

# "Can You Feel My Vibe?"

## Youth-Led Survey Development, Administration, and Quantitative Analysis

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Natalie Joseph, MPH, CPH

Research & Evaluation Associate

Eve Coleman, MS

Senior Research & Evaluation Assistant

# Introductions

- Name
- Title
- Organization
- In your position, do you work directly with youth?



**Image description:** Simple drawing of a person with long wavy hair waving inside the window of a blue name-tag reading 'hello my name is.'

# Agenda

1. Culturally Responsive & Racially Equitable Evaluation (CRREE) Foundations review
2. Youth-led Survey Development in Practice
3. Tools & Implementation Strategies
4. Resource Showcase
5. Planning Next Moves & Closing



**Image description:** thirteen people encircled in a group hug

# Learning Outcomes

- Create youth-led, Culturally Responsive Evaluation (CRE)-informed surveys aligned with program goals and grant reimbursements
- Apply participatory best practices for survey administration, including communication, environment setup, and follow-up strategies
- Analyze youth-led survey data using quantitative tools to track program progress and inform formative evaluation processes



**Image description:** four people putting together puzzle pieces

# HOW WE WILL SHARE IN THIS SPACE.

## Agreements

1. Give and receive welcome
2. Be present as fully as possible
3. What is offered in the circle is by invitation, not demand
4. Speak your truth in ways that respect other people's truth
5. Be open to points of view that may differ from your own
6. Learn to respond to others with honest open questions

# Reflection: What's Your Survey Story?

**Menti.com**

**Enter the code: 5529 4349**



# Culturally Responsive and Racially Equitable Evaluation and Engagement

*"Always place the people who are most impacted at the center of conversations which seek to find solutions to problems affecting them."*



**Assess**  
diversity of  
team, service  
provider, and  
funder



**Reflect**  
on cultural  
responsiveness  
of teams



**Reach out** to  
community  
leaders/agents



**Ensure**  
community  
voices are  
heard and  
valued



**Examine**  
institutional and  
inter-institution  
al aspects of  
structural  
racism



**Understand**  
racial  
historical  
legacy



**Identify**  
racial  
disparities

**Image descriptions:** 1) an icon of three people 2) a clipboard with a check mark 3) shaking hands 4) conversation bubbles, one with a heart and one with an ellipsis 5) a magnifying glass held up to a building and a checklist 6) a speech bubble with icons of people arranged in a pyramid inside it 7) a magnifying glass held up to two people with an equal sign between them and a question mark



# What do you see first?

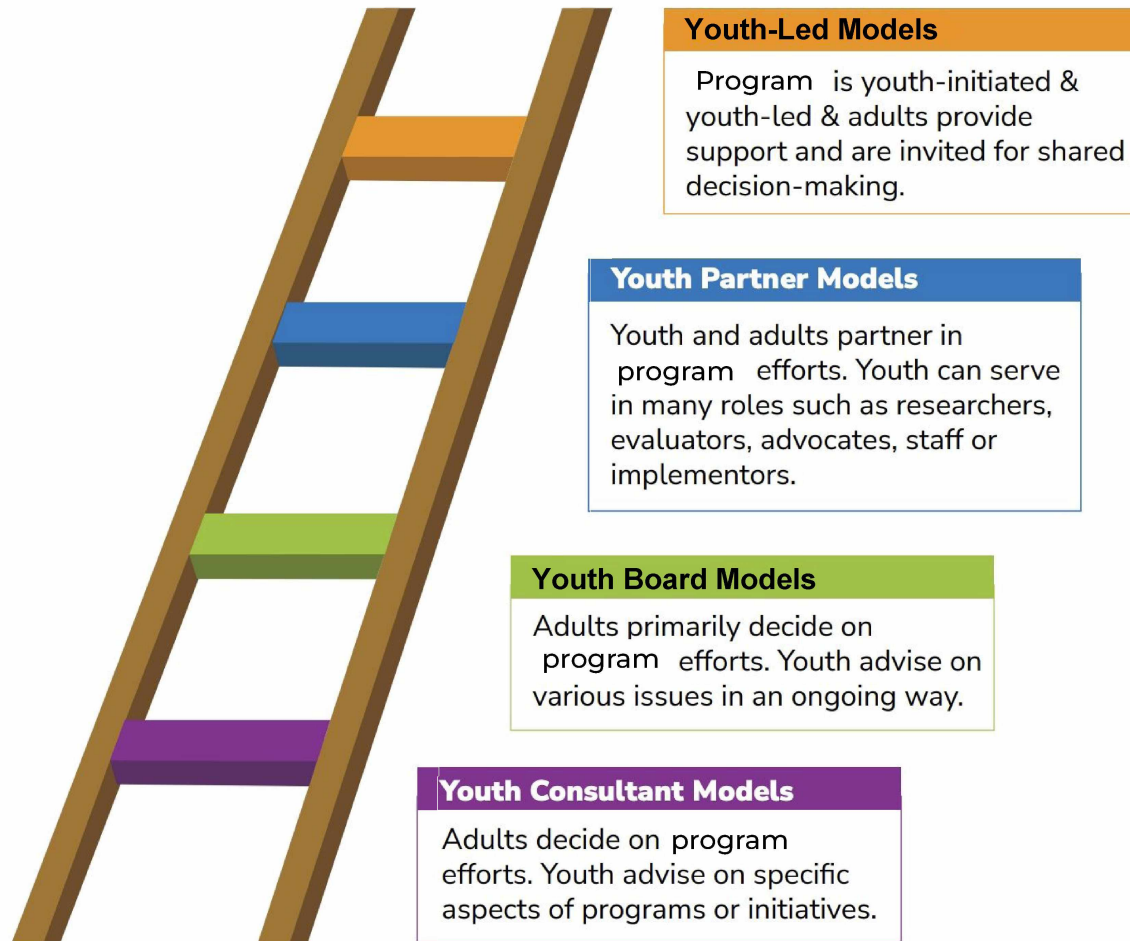


**Image description:** A brown, abstract image on a yellow background. This is an ambiguous, or reversible, image that can be looked at in different ways to reveal different content. This one can represent a tree, a lion and an ape face-to-face, or fish jumping out of waves.



