



# Career Momentum

May to June 2012

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## Career Development in a Career Development Organization

With the CDAA AGM and Professional Development days on the horizon many of us are thinking about our own Career Development while some of us are thinking about Career Development from an organizational perspective. CDAA is an organization made up of almost 300 members who live and work primarily in Alberta and the Northwest Territories but in other provinces and territories as well. It is represented geographically by six Chapters throughout Alberta and the Northwest Territories. The Association is governed by a Board of Directors who oversee various committees and employ a paid Administrator / Registrar. Organizational Career Development is critical to the sustainability and growth of CDAA.

### The Value of Career Development for CDAA Members

Career Development in our organization is just as important as it is in any other organization. In most organizations employees looking forward to Career Development activities such as participating in training and development, being recommended for promotions, having opportunities to work on special projects or committees, or designing an individualized career path. In the case of CDAA, members enjoy similar opportunities:

- access to professional development and networking events;
- opportunities for involvement in special projects and on committees both locally and provincially;
- promotion of services to the public through a Career and Employment Specialist Directory; and
- career advancement opportunities with the Board of Directors.

### How are you using CDAA for your own Career Development?

How many times have you thought to yourself, “I sure could use some career planning assistance,” or “my resume could really use a makeover,” or “I wonder what other work options are available to me”.

As professionals, we address these types of questions with our clients all the time but we may not spend as much time addressing them with ourselves. Do you engage in your own Career Development activities on a regular basis? How involved are you with your Association through your local Chapter? When was the last time you reached out to your colleagues with questions about a particular client group you are working with? How often do you share tips, tricks, or resources with your community through a LinkedIn group? Do you use your organization, the CDAA, as a networking resource? Have you ever heard about a job opportunity because of a connection you made at a professional development event? Have you been offered a job or a mentorship role because you have your CCDP designation? Do your clients ever ask you about your work and how you came to be a Career Development Professional because they want to do what you do?

# Career Development in a Career Development Organization: *Continued...*

## The Value of Career Development for CDAA

CDAA needs people who are ready, willing, and able to take on new roles, to develop their skills, and to engage in professional development and training. Our business is helping you be better at your business but we cannot do that without committed and ambitious volunteers. The pay is not great but the rewards are phenomenal and the benefits are endless!

## Contributing to the Career Development Profession

As Career Development Professionals, we know how important Career Development throughout the lifecycle is and how critical it is to the success of organizations. As a member of your organization, you have the opportunity to participate in your own Career Development but also to contribute in a very meaningful way to the success of your career, your organization, and your profession. Advocacy for our profession has been a hot topic recently, not just in Alberta but also in Canada and internationally as well. As a profession, we need to demonstrate to the public, to funders, and to the business community that we provide a valuable service and that the work we do is important and necessary to our province's prosperity. Career Development is for *everyone*. It is not just for our clients. It is for *us* and it is for *our* organization.

- What skills and expertise do you bring to our organization that can help us to grow?
- What can we do to get you involved and how can we keep you involved?
- How can we best support you in developing your career so you can support others in developing theirs?

Are you ready to take on the Career Development for Career Development Professionals challenge and get involved with your organization? We look forward to seeing you at the AGM and Professional Development event on Friday, May 11, 2012 and on Saturday, May 12, 2012 for the BONUS Professional Development Day and encourage you to share your passion for your profession with others.

Warm regards,



Paula Wischoff Yerima, CCDP  
CDAA Chair (on behalf of the CDAA Board of Directors)

## 11 Tips to Help You Stay Current; Connected; Committed:

- Read your emails from CDAA – information is being sent out on a regular basis
- Visit the [CDAA web site](#), 'Members Only' section for all sorts of great resources, job postings, member benefits, and information about your Association and field
- Join the CDAA Facebook and LinkedIn pages and start or join conversations about career development issues that are of interest to you
- Read books, articles, papers, journals, studies, and of course Career Momentum
- Attend conferences, professional development and networking events, and participate in education or training to enhance your value to your clients
- Connect with other professionals about the work they do and share best practices
- Find out what other provinces and countries are doing in the field of Career Development
- Get involved with your Association – there are a variety of volunteer positions available
- Promote your business through the Career and Employment Specialist Directory
- Talk to your clients, colleagues, supervisors, etc about your work as a Career Development Practitioner
- Display your membership certificate and or CCDP certificate proudly

# Working the Web: Career Development in Organizations

By: Victoria (Vicky) Driver, Career Practitioner Lester B. Pearson High School

The editors of Momentum and members of the CDAA want to know whether Career Development plays a key role in business organizations. I attempted to do some quick research and while it is a topic of conversation, particularly at government and NGO levels, I cannot find evidence that it is a key component in Human Resources Services in the workplace.

