



E-Survey Administration Guide

Overview of the Electronic Participant Survey

Cooking Matters uses a participant survey to understand the background and experience of Cooking Matters participants and ensure that the program is achieving its desired results.

The Participant Survey serves as a tool for:

- Tracking changes in participant knowledge, attitudes, skills, confidence, and behavior as a result of the Cooking Matters course.
- Soliciting feedback regarding the overall quality of the participant experience.
- Capturing quotes from participants about how the course has affected them.
- Gathering participants' background and demographic information.
- Recording class attendance to identify graduates.

Please use this guide when administering electronic participant surveys in Cooking Matters courses and tours.

What's in the E-Survey Administration Guide?

The following guide outlines **the process for administering electronic surveys in Cooking Matters courses and tours, how to troubleshoot any issues that arise during the implementation process, and other resources available** to support your organization's use of data collection via electronic surveying. Use the table of contents to navigate through the guide:

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We will revise this guide as necessary alongside any updates made to the electronic survey process.

I. **Previewing the E-Survey (Staff-Only Instructions)**

Staff who are new to the e-Survey process should preview the survey to familiarize themselves with the layout. Please note that preview survey responses (collected using the instructions below) are not recorded in the database, because they do not reflect actual responses from participants. This preview survey process should ONLY be used by staff.

To Preview the e-Survey on a Phone or Computer, use these links. If you plan on using a tablet, skip to next section.

CMA/CMP

- Pre-Survey: https://az1.qualtrics.com/jfe3/preview/SV_0Uxtpbclwuod37
- Post-Survey: https://az1.qualtrics.com/jfe/preview/SV_etHpgOmO52gA7qd

CMF

- Pre-Survey: https://az1.qualtrics.com/jfe3/preview/SV_1KOO2oz9j0z1xY1
- Post-Survey: https://az1.qualtrics.com/jfe/preview/SV_3JjB6mj7nV49hpb
- Pre-Survey EXTRA CHILD: https://az1.qualtrics.com/jfe/preview/SV_eyXRk3e6q4N83rf
- Post-Survey EXTRA CHILD: https://az1.qualtrics.com/jfe/preview/SV_3BLLZkl5ceqGu7X

CMCCP

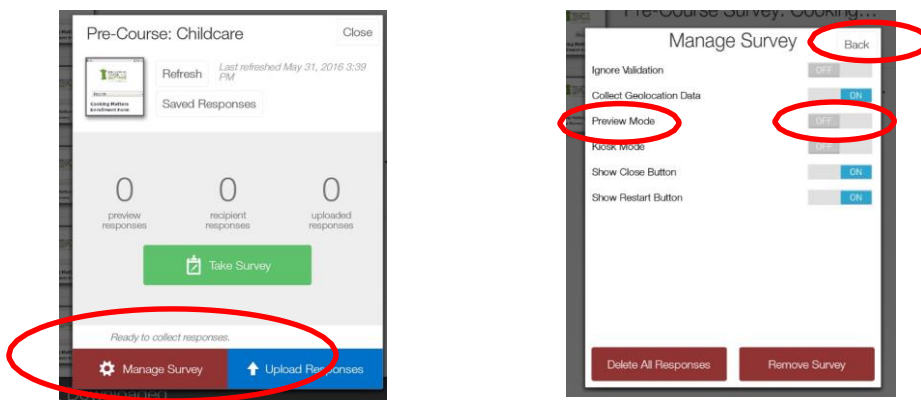
- Pre-Survey: https://az1.qualtrics.com/jfe/preview/SV_cRYJXSOGtnnGlv
- Post-Survey: https://az1.qualtrics.com/jfe3/preview/SV_4ORADTn2Gh65u5L

CMATS Adults/ CMATS WIC

- Post-Survey: https://az1.qualtrics.com/jfe3/preview/SV_aWsKjZfrNbY2PPL

To Preview the Survey on Tablet, follow these instructions:

- Open your tablet.
- Go to the Qualtrics App.
- Select the pre-course or tour survey you want to preview.
- Click the “Manage” button.
- Find the “Preview Mode”, select “On” (it will show as blue when it’s “On”) and then hit the “Back” button.
- That will open the survey in preview mode.
- **Once you are done previewing the survey, you must be sure go back to Manage and select “Off” for “Preview Mode”, so that you can collect surveys normally from participants.**



II. Administering E-Surveys

The following section will guide you through the E-Survey administration process.

Pre-Course and Tour Surveys

Before the First Class or Tour

- ☐ Create a course or tour record with the complete course code before any data collection occurs.
- ☐ Set aside tablets for the course/tour (aim for at least half of the number of participants expected).
- ☐ Charge the tablets.
- ☐ If a survey refresh is needed (if you get an announcement from the Cooking Matters team that the survey has been updated), connect the tablets to WiFi, open the app, click the survey, and click Refresh.
- ☐ Pack tablets in safe container.
- ☐ Pack paper enrollment forms and surveys.
- ☐ Bring with you the following pieces of survey info:
 - *Tablet Password (if password has been set up)*
 - [First Class Course or Tour Information Cards for the Correct Curriculum](#) (contains curriculum-specific information)
 - *Phone/Computer Pre-Course Survey Link, Course Code, Partner Code)*
- ☐ Bring the E-Survey Administration Guide (as reference for the course team).

At the First Class or End of the Tour:

- ☐ If able to before survey collection starts, turn on the tablet, open app and select the curriculum-specific Pre-Course or Tour Survey on the tablet, so that participant just needs to click “Take Survey”.
- ☐ Introduce the survey (including why we have participants fill out surveys and confidentiality of survey information).
 - i. Explain that we collect contact information for participants to inform them of other opportunities if any arise. The enrollment form data is separated from the survey in our data system to preserve participant confidentiality. We do not report a participant’s survey responses with their name or other distinguishing characteristics; we only report data for participants as a group to understand what everyone gained from participating in the program. Names, addresses, and personal information are not shared outside of Cooking Matters. Encourage participants to complete their personal contact information, but aside from Initials and Zip Code, the rest of the personal contact information questions are not required for participation. If participants feel uncomfortable completing contact information, they can leave portions blank.
 - ii. Explain that we collect demographics information to gain a better understanding of the background of our participants.