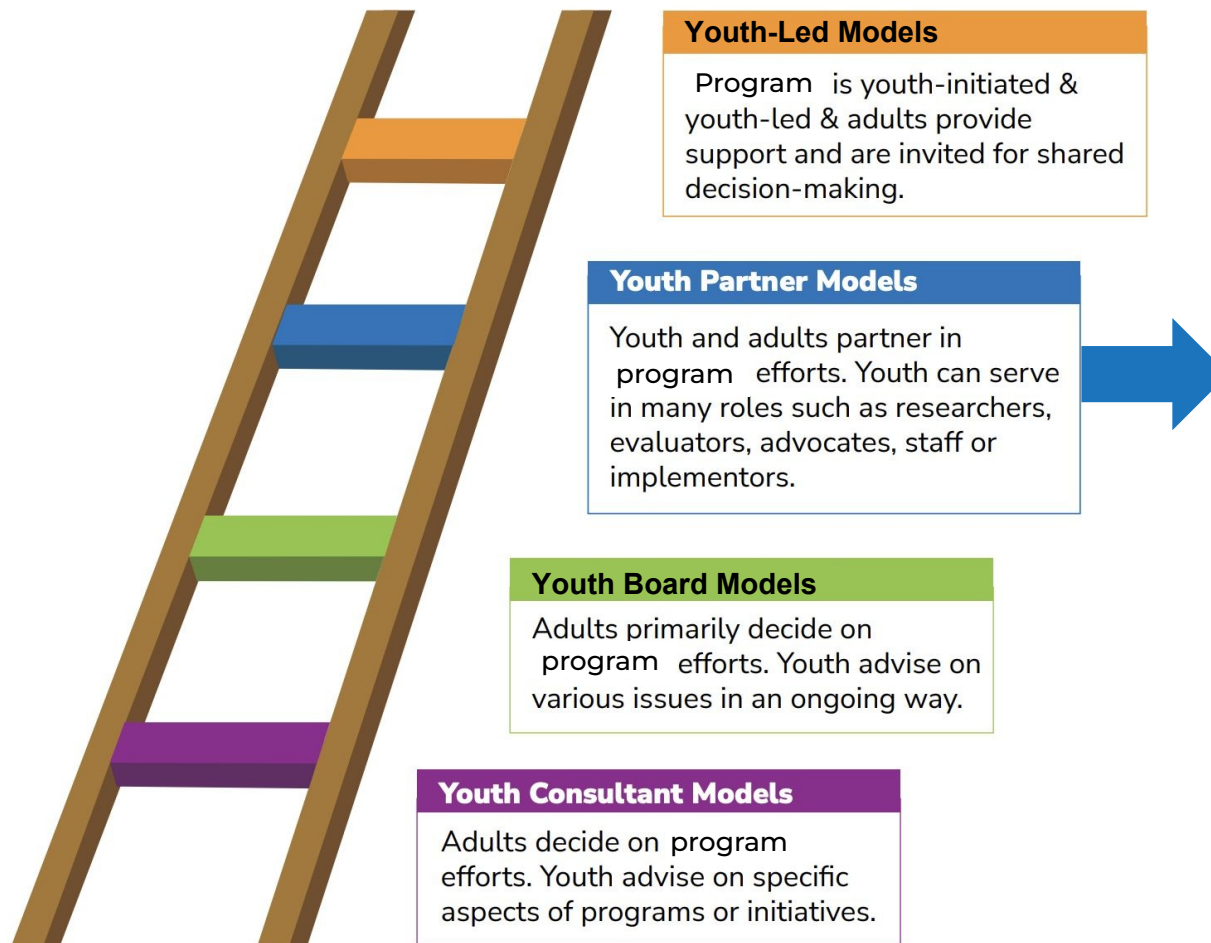
# Youth-Led Survey Development in Practice

# Introduction & Overview



**Image description:** a ladder with four steps, each one a different color, corresponding to tiers of youth engagement

# Introduction & Overview



**Image description:** a ladder with four steps, each one a different color, corresponding to the tiers of youth engagement on the right

For Youth Partner Model, CRREEE could support this by:

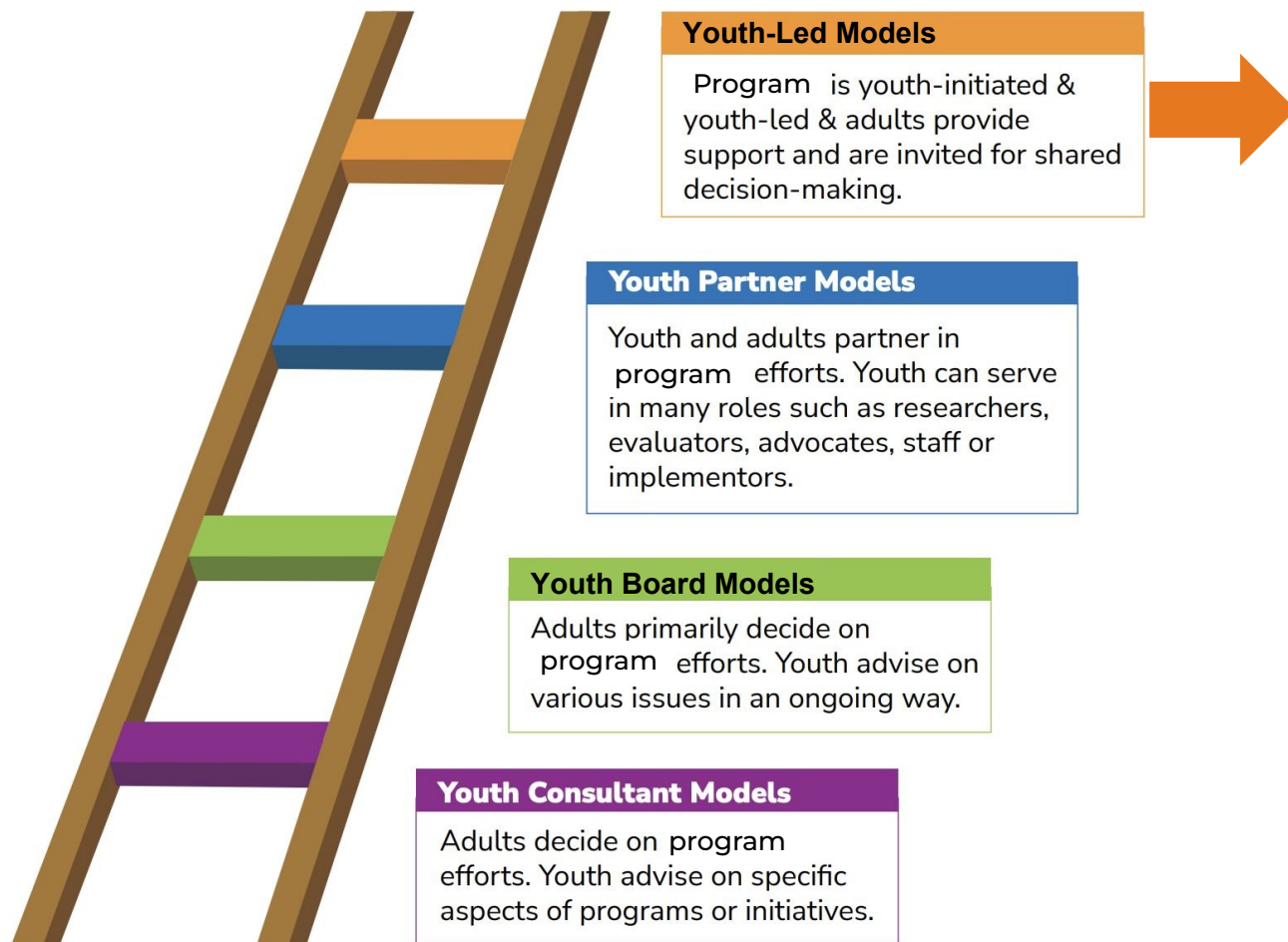
## Planning

1. Ensure youth partners represent diverse community perspectives
2. Have youth co-create evaluation questions that matter to their communities

## Implementation

3. Support youth in implementation roles such as gathering data or sharing findings
4. Build in flexibility to accommodate different youth needs and perspectives

# Introduction & Overview



**Image description:** a ladder with four steps, each one a different color, corresponding to the tiers of youth engagement on the right

For Youth-Led Model, CRREE could support this by:

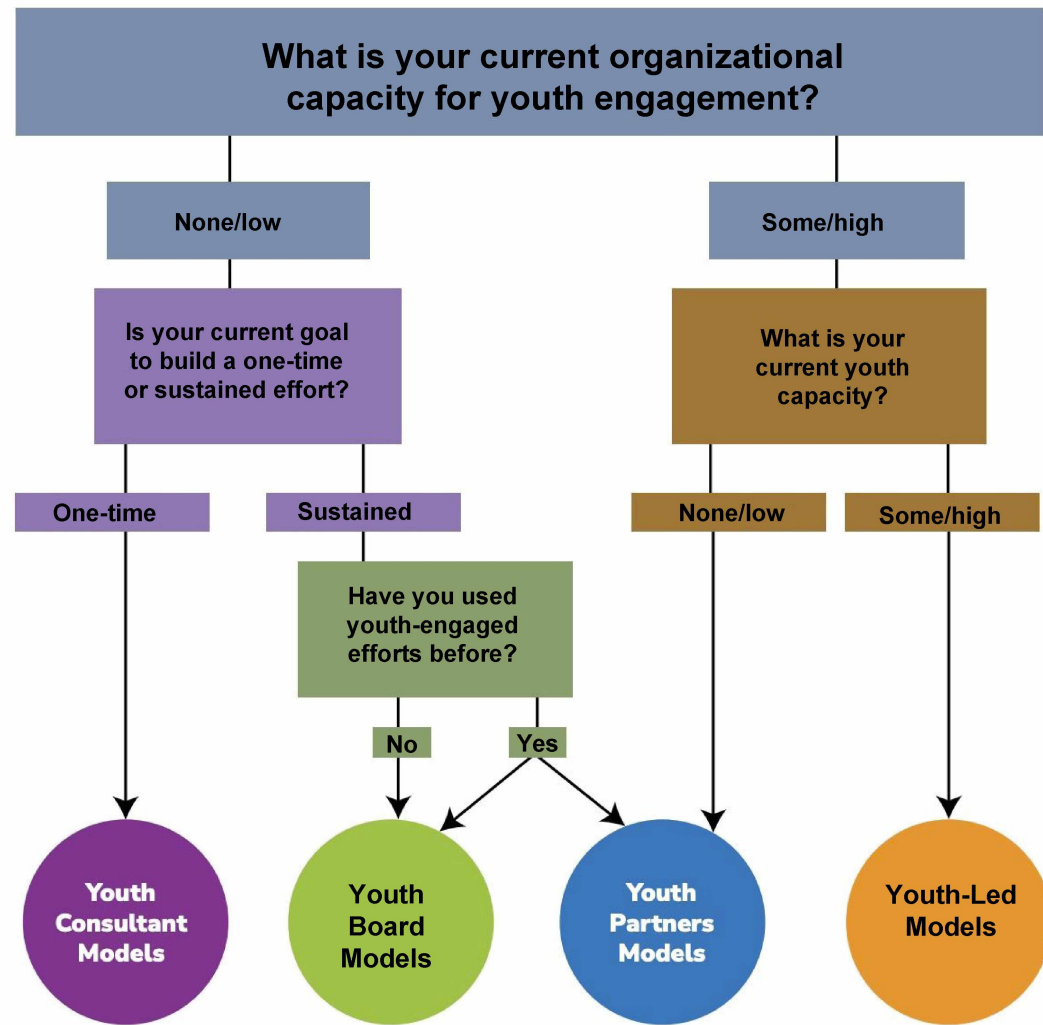
## **Power Shifting**

1. Fully give youth evaluation ownership while providing requested support
2. Let youth determine how their communities define success

