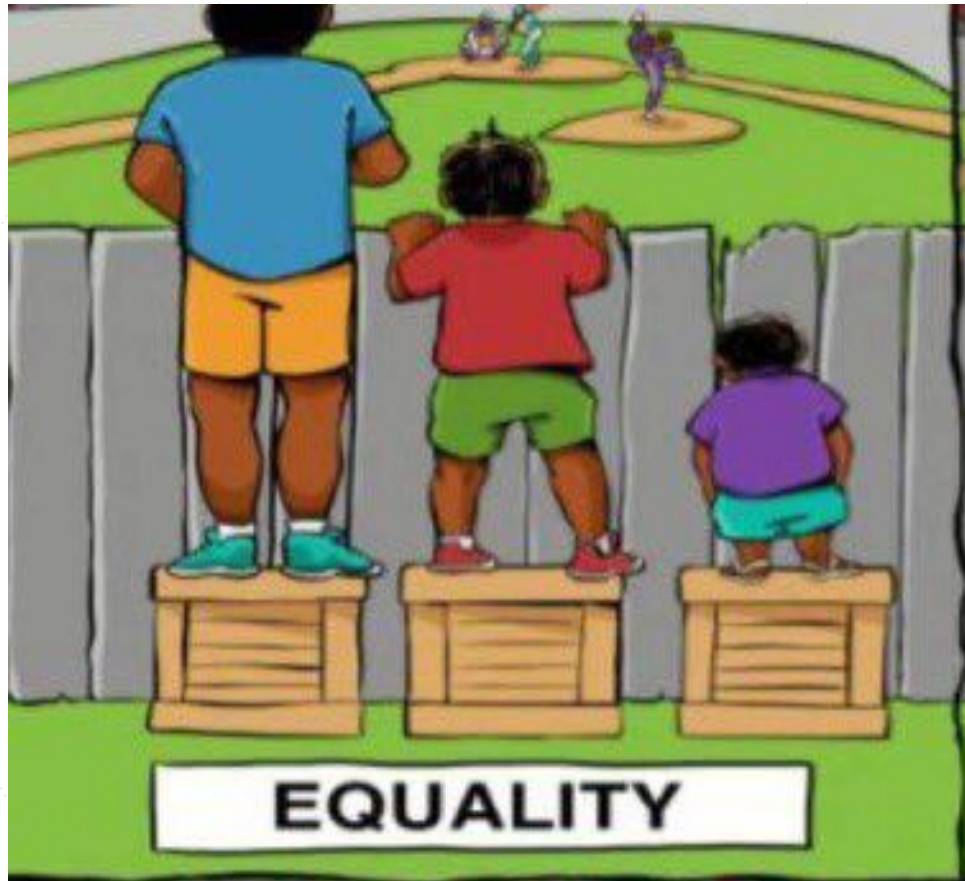
Respect the confidentiality of others' sharing

Expect and Accept non-closure
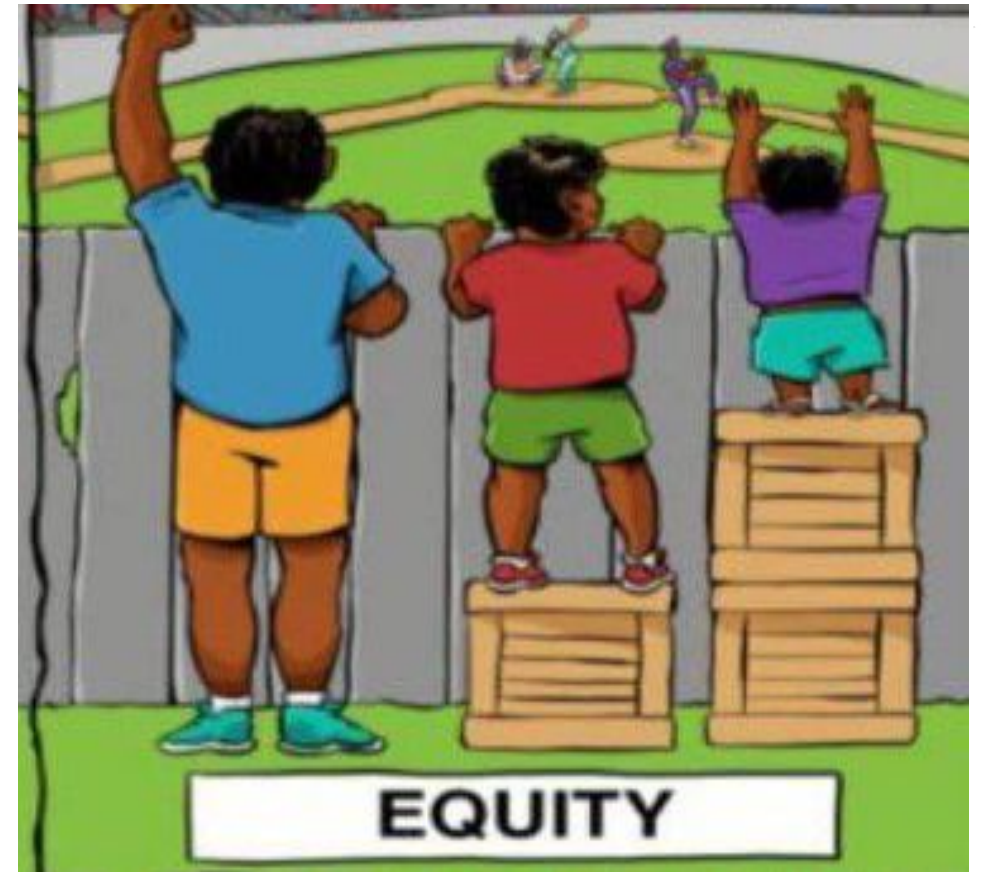
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You can't see strengths or improve what you don't measure.
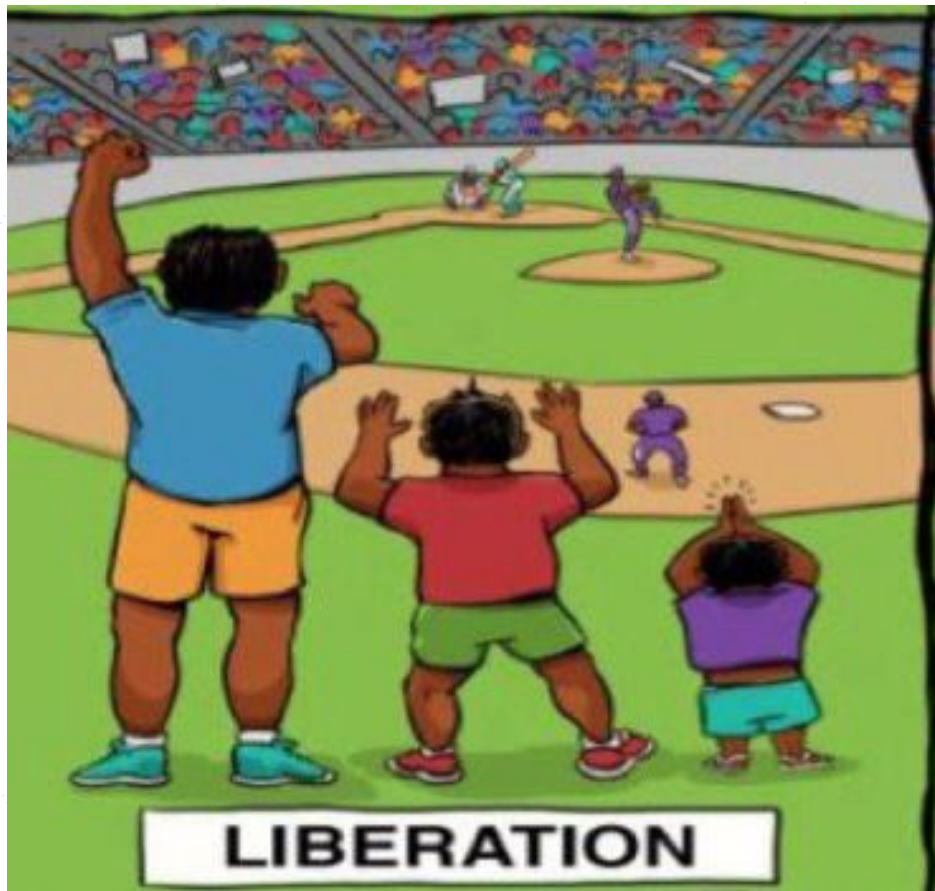
Why do a Survey?

