MULTILINGUAL SURVEY GUIDE

A HOW-TO GUIDE FOR COMMUNITY-DRIVEN BILINGUAL DATA COLLECTION, ANALYSIS AND DATA SHARING

Co-created by Cradle to Career Santa Cruz County & DataShare of Santa Cruz County

Learning objectives

By the end of this guide/workshop you will be able to:

1. Design and create a multilingual survey

2. Create survey questions that help you gather the information you need

3. Distribute surveys to your community

4. Analyze the data you collect in your survey

5. Share your findings in a meaningful way with your community

HOW WILL THIS MULTILINGUAL SURVEY GUIDE SUPPORT ME AND MY TEAM?

This guide is designed to answer frequently asked questions (FAQs) that may arise when developing a Multilingual Survey, such as:

- How do I design an effective multilingual survey?
- What online survey platform should I use?
- Should I have one multilingual survey or separate surveys?
- What's the best way to handle language translations?
- How do you effectively write survey questions?
- What are the best practices for cleaning data?
- What's the best way to share my results out to the public?

And many more!

WHY A MULTILINGUAL SURVEY?

Schools, government, nonprofits and grassroots community members can all design, conduct and analyze surveys with the right tools. Creating multilingual surveys increases the impact of surveys in our community by reducing barriers to participation and increasing access to information.

Deepens Understanding

Surveys are a great way to understand how your community is doing and what they need and want. This information can be used to develop strategic plans, strengthen advocacy efforts, and track the impact of your work.

Increases Engagement

Surveys can be an efficient way to engage a large group of people, and oftentimes they provide an anonymous way to voice concerns folks may not feel comfortable sharing publicly.

Centers Equity

When created and shared with communities in accessible ways (i.e. language, literacy, format and trust) - surveys can increase equity by uplifting the stories and data of historically underrepresented communities.

PART 1

Designing
a survey

In this section we will answer the following questions:

- What is survey design?
- What are your survey goals?
- What are you seeking to achieve by collecting this data?
- What will your results be used for?
- Will your results be shared internally or externally?

WHAT IS SURVEY DESIGN?

Definition: Survey design is the process of creating a survey.

The process includes:

1. Setting survey goals to produce the data points/outputs you are looking for
2. Utilizing a platform (often online) for the components of your survey
3. Designing the format, including; length, type of questions, language and layout

SURVEY DESIGN

What are your survey goals?

A critical part of survey design is outlining your goals. Work with your team to identify the key themes you are looking to measure before diving into survey design.

You may be looking to collect numerical data, like community participation, or you may be interested in qualitative data, like feelings of social connectedness in a community. Both types of data can be gathered through a survey, but establishing shared goals ahead of time will help you format your questions in a way that effectively collects these measurements.

SURVEY DESIGN

What are your survey goals?

Here are some examples of survey goals your organization might have:

- How many community members are participating in the programs we offer?
- How familiar is the public with our organization?
- Is our organization positively impacting the community?
- What are the main needs of our community?

Surveys can be designed in a way to answer almost any question you may have.

Handout
Activity 1: Survey Goals

What are you seeking to achieve by collecting this data?

In order to identify the guiding questions that will best serve you, make sure your goals are as SMART and CLEAR as possible.

SMART Goals are:

- Specific – clearly defined
- Measurable – easily recorded, scaled and compared
- Attainable – not only possible but reasonable
- Relevant – reflect your organizational mission
- Time-bound – able to be achieved in a fixed timeframe

CLEAR Goals are:

- Collaborative – achieved in partnership with others
- Limited – possess a defined scope and duration
- Emotional – harness the energy and passion of the team working to achieve them
- Appreciable – smaller goals contribute to a bigger objective Refinable – adapt to rapidly changing environments

Adapted from Data Playbook - Charles and Lynn Schusterman Family Foundation

SURVEY DESIGN

What will the results be used for?