- iii. Explain that the purpose of the rest of the survey is to understand what participants learned in the course and what they liked and disliked so we can improve the program in the future. Encourage participants to answer honestly. There are no right or wrong answers. Remind them that their responses are confidential.
- Provide participants with the option of filling out the surveys via tablet (if available), phone (encourage them to use their phone by letting them know the survey only takes 1 MB of data), computer (if available), or paper. It's important to collect surveys in-person via several methods to accommodate the various needs of partners and participants. All of these different entry methods ultimately funnel into one central online survey data collection platform (hosted by Qualtrics) which then pushes all the survey data into the Database where you can access survey reports. Consider the following factors when deciding which e-Survey data collection method is best-suited for your participants:
- Literacy Levels
 - Language Barriers
 - Disabilities of participants
 - Timing of participant arrival
 - The capabilities and capacity of the host agency or satellite site partner
 - The course or tour team capacity and understanding of the e-Survey data collection methods
- Pass out the **curriculum-specific** [First Class Course or Tour Information Cards](#) with the survey information which participants will fill out (*curriculum-specific Phone/Computer Pre Survey or Tour link, Course Code, Partner Code*). Alternatively, write on a white board/flip chart if available.
- Below are the instructions for survey administration depending on what method the participant chooses:
- i. TABLETS:
1. Pass out tablets to participants.
 2. If there is a password, CM staff should enter that into the tablet. If you haven't already queued up the survey in the app (as per step #1 in this section), help participants navigate to the "Offline Surveys" app. After participants open the app, help them select the curriculum-specific Survey. Then click on "Take Survey".
 3. Once they are in the survey, they can select from a few languages at the beginning of the survey using the drop down list.
 4. Instruct participants to fill out information from the [Course or Tour Information Card](#) onto the survey. (Please double check that participants input the correct information for *Course Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database).
 5. There are a few other questions that are required- if they are not completed correctly, the participant will not be able to advance in the survey. Please consult the [troubleshooting guidance](#) if you run into any issues.
 6. Instruct participants to demonstrate survey completion by showing the "Thank you" page to the course team.
- ii. PHONE/COMPUTER:
1. Explain to mobile users that they will open the survey in a browser using the curriculum-specific *Phone/Computer Pre-Survey link*.
 2. Once they are in the survey, they can select from a few languages at the beginning of the survey.

3. Instruct participants to fill out information from the [Course or Tour Information Card](#) onto the survey. (Please double check that participants input the correct information for *Course Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database).
4. There are a few other questions that are required- if they are not completed correctly, the participant will not be able to advance in the survey. Please consult the [troubleshooting guidance](#) if you run into any issues.
5. Instruct participants to demonstrate survey completion by showing the “Thank you” page to the course team.

iii. PAPER:

1. Pass out paper enrollment form/surveys to participants not using tablets.
 2. Paper survey users will give survey back to coordinators once finished. Coordinators will be responsible for inputting survey responses into the corresponding survey links.
- ☐ Participants fill out survey and course team assists with the surveys as per usual. If participants run into issues filling out the survey, please consult the [troubleshooting guidance](#) for how to address it.
 - ☐ Collect tablets, wipe down tablets, turn off tablets, and store in secure, opaque container.
 - ☐ Participants should wash hands before any food preparation.

Immediately after the First Class or Tour:

- ☐ Bring the tablets inside/return to office (do not leave them in your car).
- ☐ Wipe down the tablet if needed.
- ☐ For any tablet surveys, connect to the internet and upload the surveys.
- ☐ Return the tablets to your equipment storage area for other coordinators to use.
- ☐ For any paper surveys, enter the data on your computer using the survey link.
- ☐ Hold onto the paper surveys if you would like to for record keeping or discard.
- ☐ Double check that the tablet, phone, computer, and paper surveys are all recorded in the database and linked to the course record. You can click on the course record and go to the Participant Survey records section, OR you can go to the curriculum-specific E-Survey Pre-Post Report and find them grouped by course code. Consult the [Database Guidelines](#) for more background information. Be sure to do so within one week of the class (before the second class).
- ☐ If you don't see that the surveys are all recorded, please check the [troubleshooting guidance](#) for how to fix this.

At the Second Class (Courses Only):

- ☐ If anyone didn't attend the first class but comes to the second class, have them fill out the pre-survey as per the instructions above. Follow the same instructions to upload tablet surveys/ enter paper responses into the e-survey system after the second class.

Post-Course Survey

Before the Last Class:

- ☐ Make sure you already have created a course record with the complete course code (this should have already happened before the first class).
- ☐ Make sure pre-surveys have been collected from every participant and appear in the database. Consult the [Database Guidelines](#) for more background information on how to do this. A pre-survey must be

collected before a post-survey can be collected, otherwise the pre-survey and post-survey information will not connect in the database. If a pre-survey has not been collected, be sure to have the participant at least fill out a pre-survey with the enrollment information and demographic information before the post-survey is collected.

- ☐ Set aside tablets for the course (aim for at least half of the number of participants expected).
- ☐ Charge the tablets.
- ☐ If a survey refresh is needed (if you get an announcement from the Cooking Matters team that the survey has been updated), connect the tablets to WiFi, open the app, click the survey, and click Refresh
- ☐ Pack tablets in safe container.
- ☐ Pack paper enrollment forms and surveys.
- ☐ Bring with you the following pieces of survey info:
 - Tablet Password (*if password has been set up*)
 - [*Last Class Course Information Card for the Correct Curriculum*](#) (*with the correct Phone/Computer Post-Course Survey Link, Curriculum, Course Code, Partner Code, Month Ended*)
 - *Waiver List*
 - *Attendance Sheet*
- ☐ Bring the E-Survey Administration Guide (as reference for the course team).