What is **Equity**?

Everyone has the same support.

Everyone has support fitting their needs.

What is **Equity**?

LIBERATION

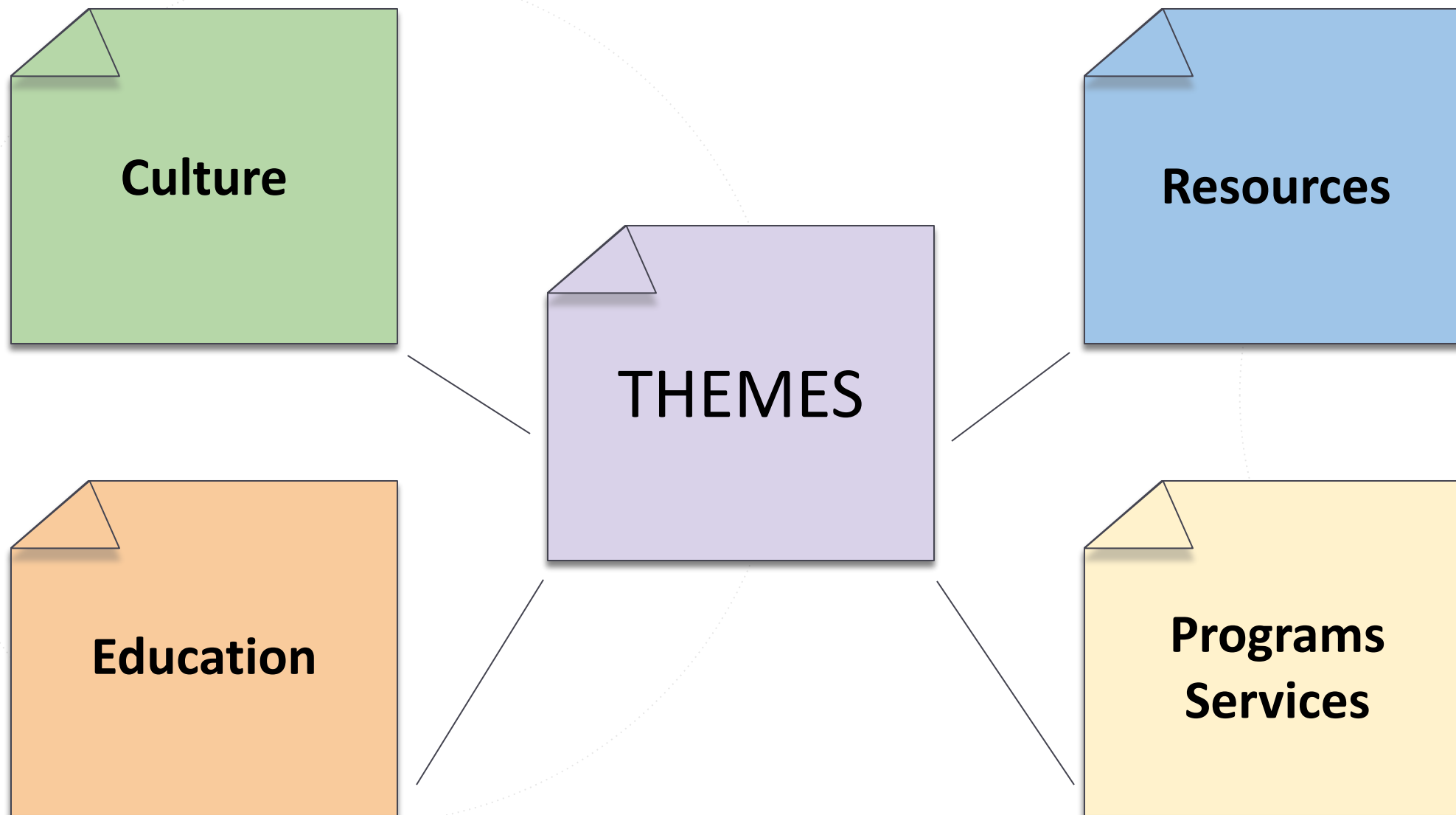Systemic barriers have been removed.

