

# Evaluation Tools

NCWIT provides these tools in the hopes that you will find them useful as a starting point for your own evaluations. Along with survey questions, there are interview and observation protocols. Some of the survey instruments have been validated in particular settings, and others just field-tested. Ideally, you will hire a professional evaluator to work with you, but when that is not possible, you can move forward with these tools yourself.

## Why Evaluate?

- To help you [assess](#) where to put scarce resources
- Answer questions about your particular program or intervention
- To keep track of your inputs and outputs
- To improve what you are doing
- To find out if you are achieving your goals
- To justify your activities to others
- To secure funding

## Evaluation Tools You Can Use

- NCWIT's [evaluation tools](#) contain customizable tools for many different audiences and contexts.
- Surveys, Interview Guides, Observation Protocols, Worksheets, Self-Reports

## How Should I Collect Demographic Data?

- Use this [Guide to demographic data](#) for important considerations and sample questions.

- This NCWIT [blog](#) explains why knowing participation across demographic groups is important.

## How Do I Analyze the Data?

- For help analyzing survey data, see the following two resources: [NCWIT 101](#) (Module 5: Evaluation) & the Student Experience of the Major [Program-in-a-Box](#)
- For analyzing qualitative data, we recommend using Excel if you only have open-ended questions on a survey. If you have interview or observation data, then use a qualitative data analysis software program such as [Dedoose](#) or [NVivo](#). If you are at a college or university, they may have a site license program you can take advantage of for free or at reduced cost.

## General Tips

- [Tips for Survey Construction and Administration](#)
- You can upload questions from a [.docx](#) or [Google Form](#) to Survey Monkey, or a [.doc](#) or [.txt](#) on [Qualtrics](#)
- If you do not have access to Survey Monkey or Qualtrics, you could use [Google Forms](#). Doing so means your data will be available to you through Google Sheets, which you can export into Excel as needed.
- While every institution (and funder) differs, you should determine if you need Institutional Review Board (IRB) approval before conducting your study. Typically, evaluations do not need IRB approval because they are not intended to produce findings that would generalize to a population. NCWIT's home institution, the University of Colorado at Boulder, provides this [decision tool](#) for CU-Boulder researchers. Your institution may have different considerations.
- Explore [non-NCWIT Survey & Evaluation Resources](#).

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