## **Systems Change Focus**

3. Help youth get access to the data they need about structural barriers
4. Support youth in using findings to advocate for needed changes

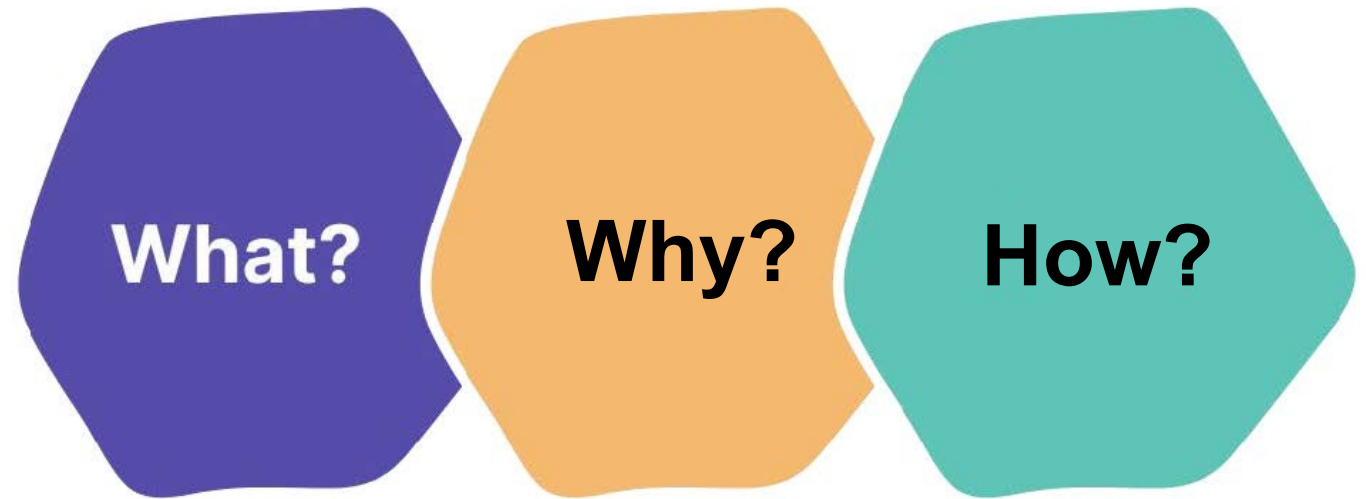
# Introduction & Overview



**Image description:** a flow chart with squares representing level of youth engagement as none or low versus some or high, breaking down responses before segwaying to four circles representing youth models

# Importance of Planning for Survey Development

## The Three Pillars of Data Collection



**Image description:** three hexagons labeled, "what?", "why?", and "how?" (respectively)



# Importance of Planning for Survey Development

## Planning

*Before you conduct any evaluation, think about what you want to know and how you'll use it.*

As you develop your **plan**, it may be a good idea to review:

- Reporting or funder requirements
- Goals & objectives stated in grants that fund your program
- Goals & objectives developed through strategic planning
- Logic models describing your program
- Informal goals & objectives held by your program staff, even if not stated elsewhere.

Most programs have at least one or two of these. Gather whatever you have for a **conversation** with your program or evaluation planning team.

Use the following questions to guide your conversation:

1. What are the 2-3 things we really want to know more about?
2. Who else wants to know and how will they use the data? Will this be used to report to funders? For internal monitoring? Or as part of a process for program improvement?
3. What do they want to know about? Program quality? Why people come to the program or what they get out of it? What they wanted more or less of in the program? Whether they have mastered certain skills or learned certain content?
4. Finally, who is the right person to ask? Youth through self-report? Parents or staff reporting on youth? Or do you want to get this information through an assessment or test?

Once you know what you want to know, plan your approach:

1. Are verbal, visual or kinesthetic methods most appropriate for our youth?
2. Which activities from this guide would best get the information we want?
3. Who should be involved in the analysis of the data?
4. How will we use the results? Who should be involved in the analysis of the data? In action planning?
5. What are the next steps? What needs to happen this week to get started? This month?



# Importance of Planning for Survey Development



# Interactive Case Study Showcase



[Middle School](#) [High School](#) [Login](#) [🛒 0](#)



Using design to foster young civic leaders in Tennessee *now.*

<https://youth.civicedesigncenter.org/high-school/internship-with-impact>



# Interactive Case Study Showcase

Do you know your home address?

☐ Yes

☐ No

reset

Where do you go to school?

What are the reasons that people come to your community to either live or visit?

restaurants, jobs, safety, schools

What are the reasons that people leave your community and move to another place?

traffic, jobs, safety, schools

Outside of school and home, where do you spend the most time?

my aunt's house, soccer practice, my job

Where is \_\_\_\_?

123 South Street, Hadley Park, Subway on Gal

Now you are going to answer questions about your well-being. First, you'll rate your wellness on a scale of 1 to 10 in different categories. A one (1) means you are not well and a ten (10) means you are very well.

**On a scale of 1-10, what score would you give your physical wellness?** Physical wellness includes things like eating well, exercising, and getting enough sleep.

Not Well Very Well



Change the slider above to set a response

reset

**What score would you give your environmental wellness?** Environmental wellness includes having a safe and comfortable home life and feeling safe in your neighborhood.

Not Well Very Well




Change the slider above to set a response

reset

**What score would you give your recreational wellness?** Recreational wellness includes things like having hobbies and being involved in fun activities.

Not Well Very Well



Change the slider above to set a response

reset



**What score would you give your social wellness?** Social Wellness includes feeling connected to other people and having good relationships.

Not WellVery Well

Change the slider above to set a response

reset

**What score would you give your financial wellness?** Financial wellness includes feeling like you have enough money to buy things you need.

Not WellVery Well

Change the slider above to set a response

reset

**What score would you give your intellectual wellness?** Intellectual wellness includes having chances to learn interesting things.

Not WellVery Well

Change the slider above to set a response

reset

**What score would you give your mental wellness?** Mental wellness includes having a positive mindset and coping with bad experiences.

Not Well

Very Well



Change the slider above to set a response

reset

**What score would you give your spiritual wellness?** Spiritual wellness includes having a sense of purpose and meaning for your life.