The newsletter from the Canadian Council of Career Development Associations (CCDA) may explain the lack of progress but does not include any proposals to implement change.

A spokesperson from our own CDAA told a group of Calgary Board of Education Career Practitioners there is insufficient scientific evidence that the implementation of career development services has positive impact on either students or workers and that is why Career Development as a social science appears to be stalled. While that is probably true, what I have not found is an explanation as to why this research is not being done. I suspect this type of research falls into the area of prevention. Those of us who know about government funding have likely experienced the difficulty groups have in getting funding for prevention, because it may take a long time for positive results to be demonstrable. On the other hand, programs intended to pick up the pieces are very popular, because they can produce outcomes very quickly *or at least appear to do so*.

**My first question is invariably “what would it look like if the students, workers et al did not fall through the cracks in the first place?”**

**Canadian Education Research Institute for Counselling:** CERIC requested an on-line survey on public perceptions about career development and the workplace. It appears most people use anecdotal advice from colleagues and families. Even if they know about professional services, few think they would use one.

## Canadian Research Working Group

**Social Research and Demonstration Corporation** SRDC another research program instigated or sponsored by HRDC.

- They gather stats but I cannot see whether this has an impact on Career Development in organizations. The study appears to conclude career development is a useful social program but offers few ideas for making it work .

Bottom line is there does not seem to be much going on and/or if there is, companies keep the information to themselves.

The good news is that **Calgary Economic Development** is acting as a facilitator for some local initiatives such as Career Connect .

Of course, we must include **Alberta Learning Information Services** in the good news category as well as **Alberta Works** BUT whether individuals will find these tools on their own is unknown. Neither of these web sites came up on my key terms search. This reinforces my original belief that Career Development and Planning MUST be embedded in secondary and post-secondary curriculum as well as integrated into Human or People Services in the workplace. In addition, these services must be modified for specific population groups, to ensure they will be used and more important, that the information is assimilated and understood.

**Canadian Council of Career Development Associations** January Newsletter:

- As nearly as I can tell nothing new going on in Alberta through this Association.

## Working the Web: Career Development in Organizations, Continued...

The unemployment rate for Youth remains very high, and claims that the rate has dropped may only mean some youth are no longer looking for work.

- I am SHOCKED to discover that the Canada Service Centres for Youth are no more. Of course we are fortunate to have the Youth Employment Centre in Calgary and I know there are some equivalent services in other centres in and outside of Alberta. This is not the first Youth centred initiative that has disappeared without an explanation; much less a warning.

The other glaringly missing piece is on-line resources for Youth. It is all very well to offer face-to-face services for this age group but something has to make them want to go to that office. If what they see on-line, is not clearly for them and/or in a format that is not text heavy why would they go in person?

**Where are samples of resumes, cover letters, and interview tips for young people entering the job market for the first time?**

Of course, one has to ask why organizations would be concerned about Career Development for Youth when the government is not. We keep reading the blaring headlines about the looming shortage of Skilled Trades persons and yet there is little or no financial incentive for the employer to hire and train the next generation. That they (the employers) are being short sighted may be a fact, but what is also true is that the small and mid-size businesses have to pay their bills today, and training of a green youth may cause huge losses in productivity. Add to that the employer who has been burned even once by a youth who did not work out, and they are even less inclined to hire an apprentice. The only argument against youth wage subsidies is that their training is already heavily subsidized. That is so, but they have to be hired before they can be registered as apprentices and participate in subsidized training that does not benefit the employer in the short term.

