

“Innovate & Lead: Strategies for School Leaders”

Data-Driven Leadership: Collection & Initial Analysis
Day 5 - September 23, 2025

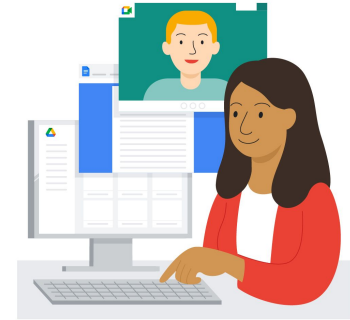


Welcome, School Leaders!

Our session today is **Data-Driven Leadership: Collection & Initial Analysis**.

The most effective leaders make decisions based on clear insights, not just intuition. In this session, we will demystify the process of data collection and analysis.

You will learn a practical workflow for gathering valuable feedback and interpreting simple data to make more informed strategic decisions for your school's improvement.

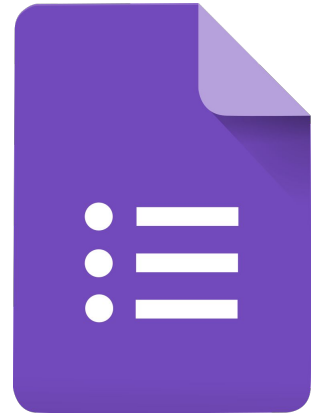


Introduction to Google Forms

What is Google Forms?

Google Forms is a great tool for creating online surveys and quizzes.

- Collect data from your students, colleagues or parents
- Various types of assessments

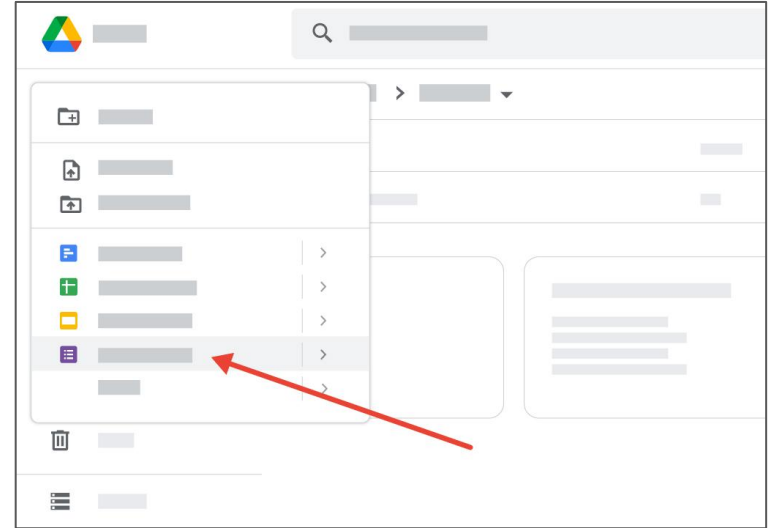


Educational Uses of Google Forms

01	IT/ Administration	<ul style="list-style-type: none"> • Asset Tracking Form - Collect details for inventory management • Maintenance Request Form - Log IT/infra issues for tracking • Visitor Registration Form - Capture visitor details digitally
02	Parents	<ul style="list-style-type: none"> • Parent Feedback Form - On teaching quality, communication, or events. • Consent Form - For field trips, workshops, or extracurricular activities. • Meeting Scheduling Form - To select convenient time slots for PTMs.
03	Students	<ul style="list-style-type: none"> • Assessment / Quiz Form - Formative checks with auto-grading. • Club/Activity Signup Form - Easy to track participation. • Career Interest Survey - Collect insights to guide counseling.
04	Teachers	<ul style="list-style-type: none"> • Wellbeing Check-In - Gather teachers' stress/workload insights. • PD Needs Form - Share training interests and self-assess skills. • Resource Request Form - Teachers request classroom materials/books.

Creating a form

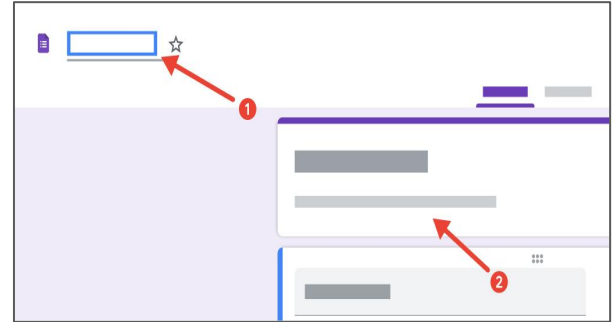
- Begin by going to Google Drive, logging into Google account if prompted to do so.
- In Google Drive, click **New** and then and then click **Google Forms**.
- A new tab will open with a new form for you to edit.



