P&I evaluation protocol:
Responsible Beverage Server Training

Overview

The goal of this evaluation tool is to assess the satisfaction of participants of the Responsible Beverage Server Trainings. This is one of the simplest evaluation components included in the evaluation plan and can serve as an excellent way to monitor and report on your activities.

This evaluation gives participants an opportunity to confidentially offer their opinions to:

1) Provide feedback about aspects of the training that participants find most helpful

2) Identify areas where training could be improved

By administering this survey, you receive information about the quality of the trainings in your community, the current practices at businesses in your community, and characteristics of the people participating in these trainings. This information can help you work with trainers to improve trainings and offers you an opportunity to demonstrate to your coalition and other stakeholders some basic information about one aspect of this intensive project.

Data collection

- This survey will be administered by trainers after the completion of a responsible beverage server training.

- You may need to partner with trainers to provide copies of the survey prior to trainings, instruct them on the administration of the surveys, and facilitate the return of the surveys to you. You may wish to hold an orientation with trainers to teach them about the administration of this survey and answer any questions they may have. If one of your staff serves as a trainer, you may wish to put that person in charge of the evaluation.

- Each training participant will be asked to complete the survey. Completed surveys will be collected by trainers after participants have had adequate time to complete the survey. Trainers should plan for the surveys to take up about 15 minutes in their agenda.

- Once training participants have completed the survey, there should be a manila envelope that participants can place the surveys in without other people viewing their responses.

- The trainers should seal the manila envelope and return it to you after each training so you can store it in a secure place and prepare the surveys for data entry.

- **If you are conducting the training yourself, please send the completed surveys directly to Kristin Dillon at Wilder Research at 451 Lexington Parkway North in St. Paul, MN 55108.**

Consent

While personal names are not included, the survey asks participants about the name of the establishment in which they are employed and details related to the reason for their attendance, in order to link the responses to future compliance checks. Language at the beginning of the survey explains responses are kept confidential, so a formal consent form is not needed for participation. However, participation is voluntary, so if a participant does not wish to complete the survey, he or she is not required to do so.

Privacy/confidentiality

Because you are collecting this information from participants directly, there may be some concern on their behalf about you seeing the information. To ensure all participants feel comfortable completing the survey, inform them that the survey is anonymous and results will be seen only by your staff (not their supervisors or managers) and will be used for improving future trainings. To help increase participant comfort with the evaluation, we suggest collecting the completed surveys in a manila envelope to reassure participants that their responses will not be seen by other participants and that their survey will remain anonymous. **If you are conducting the training, you should send the surveys directly to Wilder Research so you do not have any reason to look at the completed surveys or individual responses.**

Data entry and analysis

Once you have collected the surveys, you will be responsible for completing data entry and analysis for your own trainings. **However, if you are conducting the training yourself, please send the completed surveys directly to Kristin Dillon at Wilder Research at 451 Lexington Parkway North in St. Paul, MN 55108 for data entry and analysis.**

Wilder has created an Excel spreadsheet for completing data entry and another spreadsheet in the same workbook that will automatically analyze results from the surveys. Wilder will not be collecting this data or providing any reports from these surveys, as sites will vary in the number and timing of trainings that they evaluate. If you have any questions about the survey or the data entry or analysis, please contact your identified Wilder consultants.

Please Note: Because these surveys are intended to measure satisfaction with each individual training, you will need to save a separate database for each training and only enter the data from that particular training into the database. If you would like to look at the trainings in aggregate, please contact your Wilder consultant for assistance.

The following provides a step-by-step process for completing the data entry into Excel.

1. Assign an ID number to each completed survey and write it at the top of the survey. These can be consecutive numbers (such as 1, 2, 3, 4), but each number should be used only once, even across different batches of surveys.

2. For the first survey, type in the ID number and date completed, listed at the top of the survey. You can type dates in with abbreviations or numbers – they will automatically format to "mo/day/yr" style.

