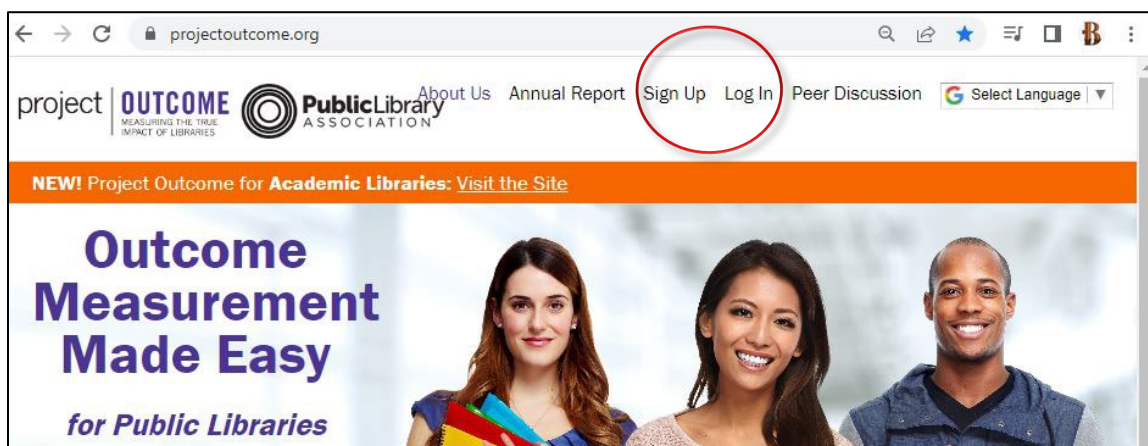# Guide to Creating Your Workshop Surveys
2023 PLA Digital Literacy Workshop Incentive Cohort

At the end of this guide, you will have a survey to provide to your workshop participants. You are <u>*required*</u> *to offer a survey, but workshop participants are not required to complete the survey.*

Start here: https://www.projectoutcome.org/

1. Established users should **Log In** using your Project Outcome account credentials.

2. New Project Outcome users should **Sign Up**.
   The process requires you to create an account and complete registration to connect your account to your library. Link to Create an Account tutorial.


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3. Libraries with mulitple locations:
   - If your library has multiple outlets, this is also a good time to access and edit your library's listing of locations – you can update, remove, and add locations.
   - Updating your locations is important if you will be using an online survey and asking participants to indicate which location they visited for the workshop.
   - Link to Accessing Library Account Information tutorial (available only after login).

Using a Template to Create Your Workshop Survey

4. Once you are logged in, click **Survey Management** from the Project Outcome home page.
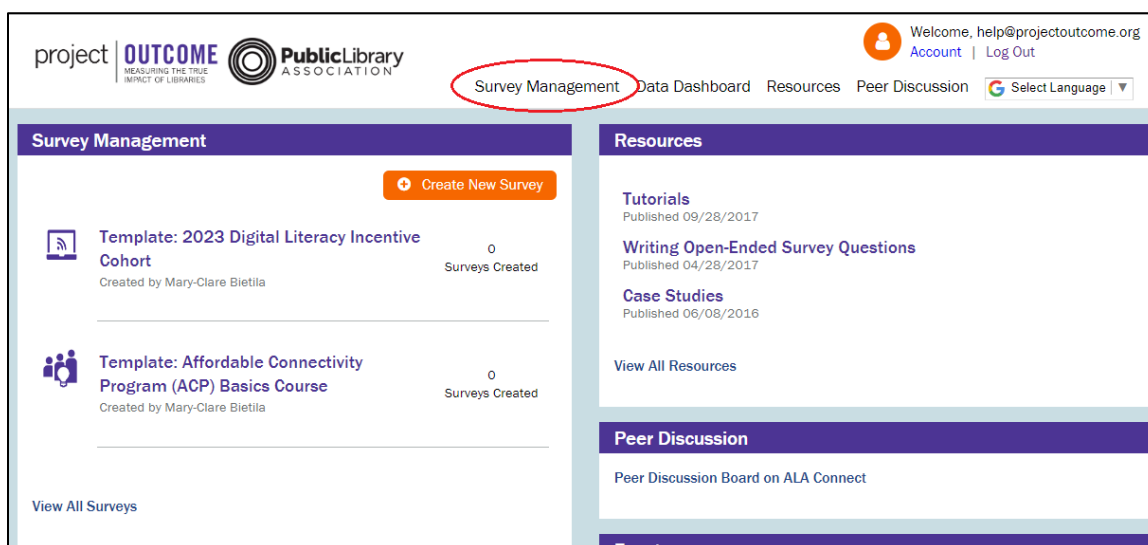
5. In the **Survey Name** column, find the template for this incentive cohort:
   "*Template: 2023 Digital Literacy Incentive Cohort*."
   - If your library is new to Project Outcome, the template will be the only survey listed.
   - For those with many surveys, you can use the **FILTER** to find the appropriate template.

