

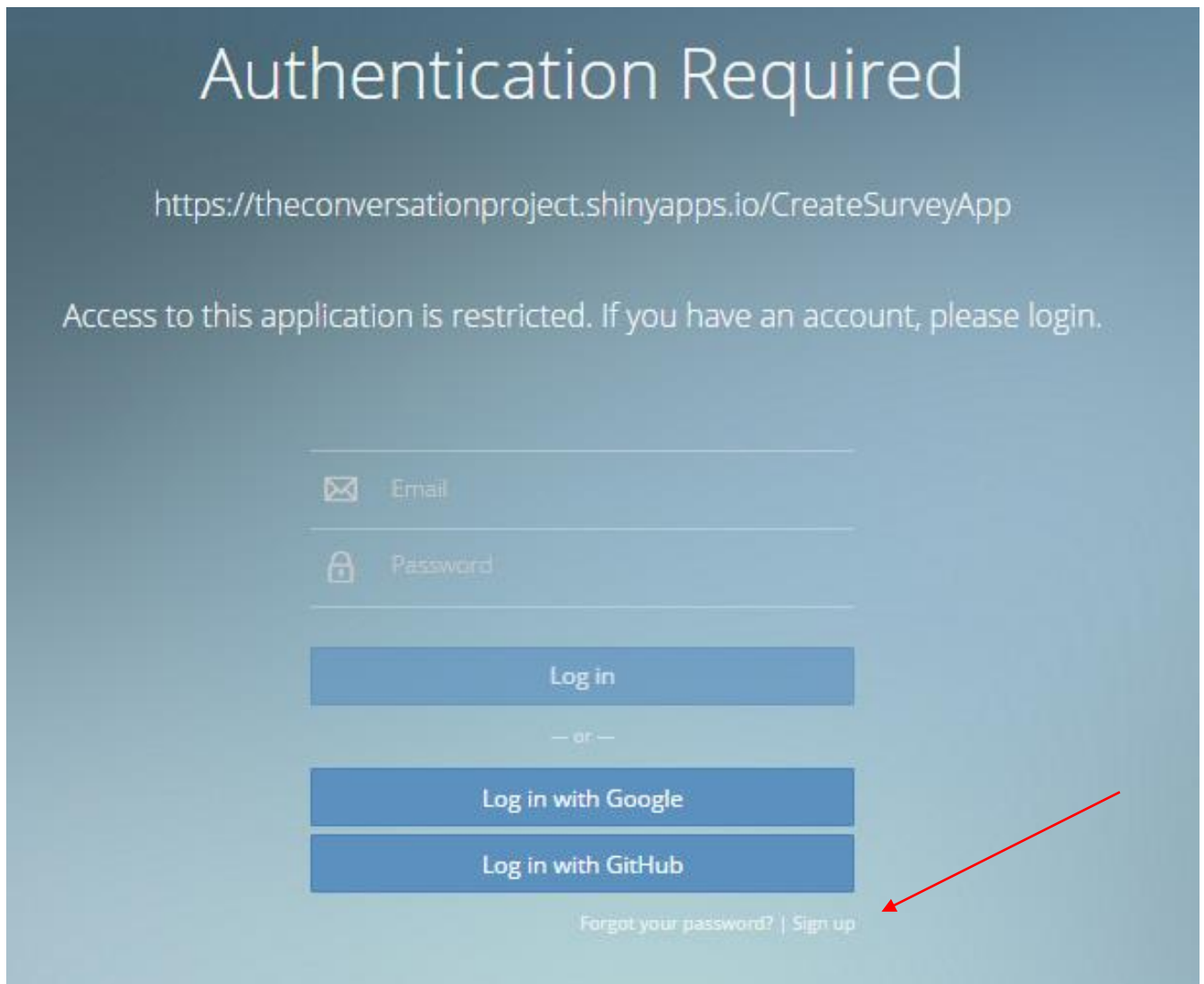
Guide to Post-Event Evaluation

This guide will provide an overview of how you can use The Conversation Project's measurement tools to assess the impact of your event. The Conversation Project team has developed tools to make evaluation of your event as easy as possible, so you won't have to reinvent the wheel. By following the steps below, you will be able to request, disseminate, and receive the results of an evaluation survey for your event.