Depending on your goal, you will be seeking different results. Common uses of survey results include:
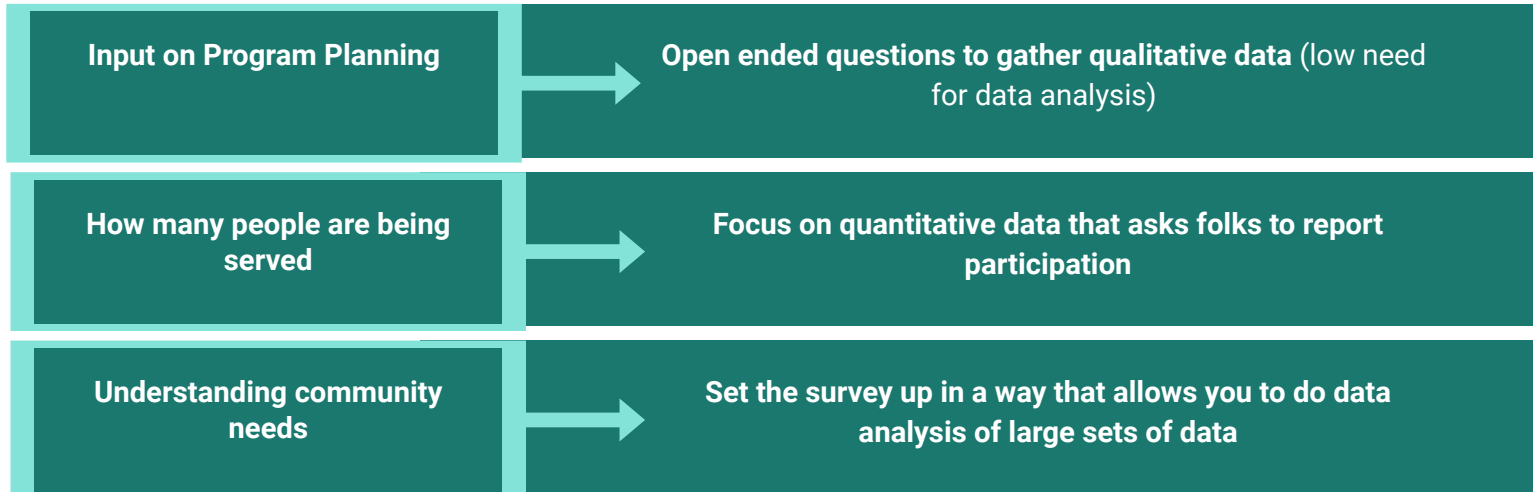
- Tracking the impact an organization/project is having in the community
- Informing internal future work plans
- Providing a report-back to the general public to show the progress of an organization

Once your team decides on the audience for the survey, this can impact the length, detail, and complexity of the survey.

SURVEY DESIGN

What will the results be used for?

Here are some examples:

Input on Program Planning	**Open ended questions to gather qualitative data** (low need for data analysis)
How many people are being served	**Focus on quantitative data that asks folks to report participation**
Understanding community needs	**Set the survey up in a way that allows you to do data analysis of large sets of data**

SURVEY DESIGN

Example: Open - ended questions

12. Do you have any other comments or suggestions you would like to share with C2C?

```
[                                                    ]
```

