

Draft Agenda

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

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