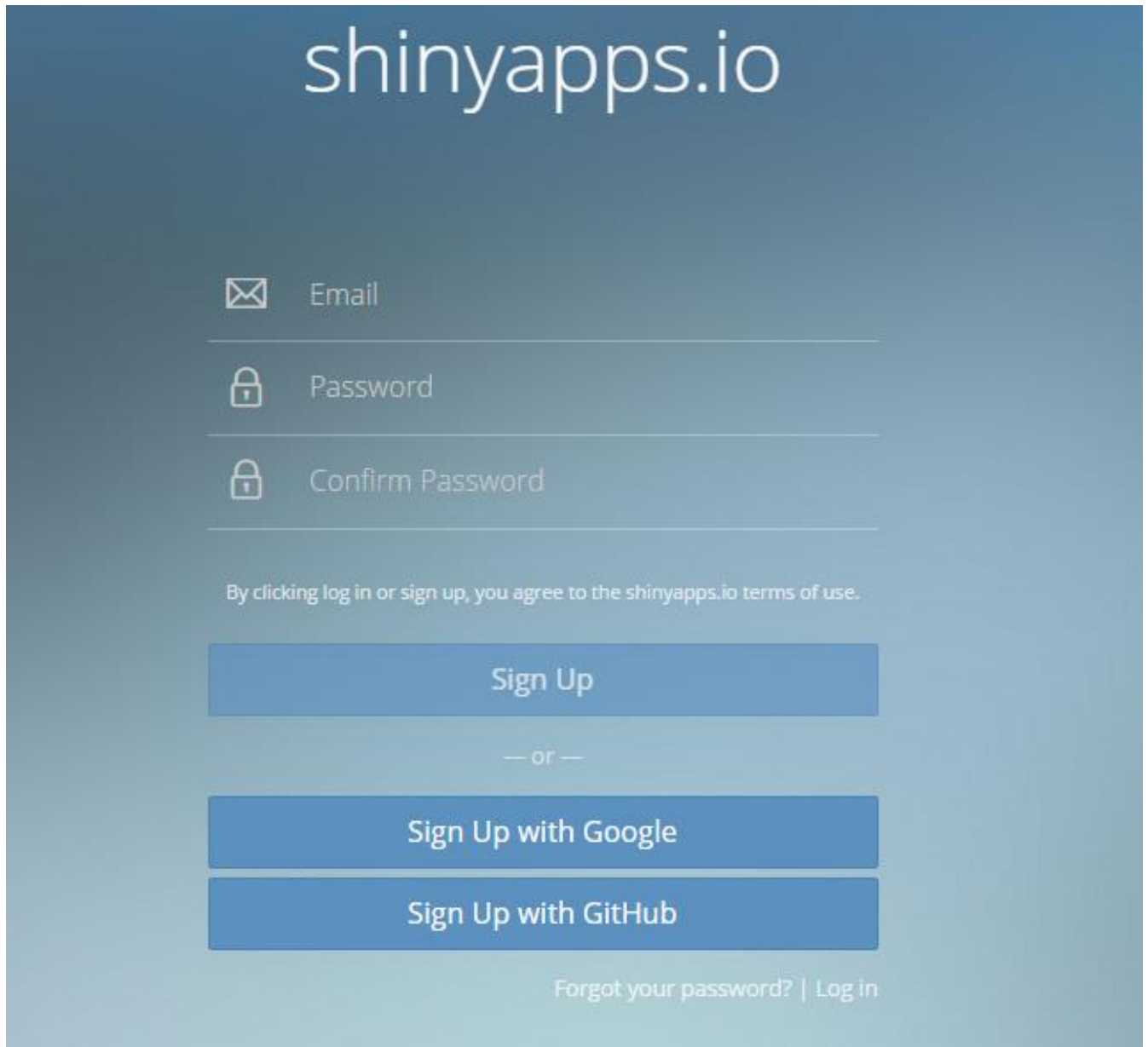
Request a Survey for Your Conversation Project Event

The Conversation Project team has developed a follow-up survey template on SurveyMonkey that you can use to evaluate your event. To request a survey that is specific to your event, follow the steps below.

1. Visit the [Survey Creation App site](#).



2. Create an account for the Survey Creation App.
 - a. Click on “Sign up” underneath “Log in with GitHub”
 - b. Enter your e-mail and create a password.
 - c. When you’re finished, click “Sign Up.”



