

## ***Envision Prince George's*** **Instructions for Conducting a Group Survey**

One way to promote *Envision Prince George's* and get others to share their ideas about the future is to conduct the Envision Prince George's Survey with a group, class or organization. It could be a group you belong to or one where you simply have a contact and can arrange to have a few minutes of time on their agenda. A group survey can be as brief as 15 minutes or as long as an hour and can easily fit into the regularly scheduled meeting of most community, church or school groups.

The materials you need to lead a group survey can be downloaded from this website. In addition to this description of how to organize and conduct the session, you will need copies of some other materials. The exact materials you need will depend on whether you are conducting only the basic survey or combining it with other things for a longer program. (see below for lists of materials you will need).

### **Planning your session**

These group surveys are easy to conduct and only a modest amount of preparation is needed in order for them to be successful. As you begin, you first need to answer a series of questions about the group you will be working with.

- **How many will be there?**—You can conduct the sessions with small groups (less than 10) or with much larger groups of several dozen people or more. However, the number involved has an impact on your planning as well as the amount of materials you need to bring. If you have a smaller group, you can conduct the survey more informally and get lots of verbal feedback. If the group is larger, you will need to structure the presentation more carefully and put more emphasis on getting written responses from the group.
- **How much time will you have?**—It takes about 15 minutes to conduct the basic survey with a group, but that time can also be stretched to 30 minutes or more. You could even conduct a one hour version that would have much more time for discussion if a group has that much time to devote to the exercise.
- **Which of the exercises and activities are you going to use?** There is a suggested agenda to use when conducting the basic survey (see below) but you also have some choices about which questions you want to ask and the type of data you want to collect during the session. You also need to decide whether you are going to use a quiz or distribute some other information about the county along with the survey.

### **Gather your materials**

For the basic Visioning Session you need to download and make adequate copies of the following materials:

- Background sheet on *Envision Prince George's*
- The individual survey
- Participant sign-up cards

If you wish to also do some of the optional exercises, you will need one or both of the following:

- A quiz on Prince George's County
- Information on days trips and county activities

### **Leading Your Session**

Tips for conducting an effective session

- Carefully follow the instructions for introducing each segment—It is important to clearly explain the different parts of the session so make sure that you use the suggested language in the agenda and on the various forms you will be using to introduce your questions.
- Don't talk too much—The main purpose of these group sessions is to get ideas from participants so keep your introductory comments brief and focused on the agenda.
- Don't let others talk too much—Keep the discussion moving and don't dwell too long on any one question. If some individuals start talking too much remind them that you only have limited time and you want to make sure to get feedback on all of the different questions
- Make notes of group comments—When you lead a discussion, write down some of the main comments and keep records of them. You can write them down on your own notepad or, if it is available, on a larger flip chart that the group can see.

### **Suggested Agenda for a Group Session**

Below is a suggested agenda to use in sessions with groups. If you are just conducting the basic survey then skip the items marked "optional" and you should be able to complete the session in about 15-20 minutes. If you include all of these items, then the session will take at least 30 minutes and perhaps longer than that if you take time for extended discussions.

#### **Welcome and Explanation of Purpose**

Tell everyone how glad you are they have come and summarize briefly the purpose of the session.

#### **Explanation of Envision Prince George's**

Read a brief description of the purpose of *Envision Prince George's* and hand out the sheet with basic background information on the initiative. Tell them about the website and explain they can get more information there.

#### **Opening Comments From Group (Optional)**

If this is a group that meets regularly then there is no need for introductions. If it is a group of people who have just met or who have come together just for this session then you may want to take a moment to have everyone introduce themselves very briefly by saying their name, where they live and perhaps one or two things they like about living in Prince George's County.

If there is no need for introductions, you may still want to begin by taking a few minutes to have everyone in the group (or a few volunteers if it's a larger group) answer briefly the question about what they like about living in Prince George's County.

**Give a Quiz on Prince George's County (Optional)**

Have everyone take a quiz on the county and then score its results. Talk briefly with people about the results and what surprises them about what they know and don't know about Prince George's County.

**Have participants fill out the survey and discuss the results**

Pass out the individual survey and give everyone 2-3 minutes to fill it out. Then lead a short discussion in which you ask people to share answers they gave to each of the questions. On those questions where they answered with a number between 1-5 have everyone hold up their hands to show how many choose each number. Be sure to collect the completed surveys from everyone who is present

**Share Ways to Enjoy the County (Optional)**

Explain that another aspect of *Envision Prince George's* is encouraging county residents to learn more about and enjoy what Prince George's County has to offer. Hand out information about interesting places in the county (there are some links to various sites and other suggestions on the website) and then also ask them to share information about places in the county that they enjoy.

**Invite People to Be More Involved in Envision Prince George's**

Offer a few suggestions about how people can be involved with *Envision Prince George's* and then pass out the cards that explain different ways they can be involved. Give people a minute or two to fill out the cards and then collect them

**Closing Comments**

Thank people for coming and also ask them if they have final comments or questions they want to share.