11. ¿Tiene algún otro comentario o sugerencia que le gustaría compartir con C2C?

```
[                                                    ]
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PART 1 - Design & Create a Bilingual Survey

SURVEY DESIGN

Will the results be shared internally or externally?

Depending on who your audience is for your survey, you will structure your survey in different formats.

 If the survey is for the public, provide context for the questions, explain concepts that folks may be unfamiliar with, and use accessible language.

 If the survey is for internal use, you may be able to go into more detail in the questions, reference specific concepts.

SURVEY DESIGN

Common and easy-to-use online survey platforms:

Google Forms

PROS	CONS
Free	Limited question design capabilities
Easy-to-use	Limited result visualization options
9 types of question formats available	Can't filter data results by certain criteria
Produces graphics with survey results	
Easy to add collaborators	

SurveyMonkey

PROS	CONS
Free for basic features	Paid account required for additional features
15 types of question formats available	Can require more time to design survey
Can filter data results	More complicated to design survey
Convert data into custom charts	
Produces graphics with survey results	

SURVEY DESIGN

Examples:

SURVEY DESIGN

How can you increase the number and accuracy of responses you receive?

Less is more. Respondents can get easily overwhelmed by a long survey. By keeping your survey short and concise, you are more likely to get more responses and responses that are more accurate.

Honor people's time. When people take time out of their busy day to answer your survey, it is important we show respondents them that we value their time. This can be mean offering an incentive, like a gift card or prize in a raffle, to participants.

Be transparent about confidentiality. Let folks know how these survey results will be used and how their privacy will be protected. Survey questions can ask respondents to share personal information and it's part of our responsibility to let them know what the purposes of it are.

PART 2

Creating survey questions that will help you gather the information you need

In this section we will answer the following questions:

- What is question design?
- How do you design your questions in a way that is accessible and effective?
- How do you promote inclusive practices when designing your questions?
- How do you use scales? What is the best type of scale to use?
- What is a likert scale and when do you use it?
- What is a dichotomous scale and when do you use it?
- Should I have one multilingual survey or separate surveys for each language?
- How do I translate my survey questions?

WHAT IS QUESTION DESIGN?

Definition: This is the process of crafting questions that will get you the answers you are looking for

The process includes:

1. Crafting questions that are accessible
2. Framing questions to be effective in tracking over time
3. Choosing question formats that promote inclusivity
4. Utilizing scales, dichotomous and open-ended responses
5. Making choices about how to implement multilingual questions and translations

QUESTION DESIGN

How do you design your questions in a way that is accessible and effective?

It is important to write your questions in a way that is catered to the audience you are collecting responses. Consider cultural and educational backgrounds of your audience during your design and provide context in questions if needed.

If you plan to recycle your survey next year, be intentional about how you frame questions so that they can be reused to collect the data. For example, if you are tracking participation in an activity that may change year to year, keep the framework of the questions simple, "How many times did you participate in 'X activity' this year?"

Identify the key pillars you are measuring and align your questions to collect the data you need.

QUESTION DESIGN

How to promote inclusive practices in designing your questions?

Data which is disaggregated by demographic information of participants (such as; age, race, gender, socioeconomic status) helps paint a richer picture of our communities in order to better target services, advocacy and interventions.