The image shows the sign-up page for shinyapps.io. At the top, the logo "shinyapps.io" is displayed in white on a dark blue background. Below the logo, there are three input fields for "Email", "Password", and "Confirm Password", each with a corresponding icon (envelope, padlock, and padlock) and a horizontal line below it. A line of text below the fields reads: "By clicking log in or sign up, you agree to the shinyapps.io terms of use." Below this text are three buttons: a large blue "Sign Up" button, a smaller grey "— or —" separator, and two blue buttons for "Sign Up with Google" and "Sign Up with GitHub". At the bottom right, there is a link: "Forgot your password? | Log in".

shinyapps.io

Email

Password

Confirm Password

By clicking log in or sign up, you agree to the shinyapps.io terms of use.

Sign Up

— or —

Sign Up with Google

Sign Up with GitHub

Forgot your password? | Log in

3. You'll now be directed to the survey request site form. Fill out all of the fields on the site form to request a SurveyMonkey survey specific to your event. The information you provide will help us learn more about your event and measure the reach of The Conversation Project.
 - a. Submit your information (your name and your e-mail address).
 - b. Submit the event information (event name, date, your group, event location).
 - c. Tell us more about the audience. How many attendees were there? How many e-mail addresses did you collect? What was the venue?
 - d. Indicate if you facilitated a Conversation Starter Kit session during the event.

the conversation project

Create a Survey for Your Conversation Project Event

Completing this form will create a SurveyMonkey® template for your event. After the survey is created, a TCP staff person will email you the URL for your survey and instructions on how to distribute it.

Your name (person who will be the point of contact with TCP)

Your email address so we can send you the SurveyMonkey URL that you will send to your participants.

Name of the Event we can use in the survey title; needed to connect your request to the actual physical event you conducted. For example 'July 2016 Training for Chamber of Commerce'

Event Date

The name of your group, for example 'TCP-Boulder'

Event Location, for example 'Chamber of Commerce, Boulder, CO'

Number of attendees

4. When you are finished filling out the form, click “Submit.” The app may take up to 30 seconds to create the survey and update our data records.
5. If you wish to create surveys for multiple events, click “Reset form.” The fields in the form will clear, and you can submit the information for another event. Only click on “Submit” once per event.
6. Once you finish, a follow-up survey for your event will be created in The Conversation Project’s Survey Monkey account.

Disseminate the Survey to Event Participants

The Conversation Project team will e-mail you the link to the SurveyMonkey survey to collect responses for event participants as well as the link you will need to access the results of the survey.

Once you receive the link, you’re ready to e-mail event participants. You can use the template below for the body of the e-mail. We recommend sending out this e-mail **5 weeks** after the event.

Good **(time of day)**,

On **(date)**, **(your group name)** held a workshop on The Conversation Project for the participating **(audience type)**. We hope that you enjoyed the workshop and were able to use some of the information in your personal **(and/or professional)** lives. In order for us to learn more about the impact of the workshop and how to best support the members of our community, we ask that you complete the survey below. All responses are anonymous. We ask that you complete the survey by **(deadline, 2 weeks from now)**. The survey should take no more than 5 minutes to complete.

(Survey Monkey Link provided by TCP team)