In fairness, the Canada Summer Jobs (CSJ) initiative is still in place. It is very limited in scope, meaning the jobs are almost all in the public sector or NFP and primarily for students in post-secondary education. Eligibility includes any youth who is registered to return to school in September, but the reality is high school students are not looking for work in January. Some might say this cohort needs work the least when compared to high school graduates entering the workforce and those who have not yet become attached to the workplace because of various barriers to employment regardless of their age.

It appears that CANNEXUS 2012 included a wide variety of topics and discussions. HOWEVER, after a quick browse I cannot see that the presentations got beyond the “ain’t it awful stage” and “yes we need career planning” without any concrete plans for action. I have been working in this field since 1995 and not only is there nothing new under the sun; there are even fewer programs now.

On the upside NATCON takes place this month and the titles of various workshops and other sessions looks very promising. In fact the conference has been renamed WORKFORCE-ONE STOP, so that is exciting too.

**Contact Point** winter bulletin has several articles and links about this very topic. Of course it is no surprise to learn that our professional community is talking and writing about this very important issue but it does not follow that the rest of the world will soon be close behind. The Alliance of Sector Counsels is on board with this requirement but no indication they have found a way to get their constituents to buy in.

# The Now, the New & the Next: 2011 Global Career Brainstorming Day

Submitted by: Sandra Hébert, CCDP

Calgary Chapter Chair, Ann Nakaska, heard Elisabeth Sanders-Park speak at a conference in the U.S. and invited her to present at last year's Calgary Ignite Your Passion conference. Elisabeth is renowned as a Tough Career Transitions Expert and co-author of "The 6 Reasons You'll Get the Job" and "No One is Unemployable". Other CDAA chapters were interested in Elisabeth's presentation, and Ann Nakaska worked together with Edmonton, Calgary and Southern Alberta Chapter Planning Committees to create the multi-chapter event that took place October 12-14 in Edmonton, Lethbridge and Calgary.

The date of Calgary's Ignite Your Passion was the same day as the Career Thought Leaders Consortium Global Career Brainstorming Day. Elisabeth Sanders-Park is a Career Thought Leader and invited the Calgary chapter to join in the brainstorming. Ann accepted the invitation and the CDAA both sponsored and participated in the Brainstorming Day.

On October 14, Ignite Your Passion attendees, along with career professionals from other parts of Canada, and the U.S. and U.K., were asked three questions to brainstorm best practices, innovations, trends, new programs, new processes, and other observations that are currently impacting and projected to impact global employment, job search and career management.

- What is the current situation? (The Now)
- What is just starting to emerge? (The New)
- Where are we headed? (The Next)

The answers were grouped into the Now, the New, and the Next in the following categories:

- Career Marketing Communications: resumes, cover letters, traditional, multimedia
- LinkedIn
- Job Search: traditional, online
- Networking: traditional, online
- Recruitment and Hiring: traditional, online
- Career Planning and Management: branding, online identity, assessments
- The New World of Work: employment landscape, multigenerational
- Challenges and Opportunities for Career Professionals: certification, regulation, services, funding

Some of the ideas were new to me as I read about current happenings and what career professionals envision for the future. However, it was no surprise that one of the main findings is that almost every aspect of the job search process has been and will continue to be impacted by digital technology, the smart phone, in particular, and it was fascinating to learn about the many different applications. An example is the possibilities of the evolution of the traditional resume to electronic formats via tweets, multimedia, links, barcodes, QR codes, and online profiles. However, career professionals report that not everything has changed and agree that a concise, nicely-formatted paper resume is still essential.

Recruiting practices have also been influenced by technology. Examples include employer demand for online applications, job postings on Twitter, online candidate searches, applicant tracking systems, job interviews via Skype, and online company profiles (LinkedIn, Facebook) to attract employees. However, not all digital applications are attractive to recruiters. They report that most don't take the time to look at multimedia, such as webfolios, but note that this approach can be effective for the right person, occupation or industry. Also, an interesting suggestion is that automated systems may have been too successful in generating large numbers of candidates, so recruiters are re-emphasizing the personal connection. As the report cites, "Whether or not this becomes the norm, job seekers who focus on networking, referrals, and personal connections will continue to enjoy advantages in the hiring process." Related to this is the point that follow-up is essential and that up to 40% of job seekers who follow up after sending a resume to a hiring manager secure an interview.