INCLUSION

Everyone is included!

What is the research question that needs to be answered?

Examples:

➢ Do our community members feel there are services that meet their needs?

➢ How might some community members be experiencing our town differently than others?

➢ What groups may be over- or underrepresented in our community?

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What are we looking for?

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Culture

Resources

THEMES

Education

Programs Services

Aligning Needs with Equity lens based Research

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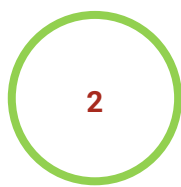| Scenario	Possible Research Question
A town has 7 total municipal committees and boards (Planning & Zoning, School Board, Finance, Appeals, Conservation, Housing, and Historic District). There are approx. 6-8 members on each committee/board. In total, 5 are women and 1 is BIPOC. *42-56 people serving on boards. 5 are women, 1 is BIPOC.	● How do women and BIPOC community members view our town committees/boards? ● What factors might influence the perceptions of our town committees/boards? ● What are our communities views about the significance of serving on a town committee/board?

Aligning Needs with Equity lens based Research

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Scenario	Possible Research Question
#1 A meeting has been planned to discuss the cleanup of a contaminated site in a community. The meeting will be held in English. A few people have voiced concerns with only including english speakers.	
#2 A town offers computer training for adults re-entering the workforce. There is low turnout among gender and race/ethnicity.	
#3 A town council has decided to begin a bicycle path initiative. It has been met with low support from community stakeholders.	

Equity Survey Workflow
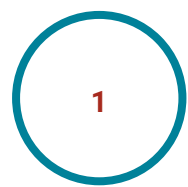
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SURVEY OUT

1

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Research Question

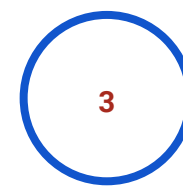- Develop your overarching research question.
- Who's in the room? Who's not an should be?

Shared Language

- Establish your DEI definitions.
- Question development..

Drive High Participation

- Commit to confidentiality and Data privacy.
- Be transparent with your "whys"
- Accessibility/Remove Barriers

Make a Plan for the Results

- Key insights
- Summary of findings
- Discovery report

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Question for **Reflection**

How can we ensure that all voices are reflected in our Research Questions?

8 Tips for Strong Surveys

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1

Make every questions count.

Make sure each question adds value and drives survey responses that relate directly to your research goals.

8 Tips for strong surveys

2

Keep it short and simple.

Respondents are less likely to complete long surveys, or surveys that bounce around from topic to topic.

8 Tips for strong surveys

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3

Be direct.

Vaguely worded survey questions confuse respondents and make your resulting data less useful.

Don't ask this:

How often have you been particularly averse to discriminatory language during municipality activities?

Ask this:

How often have you experienced or witnessed discrimination in town?

8 Tips for strong surveys

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4

One question at a time.

It's important to keep your survey as short as possible. However, trying to pack too much into a single question can lead to confusion and inaccuracies in the responses.

Don't ask this:

Are there town services that are you feel are helpful and that you used often?

Ask this:

How often to you use these town services?

8 Tips for strong surveys

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5

Avoid bias.

Keep your question wording focused on the respondent, rather than introducing anything that could be a point of view of your own.

Don't ask this:

The town website is viewed by many as being a valuable resource. Do you feel our website is valuable?

Ask this:

How often do you find valuable information on our website?

8 Tips for strong surveys

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6

Use language everyone will understand.

Use language and terminology that your respondents will understand, keeping language as plain as possible

Don't ask this:

Consider your geographic area within a range of 20 miles. Which of these hiking trails is closest in proximity to your residence?

Ask this:

Which of these hiking trails is closest to where you live?

8 Tips for strong surveys

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7

Use response scales whenever possible.

Response scales capture the direction and attitudes, providing rich data. In contrast, response options, such as true/false or yes/no, generally produce less informative data.

Don't ask this:

True or False? Our town is welcoming to new residents?
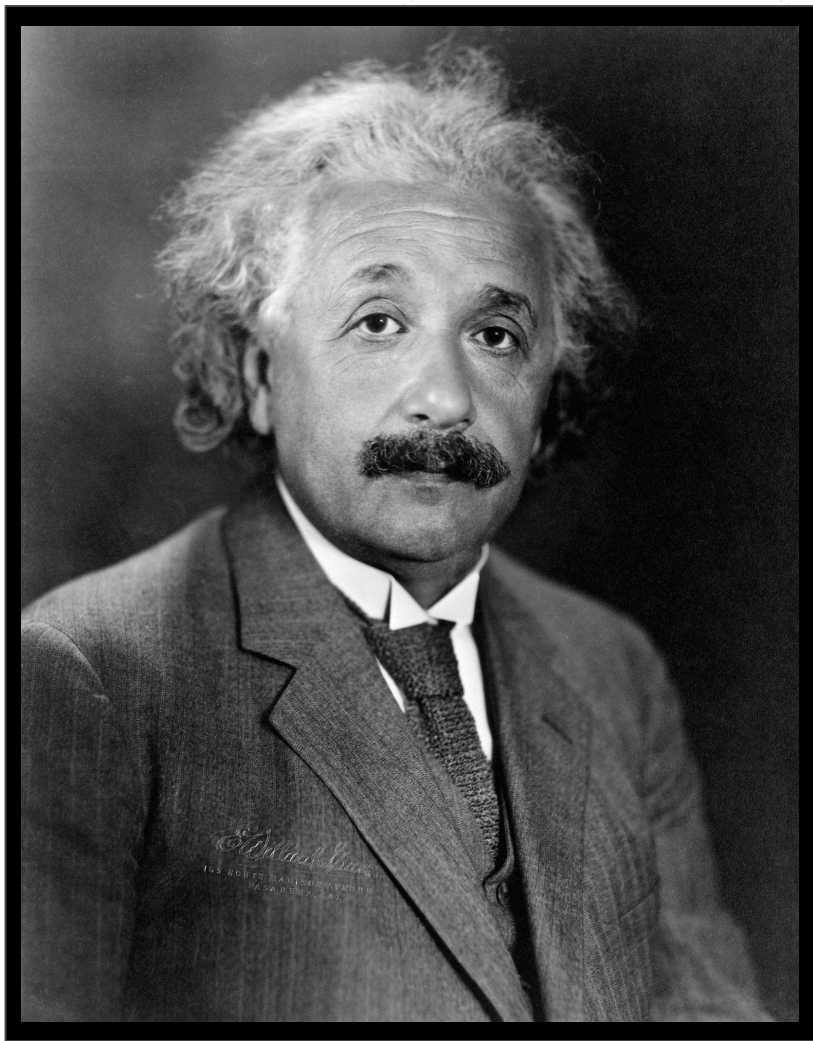
Ask this:

