

# Assessments & Surveys: Overcoming the Hurdles

**Shelley Kirkpatrick**

Director of Assessment Services: Management Concepts

**Tuesday, April 10, 2012 – 5:30 to 8:00 p.m.**

**National Science Foundation**

**4201 Wilson Boulevard, Arlington, Virginia**

Attendees should enter the building at the corner of North Stuart Street & 9th Street North

**Located one block from the Ballston Metro station**

ISPI Members \$25, Non-Members \$35, Students \$15

**Pay Online or Cash/Check at the Door**

## **About the Program**

Surveys are a tool that can help you apply the 10 performance standards, including assessing client needs, identifying causes of problems, and evaluating the effectiveness of solutions. A survey lets you collect information systematically and efficiently so that you and your clients can make data-driven decisions. Predictable hurdles exist when designing and implementing an effective survey. In this presentation, we will identify some common hurdles and ways to avoid them.

### **At the conclusion of the session participants will be able to:**

- Write a clear survey objective.
- Write survey items that align with the objective.
- Interpret response rates and results in order to meet the objective.

## **About the Presenter:**

Shelley A. Kirkpatrick, Ph.D., is the Director of Assessment Services for Management Concepts ([www.managementconcepts.com](http://www.managementconcepts.com)), a professional services company that specializes in training, publishing and consulting, and is located in Vienna, Virginia. In her role at Management Concepts, she develops new competency assessments, organizational assessments as well as training evaluation programs, testing programs, and surveys. She has over 20 years of experience in developing individual and organizational assessments for the private sector as well as national security and defense organizations. A former professor at Carnegie Mellon University and The American University, Dr. Kirkpatrick has authored over 50 publications on assessments, leadership, motivation, and corporate espionage and is an active member of numerous professional organizations. She holds a B.S. in industrial/organizational psychology from Bowling Green State University and a Ph.D. in organizational behavior and human resource management from the Smith School of Business at the University of Maryland.