

Draft Agenda

Time (Eastern)	Day 1	Day 2	Day 3	Day 4
9:00 AM			Exercise: Dog in a Hat	
	Welcome & Introductions			Sampling: Non-Response in Surveys
10:00 AM	Picture a Survey	Introduction to Question Development	Design: Pre-Test & Focus Groups	
	Break		Exercise: Pre-Test Questions	Analysis: Post Collection of Survey Data
11:00 AM	What is a Survey?	Break		
		Questionnaire Design	Lunch	Exercise: Survey Analysis Plan
12:00 PM	Bias Effect	Exercise: Question Design	Inference & Error in Surveys	Lunch
1:00 PM	Lunch	Lunch		Analysis: Case Study Descriptive
2:00 PM	Bias Effect (Continued)	Question Design	Sampling: Frames and Coverage Error	Analysis: Case Study Advanced Analytics
3:00 PM	Break		Sampling: Design and Sampling Errors	Survey Analysis: Tool
4:00 PM	Problem Framing	Pre-Test		Exercise & Course Wrap-Up

Register: <https://www.mors.org/events/certificates/survey-process>