



Constituent survey of outcomes

What is a constituent survey of outcomes?

A constituent survey of outcomes will help you to examine the greater impact of your group's work. It poses questions to members of the initiative and experts in the community. The people who fill out the survey will express their opinions about the importance of the group's accomplishments for the community as a whole, and for the mission of the initiative.

How do you conduct a constituent survey of outcomes?

1. Develop a survey

Remember the folks who put together the constituent survey of goals and the constituent survey of process? You'll need their expertise and creativity once again. These individuals should design a survey that lists the accomplishments that your group has proudly achieved. Looking back through event logs may help refresh your memory.

2. Conduct a survey of constituents

Are you ready to distribute the surveys? You'll want to share these surveys with people who have some knowledge of the changes you wish to measure, including outside experts with specialized knowledge. Once you have determined who should receive the questionnaires, they should be mailed, or perhaps distributed at a general meeting or other activities. Don't forget to clearly state a return address!

3. Use the data to determine which changes have had the greatest effect

Once you have collected all of the surveys, you will want to find the means of the respondents' answers. If, for each of the questions, you asked the respondent to answer "1" for "Very Unimportant" and "5" for "Very Important" to describe the impact on the community, you would determine an average for the numbers, and then find a range of the numbers. (See example on reverse.)

To find the mean, or the average, response, simply add together all of the ratings, then divide by the total number of respondents. If, for one of the questions, ten people respond with ratings of 3, 4, 4, 5, 3, 2, 5, 4, 4, 3, you would add up all of these numbers and then divide that total by ten. The mean response in this case would be 3.70 (or 37/10). The range of numbers runs from 2-5, two being the lowest and five the highest score.

4. Use the survey results to refine the group's choices for action

Okay, so now you have a whole batch of numbers. Where do you go from there? That answer, in most situations, lies in your hands. The results of this survey may encourage you to continue on in the same direction, or it may challenge you to rethink some of your plans. In either case, the survey of outcomes is yet another tool to help you work better in your group and in the community.



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Tool 1: Cover letter for constituent survey of outcomes

This is a good beginning to your survey, it informs the person filling it out what your intentions are.

Cover letter for constituent survey of outcomes

Date: __/__/____

Dear Members of (the initiative):

The purpose of the attached outcome survey is to get your feedback on how (the initiative) is doing.

As you know, the mission of (the initiative) is to _____
in _____ (city / county).

Please complete each question by circling the number that illustrates how important each community change is to the mission of (the initiative).

To protect anonymity, please use the enclosed self-addressed envelope and return your completed survey to our evaluators, the (name them).

Thanks in advance for your valuable advice and feedback.

Best regards,

Executive Director

Enclosure

Tool 2: Sample outcome survey

This survey template can give you an idea of how to set up your own.

Outcome survey

Please return by: __/__/____

Staff and members of (the initiative) have been involved in efforts that resulted in a variety of community changes related to the mission of _____.

This survey lists (#) community changes that resulted from the initiative's efforts. For each survey item, please circle the number that best describes how important each community change is to the initiative's mission of _____.

Use the following scale to rate your answers.

Community Changes	Date Accomplished	Very Unimportant	Unimportant	Neutral	Important	Very Important
1.		1	2	3	4	5
2.		1	2	3	4	5
3.		1	2	3	4	5
Taken together, how important are the above community changes in accomplishing the mission of (the organization)?		1	2	3	4	5