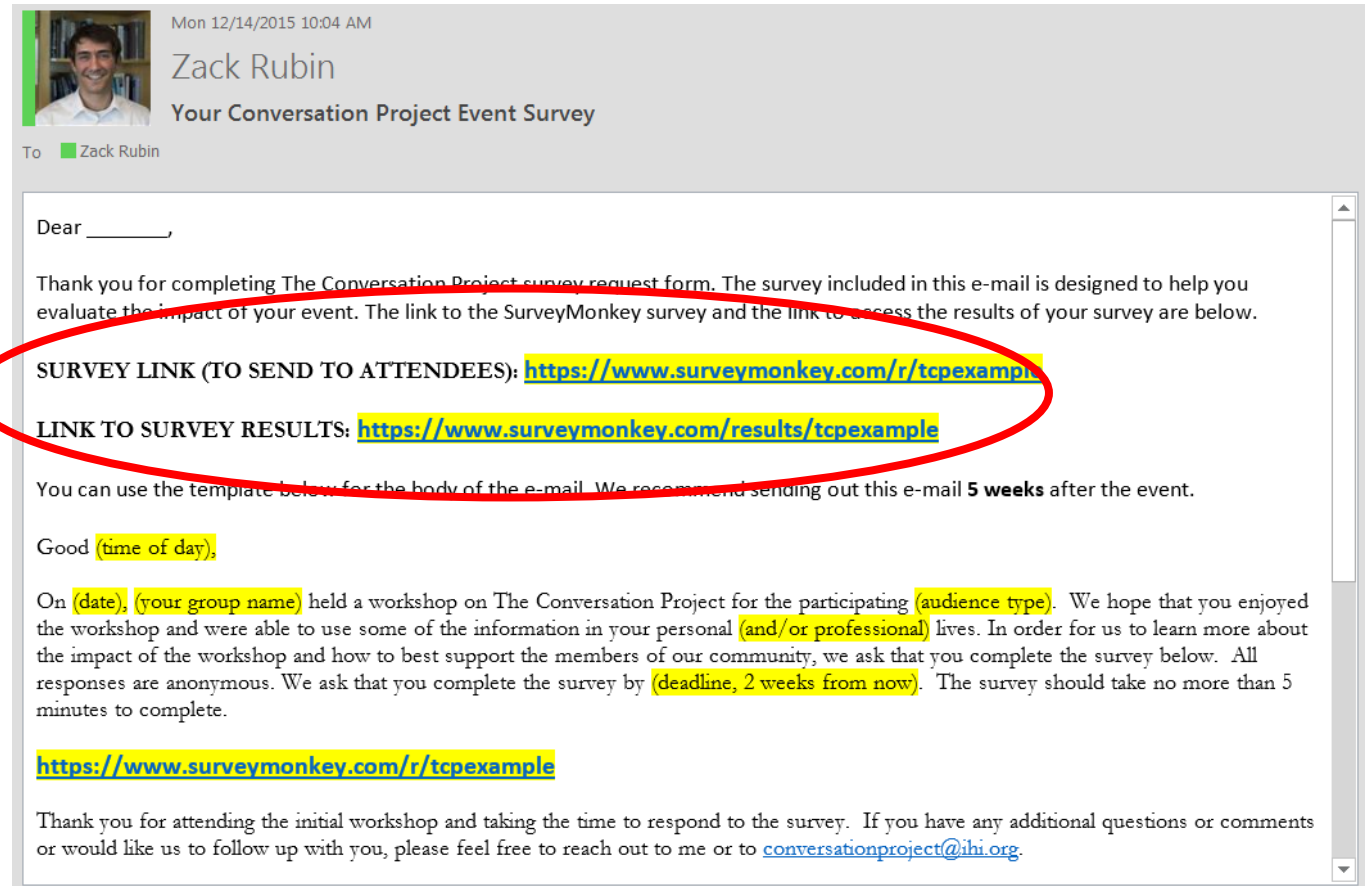
Thank you for attending the initial workshop and taking the time to respond to the survey. If you have any additional questions or comments or would like us to follow up with you, please feel free to reach out to me or to conversationproject@ihi.org.

Thank you,

(Your name)

Analyze Results

A member of The Conversation Project team will include a link to the survey results in the same e-mail that you receive your survey link.



Mon 12/14/2015 10:04 AM

Zack Rubin

Your Conversation Project Event Survey

To Zack Rubin

Dear _____,

Thank you for completing The Conversation Project survey request form. The survey included in this e-mail is designed to help you evaluate the impact of your event. The link to the SurveyMonkey survey and the link to access the results of your survey are below.

SURVEY LINK (TO SEND TO ATTENDEES): <https://www.surveymonkey.com/r/tcpexample>

LINK TO SURVEY RESULTS: <https://www.surveymonkey.com/results/tcpexample>

You can use the template below for the body of the e-mail. We recommend sending out this e-mail **5 weeks** after the event.