To what degree is our town welcoming to new residents?

8 Tips for strong surveys

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8

TEST

It's always a good idea to pre-test your survey before you roll it out fully, so that you can catch any possible errors before they have a chance to mess up your survey results.

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"If we knew what we were doing, it would not be called research would it?"

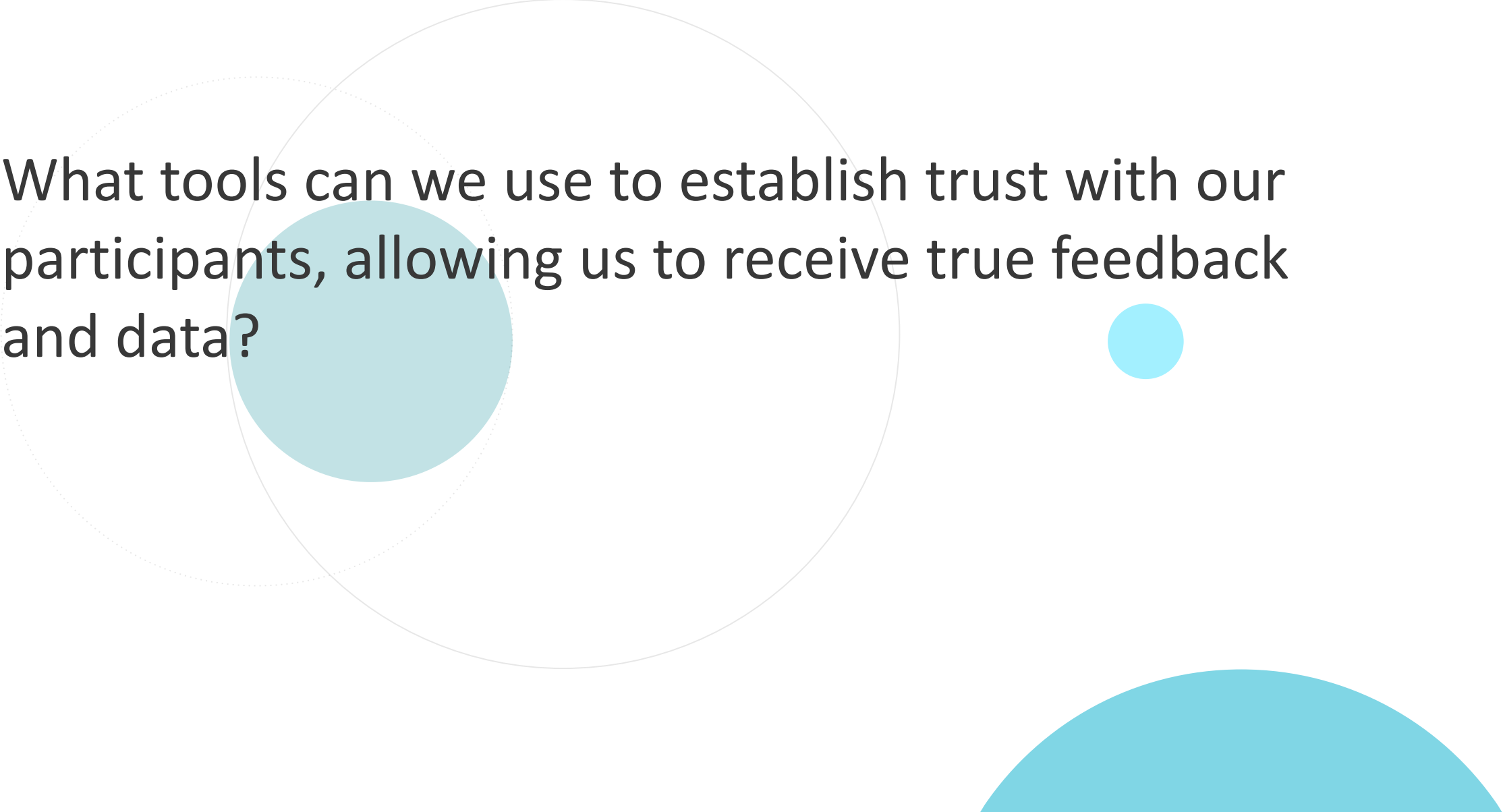~Albert Einstein

Albert Einstein
Image: Encyclopædia Britannica, Inc.

Casual Conversations

How can we align our equity surveys to real-world situations and problems?

FINAL REFLECTIONS

What tools can we use to establish trust with our participants, allowing us to receive true feedback and data?

Next Session

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- Types of DEI Questions
- Disaggregating Data
- Presenting Findings

Please come with your Research Question.

