# Survey Design for M&E Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Monitoring and Evaluation | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Effective survey design is a cornerstone of robust Monitoring and Evaluation (M&E) systems. Organizations increasingly rely on high-quality data to drive decision-making, track program performance, and measure impact, making survey skills critical for professionals in development, research, and policy environments. Survey Design for M&E Training Course participants with practical and analytical skills to design, implement, and interpret surveys, ensuring data accuracy, validity, and reliability. Through a combination of hands-on exercises, real-world case studies, and interactive methodologies, learners will gain the competence to generate actionable insights that enhance organizational performance and program outcomes.

Participants will explore contemporary trends in survey methodologies, including digital data collection, mobile surveys, online sampling techniques, and the use of statistical tools for data validation. By the end of this course, learners will confidently plan surveys that align with M&E frameworks, establish SMART indicators, and apply ethical standards in data collection. This training merges theory with practice, empowering professionals to produce high-quality evidence for policy development, program evaluation, and strategic decision-making.

## Programme Curriculum

**Survey Design for M&E Training Course**

**Introduction**

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**Course Duration**

5 days

**Course Objectives**

By the end of this training, participants will be able to:

1. Understand the principles of survey design in M&E.
2. Identify appropriate survey methods for different evaluation contexts.
3. Develop structured and semi-structured questionnaires.
4. Apply sampling techniques for representative data collection.
5. Integrate quantitative and qualitative approaches effectively.
6. Ensure data validity and reliability in survey results.
7. Utilize digital survey tools and mobile platforms.
8. Minimize biases and errors in survey collection.
9. Analyze survey data using statistical software.
10. Design surveys aligned with SMART indicators and outcomes.
11. Apply ethical considerations in participant engagement.
12. Interpret survey results to inform program improvements.
13. Present survey findings through clear visualizations and reports.

**Target Audience**

- M&E Specialists and Officers
- Program Managers and Coordinators
- Research Analysts
- Data Collection Officers
- Policy Makers and Evaluators
- Development Practitioners
- Monitoring Consultants
- Graduate Students in Social Sciences or Development Studies

**Course Modules**

**Module 1: Introduction to Survey Design in M&E**

- Key concepts in M&E and survey design
- Importance of survey-based data for program evaluation
- Types of surveys: cross-sectional, longitudinal, and panel
- Common challenges in survey design
- Case Study: National health survey in Kenya

**Module 2: Formulating Research Questions & Objectives**

- Defining clear, measurable objectives
- Aligning research questions with program outcomes
- Identifying survey indicators
- Developing operational definitions
- Case Study: Education outcomes survey

**Module 3: Questionnaire Development**

- Structuring questions for clarity and reliability
- Open-ended vs closed-ended questions
- Using Likert scales and ranking questions
- Avoiding leading or biased questions
- Case Study: Community water and sanitation survey

**Module 4: Sampling Techniques**

- Probability vs non-probability sampling
- Sample size determination methods
- Stratified, cluster, and simple random sampling
- Addressing sampling errors and biases
- Case Study: Household income survey

**Module 5: Data Collection Methods**

- Face-to-face, telephone, and online surveys
- Mobile data collection tools and applications
- Fieldwork management and logistics
- Ensuring participant engagement and response rates
- Case Study: Mobile-based health survey

**Module 6: Ensuring Data Quality**

- Validity and reliability checks
- Data cleaning and preprocessing
- Monitoring for inconsistencies and errors
- Strategies to reduce non-response and attrition
- Case Study: Agricultural yield survey

**Module 7: Ethical Considerations in Surveys**

- Informed consent and confidentiality
- Ethical treatment of vulnerable populations
- Avoiding harm and maintaining neutrality
- Cultural sensitivity in survey administration
- Case Study: Gender-based violence survey

**Module 8: Data Analysis and Reporting**

- Descriptive and inferential statistics
- Using software like Excel, SPSS, or R

- Visualizing survey results with graphs and dashboards
- Writing actionable survey reports for stakeholders
- Case Study: Multi-sectoral development project survey

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com