Survey/Evaluation Tool for Implementation of Mentorship Program

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**Introduction**

Any project is as good as the plan to execute it. Such a plan calls for an assessment of the issues being tackled by the project so that a detailed list of all agendas is constructed. These assessments can be done in forms of surveys, especially in situations where the main subjects are people. Knowledge of all issues to be addressed gives those undertaking the process an advantage in terms of preparation and planning contingencies to overcome other issues that may come up. After the project is completed, there is also a need to evaluate its effectiveness. This post-assessment surveys helps indicate how successful it was. In this paper, a survey design is created to address pre and post-assessment of a company’s mentorship program.

**Survey Goals**

The first thing to consider when conducting the surveys of the mentorship program is to figure out the goals of the survey. To come up with these, the goals of the mentorship program have to be identified first. For instance, the reason to implement the mentorship program is to both benefit the mentors and mentees. Mentors get the chance to grow their management skills and develop their understanding of the corporate culture better during the process. Mentees get a shorter span in terms of corporate orientation, settling into their roles and career alignment (Chronus, 2015). With this is mind, the survey can be designed to assess where the problems lie and their depth. The results of this pre-assessment survey will help design the project itself. Pre-assessment survey goals can also double up as post-assessment survey goals. Some of the crucial goals of the survey process can be more imperative than others. These will be considered as the top research questions. In this situation, top research questions would be whether the company has a mentorship program, does the employee wish for one and how would they recommend one be structured. Reasons can follow each answer to give a deeper perspective.

**Survey Method**

Perhaps as crucial as identifying survey goals is deciding on the perfect survey methods. Normally influenced by the nature of the data being collected which is directly affected by the goals of the whole process, a survey method can be to obtain qualitative, quantitative or in this case, mixed data. The reason behind this is that we shall require data that sheds some light on some straight forward situations such as whether or not the company has a mentorship program, how satisfied the employees are, how involved the leaders are in mentoring their followers and how much do they feel the urge to have such a program. Such kind of quantitative data requires closed questions. Some questions require open ended questions whose main vehicle for this qualitative data will be interviews. Reason being that they are not limiting, and the conversation is more personalized and likely to yield opinions (SurveyMonkey, 2015).

**Sample Identification**

Establishing goals for both the project and surveys will open up ideas on the ideal sample population within the company. Identifying this is crucial to the success of the whole exercise, therefore, proper considerations is required. For an effective process, a keen analysis on the goals offer light on the ideal sample choice. Because the whole process affects employees and leaders on every corporate level, it is important to choose representations from all and from every department (Half, 2018). This only applies to interviews as questionnaires are to be mandated to all employees. Post-assessment survey will also share a similar structure with the interviews having a mixture of randomly selected previous interviewees and new ones to offer relatively balanced perspectives (Chronus, 2015).

**Interview Questions and Questionnaire Creation**

Focusing on the survey goals, questionnaire will be the first to be designed and mailed to all employees. As answering the tool will be mandated for every employee in the company, the results are expected to represent the wish and opinion of the whole company. These questions will address employee satisfaction, their understanding of their roles in the company, their involvement in some sort of either formal or informal mentorship program or arrangement, with whom and how effective the process is. Within the questionnaire will also be questions about their experiences as new employees and their recommendations to improve them (Half, 2018). Once the questionnaires are collected, the major agendas that are identified from their results will be used to structure interview questions. The reason behind this arrangement is because the latter do not enjoy the luxury of time and convenience and it’s a better use of resources if the major and recurring issues are first and deeply addressed (SurveyMonkey, 2015).

**Pilot Survey**

Proper preparation is not always enough when it comes to some processes. To ensure success and validity of the data collected during the actual exercise, a pilot survey is essential. A special sample of the population in question, members of which will be different from those chosen for the actual survey, will be subjected to the questionnaire and interview. The whole process will be treated as would the actual procedure, with proper documentation and collection of data. Analysis of this data to come up with interpretations and results will also be done with accordance to this design. Issues that are identified in this stage in any phase of the process shall be crucial in determining solutions beforehand (SurveyMonkey, 2015).

**Questionnaire Revision**

By analyzing the pilot survey in terms of results, issues, limitations and problems observed, appropriate solutions to issues that may come up as a result of the survey design can be incorporated in the design even before the actual process. Perhaps even a closer inspection of the mock process will help highlight unaddressed issues. For instance, uncovered areas in terms of questions and other cruciality that are essential to the success of the whole project. Changes may come in the form of elimination, addition or restructuring of some questions in either or both questionnaire and interview questions, subject approaches, methods of data collection, analytical tools and processes and timing (SurveyMonkey, 2015).

**Survey Execution**

With ample preparation and a perfected survey design, execution of the process will be done with strictness and vigilance. Having a successful mentorship program relies on the success of the survey procedure and validity of its results. Questionnaires will be distributed to all employee emails after a prior communication of it being mandatory and a deadline of a few days. By the use of specialized survey tools such as SurveyMonkey, the data will be easily collected and analyzed quickly to develop generalized interview questions. The second wave of the actual subject interaction will occur by visiting various employees in their workplace and conducting a short but open interview concerning corporate mentorship program. A recording device will be used to collect the answers from the chosen subjects (SurveyMonkey, 2015).

**Data Analysis and Interpretation**

Analysis of collected data determine the success of the interpretation process. Even well collected survey data can be deemed invalid due to problems arising during the analysis process. Quantitative data from the questionnaire will be subjected to statistical analysis devised by the online services used. Percentages of those preferring one answer from the other will be calculated and interpreted. Cross-tabulation of multiple data sets such as the number of respondents preferring a mentorship program and suggested choices will be created to offer a deeper insight for interpretation. Then there will be benchmarking, comparisons and trends tracking with relation to goals, other companies and the current trend in the industry. Perhaps a certain limit agreed upon during the planning process has been met calling for implementation of the program. It is important to backup that using the results of the analysis (SurveyMonkey, 2015).

**Project Success Indicators**

The most crucial element of the post-assessment survey will be the identification of success indicators in the mentorship program. Having pre-assessed the best practice, it is imperative to evaluate if it actually does deliver. That will be the essential goal of the post-assessment survey. Major goals of the project identified before the survey design of the pre-assessment survey will assist in developing success indicators. For example, as one of the major goals of the mentorship program is to reduce the time taken for a new employee to settle in, a key success indicator would be a reduction in the average time taken for a new employee to fit right in. Other success indicators could be rising employee retention rates, increased average years of retention and employee satisfaction (Half, 2018). Also, relevant would be the number of successful career alignments and the average rate of skill growth. Results of the process would be communicated to the whole company, especially the decision makers, in order to offer suggestions and recommendations on whether or not such a program is seen as important by the stakeholders and issues that should be addressed to ensure the success of the program (Garringer, Kupersmidt, Rhodes, Stelter, & Tai, 2015).

**Conclusion**

In conclusion, this paper has covered the survey design of a pre-assessment and post-assessment evaluation of a mentorship program in a company. Each stage of the process has been discussed including the reasons behind the chosen procedures, methods and design. The importance of both pre-assessment and post-assessment processes has been highlighted as key in preparing for and evaluating the success of a mentorship program. For such a project to be successful, goals that were identified to benefit both the mentors and mentees were discussed. As identified by this paper, designing surveys is important in ensuring that the data they collect ascertains flawlessness of the projects they address.

References

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