At the Last Class:

- ☐ If able to before survey collection starts, turn on tablet, open app and select the curriculum-specific Pre-Survey on the tablet, so that participant just need to click "Take Survey".
- ☐ Introduce the survey again (including why we have participants fill out surveys and confidentiality of survey information).
 - a. Remind participants that we do not report a participant's survey responses with their name or other distinguishing characteristics; we only report data for participants as a group to understand what everyone gained from participating in the program. Names, addresses, and personal information are not shared outside of Cooking Matters.
 - b. Explain that the purpose of the rest of the survey is to understand what participants learned in the course and what they liked and disliked so we can improve the program in the future. Encourage participants to answer honestly. There are no right or wrong answers. Remind them that their responses are confidential.
- ☐ Provide participants with the option of filling out the surveys via tablet (if available), phone (encourage them to use their phone by letting them know the survey only takes 1 MB of data), computer (if available), or paper. Please note that if the participant fills out the survey at the first class using a particular method (for example, a tablet), they don't have to use that same method at the last class (for example, they can use a phone).
- ☐ Pass out the **curriculum-specific** Last Class Course Information Cards with the survey information which participants will fill out (*curriculum-specific Phone/Computer Pre-Survey link, Course Code, Partner Code*). Alternatively, write on a white board/flip chart if available.
- ☐ Below are the instructions for survey administration depending on what method the participant chooses:
 - i. TABLETS:
 1. Pass out tablets to participants.
 2. CM staff should log onto tablet using the password (if it has been set up). If you haven't already queued up the survey in the app, help participants navigate to the "Offline Surveys" app. After participants open the app, help them select the curriculum-specific Survey. Then click on "Take Survey".

3. Once they are in the survey, they can select from a few languages at the beginning of the survey using the drop down list.
 4. Instruct participants to fill out information from the Course Information Card onto the survey. (Please double check that participants input the correct information for *Course Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database).
 5. There are a few other questions that are required- if they are not completed correctly, the participant will not be able to advance in the survey. Please consult the [troubleshooting guidance](#) if you run into any issues.
 6. Instruct participants to demonstrate survey completion by showing the “Thank you” page to the course team.
- ii. PHONE/COMPUTER:
1. Explain to mobile users that they will open the survey in a browser using the curriculum-specific *Phone/Computer Pre-Survey link*.
 2. Once they are in the survey, they can select from a few languages at the beginning of the survey.
 3. Instruct participants to fill out information from the Course Information Card onto the survey. (Please double check that participants input the correct information for *Course Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database).
 4. There are a few other questions that are required- if they are not completed correctly, the participant will not be able to advance in the survey. Please consult the [troubleshooting guidance](#) if you run into any issues.
 5. Instruct participants to demonstrate survey completion by showing the “Thank you” page to the course team.
- iii. PAPER:
1. Pass out paper enrollment form/surveys to participants not using tablets.
 2. Instruct participants to fill out information from the Course Information Card onto the survey. (Please double check that participants input the correct information for *Course Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database).
 3. Paper survey users will give survey back to coordinators once finished.
- ☐ Participants fill out survey and course team assists with the surveys as per usual. If participants run into issues filling out the survey, please consult the [troubleshooting guidance](#) for how to address it.
 - ☐ Collect tablets, wipe down tablets, turn off tablets, and store in secure, opaque container.

Immediately after the Last Class:

- ☐ Bring the tablets inside/return to office (do not leave them in your car).
- ☐ For any tablet surveys, connect to the internet and upload the surveys.
- ☐ Return the tablets to your equipment storage area for other coordinators to use.
- ☐ For any paper surveys, enter the data on your computer using the survey link.
- ☐ Double check that the tablet, phone, computer, and paper surveys are all recorded in the database and linked to the course record. You can click on the course record and go to the Participant Survey records section, OR you can go to the curriculum-specific E-Survey Pre-Post Report and find them grouped by

course code. Consult the [Database Guidelines](#) for more background information. Be sure to do so within one week of the class ending.

- If you don't see that the surveys are all recorded, please check the [troubleshooting guidance](#) for how to fix this.

Course and Tour Close-Out

Within One Week after the Last Class or Tour:

Complete the course record close-out process. You will need to complete the Survey Method field in the course record. Consult the [Database Guidelines](#) for more background information.

Participant Survey Links

CMA/CMP

- Pre-Survey: <http://cookingmatters.org/presurvey>
- Post-Survey: <http://cookingmatters.org/postsurvey>

CMF

- Pre-Survey: <http://cookingmatters.org/presurvey-cmf>
- Post-Survey: <http://cookingmatters.org/postsurvey-cmf>
- Pre-Survey EXTRA CHILD: <http://cookingmatters.org/presurvey-cmf-extra>
- Post-Survey EXTRA CHILD: <http://cookingmatters.org/postsurvey-cmf-extra>

CMCCP

- Pre-Survey: <http://cookingmatters.org/presurvey-ccp>
- Post-Survey: <http://cookingmatters.org/postsurvey-ccp>

CMATS Adults/ CMATS WIC

- Post-Survey: <http://cookingmatters.org/toursurvey>

III. Cooking Matters at the Store Survey Sampling

This section will give you guidance on the Cooking Matters at the Store Survey sampling plan and research support.

Background and Scientific Support for Survey Sampling

Starting in 2014, Share our Strength started implementing a 'sampling' strategy to survey Cooking Matters at the Store for Adults tours and Cooking Matters at the Store for WIC Parents tours.

The Cooking Matters at the Store Program will reach thousands of tour participants by the end of each year. Partners with large participant numbers truly only need to collect surveys from a sample of participants to have a good understanding of how the tours affect participant behaviors. The new tour survey sampling process will lessen the burden of survey administration and data processing, yielding a significant time and cost savings for both Share our Strength and partners with large participant numbers.

Sampling involves a scientific way of collecting data from only a subset of participants and drawing inferences to the larger group. Sampling is a common and accepted strategy in social science and evaluation research, implemented when it is not practical to survey every individual given the time, cost, or number of people. Partners who reach large numbers of participants truly only need to collect surveys from a sample of participants in order to understand how tours affect behaviors.

Sampling will allow partners with large participant numbers to maintain efficiency, while also collecting enough data to provide a reasonable level of confidence in reported outcomes. We have created an academically rigorous plan for collecting the sample of tour surveys to ensure survey responses collected can be generalized to all tour participants. This is done via two key strategies:

- 1) **Randomly Selecting the Sample to Minimize Any Bias:** We will implement a “random sampling selection” strategy to minimize any bias --- increasing the likelihood there will not be differences between tours surveyed versus tours not surveyed. Partners will randomly select the sample by administering surveys to all participants at tours occurring every 2nd and 4th week of the month. We believe that tours occurring on the 2nd and 4th weeks of a given month will be similar to tours occurring on different weeks. By randomly sampling in this manner, we are increasing the representativeness of our survey sample, so that we can draw inferences to all tour participants.
- 2) **Ensuring a Large Sample Size to Increase Confidence in Findings:** We will also ensure an adequately large sample size that we can say within a reasonable margin of error and confidence level that tour participants are experiencing behavioral outcomes. We aim for a low margin of error and a high confidence level to increase reliability of our findings. The necessary sample size largely depends on the total population size, but averages around 20 percent of projected tour reach for most Partners. It will be large enough to yield a high level of confidence in our outcomes. If the total participant number changes, the sample size will be adjusted accordingly.

