COOKING MATTERS®

Survey Administration Guide

Overview of the Participant Survey

Note About Cooking Matters Transition: Salesforce will be accessible until September 30, 2024. During this period, users can enter information and retrieve reports and historical data. However, Share Our Strength no longer **requires** organizations to enter information in Salesforce, use survey tools developed by Share Our Strength, or report programmatic outcomes. If your organization prefers to use these resources, information on collecting surveys is below.

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 a Cooking Matters program.
- Soliciting feedback regarding the overall quality of the participant experience.
- Capturing quotes from participants about how the program has affected them.
- Gathering participants' background and demographic information.
- Recording class attendance to identify course graduates.

What's in the Survey Administration Guide?

The following guide outlines **the process for administering surveys in Cooking Matters programs**, **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 participant surveying. Use the table of contents to navigate through the guide:

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

I.   Participant Survey Links

Printable versions of surveys *other than for Cooking Matters Core* are available as attachments to this page on the Help Desk.

Program Record Type	Program Code	Curriculum Used	Link to Survey

Course	Start with a "C"	Cooking Matters for Adults (CMA)
		Cooking Matters for Parents (CMP)
		Cooking Matters for Families (CMF)
		Cooking Matters for Child Care Professionals (CMCCP) (full series)
			CMA/CMP Pre-Survey: http://cookingmatters.org/presurvey
			
			CMA/CMP Post-Survey: http://cookingmatters.org/postsurvey
			CMF Pre-Survey: http://cookingmatters.org/presurvey-cmf
			
			CMF Post-Survey: http://cookingmatters.org/postsurvey-cmf
			
			CMF Pre-Survey EXTRA CHILD:
			    http://cookingmatters.org/presurvey-cmf-extra
			
			CMF Post-Survey EXTRA CHILD:
			    http://cookingmatters.org/postsurvey-cmf-extra
			CMCCP Pre-Survey: http://cookingmatters.org/presurvey-ccp
			
			CMCCP Post-Survey: http://cookingmatters.org/postsurvey-ccp

Tour	Start with a "T"	Cooking Matters at the Store for Adults Cooking Matters at the Store WIC	CMATS Post-Survey: http://cookingmatters.org/toursurvey
Other Educational Activity	Start with an "E"	Cooking Matters at Home	Two-Page Survey: https://cookingmatters.org/survey

Other Educational Activity	Start with an "E"	Cooking Matters Core	Cooking Matters Core Pre-Survey:
			    https://cookingmatters.org/corepresurvey
			
			Cooking Matters Core Post-Survey:
			    https://cookingmatters.org/corepostsurvey

II.   Administering Surveys

The following section will guide you through the survey administration process.

Pre-Course and One-Time Surveys

Before the Program

- Create a program record in Salesforce with the complete program code before any survey data collection occurs.

- If using, set aside and charge tablets or other personal electronic devices for the program (aim to have enough for at least half of the number of participants expected). **NOTE:** *In November of 2022, Share Our*

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Strength announced that the Kindle Fire tablets distributed to organizations with partnership agreements in 2016 were no longer compatible with the Qualtrics app. It was shared that implementers can download the Qualtrics app onto different tablets, phones, or other personal electronic devices available to them. Any references to the app or to tablets throughout this document assume the use of hardware other than the Kindle Fire tablets originally provided.

If you do elect to download the Qualtrics offline survey app on another device, you will need to use the following credentials to sign in and access Cooking Matters surveys:
- *Username: cookingmatters@strength.org*
- *Password: cmeval15*

- Pack paper enrollment forms and surveys.
- Bring the following:
  - Tablets (if using)
  - Program Information
  - Phone/Computer, Survey Link, Program Code

At the Program:

- Provide participants with the option of filling out the surveys via tablet (if available), phone (**share that completing the survey will use about 1 MB of data**), computer (if available), or on paper. It's important to be prepared to collect surveys in-person via several methods to accommodate the needs of host agencies and participants. All of these different entry methods ultimately funnel into one central platform (hosted by Qualtrics) which then pushes the survey data into Salesforce where users can access it. Consider the following factors when deciding which survey data collection method is best-suited for your participants:

Literacy Levels	Language Barriers
Disabilities	Timing of Participant Arrival at the Lesson
Resources of Host Agency/Satellite Partner	Program Team Capacity

- If using tablets or other personal electronic devices: turn them on, open the Qualtrics app, and select the correct survey so that participants just needs to click "Take Survey."
- Introduce the survey (including why we have participants fill out surveys and the confidentiality of survey information).
  - Explain that we collect contact information from participants to inform them of other opportunities to connect. The enrollment form data is separated from the survey in our database 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 if they want to keep in touch. Note, however, that **only their Initials and Zip Code are required for participation**.
  - Explain that we collect demographic information to gain a better understanding of the background of our participants.
  - Explain that the purpose of the rest of the survey is to understand what participants learned in the program and what they liked and disliked. Encourage participants to answer honestly. There are no right or wrong answers. Remind them that their responses are confidential.