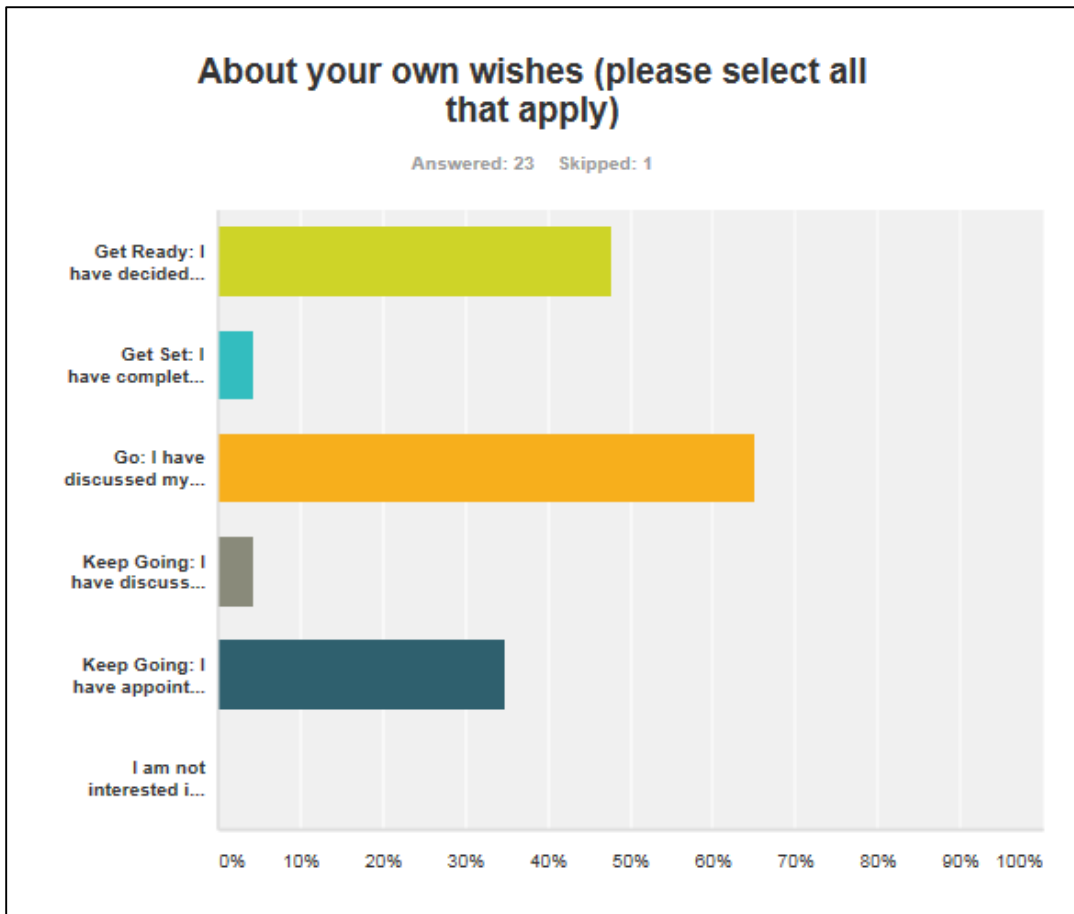
Good (time of day),

On (date), (your group name) held a workshop on The Conversation Project for the participating (audience type). We hope that you enjoyed the workshop and were able to use some of the information in your personal (and/or professional) lives. In order for us to learn more about the impact of the workshop and how to best support the members of our community, we ask that you complete the survey below. All responses are anonymous. We ask that you complete the survey by (deadline, 2 weeks from now). The survey should take no more than 5 minutes to complete.

<https://www.surveymonkey.com/r/tcpexample>

Thank you for attending the initial workshop and taking the time to respond to the survey. If you have any additional questions or comments or would like us to follow up with you, please feel free to reach out to me or to conversationproject@ihi.org.

By clicking on the link to survey results, you'll be able to see question response summaries and individual responses. An example of a question response summary is below.



Answer Choices	Responses
Get Ready: I have decided to have a conversation about my own wishes for care at the end of life.	47.83% 11
Get Set: I have completed the Starter Kit and have set up a time to talk with a loved one about my own wishes.	4.35% 1
Go: I have discussed my end-of-life care preferences with someone important to me, and he/she knows more about what is important to me.	65.22% 15
Keep Going: I have discussed my health care preferences with my doctor.	4.35% 1
Keep Going: I have appointed a health care agent or proxy.	34.78% 8
I am not interested in speaking with anyone about my wishes for care at the end of life.	0.00% 0
Total Respondents: 23	

If you have any questions about this measurement process, please don't hesitate to reach out to conversationproject@ihi.org.