How To Get Useful Information

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Steps to Getting and Using Feedback

- Clarify the goals
- Identify the issues
- Figure out who has answers
- Assess capacity to gather and use information
- Develop questions
- Listen and collect responses
- Use what you learn
What is The Point of Your Program?

Outreach Messaging Awareness
Audit Contractor Services Financing
Whole house retrofit
Energy Savings

How will you know success?
Generating Issues To Study

- What are we trying to do?
- What don’t we know?
- What is it that seems to be getting in the way of our success?
- What types of feedback are we getting?
- What do we want to change?
Who Has Possible Answers?

- By issue, who is closest to the experience?
- Who else is involved in the experience?
Assess Capacity to Gather Information

- Research experience: on team, volunteers, interns, or donated services
- Facilities: meeting room for 8-10 people, computer skills
- Access to different groups: meetings, outreach activities
- Contact information available: phone, email, address
# Use Issues to Develop Questions to Ask

<table>
<thead>
<tr>
<th>Issues</th>
<th>Questions to Ask</th>
<th>Applicant</th>
<th>Drop out</th>
<th>Participant</th>
</tr>
</thead>
<tbody>
<tr>
<td>Awareness</td>
<td>How did you hear about ...? (list of sources to check)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>What interested you in ...? (Open response)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Experience of service</td>
<td>Did you read the audit report? (Yes or No)</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Do you know what your next step is? (Yes or No)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Which of the following best describes your next step? (list of options)</td>
<td>X</td>
<td></td>
<td>X</td>
</tr>
<tr>
<td></td>
<td>Why did you not do the recommendations?</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>
Listen and Collect Information

- Be systematic
  - *Select people to be contacted without preferences*
  - *Choose enough people to talk with*

- Try to use the same questions with all in a similar group
  - *Write the questions down*
  - *Try to stick to the question without changing the meaning*

- Listen and be open to bad news as well as good news
Using What You Learn

- Prepare a written summary of what you learned
- Share this with the team
- Be prepared for people to be surprised
- If something seems really unexpected plan to revisit the topic with new questions
- Make changes based on what you learn
- Do some more research to see how the changes affect people
Questions?

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