Tool 6: Data collection instruments (online guide)

Annie E Casey Foundation (2007), *Handbook of data collection tools: Companion to 'A guide to measuring advocacy and policy'* http://www.organizationalresearch.com/publications_and_resources_resources.aspx	A 45-page handbook of instruments to measure changes in norms, policies, organisational capacity, alliances and public support. The resource includes examples from the field, such as interviews, surveys, focus groups, observation checklists, assessment tools, tracking forms and logs. It's a must for evaluations that are measuring impacts (and have indicators) at the organisation, community and society levels. You can adapt or adopt these instruments, but before adopting, make sure they are a good fit with your evaluation's SMART indicators.
Dart, J and Davies, R (2005), *The 'most significant change' (MSC) technique: A guide to its use* http://www.clearhorizon.com.au/resource-hub/flagship-approaches/msc-resources	Includes everything you need to know about MSC, with one of its authors (Rick Davies) being the inventor of the technique. The resource has 10 steps for implementing MSC, with tips, examples and tools. There are sections on the history of MSC and its place in evaluation practice, for those interested. All up, it's 104 pages long. A 'quick-start' version is also available from the link provided.
Merrill-Sands, D and Scherr, SJ (2001), *Center self-assessment for a woman-friendly workplace* http://www.worldbank.org/html/cgiar/publications/gender/genderwp29.pdf	Includes a ready-made assessment tool (a survey) for benchmarking and monitoring progress on creating conditions for a woman-friendly workplace. The tool assesses the organisational climate for gender equity and appraises staff knowledge of the elements for a gender-equitable workplace. Although developed for international agricultural research centres, it can be applied to any workplace committed to gender equity. The resource is around 35 pages long inclusive of the assessment tool. Before adopting this tool, make sure it's a good fit with your evaluation's SMART indicators.
Olney, CA and Barnes, SJ (2013), *Collecting and analysing evaluation data* http://nnlm.gov/evaluation/guides.html#A1	Part of a series of three booklets pitched to those involved in health information initiatives. The resource focuses on surveys and interviews as examples of data collection methods, with steps on preparing instruments (e.g. writing questions) and what to think about before administering them (e.g. informed consent). There's also a step for preparing and analysing the data. See Tool 7 in this concise guide for more resources on this step.
SurveyMonkey (1999–2011), *Smart survey design* http://s3.amazonaws.com/SurveyMonkeyFiles/SmartSurvey.pdf	SurveyMonkey is a tool for online surveys. This comprehensive 35-page guide covers the steps for developing a survey instrument, online or otherwise. It covers 'good versus bad' questions, question types, sequencing and layout. There are references for further exploration. The SurveyMonkey website has even more: see 'Surveys 101: Best practices for every step of survey creation', for links to all manner of guides and tips, https://www.surveymonkey.com/mp/survey-guidelines/?ut_source=header
VicHealth (2011), *The partnerships analysis tool* http://www.vichealth.vic.gov.au/Publications/VicHealth-General-Publications/Partnerships-Analysis-Tool.aspx	A ready-made assessment tool for measuring the strengths of a health promotion partnership. There are three activities, including a checklist that partners can complete to identify aspects of their partnership that might need work. Before adopting this tool, make sure it's right for what you need to find out in relation to your evaluation's SMART indicators.
University of Wisconsin-Extension, Program Development and Evaluation (2009), *Collecting evaluation data: End-of-session questionnaires* http://learningstore.uwex.edu/Collecting-Evaluation-Data-End-of-Session-Questionnaires-P1026C237.aspx	A 44-page guide to developing feedback sheets for use following workshops, training, conferences or events. It requires skill to craft an instrument that can get the data needed quickly and easily. This resource has steps, tips and examples to help you achieve this. A very useful resource, given that feedback sheets are common methods of data collection for most evaluations.

In addition to the materials listed above, references found in this concise guide's 'Final words and online resources' also cover data collection instruments, so be sure to check them out.