## The Now, the New & the Next: 2011 Global Career Brainstorming Day Continued...

Technology has many advantages, and it can also create challenges. One is that it might increase “generation loss” caused by barriers faced by some older workers as communication increasingly moves toward new media. Also, online privacy remains a concern for job seekers, and employers grapple with the ethical and legal considerations of using online sources to search for and gather information about candidates.

Another challenge shared by many is funding for career services. For example, budget and staffing constraints may limit the extent of services that can be offered to clients. To meet this challenge, some organizations, including post-secondary institutions, are looking to external career professionals for partnering and outsourcing relationships to increase the depth and breadth of services.

With the continuing growth of technology and other changes in the employment environment, it is noted that job seekers need help managing the job search process and that career professionals must be masters of multiple strategies to be able to assist them. Career professionals on the cutting edge of job search and technology trends will have the advantage of providing services other than the standard offerings.

I have provided only a glimpse of the types of information and insights the report contains. If you haven't read it, I encourage you to take the time to explore, discover and continue learning about the Now, the New, and the Next in the world of work.

Career Thought Leaders Consortium (CTL) prepared the report, *“Findings of 2011 Global Career Brainstorming Day: Trends for the Now, the New & the Next in Careers.”* CTL is a think tank of career industry leaders working collaboratively to support career professionals and job seekers worldwide by providing expert leadership and innovation throughout all phases of career development. You may access the many resources offered by CTL, including the full report, at [www.careerthoughtleaders.com](http://www.careerthoughtleaders.com).

## The Career Development Challenge

Submitted by: Carolyn Jonsson, MA (Learning and Technology) CCDP CDC

The number of stakeholders and agendas involved complicates career development in organizations. Often the manager has the role of career coach along with the responsibility of attracting, developing, promoting, and retaining the right talent. This context generally limits the scope of career development in organizations to employee development and training for a specific or future role.

The challenge for career development in organizations is to develop and communicate strategies that benefit both the individual and the organization. However, other articles in this newsletter attest to a greater challenge in our field; the challenge for **all stakeholders** to bring to the table competencies and strategies that will support the development and integration of a coherent, cohesive, career development framework and best practice that bridges organizational and individual needs in all life ages and stages. Are there discussions in play? Where are they occurring? How do we get involved?

# Key Findings of the Inside Out Action Research Project:

## Identifying Gaps in Services in Release Planning and Post Incarceration for Calgary Women

Submitted by: Sandra Hébert, CCDP

On March 8, International Women's Day, the *Inside Out Full Circle Partnership* presented the results of their Action Research Project designed to improve service delivery for Calgary women leaving incarceration. The overall goals were 1) to reduce recidivism and the cycling in and out of homelessness and incarceration and 2) to increase the possibility of successful transition back into society. Through this research, the Partnership aimed to identify gaps in services, both in release planning and after release. This article highlights the key findings of the research.

### Research Findings - Human Connection

The major theme that ties all of the data together is 'Human Connection'. Both the women who have experienced incarceration and the service providers who work with them express a desire to build connections based on mutual trust and respect. The research findings indicate that to have someone standing by who believes in the women and will continue to support them through the ups and downs of recovery is one of the most important factors that will lead to their eventual success.

### Connecting with Resources

Both the service providers and women interviewees reported a lack of programs and a lack of knowledge about the programs that are available. The lack of available resources is particularly true in the areas of affordable and stable housing and accessible and long-term addiction treatment and trauma counselling. Other findings include (not in order of priority):

- Resources are frequently changing and it is difficult for both the women and the service providers to know what is available and who is eligible for each service.
- Some women may not access programs because they do not feel that they deserve the help. The women need to know that they are eligible for the programs; need help navigating through the systems of services, and need advocates who can help them to find and get all that they need to reintegrate into the community.
- It is difficult to navigate through the eligibility criteria for each of the programs, making it challenging to identify gaps in services.
- Jurisdictional issues need to be coordinated such that women who are in the federal system are eligible to apply for provincial services.
- There is a need for more addiction treatment programs that are longer term and more accessible to women immediately upon release from prison or jail.
- Transitional housing is one of the key requirements for women leaving incarceration in order to stop the cycling in and out of prison.
- Women spoke about challenges they face due to their addictions and aspects of their mental health. They need on-going access to counselling and support related to their past histories of trauma and abuse in order to overcome their addictions and to move forward with their lives.
- Service providers identified a need for more mental health training, for both diagnosed and undiagnosed mental health issues and more "trauma stage training".
- Women want meaningful employment. Women need job training skills, including "workplace mentality" skills, learning how to function appropriately in a new and unfamiliar environment after spending time on the street and in prison. They also want employment that builds upon their strengths and past work experience. They need to know how to deal with their past criminal records (when applying for jobs).
- Programs and services need to be linked, building partnerships so that women can access multiple services at one place.

