Training Course on Designing and Conducting Surveys for M and E

Professional Development Training Course Outline

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

Course Introduction

Surveys are essential tools for monitoring and evaluation (M&E) professionals, offering valuable insights into program effectiveness, stakeholder satisfaction, and areas for improvement. A well-designed survey ensures reliable, actionable data that informs decision-making and drives impactful interventions. This training course is specifically tailored to equip participants with the skills to design and conduct surveys that meet the highest standards of quality and relevance.

Designing effective surveys requires a clear understanding of objectives, target populations, and data collection methods. This course covers every aspect of survey development, from crafting well-structured questions to ensuring ethical practices in data collection. Participants will gain practical skills to avoid common pitfalls, such as biased questions or inadequate sampling methods, ensuring robust and credible results.

Organizations rely on surveys to assess program performance, allocate resources effectively, and demonstrate accountability to stakeholders. This training empowers participants to align surveys with M&E frameworks, ensuring data collection efforts directly contribute to achieving organizational goals. Through real-world examples and case studies, participants will learn how to manage survey processes efficiently, even in complex environments.

Whether you’re an M&E officer, program manager, or researcher, this course offers hands-on training in survey design, implementation, and analysis. By the end of the program, participants will be well-equipped to conduct surveys that provide actionable insights, strengthen M&E systems, and enhance program outcomes.

Programme Curriculum

Training Course on Designing and Conducting Surveys for M&E

Introduction

Surveys are essential tools for monitoring and evaluation (M&E) professionals, offering valuable insights into program effectiveness, stakeholder satisfaction, and areas for improvement. A well-designed survey ensures reliable, actionable data that informs decision-making and drives impactful interventions. This training course is specifically tailored to equip participants with the skills to design and conduct surveys that meet the highest standards of quality and relevance.

Designing effective surveys requires a clear understanding of objectives, target populations, and data collection methods. This course covers every aspect of survey development, from crafting well-structured questions to ensuring ethical practices in data collection. Participants will gain practical skills to avoid common pitfalls, such as biased questions or inadequate sampling methods, ensuring robust and credible results. Organizations rely on surveys to assess program performance, allocate resources effectively, and demonstrate accountability to stakeholders. **Training Course on Designing and Conducting Surveys for M&E** empowers participants to align surveys with M&E frameworks, ensuring data collection efforts directly contribute to achieving organizational goals. Through real-world examples and case studies, participants will learn how to manage survey processes efficiently, even in complex environments.

Duration

5 days

Course Objectives

This training course aims to:

1. Introduce participants to the fundamentals of survey design for M&E.
2. Equip participants with skills to develop clear and relevant survey objectives.
3. Teach methods for creating reliable and valid survey questions.
4. Explore sampling techniques for representative data collection.
5. Enhance understanding of ethical considerations in survey research.
6. Provide skills for designing data collection tools and pre-testing instruments.
7. Train participants in managing fieldwork and ensuring data quality.
8. Demonstrate techniques for analyzing and interpreting survey data.
9. Showcase integration of survey findings into M&E frameworks.
10. Ensure participants can adapt surveys to various contexts and challenges.

Organizational Benefits

Organizations participating in this course will:

1. Improve the quality and credibility of data collected for M&E.
2. Enhance decision-making through actionable insights from well-designed surveys.

3. Save resources by avoiding common pitfalls in survey design and implementation.
4. Build internal capacity for designing and conducting professional surveys.
5. Ensure accountability and transparency in reporting program outcomes.
6. Strengthen stakeholder engagement through inclusive survey processes.
7. Gain a competitive edge in securing donor funding with reliable data.
8. Foster innovation in monitoring and evaluation practices.
9. Improve program design and resource allocation based on robust data.
10. Support adaptive management with timely and relevant survey findings.

Target Participants

- Monitoring and Evaluation (M&E) professionals
- Program managers and officers in development organizations
- Researchers and academicians conducting surveys for studies
- Data analysts and statisticians involved in M&E
- Field officers and survey supervisors
- Consultants in evaluation and impact assessment
- NGO staff responsible for program performance tracking
- Donor representatives and funding agency staff
- Government officials in planning and M&E departments
- Students and professionals in social sciences or statistics

Course Outline

Module 1: Fundamentals of Survey Design

1. Overview of surveys in M&E contexts
2. Developing clear and measurable survey objectives
3. Aligning surveys with program theories of change
4. Identifying target populations and stakeholders
5. Case study: Designing a survey for a health program evaluation

Module 2: Crafting Survey Questions and Instruments

1. Writing clear, unbiased, and relevant questions
2. Choosing between open-ended and closed-ended formats
3. Developing structured and semi-structured questionnaires
4. Pre-testing tools for reliability and validity
5. Case study: Revising a flawed survey instrument

Module 3: Sampling Techniques for Surveys

1. Understanding probability and non-probability sampling methods
2. Determining sample size and margin of error
3. Strategies for selecting representative samples
4. Addressing sampling biases and challenges

5. Case study: Sampling for a community-level education program

Module 4: Data Collection Processes

1. Preparing for fieldwork: logistics and resources
2. Training enumerators and supervisors
3. Ensuring data quality through monitoring and supervision
4. Ethical considerations in survey implementation
5. Case study: Overcoming data collection challenges in remote areas

Module 5: Data Analysis and Interpretation

1. Cleaning and validating survey data
2. Statistical methods for analyzing survey results
3. Interpreting data in the context of M&E objectives
4. Visualizing findings for effective communication
5. Case study: Analyzing survey data for program improvement

Module 6: Integrating Survey Findings into M&E Frameworks

1. Reporting results to stakeholders and decision-makers
2. Using findings to refine program indicators
3. Incorporating survey results into impact assessments
4. Leveraging data for adaptive management
5. Case study: Integrating survey findings into a donor-funded project

Training Methodology

This course employs an interactive and practical approach to learning, including:

- **Hands-On Exercises**: Developing survey tools and analyzing real-world data.
- **Case Studies**: Examining real-life examples to apply theoretical concepts.
- **Group Discussions**: Collaborative problem-solving and knowledge sharing.
- **Role-Playing**: Simulating fieldwork and data collection scenarios.
- **Expert Presentations**: Insights from experienced survey practitioners.
- **Customized Feedback**: Addressing specific participant challenges and contexts.

This methodology ensures participants gain not only theoretical knowledge but also the practical expertise needed to design and conduct effective surveys for M&E, enhancing their professional capabilities and organizational impact.

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
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