Not Well

Very Well



Change the slider above to set a response

reset

Think of things that could be added, removed, or changed to make your neighborhood a better place.

Think of an improvement you want to make in your neighborhood. Do you need to add, remove, or change something about your neighborhood to make this improvement?

- ☐ add
- ☐ remove
- ☐ change

reset

What could you \_\_\_\_\_ near your home to improve your neighborhood?

a community center, traffic

Where is the best place in your neighborhood to \_\_\_\_\_?

at Hadley Park, on my street

Which types of wellness could be improved when you \_\_\_\_\_? Choose all that apply.

- ☐ Physical Wellness
- ☐ Environmental Wellness
- ☐ Recreational Wellness
- ☐ Social Wellness
- ☐ Financial Wellness
- ☐ Intellectual Wellness
- ☐ Mental Wellness
- ☐ Spiritual Wellness



Think of things that could be added, removed, or changed to make your school community a better place.

Think of an improvement you want to make near your school. Do you need to add, remove, or change something about your school to make this improvement?

- ☐ add  
☐ remove  
☐ change

reset

What could you \_\_\_\_ near your school to improve your school's neighborhood?

a park, a bus stop

Where is the best place near \_\_\_\_ to \_\_\_\_ \_\_\_\_?

in the empty lot across from the school, at the crosswalk

Which types of wellness could be improved when you \_\_\_\_ \_\_\_\_? Choose all that apply.

- ☐ Physical Wellness  
☐ Environmental Wellness  
☐ Recreational Wellness  
☐ Social Wellness  
☐ Financial Wellness  
☐ Intellectual Wellness  
☐ Mental Wellness  
☐ Spiritual Wellness

Finally, answer a few questions about you.

What grade are you in?

What is your gender?

What is your race/ethnicity?

What name do you want to have on your map? You can use a nickname if you want.

Would you like to be entered into a drawing for a chance to win a gift card? If so, give us your email address.

Are you interested in working for the Nashville Youth Design Team this summer? Check yes if you'd like us to email you with more information.

- ☐ Yes  
☐ No

reset

Do you want to see the map once your ideas have been entered? Check yes and we'll send the link to your email

- ☐ Yes  
☐ No

reset

# Survey Tip: The Funnel Technique ✨

- The funnel technique is where you ask broad, general questions at the beginning and ask more specific questions as the survey goes on
  - Create sections to break things up and use progress trackers



**Image description:** a multi-colored funnel

# Let's Discuss

# Small Group Activity: Survey Makeover Challenge

## Creative Youth Media Program

### Post-Workshop Evaluation Form

#### REQUIRED PARTICIPANT INFORMATION

1. Participant Name: \_\_\_\_\_
2. Date of Birth: \_\_\_\_\_
3. ZIP Code: \_\_\_\_\_
4. School Name: \_\_\_\_\_

#### ATTENDANCE AND PARTICIPATION

6. Please indicate which of the following workshop modules you attended (check all that apply):
  - ☐ Digital Photography Fundamentals
  - ☐ Video Production Basics
  - ☐ Social Media Content Creation
  - ☐ Graphic Design Elements
  - ☐ Audio Production and Podcasting
7. Approximately how many workshop sessions did you attend?
  - ☐ 1-2 sessions
  - ☐ 3-4 sessions

## Instructions

- You will be broken into small groups of 10 people
- Reviewing a mock survey for a youth media program and using the "Youth Survey Makeover Guide" discuss how you would transform this survey to be more youth friendly.

# Tools & Implementation Strategies



# Tools Overview

## What to look for & consider

- Accessibility
  - mobile devices
  - screen readers
  - other devices
- customization options
- translation options
- large text options
- branching
- interactive elements

## Questions to Ask

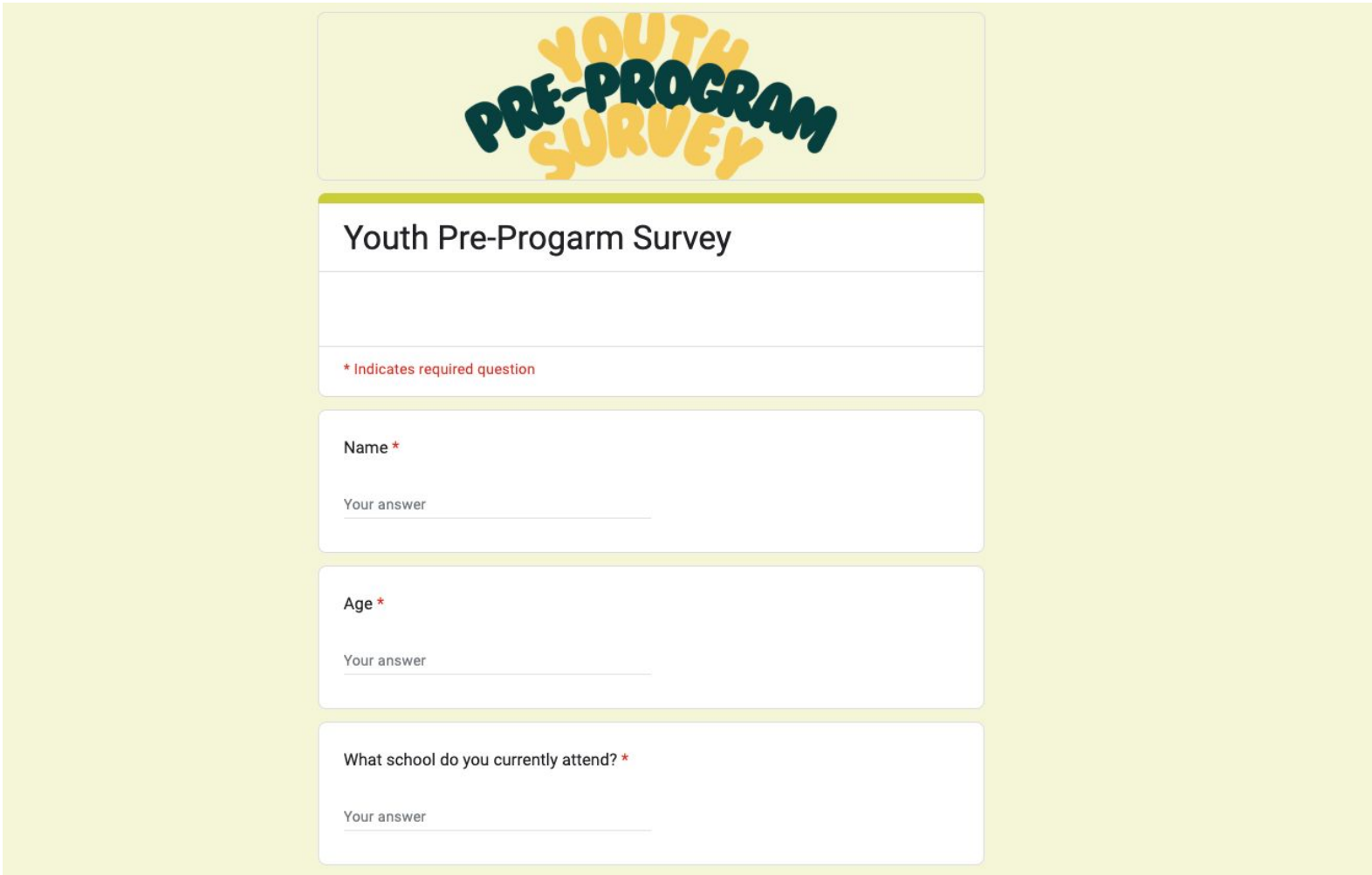
- Can youth easily learn and use this tool?
- Does it work across our participants' devices?
- How does it handle lost internet connection?