Tour Sampling Plan

As the Cooking Matters at the Store program continues to grow, partners with **very large projected participant numbers** will shift from surveying all participants to surveying only a sample of tour participants. This will apply **only** to partners who reach **large numbers** of tour participants in the Adult Tour or WIC Tour curricula, based on their tour participant projections for the fiscal year.

The survey sampling process goes into effect at the start of the fiscal year until your organization reaches its required sample size.

ONLY partners (with large tour projections) will implement the sampling process in the FISCAL YEAR. Partners can consult their Goals/Projections Record in the Database or Portal to see if they are sampling or surveying all participants. We have broken this down by ADULT or WIC Tours.

- 1) **Partners with larger projected tour participant numbers will implement the new process. They will select a SAMPLE of surveys for the FISCAL YEAR. This means:**
 - Partners with Adult Tour projections of GREATER than 200 participants will survey a SAMPLE of adult tours.
 - Partners with WIC Parent Tour Projections of GREATER than 200 participants will survey a SAMPLE of WIC tours.

Partners with large projected participant numbers can survey a sample of participants and it will still be generalizable to all tour participants (see **Scientific Support for Survey Sampling** document in the Resource Center).

- 2) **Partners with smaller projected tour participant numbers will not sample. They will continue to survey ALL tour participants for the FISCAL YEAR. This means:**
 - Partners with adult tour projections of 200 or less participants will keep surveying all adult tours
 - Partners with WIC tour projections of 200 or less participants will keep surveying all WIC tours.

Partners with small numbers of projected tours will continue to survey all participants, because we want to ensure these particular partners collect enough participant surveys to reliably report on outcomes.

Here are the key guidelines for partners who are sampling:

- 1) Partners will administer surveys for all tours happening on the 2nd or 4th full week of each month, until they reach approximately 20% of their annual projected participants.

To account for Event Days, please ensure that the percentage of your sample from events does not exceed the percentage you project to reach through events.

Example: Your FISCAL YEAR Cooking Matters at the Store for Adults Projection is 2,000 participants. You believe that overall, event days will represent 30% of your overall projected 2,000 participants, or 600 participants from event days

- *Your Survey Sample Size: 2,000 projected participants*20% sampling threshold = **400 surveys***
- *Event Day Surveys: 400 surveys*30 % projected from event days= **no more than 120 surveys in your 400 survey sample should be from event days***

This minimum threshold will ensure Partners collect a large enough sample size to have high confidence in the findings.

- 2) Partners should track progress to their 20% minimum via the Goals and Projections Records on the Portal and Database. If partners collect their needed number of surveys before the end of the year, they can stop collecting surveys.
- 3) Partners who must collect Demographic Information (e.g. for SNAP-Ed purposes) for every participant can elect to survey all tour participants.

IV. Troubleshooting E-Survey Administration

Use this section to troubleshoot issues that arise during the e-survey collection and closeout process.

Tablet Use

The tablet won't turn on.

- Is the tablet fully charged? Charge tablet. The tablet may need a few minutes of charge before it will turn on.

I cannot find the survey app.

- Swipe to the right and to the left to check each tablet screen for the Qualtrics app.

The tablet froze in the middle of the survey.

- First try hitting the Home button on the tablet and then return to the survey app. If the tablet is still frozen, you will need to restart the tablet by holding the On/Off button. Any uncompleted survey will be lost and the participant will need to start the survey over.
- Turning off the WiFi and Location settings at the top of the tablet may decrease the likelihood of tablets freezing during survey administration.

The tablet will not upload my responses.

- Are you connected to the internet? Internet is required to upload survey responses. Confirm that the WiFi is "on".

- If the tablet is connected to WiFi and responses still are not being upload, try restarting the tablet and then opening the app again to upload.

This message popped up on the Tablet: “License expired: the license for this app needs to be refreshed, please try again.”

- This is an issue with the Tablet and not the Qualtrics App itself. It looks like several other Kindle Fire tablet users have reported receiving this response (See this [help community thread](#)). It looks like connecting to Wifi and syncing the Kindle has been a solution for most to this problem.
- For further troubleshooting, please contact [Amazon Support](#) to help resolve the issue.

Collecting Responses

The survey won’t proceed to the next page.

- Do you see any red boxes around fields? If so, these fields are either not complete or not filled out properly. Fix and try hitting “Next” again.
 - **Course Code:** Required. Must be at least 7 digits long. Numbers only. No dashes or spaces are allowed.
 - **Zip Code:** Required. Must be only 5 digits long. Numbers only. No spaces are allowed.
 - **Initials:** Required. Must be at least 2 letters long. Letters only. No numbers, special characters, or spaces are allowed.
 - **Phone number:** Not Required. Must be 10 digits long. You can enter with or without dashes but if you choose to use dashes you must be consistent throughout (In other words, you must either enter as 5629998888 or 562-999-6888. Inconsistent use of dashes is not allowed. For example, 562-9996888 is not allowed, 562999-6888 is also not allowed)
 - **Email address:** Not Required. Must enter valid email address in this format: name@domainname.com
- If there are no red boxes, the survey may have frozen. Unfortunately you will need to restart the app and/or the tablet and any incomplete surveys will be lost. The participant will need to start the survey over.

I’m leading a course or tour for participants with low-literacy. How should I administer surveys?

- Cooking Matters works with populations where low literacy is more prevalent. It may be necessary to administer the survey by reading each question aloud or to have a translator present.
- If you believe at least half the class is of low literacy, read the survey aloud. Consider having the course team enter the Unique ID information or use Paper-Surveys for this course.
- Reading through the questions and responses as a group also guides participants through the survey design and ensures they take their time and don’t rush.
- Use these tips for reading the survey aloud:
 - Read each question slowly, exactly as it is written, and in the order in which it appears.
 - Read all of the options given in the question.
 - After each question is read, ask participants if they need to hear it again. If you have any doubt that the participants have heard the question, repeat all of it.
 - Pause between questions and give participants ample time to respond.
- If less than half of the class has trouble reading: Pair volunteers or site staff with those who need assistance so they can guide them through the survey individually.
- If it is a mixed language class: Complete the survey as a group and ask the translator to read the foreign language translation after each question is read in English.

