

**Family Engagement Action Plan
 Measuring Tools**

The chart below describes some of the methods that can be used to measure the goals of the Family Engagement Action Plan. Each method should be considered based on the type of goal that is set.

Method	Overall Purpose	Advantages	Disadvantages
Questionnaires, surveys, checklists	To quickly and/or easily get a lot of information from people in a nonthreatening way	<ul style="list-style-type: none"> • Can complete anonymously • Inexpensive to administer • Easy to compare and analyze • Administer to many people • Can get lots of data • Usually, many sample questionnaires already exist 	<ul style="list-style-type: none"> • Might not get careful feedback • Wording can bias responses • Impersonal • May need sampling expert • Doesn't get full story
Interviews	To fully understand someone's impressions or experiences or learn more about their answers to questionnaires	<ul style="list-style-type: none"> • Get full range and depth of information • Develops relationships with client • Can be flexible with client 	<ul style="list-style-type: none"> • Can take much time • Can be hard to analyze and compare • Can be costly • Interviewer can bias responses
Observation	To gather accurate information about how a program actually operates, particularly about processes	<ul style="list-style-type: none"> • View operations of a program as they are occurring • Can adapt to events as they occur 	<ul style="list-style-type: none"> • Can be difficult to interpret seen behavior • Can be complex to categorize observations • Can influence behavior of participants • Can be expensive
Focus groups	To explore a topic in depth through group discussion, e.g., about reactions to an experience or suggestion, understanding common complaints, etc.; useful in evaluation and marketing	<ul style="list-style-type: none"> • Quickly and reliably get common impressions • Can be efficient way to get much range and depth of information in a short time • Can convey key information about programs 	<ul style="list-style-type: none"> • Can be hard to analyze responses • Need good facilitator for safety and disclosure • Difficult to schedule 6-8 people together

The type of data and method of collection should correspond to the goals of the evaluation. Although we typically think about surveys when discussing research and evaluation, there are several other ways to collect data.

Source: Principals Matter- Table 7.1