Naming a form

Naming form needs to show what the form is about, to make it easier to find and open again at a later date.

1. Click **Untitled form** on the top left. Type in a name for form. Your title will be saved.
(Notice how changing the name automatically updates the heading on the actual form).
2. Also add a description of form. Click **Form description**. Type in a description of what the form is about.. When done, press **Enter** on your keyboard.

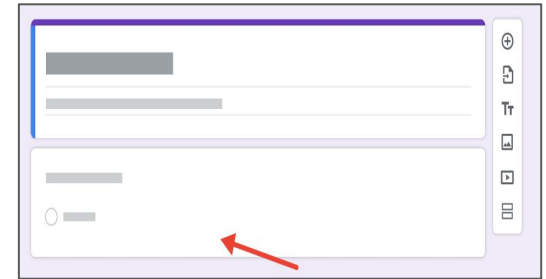


Adding questions to form

When creating a form, it will already have a space for the first question.

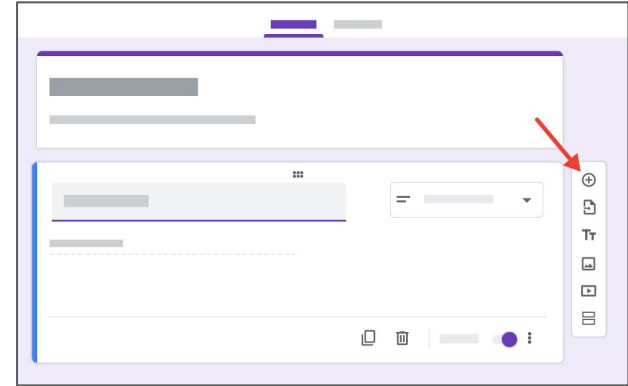
- This will always appear as a multiple choice type of question.
- There are many different question types you can use. Here are some of the most commonly used types:
 - Short answer - great for 1-2 word answers, for example, names.
 - Paragraph - when you want longer, paragraph or essay type answers.
 - Multiple choice - when you want to limit people to only one choice.
 - Checkbox - good for questions that people can give more than one answer to.

If want to edit / change the question, simply click anywhere in the white rounded rectangle.



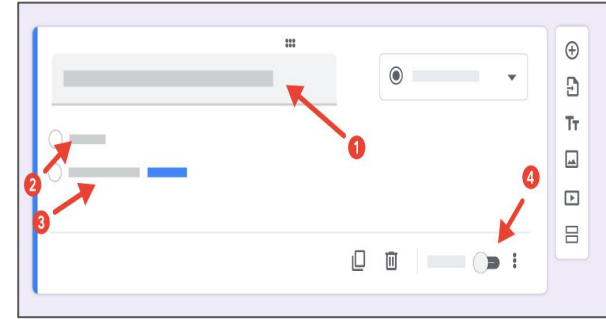
Adding questions to form

- It's now time to **add your next question**. Click **+** on the floating menu on the right.
- A **new multiple choice question** will be added to the form, below previous question.



Multiple choice questions

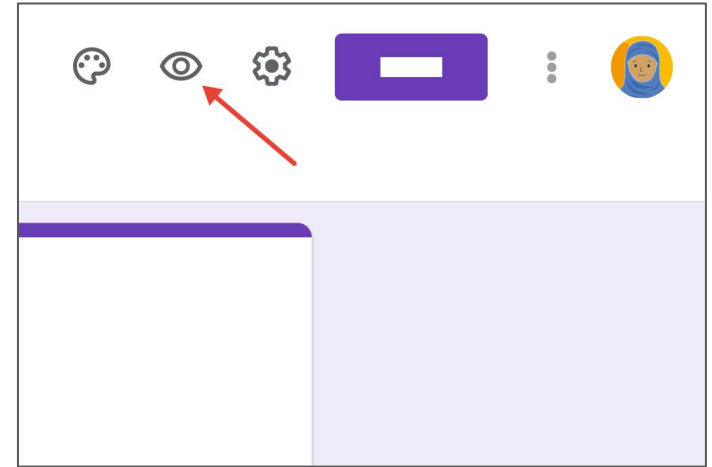
1. Type in the first question of quiz. After replacing the text, press **Enter** on your keyboard:
2. In the next step, add several answer choices, one being the correct answer and the others being incorrect options. Click Option 1. You can now type in one possible answer to the question. Press Enter on your keyboard to add a second option.
3. Now type in the second answer option. Type the answer option, and it will replace 'Option 2'. Now press Enter on your keyboard to add a third answer option.
Note: add as many options as you want to for each particular question!
4. Next, mark the question as required.
Remember: if you mark it as required, respondent will only be able to submit the form after answering this question. Click the switch next to 'Required'.