Participants don’t understand the question. How do I explain the questions to them?

- Cooking Matters strives to make its surveys clear and easy to complete, but participants may still have questions.

- *Race and Hispanic/Latino Ethnicity:* These questions align with the categories required by federal grants, including the SNAP-Ed program, and make it easier to compare Cooking Matters data with other data sources. However, the separate race and Hispanic/Latino ethnicity questions may cause confusion:
 - All participants should answer both the Race and “Are you Hispanic or Latino?” questions.
 - *Participants who identify with a race not listed:* Should mark the “other” box and write their race in the blank space provided.
 - *Participants identifying with more than one race:* Should mark as many responses as they need.
 - *Hispanic and Latino Participants:* Even if they answered “yes” to the “Are you Hispanic or Latino?” question, they still need to answer the race question. This is an opportunity to be more specific about their background and to identify as a Latino of European, African, or Indian descent.
 - *Participants who do not want to answer these questions:* Re-emphasize that this information is not traceable and is used to assess how well Cooking Matters reaches various audiences. If participants still do not feel comfortable, they can leave these questions blank. However, the coordinator should make a visual assessment and respond for the participant after the first class according to [federal reporting guidelines](#). Update this information in the Database. (See Database Guidelines for more information).
- *Number of people in household:* This question refers to the number of people living in the same home as the participant counting him/herself. If the host site is a shelter, home, or transitional center, please ask participants to enter only themselves and their dependents.
- *Children in household:* These questions refer to all children living in the same home as the participant, regardless of whether or not they are the participant’s biological children (e.g. participants living with grandchildren or a partner’s children should count these children in their response).
- Participants may also have a hard time understanding the behavior change questions.
 - When you eat grain products, how often do you choose whole grain products?
 - Many participants might not be sure if a particular product is whole grain, particularly while completing the “Before Course” survey. Please feel free to provide clarification on this and other questions based on content included in the Cooking Matters for Adults curriculum.
 - How often do you plan meals ahead of time?
 - Planning meals ahead of time can include planning meals for an entire week, or planning the next evening’s meal the night before or in the morning.
 - How often do you make homemade meals “from scratch”?
 - Every ingredient does not need to be a whole ingredient or made from scratch for this question; for example, participants can count meals made with dried pasta or some pre-chopped vegetables, but most ingredients should be whole.

I believe a participant incorrectly answered a question based off what they verbally shared with me or in comparison to a member of their household’s answers.

- As a general rule for surveying you should accept the answers that are marked on the survey itself for integrity reasons.
- However, there are a few fields you may update in the Database or Portal to assist with accurate reporting for SNAP-Ed funding. These fields include race and gender.

What do I do if a Participant does not attend class 6 and therefore doesn’t fill out the post-survey?

- The attendance information is editable in the Database and Portal. For participants and graduates whom do not fill out the Post-Survey you can enter their attendance information by identifying each participant by their unique ID in a Course Record. Click edit in each Participant record and scroll to

the Post-Survey section. In the question Sessions Attended enter the number of classes attended then click save.

Missing Survey Data

How do I know that my surveys should upload correctly to the Database/Portal?

- Verifiscal year the following questions to determine that your surveys should appear in the Database.
 - Tablets
 - All the responses from each tablet were uploaded. If not, please hit upload to submit the survey data to the Database or Portal.
 - The tablets weren't in "preview" mode during survey administration. If it was, then the survey was not synced to the database and you will have to collect it from the participant(s) again.
 - Survey Links: participants used the participant facing links and NOT the for staff only preview links.
 - Participants verified they completed the entire survey by showing you the "Thank You" page. If not, you will need to collect survey responses again as partial responses will not sync with the Database or Portal.
 - Unique ID Information was incorrectly inputted
 - A course/tour record was correctly created (numbers only, no dashes, letters, spaces, or special characters) in the database BEFORE administering the survey? If it was not inputted prior to the first class, create the Course or Tour Record then see the instructions in the "I need to correct survey responses in the Database" section.
 - Participants entered the correct course code and the same initials and zip code on the pre and post survey. If this information was submitted differently from the pre and post-survey see "I need to request technical assistance for locating surveys".

How do I find my missing Survey Data?

- Go to the Participant Survey Record tab in the Database or Portal and toggle to Missing-Related Course and click go. Please note that you will only see missing Pre-Survey responses or Tour Surveys in this view.
- Filter responses by Created Date (aka the date of survey submission) as a frame of reference by double-clicking the Created Date. To see the most recent records at the top of the screen double-click on this twice. Use the Unique ID information as a second point of reference.

Why is my data showing up in the "Missing-Related Course" View?

- Only pre-survey or tour survey data will appear in the "Missing-Related Course" view.
- The cause is most likely a pre-survey specific issue in that either the Course Code was not created prior to submitting surveys to Qualtrics and therefore the database OR participants entered the incorrect Course Code on the survey. See "I need to correct survey responses in the Database" for next steps.

I don't see pre-survey data as a Participant Record even under "Missing-Related Course."

- If the pre-survey record is missing AND you cannot locate it in the "Missing-Related Course" View, then the survey was not submitted or completed by the participant. If this is the case, you will need to collect survey information again and verifiscal year the steps in "How do I know my survey data were correctly uploaded to the Database or Portal?"
- There are two exceptions to this:
 - Duplicated responses can occur if multiple persons in a class use the same Unique Participant ID or submit the pre-survey multiple times. See "I think there may have been multiple submissions for the same Unique ID" for next steps.
 - If a parent needs to fill out the "Extra-child" form more than once and uses the same unique ID, the additional "Extra-Child" information will not be pushed to the Database or Portal. See "I need to request Technical Support for Locating Surveys" for next steps.

I think there may have been multiple submissions for the same Unique ID.