3. Each survey question is identified in the spreadsheet by the question number (Question 1 = Q1) and a key word or phrase from that question. The key words are to help you keep track of what question you are on as you complete your data entry. They do not represent the full meaning of the question.

4. Click on the cell under column C ("Q1. First time") to record the data for Question 1. A gray arrow will appear to the right of the cell – click on this arrow to access a drop-down menu of responses. Select the response that corresponds with the survey answer. *Note: be sure to select the response carefully and check your answers. It is easy to make errors at this step in the process.*

5. Repeat step 3 for Q2 – Q18. Only fill in the Q2b box if the respondent wrote in something under "Other" for Q2. Otherwise you can leave it blank.

6. Questions 19 through 21 are write-in questions. No gray arrow will appear when you click on the cell. Instead, type the answer directly into the box.

7. Repeat steps for all surveys. If a respondent left any questions blank, you should leave those cells blank on the spreadsheet.

8. Finally, in the yellow highlighted boxes at the top of the "Data Summary" tab, enter the date of the training and the name of the trainer (found at the top of each survey). This will help you track the results for each training.

9. Once the data has been entered, you can view the analyses by clicking on the "Data Summary" tab at the bottom of the screen. Counts and percentages of responses will be automatically generated from the information you entered.

Reporting

- You will be responsible for reporting data from these surveys to DHS and trainers at the individual site level. Wilder will not be reporting any data collected from the responsible beverage server trainings, as sites will likely vary in the number and timing of trainings they wish to include in their evaluation reports.

- You may report your results to DHS by including a copy of the Data Summary tab of the excel file with your mid-year and annual reports. Please add narrative describing any lessons learned from the results and how you intend to use this information to help you improve your trainings. The mid-year and annual report deadlines can serve as your

timeframe for completing analysis and reporting, though you may wish to report to other stakeholders more or less frequently as appropriate.

- The most important group to receive a report from this survey is the trainers. These findings will have a direct impact on their work for future trainings. We suggest only reporting once you have at least four trainings complete and/or at least 50 training participants. This will help make the information more generalizable and more anonymous.

- It may be helpful for your coalition members and other important stakeholders to receive this information as well. This can be a simple way to demonstrate the hard work of you and your trainers in coordinating these trainings.

- To report the results to trainers and other stakeholders, you can prepare a simple one-page summary to hand out to them. In this summary, you should include a sentence or two about the number of trainings, the number of participants, and the time period these trainings spanned for the data included in that particular summary.

- In these summaries, when you report the quantitative data, you may choose to simply list the questions and responses (Sample 1 below), write the responses in a narrative form (Sample 2 below), create a table with the responses (Sample 3 below), or create copies of the Data Summary tab of the Excel file. Your decision on how to present the quantitative data should be based on your preferences and those of the people with whom you are sharing these findings.

Sample 1 – Question and response list

Question: "In what capacity did you attend this training?"

Responses: (N=20)

30% Server
25% Bartender
15% Owner
15% Manager
5% Distributor
5% Event Staff
5% Other

Sample 2 - Narrative

Sixty-seven percent of the 30 training participants reported an increase in knowledge about beverage server laws and policies from before to after the training.

Sample 3 - Table

	Strongly disagree	Disagree	Agree	Strongly agree
Prior to this training, my workplace enforced a policy for preventing over-serving. (N=8)	1	2	2	3
Prior to this training, my workplace enforced a policy for checking IDs. (N=8)	-	3	1	4

- The open-ended responses will also be helpful to report to trainers and possibly other stakeholders. You can report the open-ended responses either as a de-identified verbatim list or as a list of themes. If you are including a list of verbatim responses, it is essential that you make sure you remove any information that could be identifying, such as occupations, ages, names, genders, etc. If you remove information, insert a bracket with a description of the type of information that was removed. For example, "My work with [organization] has increased my enthusiasm for this coalition."

- For more information about reporting open-ended responses, please see the Reporting section of this binder.

- For more information on interpreting these results and reporting, please see the Reporting section of this binder.