# Key Findings of the Inside Out Action Research Project:

## Identifying Gaps in Services in Release Planning and Post Incarceration for Calgary Women Continued...

### Connecting with Peers

One of the biggest challenges facing women who are trying to stop cycling in and out of prison is the need to disconnect from those with whom they previously associated on the streets and through their addictions. The women who tend to do better are those with social support, when they have positive family or friends in their lives. Lack of social support, boredom, and loneliness can often lead into relapse.

One of the key findings is the importance of peer support. Women can help each other to navigate the systems, sharing what they have learned. One of the recommendations arising from this research is the development of a formal peer support program for women leaving incarceration. The Partnership is currently in the process of developing such a program with funding from the United Way of Calgary.

### Connecting through Culture and Spirituality

One of the significant aspects of some of the women's road to recovery was to reconnect with their culture and their spirituality.

### Connecting over Time

Women need support and services over a long period of time, prior to their involvement with the justice system, during their incarceration including pre-release planning, and for a significant amount of time after release. Findings under this theme include (not in order of priority):

- Connection with resources and supports needs to begin prior to release.
- Of major concern is the loss of services at warrant expiry date (WED), or on statutory release from the federal system when they have no residency requirement and thus no transitional housing. At this point, the women are no longer eligible to stay in a halfway house or to access counselling through Correctional Services of Canada.
- Women need somewhere to obtain services and support when they have "fallen down", somewhere they can receive support to pick themselves up again and continue their journey forward.
- Each person is unique and will need different programs and services at various times. Some will be able to access the services fairly independently and others will need someone to accompany them and possibly help to advocate for them when accessing other services.
- One service provider suggested that agencies are trying to get the women "on their feet as fast as possible", including housing, resumes, education, employment etc. She believes that this is too much, too fast. One of the women said that people, such as herself, who are going through recovery "need time to do that [recovery] number one before spending all of their time worrying about getting a job."

It is hoped that these findings will assist the *Inside Out Full Circle Partnership* to make important policy and program change in order to improve women's experiences of re-integration into the community after release from incarceration; that the community can work together to make it easier for women to stay out of the justice system; and that the work of the service providers will be more satisfying as they connect with the women through the ups and downs of reintegration.

To obtain the full report please email the author, Gayle Rutherford, R.N., Ph.D., Faculty of Nursing, University of Calgary, at [geruther@ucalgary.ca](mailto:geruther@ucalgary.ca).



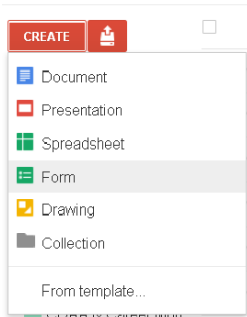
# Creating a Form with Google Docs

Submitted by: Christine Gertz, CAPS Library and Information Specialist

Provided that you have a Google/Gmail account, Google forms are fast and free to create. Google Forms offer some quick tools for simple data analysis, provided that the creator selects the appropriate question type. They can be shared by email or embedded in a web site, which means users at a live event or after an event can use their personal computer, tablet, or even web-enabled smart phone to submit responses to your form. It also means that you do not have to pay a web designer to create a form for your web site, because you can do it yourself.

Google Forms can be recycled and edited by creators, even after data has been submitted by users, which means that a creator can correct a spelling mistake on a form seconds before a presentation is about to begin, rather than scurry for new print forms or apologize for spelling the host organization's name incorrectly. No Google Form can be left behind on top of a desk or needs to be carted around in a box from presentation to presentation: as soon as the form is ready and accepting responses, the form is available to users and for evaluation after an event.