The way we collect demographic data can either perpetuate harmful inequity and bias, or foster a healthy culture of equity and inclusion.

Follow best practices to promote a thoughtful approach to equity and inclusion.

SIX BEST PRACTICES:

1. Use accessible language
2. Explain WHY you are collecting demographic data
3. Provide multi-select check-boxes or open-ended questions
4. Assess the order of response choices
5. Give respondents the option to opt out
6. Solicit feedback from the communities responding

*Adapted from "More than Numbers: A guide Toward Diversity, Equity and Inclusion(DEI) in Data Collection", Charles and Lynn Schusterman Family Philanthropies

EQUITABLE PRACTICES IN DATA PROJECTS

How to promote inclusive practices in designing your questions?

1. Use accessible language
"Accessible" includes everyone. People can feel excluded when they do not understand words or phrases. Some best practices include: limiting and defining jargon, aiming for a 3rd grade reading level in all communications, translating materials for non-native english speakers, piloting your materials with community members, use graphics/icons to explain concepts.

2. Explain WHY you are collecting demographic data
This is private information which may be sensitive, emphasize consent, for what purpose you will utilize the data and confidentiality.

3. Provide multi-select check-boxes or open-ended questions
Identity is complex - give respondents the freedom to express the diversity of their identity for a given trait by allowing them to select multiple answers or self-identify.

*Adapted from "More than Numbers: A guide Toward Diversity, Equity and Inclusion(DEI) in Data Collection", Charles and Lynn Schusterman Family Philanthropies

EQUITABLE PRACTICES IN DATA PROJECTS

How to promote inclusive practices in designing your questions?

4. Assess the order of response choices
The order of response choices can reinforce implicit biases—like putting "United States" as the first response to a question asking about country of origin, or "white" as the first response to race and ethnicity questions. Best practices for avoiding these biases include randomizing response choices, ordering them alphabetically or manually arranging the choices to support an inclusive survey experience.

5. Give respondents the option to opt out
Identity is personal, and if you require respondents to answer demographic questions, they might not complete the survey or form. Include options like "prefer not to answer," and options to self-describe.

6. Solicit feedback from the communities responding
Actively seek input from individuals representing your populations of interest about what demographic data will be most helpful, relevant and inclusive. Compensate whenever possible (prizes and raffles can be helpful on tight budgets).

*Adapted from "More than Numbers: A guide Toward Diversity, Equity and Inclusion(DEI) in Data Collection", Charles and Lynn Schusterman Family Philanthropies

QUESTION DESIGN

How do you use scales? What is the best type of scale to use?

There are multiple types of scales you can use to frame your questions that will collect different types of information and certain scales are better fit for different audiences.

Once you decide what type of scale you want to use, be consistent throughout your survey. It can be confusing for folks to adjust to these different types of scales and may lead to inaccurate responses.

Read on to learn about some of the most common scales!

QUESTION DESIGN

What is a Likert scale and when do you use it?

Response Set	1	2	3	4	5
Frequency	Never	Rarely	Sometimes	Often	Always
Quality	Very poor	Poor	Fair	Good	Excellent
Intensity	None	Very mild	Mild	Moderate	Severe
Agreement	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Approval	Strongly disapprove	Disapprove	Neutral	Approve	Strongly approve
Awareness	Not at all aware	Slightly aware	Moderately aware	Very aware	Extremely aware
Importance	Not at all important	Slightly important	Moderately important	Very important	Extremely important
Familiarity	Not at all familiar	Slightly familiar	Moderately familiar	Very familiar	Extremely familiar
Satisfaction	Not at all satisfied	Slightly satisfied	Moderately satisfied	Very satisfied	Completely satisfied