Preview form and make updates

Once done adding questions, it's always a good idea to preview the form and make sure there are no mistakes.

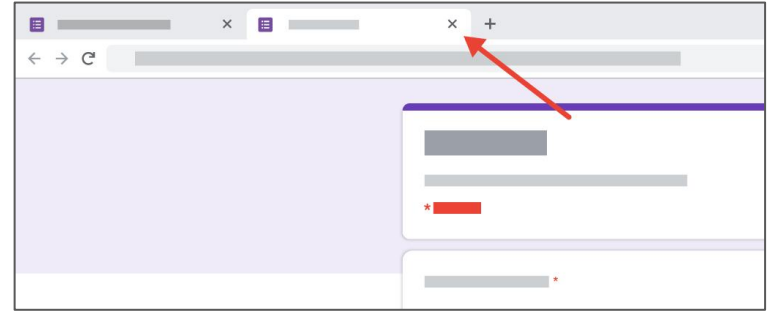
- Click **Preview** in the top right corner.
- This will open a preview of your form in a new browser tab.



Once you have checked form, close the preview. Click **X** on the Preview tab.

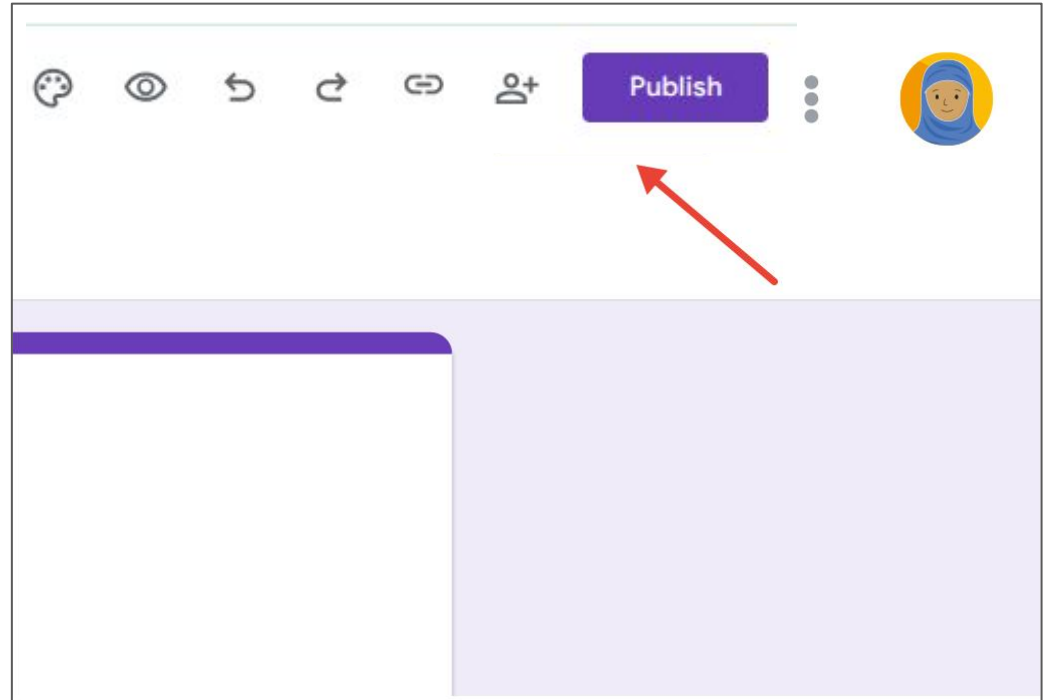
You should now be back in original form page, where you can still make changes to your form if needed.

Remember: If you need to make changes to any question, simply click inside the question. This will allow you to change the question, the question type, the options, etc.




Sharing the form


Now, for the final step - sending your form to your students to answer. Click **Publish** in the top right corner. This will open the 'Publish form' window.