## Docs



## Creating the Form

Once you have a Gmail or Google account, you can activate Google Docs. Google Docs offers several different types of documents: word processing (Document), presentations, spreadsheets, drawings, and forms. A collection is a group of these documents put together into one folder. When you select forms, a new form opens in a new browser window with two questions that are ready for editing.

To add a title to the form, click in the bar marked "Untitled form" and insert your title. For this article, we will work with a document called "Evaluation form." This is the form's title, what users will see when they access the form. This title is different from the name you will give to the form in your collection.

You can make changes to the supplied questions by clicking on the pencil (edit) icon at the top right hand corner of each question. When a question is activated for editing, it is highlighted in yellow. When activated, a question can be edited, duplicated, or deleted, as well as moved up and down in its order on the form.

## What Kind of Question?

Google Forms offers seven different types of questions: text, paragraph text, multiple choice, checkboxes, choose from a list, scale and grid. Each of the questions allows for a specific type of data to be entered:

- **Text** is for user supplied information, and in this case, short answers. When asking for emails, phone numbers or personal names, use a text question.
- **Paragraph text** is for longer answers, such as tell us about your personal career path, which can't be answered with a yes or no, or a preformed response, such as complicated/not as complicated. Text and paragraph text can't be analyzed by Google's data tools, so you will have to decide if you can get the answers you need by supplying a more controlled response. For example, if you host a conference call with attendees from all across Canada, do you need to know every town and city—and their potential misspellings—that you could get from a text response, or could you get useful data from just asking your respondents to pick from a list, such as Alberta, British Columbia, Manitoba (etc.)? Controlled responses also speed up the response process for users; for example, if you have a series of yes or no questions, you can create multiple-choice questions rather than using a text box, which means the user has to type in yes or no for each of these questions.

If the answers are controlled or only specific options are available, you can use:

- **Multiple choice** allow for as many options as you need and only one answer is possible. A user supplied *other* response, which appears as a textbox, is available with this type of question. Multiple choice is the only question option if you want users to proceed to specific questions based on their responses. For example, if

you are hosting a breakfast event and you want to know what kind of teas were drunk, so you know what to order next time, you would only ask the tea drinkers what they drank.

- **Checkboxes** allow you to get multiple controlled responses from your users. For example, when you ask your attendees how they heard about an event, you could use checkboxes to find out all of the multiple marketing methods influenced them, such as your *web site*, *newsletter*, and/or *advertisement in professional journal*. However, if you want to find out which newsletter and to only ask the newsletter viewers about which newsletter they saw the notice in, you need to ask for these responses on a multiple choice question. A user supplied response is also possible, so, in this case, you can allow for an “other” response and find out that they heard about it on Twitter.
  - **Choose from a list** means that items will appear in a drop down list and only one item can be selected. Like multiple choice and checkboxes, form creators can provide as many response options as they need. They also pop up very clearly when users are entering in responses on a cell phone or tablet device. On the con side, choosing from a list of options with drop down menus is usually prone to user error, and may only allow selection when using the keyboard arrow keys. Multiple choice questions usually are usually the better option for controlled response questions.
  - **Scale:** for questions on a controlled range of responses, such as are you extremely satisfied to extremely dissatisfied. Google Forms has some limits on scale questions, so you can only label your first and end choices, which can confuse some of your respondents about what each of the increments could mean. For example, if you use a five point scale, with extremely satisfied and extremely dissatisfied, does the middle option mean *neutral* or not *applicable*?
  - **Grids** are slightly more sophisticated scale questions. The form creator can make up to five columns, such as *Very satisfied*, *satisfied*, *neutral*, *dissatisfied*, *very dissatisfied*, with all of the columns clearly labeled, and in the rows, ask the respondent to comment on options that can be scored using the same scale. Data for each of the options is downloaded into a separate cell in the spreadsheet.
- When selecting which type of question you will use, you need to decide, what kind of information you need from the respondents. For example, information that is unique to a user, such as first name or email, should be captured in a text box—though you have to keep in mind that users make mistakes. Responses that you will want to determine the percentage of respondents and that you want to control for user errors and reduce multiple similar responses, with only one possible response, use a multiple choice or choose from a list. If you need multiple responses, and do not want Google to do the math for you or no percentage, response is necessary, use a checkbox.