Performance	Far below standards	Below standards	Meets standards	Above standards	Far above standards

A Likert scale can be used when wanting to measure level of agreement to a statement. A typical scale may include a rating scale of 1-4 or 1-5.

Should you include a neutral option in your scale?

- In general, it is not recommended to include a neutral option. While it does offer an option for people who are neutral on the topic, research has shown that many people will pick this option and it doesn't provide as much info about their opinion.

Likert Scale Example

I am familiar with resources in my community.

	1	2	3	4	5	
Strongly disagree	○	○	○	○	○	Strongly agree

Estoy familiarizado con los recursos de mi comunidad.

	1	2	3	4	5	
Totalmente en desacuerdo	○	○	○	○	○	Totalmente de acuerdo

QUESTION DESIGN

What is a dichotomous scale and when do you use it?

A dichotomous scale is used when wanting a less nuanced measurement. This scale provides two options to respondents, at opposite ends of the scale.

Example: "Have this year's programs been helpful? Answer choices: Yes or no

Considerations:

PRO: respondents have to choose one answer, can use smiley face and sad face for populations that are less literate (ex. kids)

CON: may lose out on some of the nuances of measuring agreement

13. C2C is led by parents and community members - we value your voice. Would you be interested in participating in a future Parent Leadership Committee meeting?

○ Yes

○ No

12. C2C está dirigido por padres y miembros de la comunidad; valoramos su voz. ¿Estaría interesado en participar en una futura reunión del Comité de Liderazgo de Padres?

○ Sí

○ No

QUESTION DESIGN

Should I have one multilingual survey or separate surveys for each language?

1) **One survey** with multilingual questions

PROS	CONS
Easier to analyze the data as a whole	More text in the survey
Easier to distribute	More difficult to review data by language
Tracking only one survey	May be more overwhelming to respondents

2) **Separate surveys**, one for each language

PROS	CONS
Less text in the survey	More difficult to analyze data as a whole
Easier to review data by language	More difficult to distribute
Easier to gather narrative responses	

QUESTION DESIGN

How do I translate my survey questions?

If you have a translator on staff, this is a great time to loop them into the project.

Otherwise, Google Translate or Rev.com are useful tools for translating questions your questions into another language.

Be sure to have a native language speaker review the questions before finalizing to make sure translations were done properly. This helps to eliminate any translation errors that might change the meaning of the questions and result in inaccurate responses.

PROS	CONS
Easy to use	Doesn't always translate properly
Free	Requires more review and editing
Immediate translations	

Order Transcripts

Where are your files? ⓘ

Upload files from your computer	or	Share a link to a public web address
UPLOAD FILES		**PASTE A URL**

Support/Help with Order

✉ support@rev.com

☎ 888-369-0701
(Open 9AM - 9PM ET)

FAQ

- How do you keep my information secure?

PROS	CONS
Reliable translations	Payment required
Less review needed	Takes more time to get translations
Support provided through Help Center	

PART 3

Distributing surveys to your community

In this section we will answer the following questions:

- What is survey distribution?
- How do you ensure that your survey actually represents the community you are working with?
- What can you do to make sure you get the responses you need?
- What is an incentive ?

WHAT IS SURVEY DISTRIBUTION?

Definition: Survey distribution includes the methods and approaches you use to get your survey out to your audience.

The process includes:

1. Ensuring your respondents represent your community
2. Getting enough people to fill out the survey

SURVEY DISTRIBUTION

How do you ensure that your survey actually represents the community you are working with? What can you do to make sure you get the responses you need?

- Set a response target and deadline based on your goal for the survey (note: a minimum of 100 responses is needed to establish statistical significance, but smaller surveys are still valuable)