**Image description:** A person framed by a cellphone, alongside boxes of text



# Platform Showcase: Google Forms



A screenshot of a Google Form titled "Youth Pre-Program Survey". The form has a yellow background and a header with the text "YOUTH PRE-PROGRAM SURVEY" in a stylized, colorful font. Below the header, there is a title bar "Youth Pre-Program Survey". A red asterisk indicates a required question. The form contains three text input fields: "Name \*", "Age \*", and "What school do you currently attend? \*". Each field has a placeholder text "Your answer".

YOUTH PRE-PROGRAM SURVEY

Youth Pre-Program Survey

\* Indicates required question

Name \*

Your answer

Age \*

Your answer

What school do you currently attend? \*

Your answer

Discuss

Share one way you could make using this platform more youth friendly

# Resource Showcase

# Youth Survey Administration Best Practices

**Survey Ethics:** the importance of consent

## Question structure

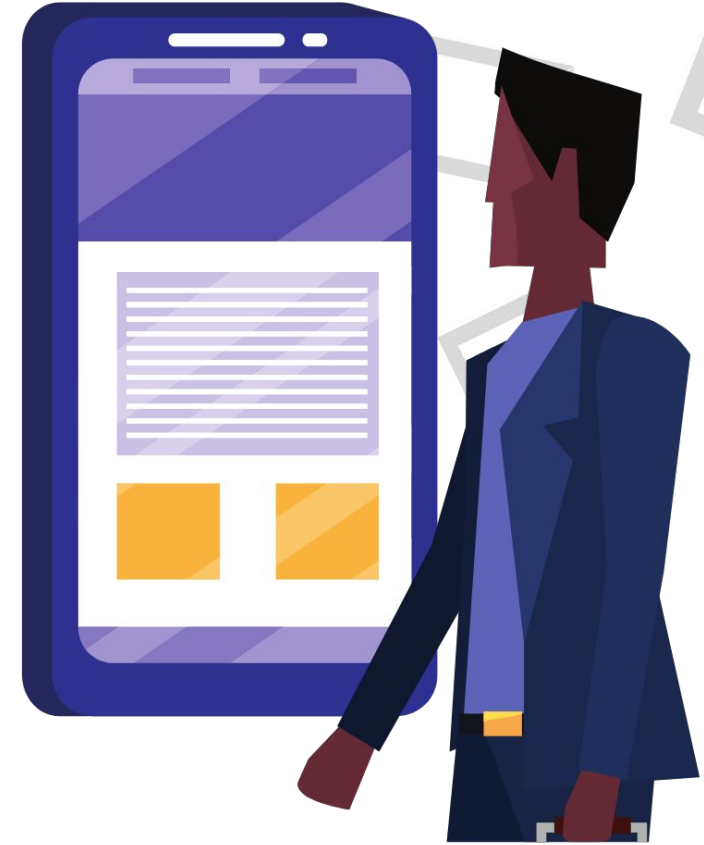
- Keep questions clear and concise
- One concept per question
- Include prefer not to answer options

## Response options

- Appropriate number of options (4-7)
- Clear rating systems
- Visual supports

## Creative Twists

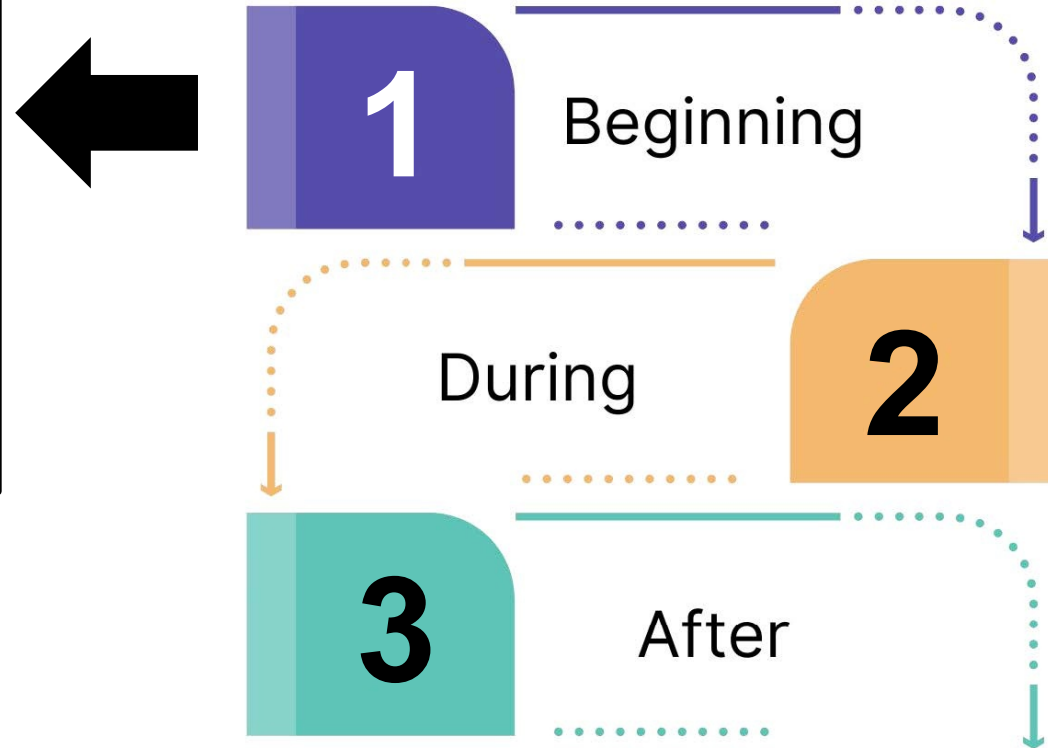
- Include a short video overview
- Gamification of responses (drag and drop ratings)