### Users Accessing the Form

Google forms can be shared in multiple ways: via email, in a web site, by asking the user to input the form address into a browser window or by creating a shortcut or bookmark on a computer. If you share by email, a window will pop up asking for the email addresses of the persons who need to submit information to the form. If you embed in the web site, you need to copy the embed code and paste it into the HTML on your web site. Email addresses are best when you have everyone’s email address, which is not always the case at a public event or an event where registered guests can bring additional people. Embedding on a web site is suitable when you need to gather data over a long period of time and when you are able to make changes to a web site, which is not always the case in an organizational setting.

### Sharing

Forms and the submitted data can also be shared with other members of a team or with respondents. In the spreadsheet associated with your form, click on the blue Share button in the top right corner and a new window will appear. You can email the form directly to respondents, which allows them to submit answer questions on the form. You can also select specific people who can view the form, which includes the associated spreadsheet, or who can edit the form, which allows them to make changes to the questions and to edit the user responses in the spreadsheet.

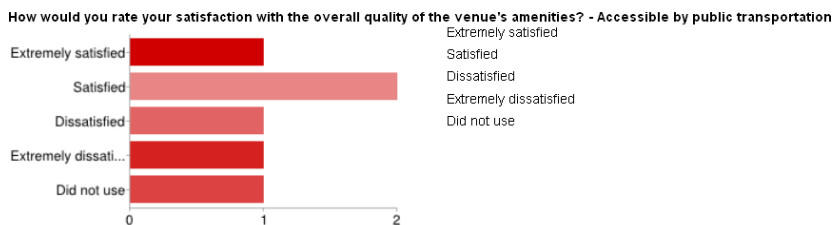
To allow users to submit responses, you need to set the permissions in the Share pop up so that users with the link can submit responses. This is the appropriate sharing level if you are sharing the form (and not the results in the spreadsheet) by email or on a web site, and for specific respondents, such as people on a

mailing list or users that have already attended an event. If you are allowing anyone to submit, such as people who may want to sign up for your newsletter, if you have an event open to the public—or even members of a professional group that you haven’t met yet—allow anyone on the web to submit to your form. This does not allow them to share or edit the data in the spreadsheet, only to view the form.

For more on sharing and what level of permissions to grant users, refer to the Google Support page [Share, publish and embed](#).

### Show summary of responses

Based on the type of question you have prepared, Google can prepare simple charts and graphs that can be shown as soon as a response has been submitted. For example, if you wish to run a poll during a presentation, you can enter the spreadsheet associated with the form and from the Form menu, select Show summary of responses. All of the response data will be shown, but only data with only one possible user response, such as a multiple choice, can be shown in chart form. For example:



This is perfect for showing results to a group, such as evaluating the success of an event in committee. However, the responses are not available as a summary until users press the submit button at the end of the user version of the form. This means that if you have three questions you want the attendees to answer at different points in the presentation and you want to control when the attendees see these questions, you need to create a separate form for each of the “stops” in the presentation. If you are showing the data analysis as part of a summary, create just one form and show the summary of data at the end of the presentation.

### Reusing the forms

One form creates one spreadsheet, but you may be using the same form for multiple events. If you want to make each event form distinct, but use the same form, you will need to make a copy, which is in the File menu in the spreadsheet associated with your form.

You can also use make changes to these forms. For example, if you are making a presentation at a specific venue that attendees have to come to in-person, but also presenting via conference call, you can use the same form, but remove the *accessible by public transportation* option from the form given to the conference call attendees. You can remove the option within a question by clicking on the X at the end of the field with the option, or if the option is part of a standalone question, you can just click on the Trash can icon to delete the entire question.

### Summary

With some initial planning, Google Forms are fast to make. They are highly portable, as well as easily and immediately editable. They are a simple solution for people who need to use multiple, but similar forms for a variety of events, who want to handle their own event management and mailing lists and who want to reduce the bill from their web designer. Evaluation forms can also enhance professional practice, since you can see almost immediately what is effective for your individual clients or presentation audience.