

Writing Survey Questions

Background

Your library is interested in adding more STEM programming for children. To get the ball rolling, management has asked you to develop survey questions that gather feedback about the library's current STEM offerings and solicit input about new programming opportunities. Your questions will be included in a larger survey of library cardholders.

The **objectives** for your survey questions are:

1. Determine satisfaction with the quarterly maker programs for children that your library currently offers.
2. Gather feedback about the quarterly maker programs for children.
3. Gauge interest in science story times for preschool children and robotics and engineering programs for elementary school children.
4. Identify areas of interest for middle school children.
5. Determine the potential benefits of STEM programming for children that parents find appealing (if any)

Your **target group** for this survey is library cardholders with children ages twelve and younger.

The **survey administration plan** calls for the survey to be administered online.

- Every library cardholder will receive an email including a link to the survey.
- Reminder emails will be sent two weeks after the survey launches.
- Cardholders without an email address on file will be mailed a paper copy of the survey and a reminder postcard.
- Your questions will be included in a special section of the survey that will only be answered by parents with children twelve or younger.
- As an incentive to complete the survey, every respondent will be entered in a prize drawing.

Instructions

At your table, form a group of two or three based on your case study. As a team, choose one (or more!) of the objectives listed above and draft possible survey questions. If time allows, select your best questions to include in the survey.

Writing Survey Questions

Objective selected

Draft questions

Best question(s)

Writing Survey Questions

Objective selected

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Draft questions

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Best question(s)

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