- Consider including demographic questions to ensure you are hearing from the right groups for your project
- Offer incentives, raffle prizes, merchandise to encourage participation
- Have the survey come from a trusted person or organization
- Share the survey through communication channels that suit your target audience - email, text, paper forms, social media, etc. (if you choose paper, make sure to have a data entry plan!)
- Make sure the respondents know the purpose of the survey and what you will do with the information they provide

Live Oak Cradle to Career Spring Survey 2021

Cradle to Career (C2C) wants to hear from you!

C2C is a parent advocacy organization and community connector. We work with parents like you to build schools and communities that can thrive. C2C serves all elementary students and their families in the Live Oak School District. The purpose of this survey is to evaluate our impact and get your input on our work moving forward. We will be raffling off <u>ten</u> $25 Target gift cards to those who complete the survey.

Your participation in this survey is completely voluntary. Your response will be kept confidential and will not be linked to any personal information you provide. Thank you for taking the time to share your open and honest feedback!

PART 4

Analyzing the data you've collected

In this section we will answer the following questions:

- What is data analysis?
- Once you receive multilingual results, what's the best way to translate and review the data?
- How can I set my quantitative data up for successful analysis?
- How can I present my data in a clear and accessible way?
-

WHAT IS DATA ANALYSIS?

Definition: Reviewing the data and extracting the main themes that can be used to answer your initial survey goals.

The process includes:

1. Translating responses (multilingual)
2. Setting up for success with your quantitative data - review and clean data, formulate analysis plan, a basic statistical analysis
3. Setting up for success with your qualitative data - identify themes, highlight apparent differences due to social, economic, geographic, or demographic assets, pull quotes
4. Translating data into a visual format

DATA ANALYSIS

Once you receive multilingual results, what's the best way to translate and review the data?

Before starting analysis of multilingual surveys, it is important to get all responses into the same language so that you can review the data set as a whole.

One of the best methods for translating results is through Google Sheets. Here's how:

1. Export your data into a new Google Sheets spreadsheet

2. Utilize the 'Google Translate' function in Google Sheets
   - =GOOGLETRANSLATE(cell with text, "source language", "target language")
   - Ex. =GOOGLETRANSLATE(B2, "es", "en")

3. Drag the formula down to fill all of the cells. This will apply the translation function to the whole spreadsheet.

DATA ANALYSIS

How can I set my quantitative data up for successful analysis?

Once all of your data is in one place, here are some important notes for analyzing your <u>quantitative data</u>:

Review the data

- Look for outliers & incorrect entries
- Start thinking about analysis plan
- Consider bringing on additional support or expert (depending on your staff capacity)

Formulate analysis plan

- What information do you want to get out of each question?
- How do you want to disaggregate each question?
- Consider if you need a codebook and start building it

Analysis

- Start with basic statistical analysis - mean, median, count
- Develop maps and tables of information to understand your results

DATA ANALYSIS

How can I set my qualitative data up for success and analysis?

Once all of your data is in one place, here are some important notes before analyzing your qualitative data:

- Read through the transcripts
- Begin to think about themes that emerge from the data
- Consider developing framework for analysis
- Consider bringing in additional support or data expert (depending on your staff capacity)

When you are ready to analyze the data, here are some things to look for:

- Identify powerful quotes or stories as qualitative data
- Consider emerging themes