6. Then under **Actions**, click "Create Survey from Template."

Grant Questions? DigitalLearnHelp@ala.org   **Project Outcome Questions?** info@projectoutcome.org
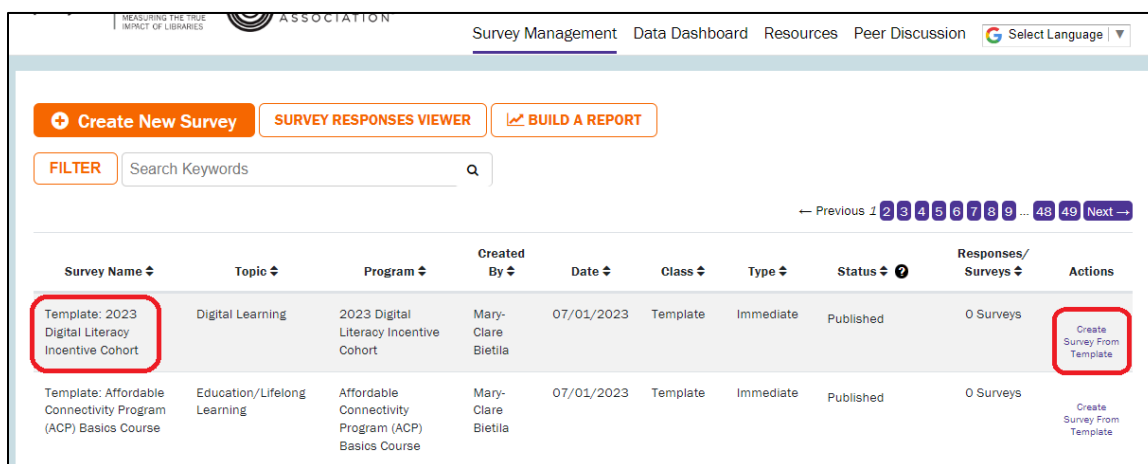
7. **Survey Creation Step 1**: Source, Topic, and Type
   - Step 1 has been completed for you – no changes required.
   - To advance to the next step, click the purple arrow on the right.

8. **Survey Creation Step 2**: Program Information
   <u>Survey Logo</u> (optional)
   - In this step you have the option to replace the standard survey logo with your own library logo.
   - Click **Add Logo** and follow the steps and specifications to upload a jpg, png, or gif.
   <u>Program Name</u> (required)
   - Patrons will see the Program Name at the top of the survey.
   - If you are planning to offer several workshops for each course type, you can choose to make your Program Name something broad such as Computer Basics or Mobile Devices and then in Step 3 add specifics like instructor or location to the Survey Name (not visible to patrons).
   <u>Program Date</u> (required)
   - Choose the date of your workshop.
   - If you are planning to offer several – identical in content – workshops over several weeks, you can *choose a date range* and use the same survey for all of them.
   <u>Sustainable Development Goals</u> (optional)
   - You have the option to tag your survey with one or more Sustainable Development Goals (SDGs). Visit the SDG resource to learn more (available only after login).
   <u>Location</u> (required):
   - Default is "Set Location for All Respondents." Use the *Select an Outlet…* drop down to assign the survey to one location.
   - Change to "Ask Respondents" if delivering the workshop at multiple locations.
   - Confirm all your locations are listed under your Library Account (see #3 above). The same list of locations you see will be at the top of the survey for patrons to choose from.
   <u>Internal Notes</u> (optional)
   - Not visible to patrons but can be searched from the Survey Management portal.

To advance to the next step, click the purple arrow on the right.

9. **Survey Creation Step 3**: Survey Settings
   Survey Name (required and automatically populated)
   - Unique name that is a combination of your program name and date from Step 2.
   - You can edit this field and create your own survey naming conventions that may include the branch, the initials of the staff person who created it, or some other form of unique identifier.
   - If you try to enter a survey name that is not unique, you will receive an error message.
   - The survey name is not visible to patrons.

   Intro and Footer Message (cannot be edited)

   Thank You Page URL (optional)
   - If you would like patrons completing the survey online to be redirected to your library website or another thank you page after completing the survey, you can change the URL here.

To advance to the next step, click on the purple arrow on the right.

10. **Survey Creation Step 4**: Custom Questions (not available)

The following questions are included on the survey for the *2023 Digital Literacy Incentive Cohort*:

Please take a few minutes for this brief survey and let us know if, as a result of participating in the [Program Name] program...

1. You feel more knowledgeable about using digital resources

2. You feel more confident when using digital resources

3. You intend to apply what you just learned

4. You are more aware of resources and services provided by the library

5. What did you like most about the program?

6. What could the library do to improve your learning?

7. What was the main topic covered in this program? Choose one.

Internet Basics	Computer Basics (Windows)
Video Conferencing Basics	Computer Basics (macOS)
Cybersecurity Basics	Mobile Device Basics (Android)
Email Basics	Mobile Device Basics (iOS)

Surveys are currently available in English, Spanish, and French.

11. **Survey Creation Step 5**: Administer Survey

- From this step you can download PDFs by language to use as paper surveys. *Survey responses collected on paper must be entered into Project Outcome*. Review the Entering Paper Survey Responses tutorial for more information.
- You can also copy the URLs by language for the online version of your survey.

Click the **orange checkmark** to be taken back to the Survey Management portal.

12. Managing Your Survey (tutorial)
From the list in the Survey Management portal, click on your survey name to access the survey detail. On the Survey Detail page, you can:
- Access the survey **PDFs and links** from Survey Creation Step 5.
- Access a **QR code** to present for patrons to scan with a mobile device to take your online survey, or you can access web code to use to embed the survey in your website.
- **Enter paper surveys** – individually, in bulk, or by bulk upload.
- Enter **attendance** from your program. This is not required, but useful in reports.
- Monitor the number of survey **responses** that come in online or are entered by staff.

Helpful Information

Questions or Issues with Project Outcome: info@projectoutcome.org

Project Outcome Tutorials: https://www.projectoutcome.org/surveys-resources/tutorial-videos

Other Useful Project Outcome Resources:
- How to Talk to Patrons
- Survey Best Practices
- On-Demand Webinars

Grant Questions: DigitalLearnHelp@ala.org

Landing Page for PLA Digital Literacy Workshop Incentives, supported by AT&T: https://www.ala.org/pla/initiatives/digitalliteracy/incentive

DigitalLearn Resources: https://training.digitallearn.org/