Below are the instructions for survey collection depending on what method the participant chooses:

TABLETS/PERSONAL ELECTRONIC DEVICES:
- Open the Qualtrics app to the relevant survey and hand out tablets to participants. If possible, enter the program code to ensure that it is typed correctly *before* distributing devices.

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PHONE/COMPUTER:
- o Explain to participants that they will open the survey in a browser window using the curriculum-specific survey link (provide via QR code, white board, etc.).

ALL ELECTRONIC DEVICES:
- o Once participants are in the survey, they can select from a few languages using a drop-down list at the top right corner of the screen.
- o Ask participants to note the program information. For programs using pre/post surveys, emphasize that the program code, participant initials, and participant zip code are how pre- and post-surveys are matched so they need to be accurate.
- o 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.
- o Ask participants to demonstrate survey completion by showing the "Thank you" page to the facilitator or a volunteer.
- o Collect, clean, and turn off electronic devices.

PAPER
- o Pass out paper enrollment form/surveys to participants not using electronic devices.
- o Paper survey users should give surveys back to facilitators or volunteers once finished. Facilitators will be responsible for uploading survey responses via the correct survey link.

Participants should wash hands before any food preparation.

Immediately after the Program:

- Connect to the internet and upload any surveys collected via the Qualtrics offline app.
- Transcribe any paper surveys using the corresponding survey link on page 2 of this document.
- Hold onto the paper surveys if you would like to for your own record-keeping or discard them according to your organization's internal policies.
- Double check that surveys are all recorded in Salesforce and linked to the correct program record. You can click on the program 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 program code. Consult the Salesforce Guidelines for more background information. Be sure to do so within one week of the class (before the second class for a course or series). If you don't see that the surveys are all recorded, please check the missing survey troubleshooting guidance for how to fix this.

At the Second Lesson:

If anyone didn't attend the first lesson but comes to the second, have them fill out the survey following the instructions above.

Post-Program Survey (Six-Week Courses and Cooking Matters Core Series)
Before the Last Lesson:

- Make sure pre-surveys have been collected from every participant and appear in Salesforce. Consult the Salesforce 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 Salesforce. 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.

- If using, set aside and charge tablets or other personal electronic devices for the program (aim to have enough for at least half of the number of participants expected).
- Pack paper surveys.
- Bring with you the following pieces of info*:*
    - Waiver List
    - Attendance Sheet

At the Last Lesson:

- If able, before survey collection starts turn on any personal electronic devices, open the Qualtrics app, and select the curriculum-specific post-survey so that participants just need to click "Take Survey."
- Introduce the survey again (including why we have participants fill out surveys and the confidentiality of survey information).
- 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.
- Provide participants with the option of filling out the surveys via electronic devices (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).
- Ensure that all participants have access to the program code, information about which components of the waiver they agreed to, and how many lessons they've attended.

Below are the instructions for survey administration depending on what method the participant chooses:

<u>TABLETS</u>:

- Pass out tablets to participants.
- The facilitator should log onto tablet using the password (if it has been set up). If you haven't already opened the survey in the app, help participants navigate to the "Qualtrics Offline Surveys" app. After participants open the app, help them select the curriculum-specific Survey. Then click on "Take Survey."
    1. Once they are in the survey, they can select from a few languages at the beginning of the survey using the drop-down list.
    2. Please double check that participants input the correct information for *Program Code, Initials, and Zip Code* because it needs to be correct in order to link their pre-post survey responses in Salesforce.
    3. 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.
    4. Instruct participants to demonstrate survey completion by showing the "Thank you" page to the course team.

    ii. <u>PHONE/COMPUTER</u>:

1. Explain to mobile users that they will open the survey in a browser using the curriculum- specific *Phone/Computer Post-Survey link*.
2. Continue with steps listed above.

    iii. <u>PAPER</u>:

1. Distribute paper copies to participants who are not using electronic devices.
2. Paper survey users will give the survey back to coordinators once finished.

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Immediately after the Last Lesson:

- Connect to the internet and upload any surveys collected via the Qualtrics offline app.
- Transcribe any paper surveys using the corresponding survey link on page 2 of this document.
- Hold onto the paper surveys if you would like to for your own record-keeping or discard them according to your organization's internal policies.
- Double check that surveys are all recorded in Salesforce and linked to the correct program record. You can click on the program 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 program code. Consult the [Salesforce Guidelines](#) for more background information. Be sure to do so within one week of the class (before the second class for a course or series). If you don't see that the surveys are all recorded, please check the [missing survey](#) troubleshooting guidance for how to fix this.

III.   Troubleshooting Survey Administration

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

App Use

The app froze in the middle of the survey.

- First try hitting the Home button on the device you're using and then return to the survey app. If the device is still frozen, you may need to restart it. Any uncompleted survey will be lost and the participant will need to start the survey over.

The device I used 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 device is connected to WiFi and responses still are not uploading, try restarting the device and then opening the app again to upload.

Collecting Responses

The survey won't proceed to the next page.