Ex. Uplift equity frameworks by highlighting any apparent difference in data responses that is closely linked with social, economic, and/or environmental disadvantage by:
1. Comparing group values
2. Exploring correlations
3. Showing trends over time

DATA ANALYSIS

How can I present my data in a clear and accessible way?

There are multiple programs that can be utilized for data visualization. Here are some programs that are useful in this step:

Excel
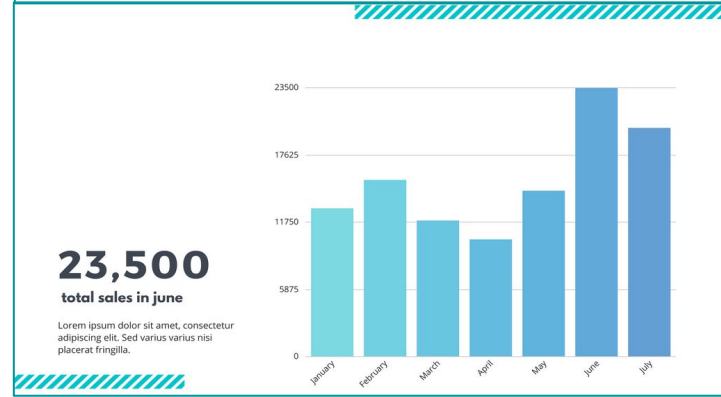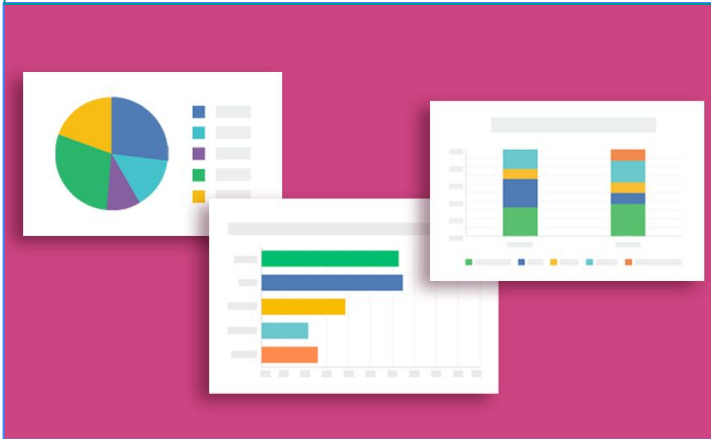
Google Forms

Power BI

SurveyMonkey®

tableau®

TABLEAU

CANVA

23,500
total sales in june

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed varius varius nisi placerat fringilla.
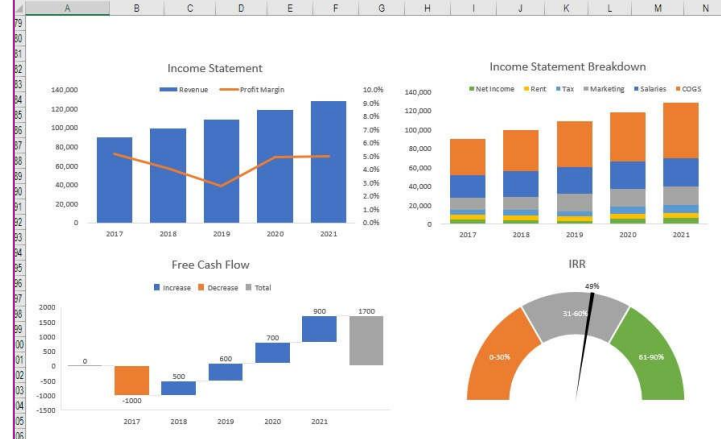
SURVEYMONKEY

EXCEL

PART 5

Sharing your findings in a meaningful way with your community

In this section we will answer the following questions:

- What is data sharing?
- How can I present my data visually in a clear and accessible way to my audience?
- What's the best way to share my results out to the public?
- How to promote inclusive practices in sharing your data?

WHAT IS DATA SHARING?

Definition: How we share the results and themes of our survey back out to the public and survey respondents to ensure transparency, community values and community voices.

The process includes:

1. Translating responses
2. Setting up for success with your quantitative data - review and clean data, formulate analysis plan, a basic statistical analysis
3. Setting up for success with your qualitative data - identify themes, highlight apparent differences due to social, economic, geographic, or demographic assets, pull quotes
4. Translating data into a visual format

DATA SHARING

What's the best way to share my results out to the public?

Sharing survey results are an important part of being transparent with the community and demonstrating how we will use input to inform future work.

Consider how you will share the results back with decisions makers and who will be reviewing the report.

External Report
- If you are sharing results with the broader community, consider extractracting the main themes and take-aways to share that are relevant to your work and that would be helpful for the public to understand

Internal Report
- If you are sharing results with decision makers, consider creating a more detailed review of the results, including demographics, number of respondents, and distribution methods

FLIPSNACK
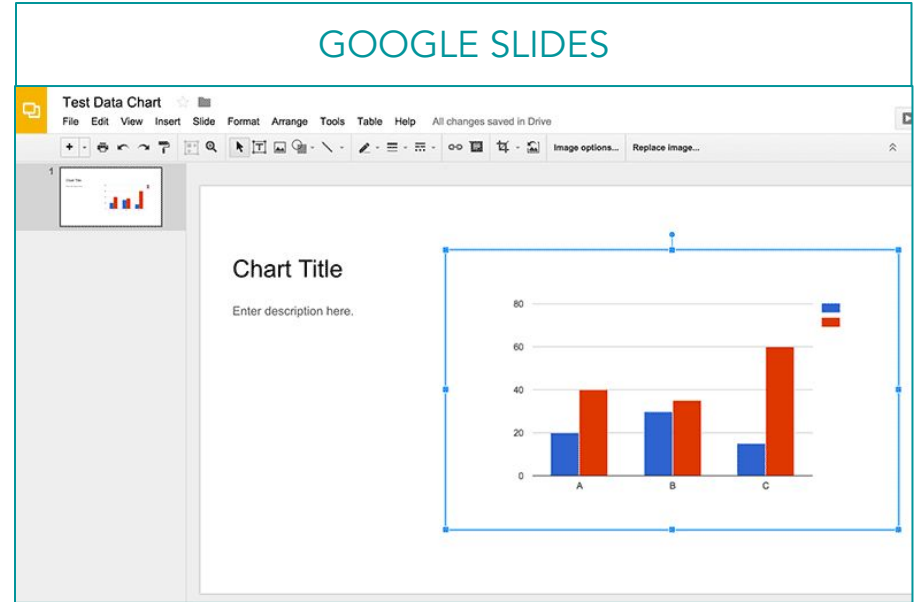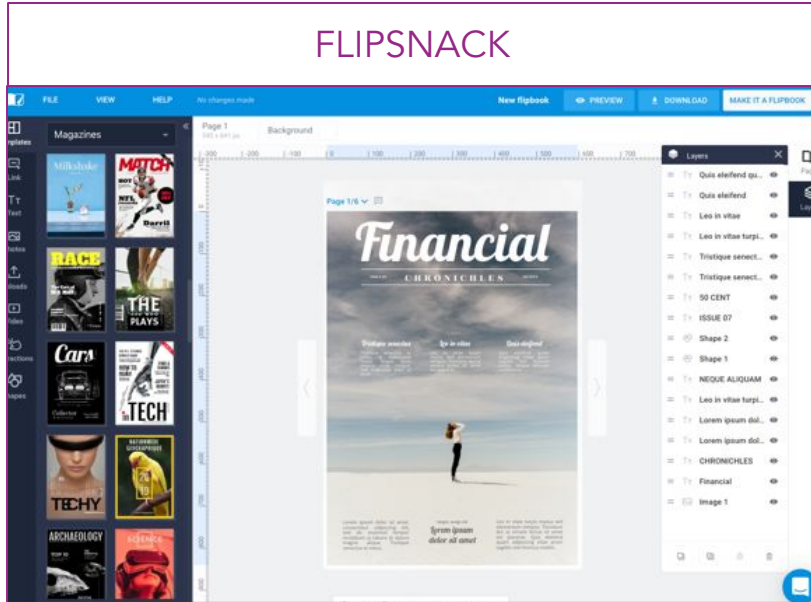
GOOGLE SLIDES

- Flipsnack or Google Slides can be used to create a printed or virtual review and offers a space for conversation for processing/decision making

SOCIAL MEDIA

- Share on social media - via newsletter, website, Facebook, Instagram, Twitter, etc.

EQUITABLE PRACTICES IN DATA PROJECTS

How to promote inclusive practices in sharing your data?

Critically examine your data
Understand where your data come from, who is included and excluded from these data, how these data were collected, why they were collected, and who benefits or is harmed by them.

Use people first language
Start with the person, not the characteristic such as "people with disabilities," "a person with asthma," or "communities of color."

Label people not skin color
Use full labels such as "Black people" rather than "Black." Remember that language continues to evolve. Certain labels that may have been acceptable years ago may no longer be.

Order labels purposefully
Don't simply order data in tables, graphs, and charts as they are ordered in the data, which may reflect historical biases. Consider alternative sorting parameters such as study focus, specific story or argument, quantitative relationship (i.e., magnitude of the results), alphabetical, or sample size (weighted or unweighted).

*Adapted from "Do No Harm Guide, Applying Equity Awareness in Data Visualization," available at http://urbn.is/donoharm

EQUITABLE PRACTICES IN DATA PROJECTS

How to promote inclusive practices in sharing your data?

Consider missing groups
What groups are not included in your data? Consider adding notes to highlight how the data are not inclusive or representative. Consider alternatives to labeling the "other" catch-all category:
- Another