**Image description:** A person looking back at a large cell phone

# Youth Engagement Strategies for Beginning, During, And After

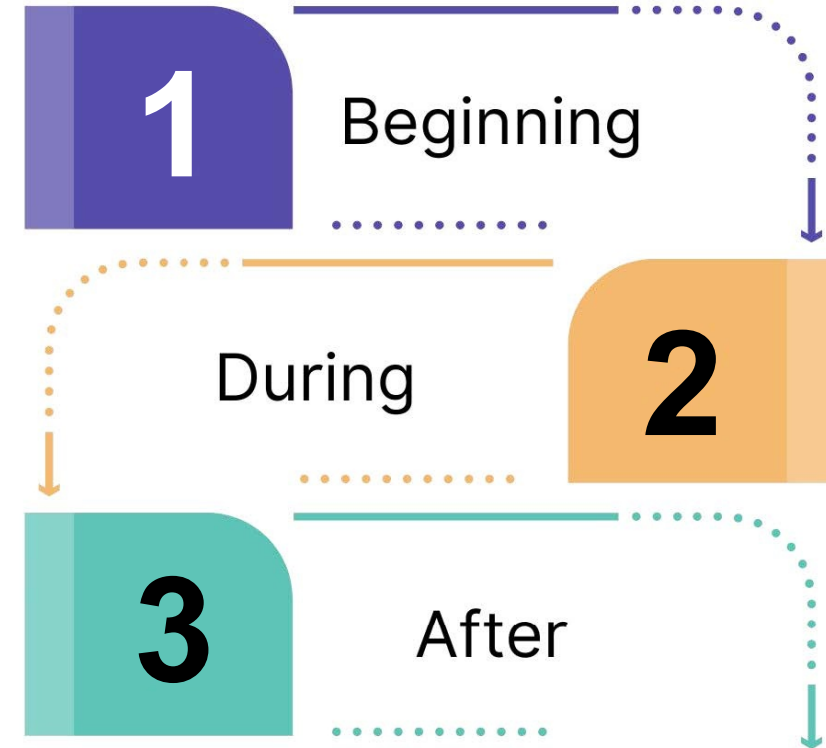
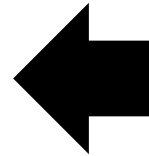
- Have youth identify key issues that matter to their peers
- Let youth propose questions they'd want to answer
- Have youth conduct pilot tests with peers



**Image description:** a numbered list (1-3), whose items read, "beginning, during, and after."

# Youth Engagement Strategies for Beginning, During, And After

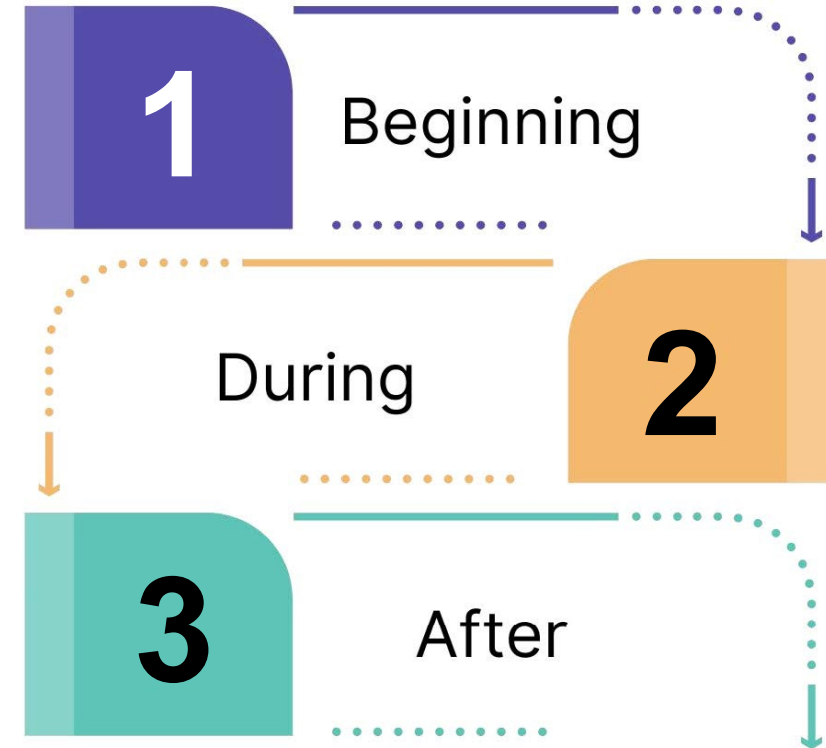
- Let youth identify best ways to reach their peers
- Train a small group of youth to be survey ambassadors to encourage participation



