

Consider the following items when you develop your evaluation instrument.

Instrument Title

- Use clear and concise words.
- State the program name.
- Indicate the type of service provided (e.g., counseling, shelter).
- Reflect the instrument method and content (e.g., survey, interview).

Introductory Statement

- Include information about the instrument's purpose.
- Include information about how the data will be used.
- Include information about the level of confidentiality promised (e.g., who will see responses, how responses will be reported). **Provide the confidentiality you promise.**

Demographics

- Include questions that ask respondents for relevant information about themselves and their backgrounds (e.g., victim's name, country, and language of origin).
- If necessary, include questions that ask about the person administering the instrument, if not you or program staff (e.g., observer's name).
- If appropriate, identify the length of respondent participation in the program.

Directions

- Include general directions on how to complete the instrument itself (e.g., when, where, and how to return the instrument).
- Include specific directions on how to complete each section of the instrument.
- Make sure specific directions appear before each appropriate section.

Questions

- Use language that respondents understand (e.g., "way to teach" vs. "pedagogical").
- Avoid double-barreled questions (e.g., "Has there been an increase in *program resources* and *the number of program participants*?").
- Allow enough space for respondents to write when using open-ended questions.
- Avoid biased and value-laden words or phrases.
- Include only questions asking for *needed* information.
- Keep question and answer options on the same page.
- Allow space for comments, concerns, or suggestions.

Format

- Use icons or graphics as clarifiers (e.g., “Please place a check in the appropriate box.”).
- Use a clearly legible font (e.g., Arial, Times New Roman).
- Lay out text and graphics using an entire page.
- Allow enough space between the questions.
- Develop an instrument that it is pleasing to the eye (i.e., not “busy”).
- Indicate the date of instrument administration.
- Identify whether it is a pre-, post-, or ongoing survey.
- Note the name of the program/organization that *developed* the instrument in the footer (at the bottom of the page).
- Include a computer file location path of where to find a copy of the instrument in the footer (e.g., X:\Trafficking Victim Survey), if appropriate.
- Include the date of each new version in the header/footer.

Pilot Testing

- Clearly label a draft instrument “***DRAFT.***”
- Be mindful that advance permission to conduct the pilot test may be necessary.
- Arrange for the pilot test participants and conditions to be as close to the actual administration conditions as possible (e.g., time of day, location, methods, respondents).