- Another race
- Additional groups
- All other self-descriptions
- People identifying as other or multiple races
- Identity not listed
- Identity not listed in the survey

Carefully consider colors
Avoid reinforcing gender or racial stereotypes, such as by using baby pink and baby blue to represent women and men or colors associated with skin tones or racial stereotypes. Avoid using incremental color palettes (e.g., light to dark) to represent different demographic groups

*Adapted from "Do No Harm Guide, Applying Equity Awareness in Data Visualization," available at http://urbn.is/donoharm

EQUITABLE PRACTICES IN DATA PROJECTS

How to promote inclusive practices in sharing your data?

Consider icons and shapes
Recognize how readers might be better able to connect with the data by using small shapes or icons, but use them carefully. Avoid stereotypical, discriminatory, and racist imagery. Use images that show people as empowered and dignified, and avoid images that depict people as helpless victims.

Communicate with people and communities of focus
Reach out to the people and communities you are focusing on in your work and hoping to connect with through the final product. Build teams and connections with outside groups to build and maintain these relationships. This kind of work takes time and effort.

Reflect lived experiences
Not everyone has the same experiences, especially when it comes to characteristics such as race, ethnicity, and gender. Consider what your work may be missing and seek out colleagues and communities to help identify them.

Consider the needs of your audiences
Make sure results are presented in a format that is useful to the audience.

*Adapted from "Do No Harm Guide, Applying Equity Awareness in Data Visualization," available at http://urbn.is/donoharm

DATA SHARING

How can I present my data visually in a clear and accessible way to my audience?

Consider color scheme
- Choose colors that are easy to read, make it accessible for color-blind people, and align your color palette with organization's theme colors to match branding

Prioritize the information you choose to share
- Reflect on your initial goals and be selective of the information you share out so you don't overwhelm your audience

Different graph options work better for different kinds of data
- Be intentional about what method you use to represent your data (ex. circle graphs, bar graphs, etc.)

Limit technical wording
- Keep language accessible for the general public

REFLECT & DEBRIEF

How can I use what I learned to better design my survey next time?

Learning how to design, conduct and analyze surveys effectively is a continuous process, which is why it is important to bring your team together to reflect on what worked well and where there is room for improvement after each survey.

This reflection process is an opportunity to bring in new organizational and community leaders to share knowledge and build their capacity to lead surveys in the future. Spark excitement about the power of data to drive social change, and invite emerging data lovers to join your survey debrief and be part of developing your next survey.

REFLECT & DEBRIEF

Does your staff have the capacity to manage this on their own?

Data collection and analysis can be overwhelming, especially if your organization doesn't have staff that is familiar with this. It is important to take a good look at your staff capacity (time, skill set, etc.) before diving deep into survey design.

If your team is ready to take this project on, be sure that folks are aligned on survey goals and assign specific roles to each person.

If you don't feel ready to take on this project on your own, it might be time to call in a community expert. These partners can walk through the survey process with you so that next time you need to do a survey, your team has the skills they need to take it on.
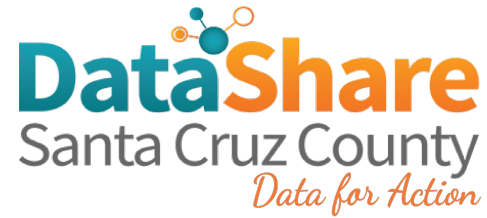
Find a list of potential data partners in Santa Cruz County on the next slide.

COMMUNITY DATA PARTNERS

There are many Santa Cruz-based partners that are data experts and can help you through the analysis process. Here are a few organizations that have experience and knowledge around data analysis:

Applied Survey Research