- To determine if this has happened you should reference your Attendance Sheet to see if any participants have the same first and last name.
- Count the total number of Participant Records vs. Participant Survey Records. If you have more Participant Records than Participant Survey Records this means that multiple surveys were submitted using the same Unique ID.
- Use the referenced names on the attendance sheets and the Participant Records to determine which Unique ID may have been used multiple times. See “I need to Request Technical Support in Locating Surveys” for next steps.

I need to correct survey responses in the Database.

- Refer to the [Database Guidelines](#) for instructions on how to associate a Participant Survey record to your course/tour.

I need to request Technical Support for Locating Surveys.

- In some cases Post-Survey data or duplicated Pre-Survey data may not correctly push to the Database or Portal due to the Unique ID being incorrectly inputted. To locate these surveys please use the "Missing Survey Data" form on the Help Desk to submit the following information:
 - Curricula Type
 - Unique ID used for the Pre-Survey
 - Date of Survey Submission or Upload from tablets
- Please submit this information no later than 2 weeks from the end of the course or tour. Submissions after this window may result in the teams' inability to locate surveys. Further, only surveys with at least one of the Unique ID fields (Initials, Zip Code, Course Code) matching the Pre-Survey Unique ID will be able to be located.

V. E-Survey FAQs

This section contains the most frequently asked questions about E-Survey administration by partners.

Background Questions

What is the e-survey?

- “E-Survey” is shorthand for the electronic submission and processing of participant surveys for Cooking Matters programming. Actual surveys may be completed through different mechanisms, but all data is submitted and processed electronically.

Why is the e-survey needed?

- Historically, 100% of Cooking Matters surveys have been collected and submitted on paper and data is processed from these paper surveys. That process poses many challenges, as it is:
 - Costly (requires costly mailing, printing, third-party data entry)
 - Time-Consuming (lots of time spent on paperwork, quality review, sorting, boxing, and mailing)
 - Time-Delayed (requires weeks to months wait from when surveys are completed to when data is returned.)
 - Outdated (modern survey tools and applications exist - “It’s not 1975 anymore!”)

How does the e-survey work?

- The e-survey process allows for the collection of surveys in-person via several methods (computer, phone, tablet, paper responses entered online) to accommodate the various needs of partners and

participants. There may be literacy barriers, language needs, or disabilities among course/tour participants where it would be helpful for a staff coordinator or volunteer to assist with filling out the survey. The option of multiple methods also means that partners don't have to have tablets for every participant, or phones for every participant, in order to administer the survey.

- All of these different entry methods ultimately funnel into one central online survey data collection platform (hosted by Qualtrics) which then pushes all the survey data into the Database where you can access survey reports.

Why are there so many different methods for completing the survey?

Since the survey can be collected via multiple methods, partners have more flexibility in administering the survey. For example, partners don't have to have tablets for every participant, or phones for every participant, in order to ensure the survey is filled out by all participants. In addition, the multiple methods that allow for collecting surveys in class or after the tour address the need that many participants have in filling out the survey. Participants may have literacy barriers, language proficiency barriers, or disabilities.

Is the e-survey available for all courses/tours?

- The e-survey is available to Adult, Parent, Child Care Professionals, and Families courses. It is also available to Adult and WIC Tours.
- However, the child portion of the Families survey will only include the demographic page questions (gender, race, etc.) and attendance/ waiver questions. **The child portion of the Families survey will not have behavior change questions.** Partners should use the paper survey data collection method if the full child behavior change survey is desired. However, if you choose to use the full child behavior change survey, you will need to hand enter the child behavior data into a spreadsheet while entering the adult data into the CMF Survey Link.
- There is no e-survey option for Cooking Matters for Kids and Teens. If behavior change is desired then you will need to use paper-surveys and by hand enter your own data into a spreadsheet.

Is the e-survey available to satellites?

- Yes. Partners should work with their satellites, including providing training to complete surveying.
- Review the [recorded webinar](#) or associated [power point slides](#) on the Cooking Matters Resource Center.
- Post a discussion on the Resource Center to connect with other partners on strategies developed to support Satellite Sites.

How should staff familiarize themselves with the process?

- Review the [recorded webinar](#) or [associated power point](#) slides.
- Read and reference the following resources:
 - General-
 - [“E-Survey FAQs”](#) to see answers to commonly asked questions
 - [“Staff-Only Instructions for Previewing E-Survey”](#) for details on how to preview the e-survey to familiarize yourself with the format
 - [“Database Guidelines”](#) for reference on how to close out your course or tour record and explanation of participant records and participant survey records
 - **Training Slides** on the e-survey process
 - Tablet Care-

- [“Tablet Set Up”](#) guide/video for how to download the app on your tablet
- [“Tablet Care Guide”](#) for more info on how to properly care and store for your tablets
- Survey Administration-
 - [“Administering Surveys”](#) (course or tours) for details on how to prepare for a course/tour, administer the survey, and complete the upload process.
 - [“E-Survey Checklist”](#) (course or tours) for what to bring to class or tour
 - [“Course Information Card”](#) and [“Tour Information Card”](#)
 - [“Troubleshooting E-Survey Errors” guidance](#) to better understand common errors so that you can prevent them and also fix them if they’ve occurred.
- Data Reporting-
 - Curriculum-specific **“E-Survey Pre-Post Reports”** for courses and curriculum-specific **“E-Survey Post Reports”** for tours in the database. These contain the survey data you’ll need to download and copy paste into the Data Report Tool templates on the Resource Center if you want to report on demographics, behavior change, and quotes
 - [“E-Survey Data Report Tool Procedures”](#) for how to download your survey data from the database and drop it into the data report tool so that you can summarize demographics, behavior changes, and quotes

Pilot Questions

What did the e-survey pilot entail?

- The e-survey was pilot tested by the Cooking Matters Colorado and Cooking Matters Massachusetts teams in fall 2015 and early 2016.
- The purpose of the e-survey pilot was to determine the feasibility of implementing e-surveys in Cooking Matters courses and tours and identify year improvements of the process prior to broader roll-out.
- The pilot had a test group of courses using the e-survey, and a control group not using the e-survey to use as a comparison point.

Who participated in the pilot? Was there a range in ages?