Please feel free to contact us:

giovanna.adams@ctace.org

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Survey Design II

An Introduction to
Creating Community
Equity Surveys

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Learning Objectives:

- Types of DEI Questions

- Disaggregating Data

- Presenting Findings

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Six Promises:

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Speak from your own experience

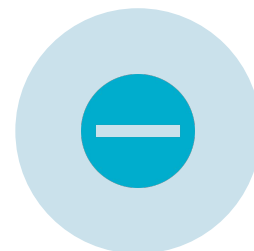**Listen generously to the experiences and perspectives of others**

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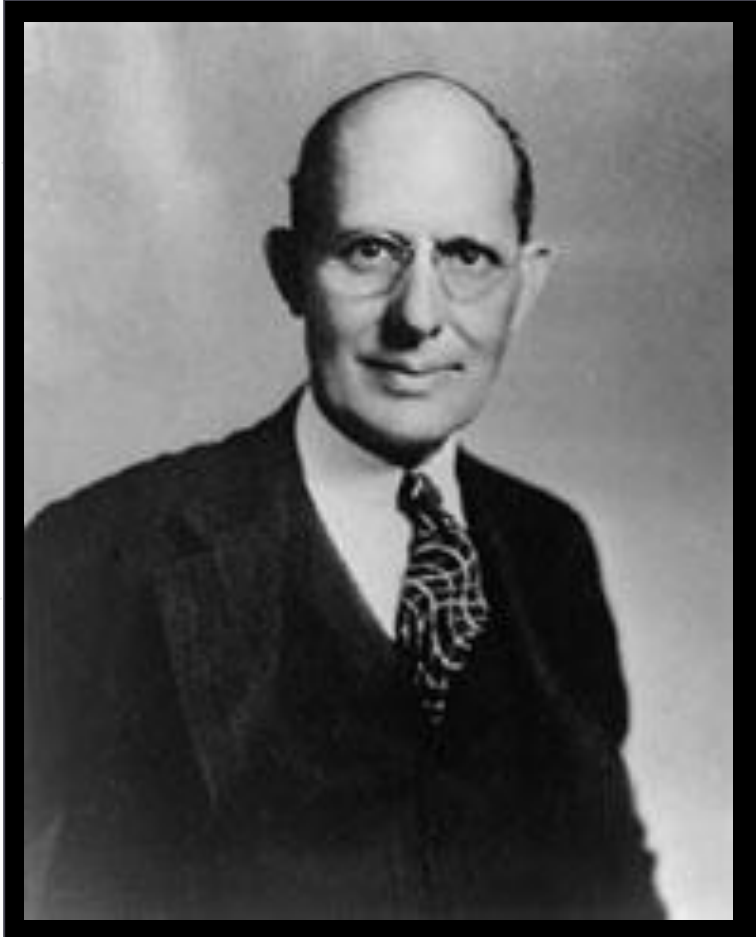
Respect the confidentiality of others' sharing

Expect and Accept non-closure

Developing a Set of Questions

Charles F. Kettering
Image: Encyclopædia Britannica, Inc.

"Research means that you don't know, but are willing to find out"
~Charles F. Kettering

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Type of Questions

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Quantitative

- Numbers based analysis
- Measured statistical analysis
- Numeric Values
- Tests, Experiments
- Metrics

Qualitative

- Categorized: traits, characteristics
- Texts, Documents, Transcripts,
- Observations
- Trends
- Open-Ended

DIVERSITY

Question: On a scale from 1 to 5, where is 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Statement: "Name of your Town" values diversity.

Statement: Leadership understands that diversity is critical to our future success.

Statement: "Name of your Town" invests time and energy into building diverse teams.

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INCLUSION

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Question: On a scale from 1 to 5, where is 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Statement: I feel my unique background and identity (i.e. my differences) are valued in "Name of your Town.

Statement: I feel a sense of belonging in "Name of your Town".

Statement: I feel respected by my neighbors.

EQUITY

Question: On a scale from 1 to 5, where is 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Statement: The process for being involved in programs is transparent to all residents.

Statement: People from all backgrounds and with a range of identities have equitable opportunities in "Name of your Town".

Statement: I feel supported in "Name of your Town".

RACIAL JUSTICE

Question: On a scale from 1 to 5, where is 1 is Strongly Disagree and 5 is Strongly Agree, how would you rate the following statements?

Statement: I believe "Name of your Town" is a safe and supportive environment for BIPOC individuals (Black, Indigenous, & People of Colour).

Statement: I feel comfortable talking about issues of racism with town leaders or my neighbors.

Statement: I know where to find resources to learn more about these issues.

HARASSMENT AND DISCRIMINATION

Question: Have you experienced any unwelcome comment(s) or conduct in "Name of your Town" that you felt was offensive, embarrassing, or hurtful (e.g., inappropriate jokes, slurs, rumors, hurtful gossip, isolating behaviors)? Select all that apply.