- Do you see any red boxes around fields or another kind of shading that indicates an error? 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. 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 (i.e., other words, you must either enter as 5629998888 or 562-999-6888; inconsistent use of dashes cannot be accommodated: 562-9996888 is not allowable, 562999-6888 is also not allowable).
    - **Email address:** Not required, but if something is entered it must be in a valid format (name@domainname.com or name@domainname.org, etc.)
- If there are no red boxes, the survey may have frozen. Unfortunately, you will need to restart the app and/or the device and any incomplete surveys will be lost. The participant will need to start the survey over.

I'm leading a program for participants with limited literacy. How should I administer surveys?

- Cooking Matters often works with populations where limited 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 using paper surveys.
- 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:
    - 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 more than one language is used by program participants, complete the survey as a group and ask the translator to read additional language translation after each question is read in English.

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.
- To maintain data integrity, 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 Salesforce 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 the final lesson and therefore doesn't fill out a post-survey?
- The attendance information is editable in Salesforce. For participants and graduates who do not fill out the post-survey you can enter their attendance information by identifying each participant by their unique ID in a program record. Click edit in each Participant Survey record and scroll to the post-survey portion. In the Sessions Attended field, enter the number of lessons attended then click save.

Missing Survey Data

How do I know that my surveys uploaded correctly to Salesforce?

Answer the following questions to determine that your surveys should appear in Salesforce:
- Tablets
    - All the responses from each tablet were uploaded (the number of "recipient responses" is 0). If not, please hit the "upload responses" button to submit the survey data to Salesforce.
    - Ensure that the tablets weren't in "preview" mode during survey administration. If they were, then the survey was not synced to Salesforce 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 Salesforce.
- Unique ID Information was correctly added.
- A program record was correctly created (numbers only, no dashes, letters, spaces, or special characters) in Salesforce BEFORE administering the survey.
- 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 Find Participant Surveys page through the "hamburger" menu in top left of any Salesforce page. Adjust the list view to Missing-Related Course. Please note that you will only see missing pre-survey or one-time lesson surveys in this view.
- Sort 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" list, 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 verify the steps in "How do I know my survey data were correctly uploaded to Salesforce?"
- 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 Salesforce. 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 initials.
- Use the referenced names on the attendance sheets. See "I need to Request Technical Support in Locating Surveys" for next steps.

IV. Survey FAQs

This section contains the most frequently asked questions about survey administration by facilitators.

Background Questions

Is a survey available for all programming?

- A survey is available to Adult, Parent, Child Care Professionals, and Families courses. It is also available to Adult and WIC Tours, Cooking Matters at Home, and Cooking Matters Core programs.
- 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 does not have behavior change questions.** Facilitators 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 electronic submission process for Cooking Matters for Kids or Cooking Matters for Teens. If behavior change data is desired, facilitators are able to use a paper survey and hand enter data into a spreadsheet for analysis.

Survey Content

What language is the e-survey available in?

- The course and tour surveys are available in English, Spanish, Portuguese, and French. The Cooking Matters at Home and Cooking Matters Core surveys are available in English and Spanish.

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

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- 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.

- 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.

Are any 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, and Program 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 survey information is kept separate from the enrollment information.

- 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

What happens if I run into trouble with the e-survey in a program?

- Please consult the "Troubleshooting Collecting E-Survey Responses" article on the Cooking Matters Help Desk for information on common errors.
- Use paper surveys as a back-up.

Does the enrollment form need to be collected?

- The information from the paper enrollment form is still collected, but it is incorporated into 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, Qualtrics provides an offline app that you can download onto any personal devices you have access to through your organization. Once you have access to WiFi, you can connect the device to WiFi and upload the survey responses online.

- Participants can also use their own phones to complete the survey if they have data plans, or you can collect surveys on paper.

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

- No, the app is only used on a tablet or other personal device if you choose to use one. It should, however, be downloaded before your first lesson. The survey link can be typed into a browser for any participants using their own phones.

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

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- 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 program, 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. The method used to collect a survey does not influence its ability to connect to related surveys.

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

- No, you can use any of the data collection methods which includes paper surveys, mobile phones, tablets/personal electronic devices, or a computer. It's important to collect surveys in-person via several methods to accommodate the various needs of host agencies 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 to Salesforce 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 (demographics, behavior change, additional comments shared by participants).
- The participant enrollment (contact information) data will be in the Database as Participant Records. These are visible to Share Our Strength staff and can be shared upon request.
- The participant pre-post survey data (demographics and behavior change) will be in the Database as Participant Survey Records.
- You can download the E-Survey reports in the database and paste them into our data report tools so that you can see the summary of your program demographics and behavior change results.

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 Collecting E-Survey Responses*** 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.

- If you don't see your survey data, it is likely a simple error that can be fixed. Please consult the ***Troubleshooting Collecting E-Survey Responses*** information to solve the problem.

Close Out Questions

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

- It takes less time to close out the course with the e-survey. On average coordinators spent 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.