- The e-survey was piloted in Cooking Matters for Adults, Parents, Child Care Professionals Courses, and Cooking Matters tours.
- The pilot participants were adults, including elderly adults. Comfort with technology will vary by individual. For example, in one pilot class with seniors, most actually opted to use tablets rather than paper, so it is not necessarily true that seniors will be averse to or unable to use the technology. Most tablet displays can be adjusted to increase the size of text.
- The pilot participants included English, Spanish, French, or Portuguese speakers.

How many participants used mobile phones in the pilot?

- During the pilot, nearly 50% of participants who didn’t have tablets available in class opted to use their mobile phone.

What did you learn from the pilot?

- We learned that it is feasible to use technology to administer the e-survey among participants. For example, 83% of participants who used tablets or phones to complete the e-survey agreed that it

was “easy to use”. We also learned that many participants have phones, making this a viable option for collecting survey responses. For example, nearly 50% of participants who didn’t have tablets available in class opted to use their mobile phone.

- We learned that from the test group that the e-survey can result in time savings, as compared to the comparison group. Staff in the e-survey test group spent on average 18 minutes less time closing out the course compared to staff in the comparison group. For any paper surveys collected as part of the e-survey, staff spent on average of only 5 minutes to enter each.
- We learned about improvements we should make to the e-survey process based on feedback from staff. As a result of staff feedback, we also made updates to training, resources, and systems to support e-survey.

Survey Sampling

Do we need to collect any information if we are not surveying a particular tour.

- Unless your organization desires to collect contact, demographic, or behavior-change data you do not need to have participants fill out any part of the e-Survey.

What if we need to collect additional surveys for some other reason?

- You are welcome to still collect surveys for your own purposes. However, the key difference is that we will not accept them at Share our Strength; in other words, we will not process or analyze any of these additional surveys.

Does Survey Sampling affect courses?

- No, it is only for Cooking Matters at the Store.

Survey Content

What language is the e-survey available in?

- The e-survey is available in English, Spanish, Portuguese, and French

Do the questions in the e-survey differ from paper survey?

- The e-survey demographic and behavior change questions mimic what is in the current fiscal year paper survey in content and length. In some cases, the order of questions may be slightly different but overall the content of the survey is the same.
- One notable change is that the formerly “Staff use only questions” are now in the survey for participants to fill out. For example, participants fill out Course Code, Partner Code, Month Ended, Waiver, Attendance and Curriculum. The curriculum-specific [“Course Information Card”](#) for each pre-survey and post-survey should be filled out by staff and given to participants as a guide to entering this information into the survey.
- The enrollment form information is still collected, but it is incorporated as part of the e-survey. In other words, the enrollment form is part of the e-survey. The enrollment (contact info) questions now also ask about initials. However, we eliminated the explicit language question in the e-survey (since participants can select a language in the e-survey) and the enrollment form question about kids.

Are any survey questions required in the e-survey?

- We generally encourage participants to fill out all questions in the survey but if they really feel uncomfortable answering, they can skip it. However, there are a questions in the e-survey that are actually required, in that the participant must fill them out in order to advance in the survey.
- Initials, Zip Code, Course Code are all required questions that must be answered in order for the participant to advance in the survey. These are needed to create a unique Participant ID to link pre and post surveys together (The E-Survey/Database system creates that on the back end after the survey is completed, so you'll see it in the Database after the survey is submitted). The survey information is still kept separate from the enrollment information.
- Partner Code, Attendance, Waivers, and Month Attended questions (formerly, these were staff use only questions) are required
- Curriculum (in Tour Survey) is required, since CMATS Adults vs CMATS WIC participants will see different questions depending on the curriculum that they select.

Are the initials in the Unique ID case-sensitive?

- No, the initials are not case-sensitive. However, pre and post surveys will not match if spaces or other punctuation are added.

Survey Administration

Where can I find instructions for how to administer the e-survey?

- Please participate in the online training available on the Learning Space or the recorded webinars available on the Resource Center.
- Please also consult the ["Administering Surveys"](#) for courses or tours for general information.

What happens if I run into trouble with the e-survey in a class/tour?

- Please be sure to consult the ["Administering Surveys"](#) for courses or tours for general information.
- Please consult the ["Troubleshooting E-Survey Errors"](#) information which lists common errors. That should help you solve your problem.
- Use paper surveys as a back-up.

Does the enrollment form need to be collected?

- The information from the enrollment form is still collected, but it is incorporated as part of the e-survey. In other words, the enrollment form is part of the e-survey.
- However, the enrollment and survey data ultimately does get separated out for anonymity.

Do I need to have Internet/WiFi in a class/tour in order to administer the survey?

- No, the tablet has an offline app that can be used to collect participant surveys. Once you have access to WiFi at the office, you can connect the tablet to WiFi and upload the survey responses online.
- Participants can also use their own phones if they have data plans on their phones to complete the survey.
- Lastly, paper surveys can be collected and after class, a coordinator/volunteer should enter in the paper responses into the online survey.

Does an app need to be downloaded on a phone to take the survey?

- No, the app is only used on the tablet. The app only needs to be downloaded on the tablet, before you get to class.
- The survey URL should be typed into a browser for participants completing the survey using a computer or phone.

Does it slow down class to complete the survey on tablets and phones?

- No, on average it has not taken e-survey course participants longer to take the survey on tablets and smartphones, compared to courses that were paper only.

What if participants are worried about using their own mobile phones?

- The survey requires 1 MB or less of data, which is an extremely small amount of data compared to even the lowest data plans. However, if a participant does not want to use their mobile phone, they can complete a paper survey that you can enter in online after class.

What if participants don't have phones?

- During the pilot, nearly 50% of participants who didn't have tablets available in class opted to use their mobile phone. While it will vary by course, many participants have smartphones and were willing to use their phones based on the pilot.

Can participants do the pre-survey on phone and post-survey on a tablet etc.?

- Yes, that is acceptable.

Do I have to use the tablets or phones to collect survey data?

- No, you can use any of the four data collection methods which includes paper-surveys, mobile phone, tablets, or computer. It's important to collect surveys in-person via several methods to accommodate the various needs of partners and participants.
- All of these different entry methods ultimately funnel into one central online survey data collection platform (hosted by Qualtrics) which then pushes all the survey data into the Database where you can access survey reports.

Survey Data

Will we have access to survey information? How will the survey data look?