**Image description:** a numbered list (1-3), whose items read, "beginning, during, and after."

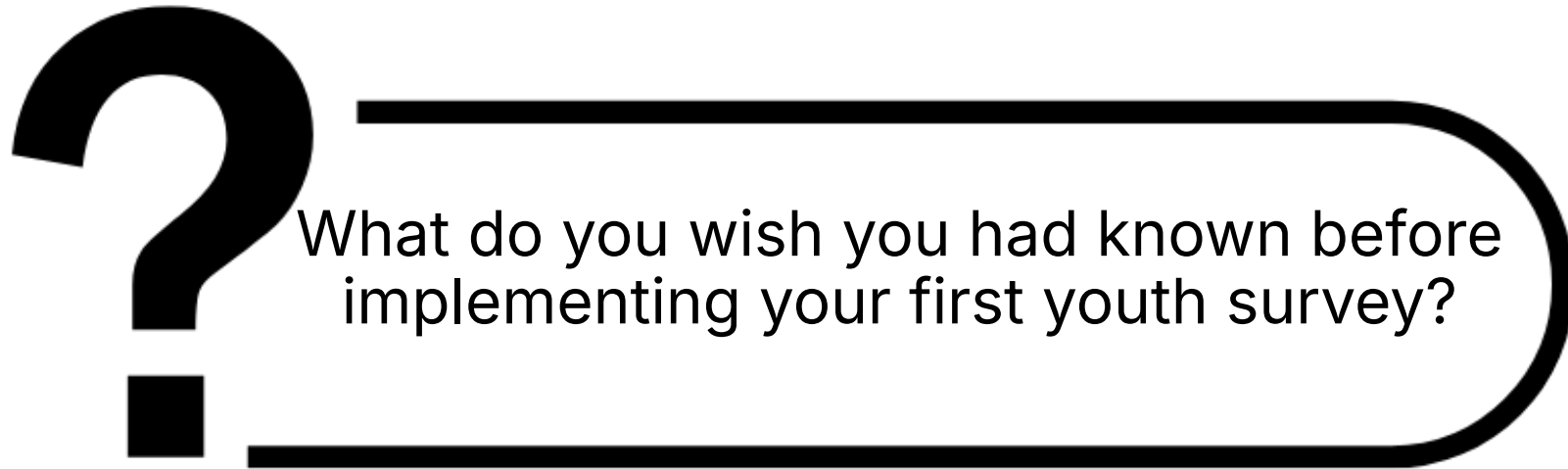
# Youth Engagement Strategies for Beginning, During, And After

- Ensure youth are include in analysis discussions and interpretations
- Let youth suggest meaningful ways to share findings



**Image description:** a numbered list (1-3), whose items read, "beginning, during, and after."

# Discussion: Survey Implementation

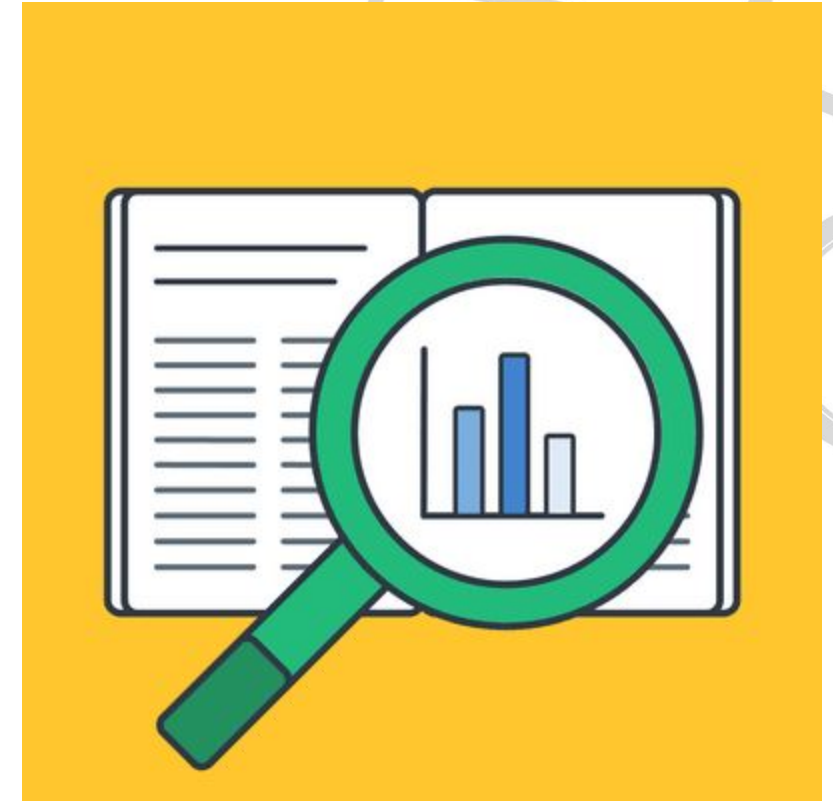




# Youth Survey Analysis Best Practices

## Basic Analysis Techniques

- **Descriptive Statistics**
  - Frequency Counts
    - Number of responses for each option
    - Percentage of total responses
    - Response rates for each question
- **Cross-Tabulation**
  - Compare responses across different groups
  - Look for **patterns** by demographics and other factors
  - Examine relationships between questions
  - Calculate relevant percentages
- **Equity Considerations**
  - Analyze data by different demographic groups
  - Look for systematic differences in responses
  - Consider who might be missing from the data
  - Consider program context in interpretation



**Image description:** A green magnifying glass over a book with graphs

# Planning Next Moves & Closing

# Reflection: Implementation Intentions

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# We'll see you in TA sessions!

[TA sign up sheet](#)

TA structure:

- 50 min sessions with MG TA lead

TA Topics:

- Phases of Culturally Responsive Evaluation
- Developing Data Collection Tools
- Qualitative Data Collection Methods
- Qualitative Analysis Techniques

# Thank you!

## *Questions & Comments?*



**Alisha Garcia Flores**  
Senior Evaluation Consultant, Mirror Group  
[alisha@mirrorgroupllc.com](mailto:alisha@mirrorgroupllc.com)



**Natalie Joseph**  
Associate Consultant, Mirror Group  
[nataliej@mirrorgroupllc.com](mailto:nataliej@mirrorgroupllc.com)

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