

Chapter Seven - Evaluation of Family Programs

Participant Questionnaire

The following evaluation is a simple example of a participant survey. This evaluation builds in marketing information (question 1), assurance of anonymity, and an incentive to respond in the form of a babysitter memo pad. Open-ended questions (versus Yes/No responses) encourage subjective comments and more detailed information.

Note that in this questionnaire, there are no numerical choices, such as rating the items on a scale of 1 - 5. While the numerical survey would reveal quantitative ratings - which might be of use with other evaluation goals - this survey elicits more qualitative information. Either type of survey is valid, depending on the evaluator's objective for the instrument. Any survey questions or design should be developed keeping in mind the community's educational and literacy level, ethnicity, lifespan stage, and other characteristics that would speak to the sensitivities and needs of the audience.

Thank you for participating in the Southwest Family Center Family Life Education Program. In order to assure that our program is meeting the needs of our clients, we encourage you to provide feedback to our staff. If you would take just a few minutes to complete this short survey, we would appreciate hearing your views. To assure anonymity, please do not sign this form. Return it to the survey box at the front desk. To thank you for participating, please pick up a free pad of *Babysitter Information Forms*. These convenient memos help you organize information for your babysitter and are magnet mounted for convenient posting on your refrigerator.

1. How did you hear about the Southwest Family Center and its programs?
2. What did you expect to experience or gain from activities at our Center?
3. Did the program meet your expectations?
4. What was the most valuable part of participating?
5. What was less helpful?

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6. How would you describe the effectiveness of the group leader/facilitator?

7. Is there anything that we could do to make your participation more enjoyable, more informative, more convenient or more positive in any way?

8. Would you recommend the programs at Southwest Family Center to a friend?

9. Are there any additional services or programs that you would like the Southwest Family Center to offer?

Please add any additional comments you have that would help us enhance our services and classes at the Southwest Family Center. Thank you! And don't forget to pick up your free Babysitter Information pads!

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