- Yes, you'll have access to the survey information (enrollment/contact info, demographics, behavior change)
- The participant enrollment (contact information) data will be in the Database as Participant Records. Please consult the "Database Guidelines" for more information on how to view Participant Records.
- The participant pre-post survey data (demographics and behavior change) will be in the Database as Participant Survey Records. Please consult the "Database Guidelines" for more information on how to view the pre-post survey data.
- You can download the E-Survey reports in the database and paste them into our ad-hoc e-survey data report tools so that you can see the summary of your course/tour demographics and behavior change results. The ["E-Survey Data Report Procedures"](#) doc provides more detail on how to do so.
- You can download participant contact information by month under *Demographic Reports* named "FISCAL YEAR Participants by Month."
- If you don't see your survey data, please consult the ["Troubleshooting E-Survey Errors"](#) information to solve the problem.

How long after a survey is completed online (or uploaded from the app) will it appear in the database?

- The survey data should appear in the database almost instantaneously after being uploaded or completed online.
- If you don't see your survey data, please consult the [“Troubleshooting E-Survey Errors”](#) information to solve the problem. It's important to review this information immediately to resolve the issue.

What if I don't see my data? Can survey data get lost?

- Coordinators can check the database after the surveys are completed or uploaded in order to see their survey data.
- As part of the e-survey pilot, we have thoroughly tested the process to ensure data is captured accurately in the system.
- If you don't see your survey data, it is likely a simple error that can be fixed. Please consult the [“Troubleshooting E-Survey Errors”](#) information to solve the problem.

Close Out Questions

Does it take longer to close out the course if there are paper surveys?

- It actually takes less time to close out the course with the e-survey. On average coordinators spent on average 18 minutes less time on closing out the course for the e-survey compared to a control group who didn't use the e-survey.
- For any paper surveys collected as part of the e-survey, staff spent on average of only 5 minutes to enter each.

Is there a new process to close out records in the database?

- The *Survey Method* field is a new field that is required for course/tour record close out in the database. You will need to select whether the survey method was an *Electronic Submission*, *Paper Submission*, or *No Surveys Administration*.
- *Paper Submission* refers to paper surveys mailed to Share our Strength. If you select *Paper submission*, you will be required to enter a *Participant Surveys Mailed Date* in order to close your course/tour record.
- Please consult the [“Database Guidelines”](#) doc on the Resource Center if you have any further questions about the database close out.

Tablet Care Questions

How do I set up a new tablet to be able to use the e-survey?

- Please consult the [“Tablet Setup”](#) guide on how to download the offline survey app. There is also a video that accompanies it.

How can we ensure tablets don't get lost or damaged?

- Please consult the [“Tablet Care Guide”](#) on how to safely transport tablets and ensure they are in good condition. Ultimately, we will not replace tablets that may get lost or damaged.

Do I need to add a password to my tablet?

- You are not required to, but adding a password can help protect the tablets from improper use. Please work with your own IT department to do so if desired.

How were the tablets funded?

- Share our Strength thanks the Walmart Foundation for generously funding tablets for partners.

VI. E-Survey Administration Resources

This section contains additional resources to support E-survey administration in your Cooking Matters programming.

Survey Information Quick Check List: These checklists are consolidated versions of the guidance provided in the [Administering E-surveys](#) section of this document that you can print and take along with you to courses or tours.

Course/Tour Information Cards: These tools are available to assist participants with properly completing required information necessary for linking their pre-post survey responses into the same participant survey record and sync it to the correct course record in the database (**will need to log into the resource center to access these files**).

- [Course Information cards](#)
- [Tour Information cards](#)

Tablet Care: This document will provide you with more information on how to properly care and store for your tablet(s).

- [E-Survey Tablet Care Guide](#)

Tablet Setup: This guide/video will provide you with guidance on how to download the app and e-surveys onto your tablet(s).

- [E-Survey Tablet Setup Guide](#)

Amazon Kindle Fire: This guide created by Amazon will help you troubleshoot through any tablet use/functionality questions.

- [Amazon Kindle Fire User Guide](#)

Checklist of Survey Information to Bring to Class

BEFORE COURSE SURVEY:

- ☐ Tablets and Password (if password has been set up)
- ☐ Paper Surveys in case tablets, computers, or phones aren't an option
- ☐ This E-Survey Administration Guide (or the course specific section for your reference)
- ☐ **Fill out curriculum-specific First Class Course Information Card and give to Participants to complete the survey**
 - **Phone/Computer Pre Course Survey Link** (CMA/CMP: <http://cookingmatters.org/presurvey>, CMCCP: <http://cookingmatters.org/presurvey-ccp>, CMF: <http://cookingmatters.org/presurvey-cmf>, CMF Extra Child: <http://cookingmatters.org/presurvey-cmf-extra>)
 - **Course Code (numbers only):** _____
 - **Partner Code:** _____

AFTER COURSE SURVEY:

- ☐ Tablets and Password (if password has been set up)
- ☐ Paper Surveys in case tablets, computers, or phones aren't an option
- ☐ This E-Survey Administration Guide (or the course specific section for your reference)
- ☐ **Fill out curriculum-specific Last Class Course Information Card and give to Participants to complete the survey**
 - **Phone/Computer Post Course Survey Link** (CMA/CMP: <http://cookingmatters.org/postsurvey>, CMCCP: <http://cookingmatters.org/postsurvey-ccp>, CMF: <http://cookingmatters.org/postsurvey-cmf>, CMF Extra Child: <http://cookingmatters.org/postsurvey-cmf-extra>)
 - **Curriculum:** _____
 - **Course Code (numbers only):** _____
 - **Partner Code:** _____
 - **Month Ended (2 digits):** _____
- ☐ **Bring attendance sheet**
- ☐ **Bring waiver list**

Checklist of Survey Information to Bring to Tour

TOUR SURVEY:

- ☐ Tablets and Password (if password has been set up)
- ☐ Paper surveys in case tablets, phones, or computers aren't an option
- ☐ This E-Survey Administration Guide (or the course specific section for your reference)
- ☐ **Fill out the Tour Information Card and give to Participants so they can use to complete the survey**
 - **Phone/Computer Tour Survey Link:** <http://cookingmatters.org/toursurvey>
 - **Curriculum (Cooking Matters at the Store for Adults or for WIC Parents):** _____
 - **Course Code (numbers only):** _____
 - **Partner Code:** _____
 - **Month Ended (2 digits):** _____