Question: Have you experienced any discrimination (i.e., unfair, negative, or adverse treatment) in "Name of your Town" based on one or more aspects of your background or identity (e.g., gender, age, ethnicity, sexual orientation, etc.)?
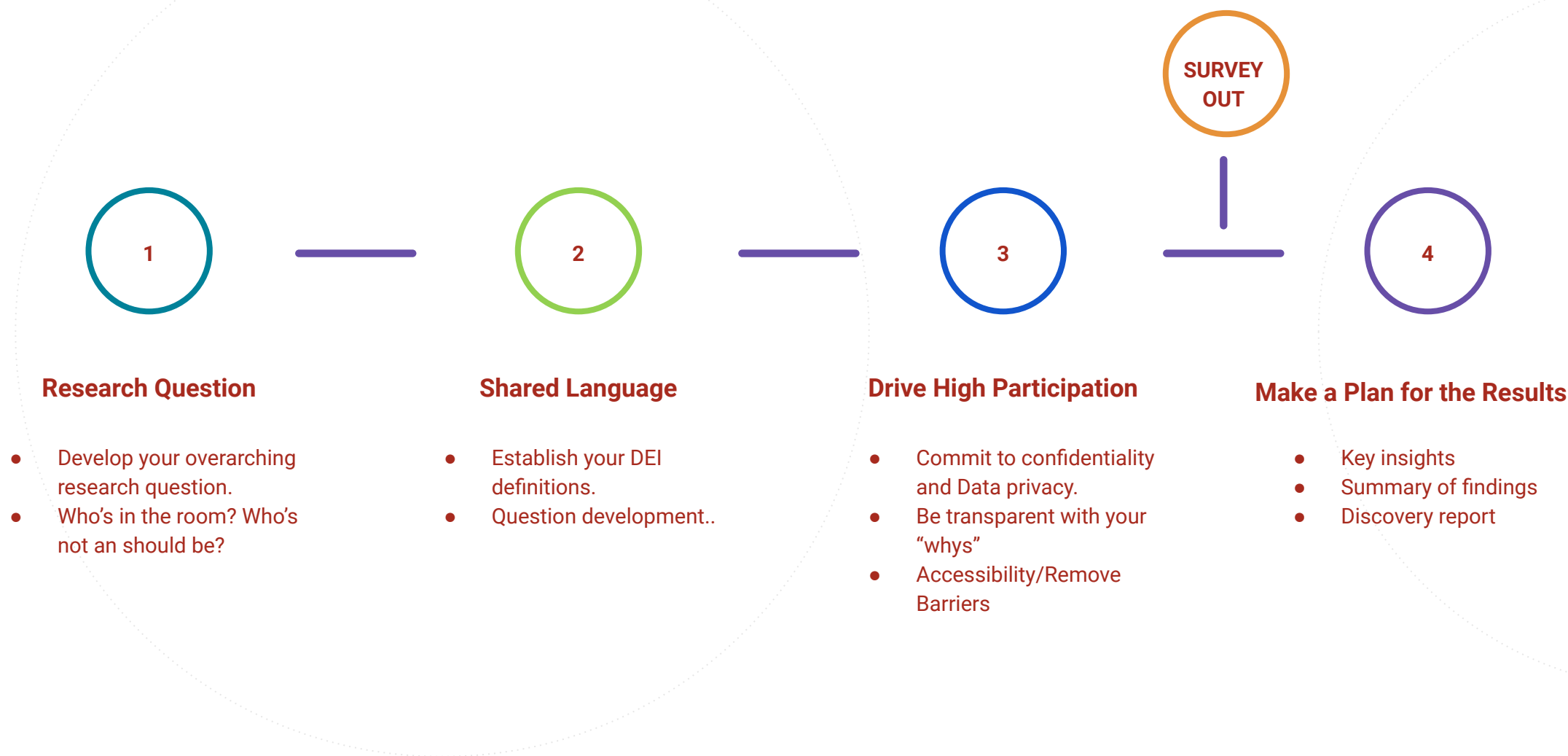
OPEN-ENDED FEEDBACK

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Allows the opportunity to cover an aspect of participants experience that was perhaps missed.

Example for open-ended feedback.

Question: What is "Name of your Town" doing well in terms of building a diverse, equitable, and inclusive community? Please write your thoughts in the text box below.
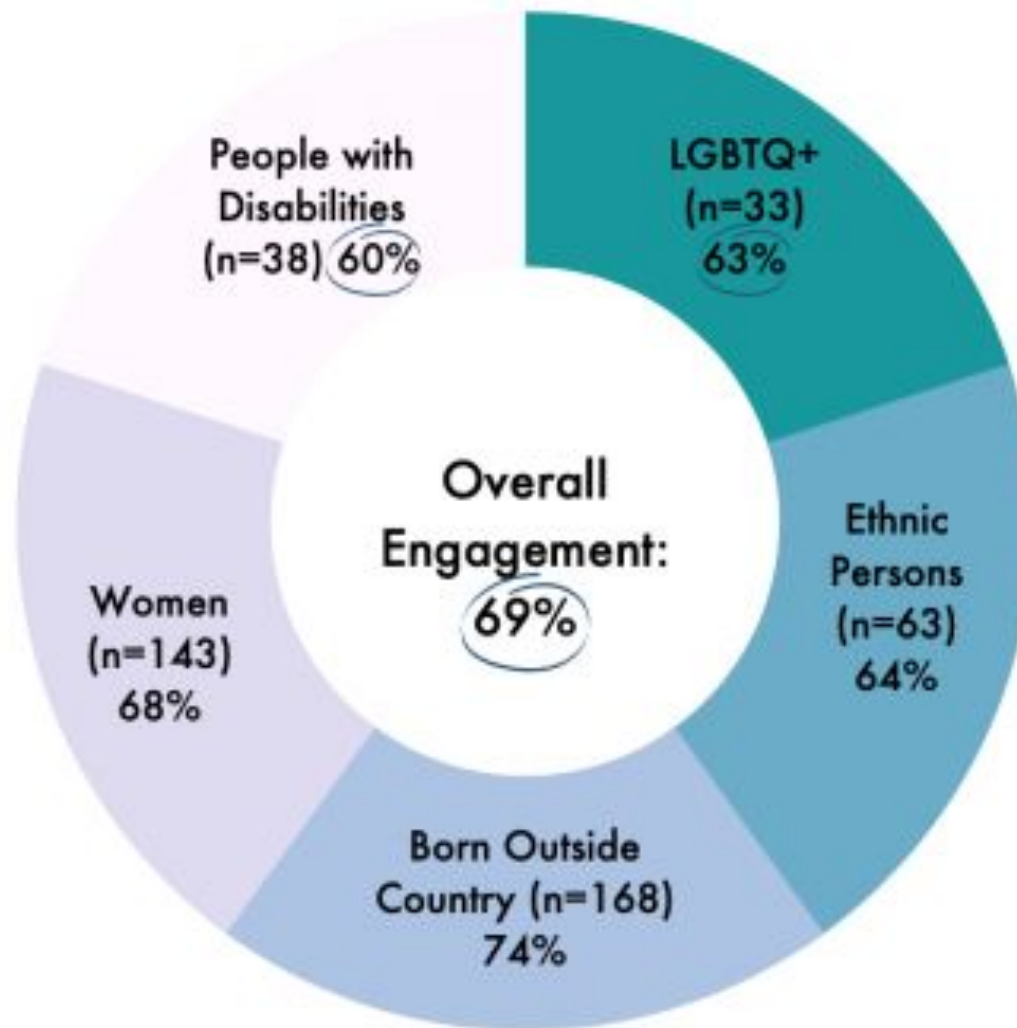
Equity Survey Workflow

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Research Question

- Develop your overarching research question.
- Who's in the room? Who's not an should be?

