

DETROIT ZOOLOGICAL SOCIETY



DETROIT ZOO ♦ BELLE ISLE NATURE CENTER

Tools and tips for creating a successful survey experience



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Introduce yourself – do not get into your life story. (Education staff vs. 'I work here')



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Start General – Move Towards Specifics. If you start with specifics, they will focus on that one aspect instead of the entire experience. Also warms them up to the survey.



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Be respectful of their time – keep it simple, short, to the point. Get the information you need.



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Own it - be confident. Practice prior if you need to.



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Demographics – there are limits, keep it general and you will not need an IRB.



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Be ready to get what you asked for.

Interested in working collaboratively on evaluation? Email me! Clannoyehall@dzs.org