



COLLEGE of CHARLESTON

OFFICE FOR INSTITUTIONAL EFFECTIVENESS

Survey Design Rubric

<i>Category</i>	<i>Rating</i>				<i>Score</i>
	4	3	2	1	
Purpose of survey	Purpose is stated clearly and addresses a particular outcome or goal of assessment plan and/or college mission.	Purpose is stated clearly but not relevant to assessment plan and/or college mission.	Purpose is stated vaguely.	Purpose is not stated.	
Implementation plan and timeline	The survey project sets forth an appropriate timeline, and, as relevant, utilizes a pilot test and sampling techniques.	Sets forth an appropriate timeline and pilot test but has not considered sampling.	The timeline is not realistic, sampling is being used but a pilot was not considered.	Planned timeline does not consider college priorities, pilot testing is not planned, and sampling is not considered.	
Clarity of questions and response choices	Questions are very clear and a respondent would not have to ask for clarification.	Questions are clear but a respondent might have to ask for clarification.	Questions are somewhat clear but a respondent would have to ask for clarification.	Questions are confusing and ambiguous.	
Construction	Survey questions are methodologically sound, aligned with survey goal, and are structured appropriately.	Survey questions are methodologically sound and are structured appropriately, but are not aligned with survey goal.	Survey questions are grammatically correct and aligned with survey goal, but are not methodologically sound.	Survey does not follow appropriate methodology, is not aligned with survey goal, and has issues with its structure.	
Total Score					
Comments:					