Shared Language

- Establish your DEI definitions.
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Drive High Participation

- Commit to confidentiality and Data privacy.
- Be transparent with your "whys"
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Make a Plan for the Results

- Key insights
- Summary of findings
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We have our Findings. Now what?
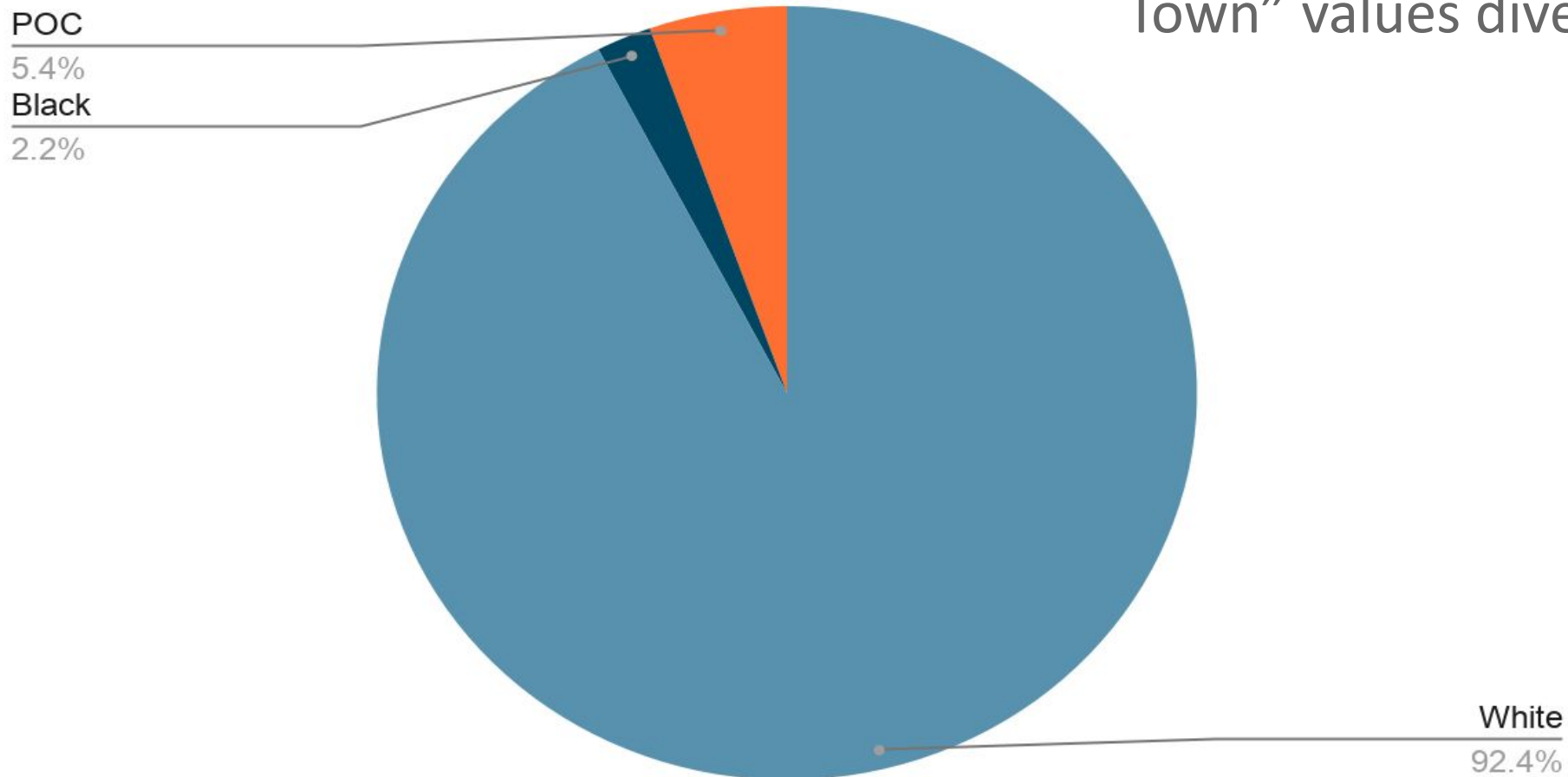
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- Look at the scores of your marginalized groups.

- The true story lives with the results from your most marginalized groups.

Engagement Example

DIVERSITY Example

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Statement: "Name of your Town" values diversity.

POC
5.4%
Black
2.2%

White
92.4%

DIVERSITY Example

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"I am one of the few Black people in town. I often feel singled out, not because anyone has said anything to me, but because of the stares and eyes that divert from me when passing by me in common spaces."

"I've lived in Town for 5 years and it feels like it take much longer to make friends here. I am thankful that a few towns over is a local GLADD Chapter."

Statement: "Name of your Town" values diversity.

