Is a survey necessary and the best approach?

1. Can your questions be answered with existing data (e.g. institutional data, other recent surveys)?
    a. Is there existing, but out-of-date data that could answer your question(s) if updated?

2. Will your results be actionable? Do you have the resources and authority to make changes based on the results?

3. Would another assessment methodology, such as focus groups, interviews, or observations, better address your question(s)?

If a survey is the best approach:

1. What is the purpose of the survey?
    What are you hoping to learn? What questions are you trying to answer or problems are you trying to solve?

2. Who else may be interested in this survey or its results? Are there opportunities for collaboration?

3. Has this survey been conducted before? Is it expected to be repeated?
    a. If yes, how often?

4. What is the target population? Does the entire population need to be surveyed or will a sample be sufficient?

5. What is the desired timeline of the survey administration? What else is on the calendar for your target population around this time (e.g. other surveys, finals, breaks/holidays, etc.)?

6. Who will develop the survey instrument? What support is needed?

7. Which software will you use for survey administration? Who will build the survey in this software?

8. How do you plan to distribute the survey? What strategies will be used to ensure a sufficient response rate (e.g. incentives, partners on campus sharing the survey, posters, surveying during class time)?
    a. From whom will survey emails come? What text and subject lines will be used in emails and reminders?

9. What response rate are you expecting? What response rate is needed to ensure generalizable, representative data?

10. Does the survey need to be anonymous or confidential? Are you collecting any sensitive information?

11. How will data be stored and who will have access to raw data?

12. Who will analyze the data and how? What is the desired format for presenting results?
    a. Are multiple formats needed for different audiences?

13. How are the results going to be used and shared?

14. Do you plan to share results with individuals outside of the CU Denver community? (e.g. via public dashboards/websites, at conferences/in publications)