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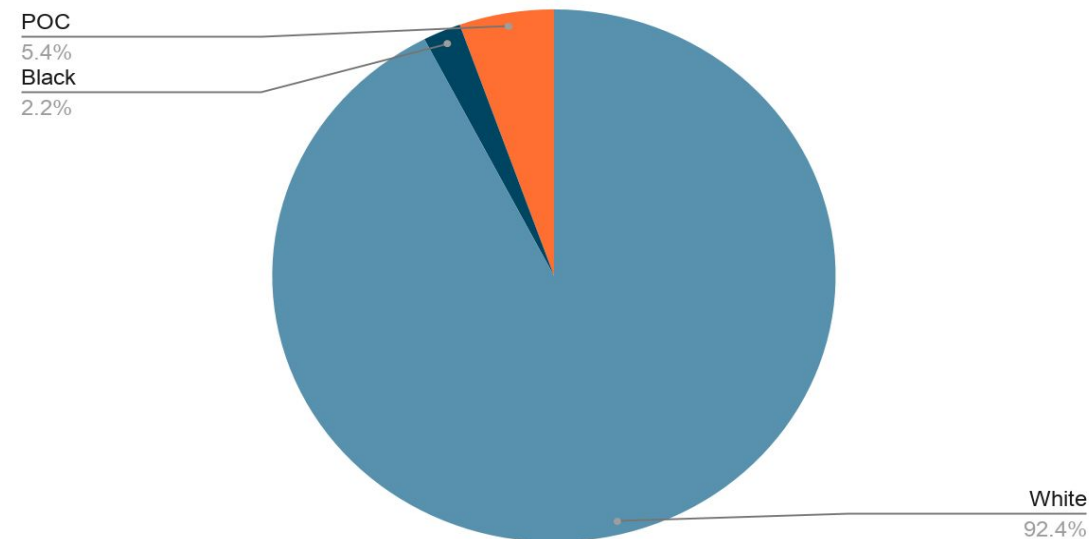
The secret is knowing how to layer and interpret the data and where to focus attention – because being satisfied with outcomes that reflect majority responses will leave you ignoring clear and telling trends from underrepresented populations.

Make the most of your survey

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- Make a plan for the results.

- Take emotions seriously. There may be uncomfortable data.

- Identify challenges and opportunities.

Strengths + Challenges = Opportunities

Community Doesn't End at Surveys
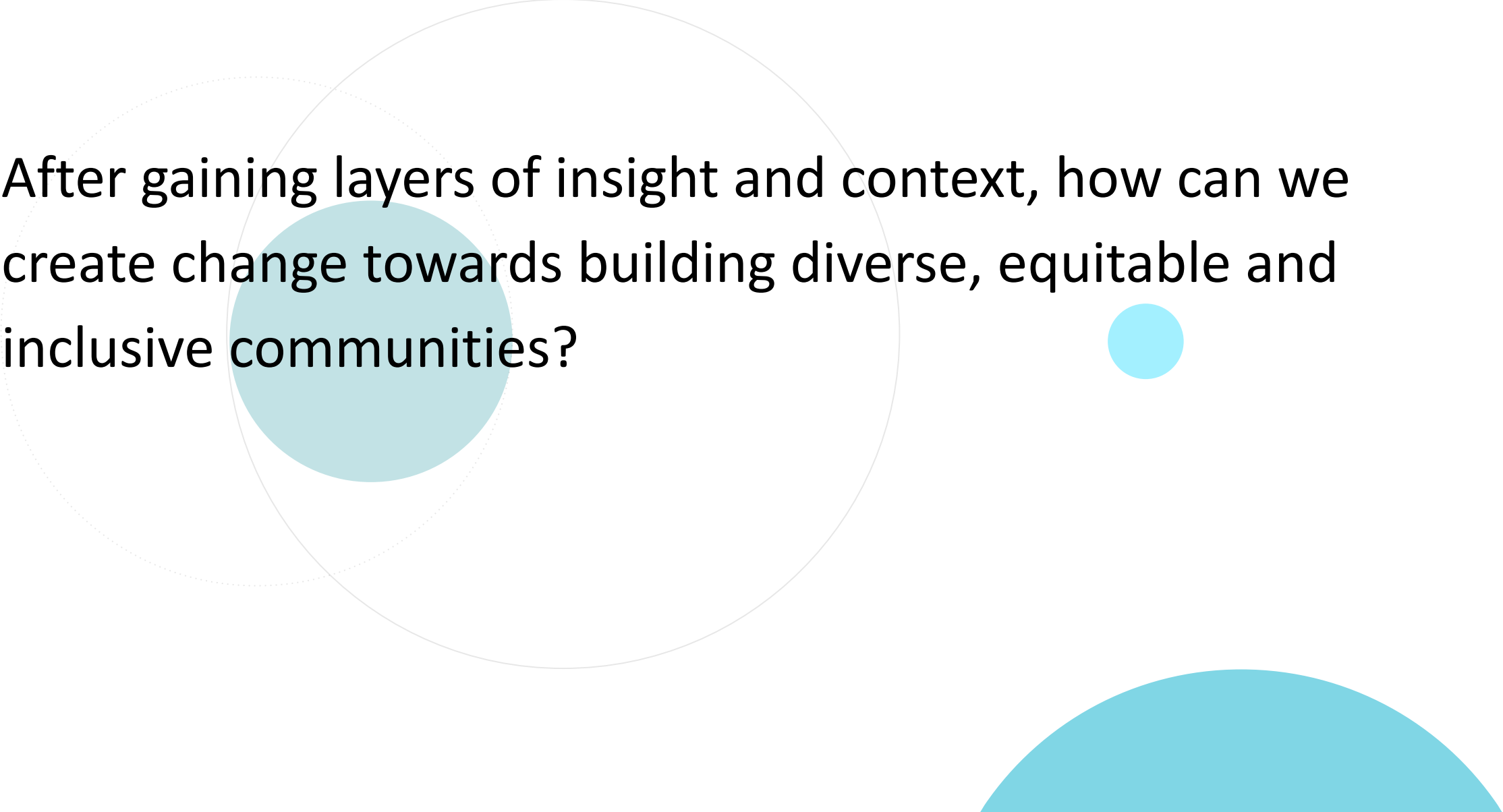
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- Get Context

- Make Change

- Measure Impact

Casual Conversations

We can't always predict what will show up in our data. What's one goal that you can set for yourself to push through difficult findings?

FINAL REFLECTIONS

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After gaining layers of insight and context, how can we create change towards building diverse, equitable and inclusive communities?

FORMERLY HB4 DIVERSITY

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Visit:

ctace.org

Please feel free to contact me:
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