- Click **Manage**. You can type in your students' email addresses in the 'Add People' box. You can type in more than one email address as long as you put a comma after each one.
- When done, click **Share**. An email will be sent to every address you listed, inviting them to fill in the form.
- **Publish** the form once, it is done.

Publish form

 Responders

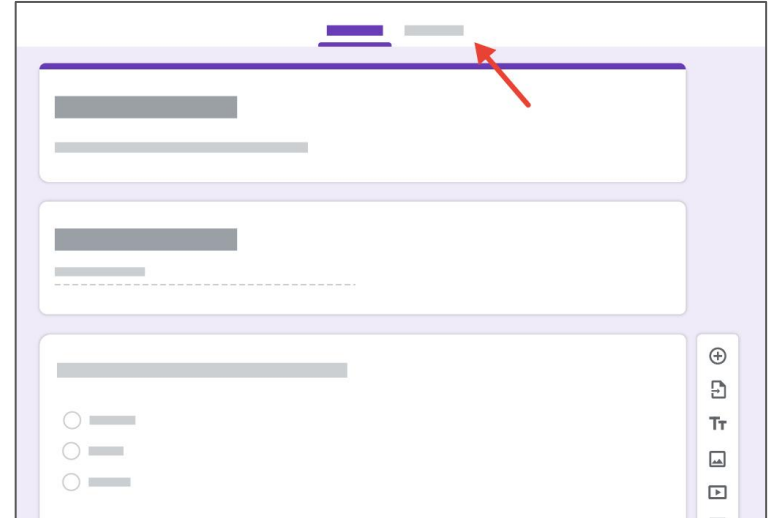
 Specific people [Manage](#)

 Nobody will be notified when publishing the form

[Dismiss](#) [Publish](#)

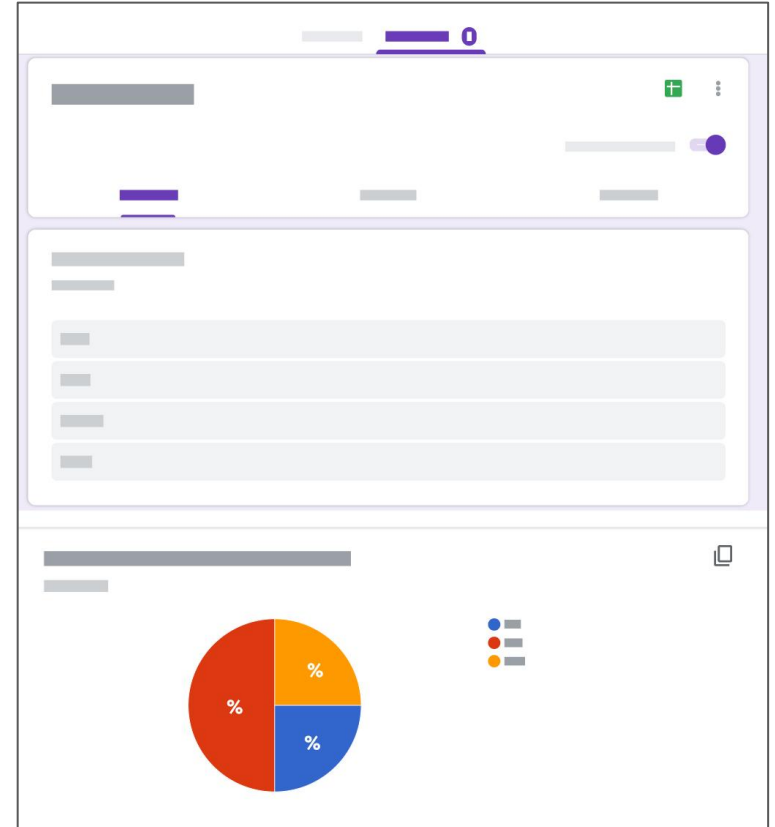
Viewing responses

Once the form is filled, you will easily find all of their answers in the Responses section of the form. Click **Responses**.



As the form is filled out, the Responses section will be updated automatically. You can see the number of responses and quick charts showing you a summary of the responses.

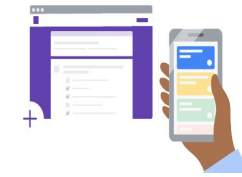
<https://forms.gle/XDHmuqfaNHvrzoSG9>



What we have covered so far

- Uses of Google Forms - IT/Admin, Parents, Students, and Teachers.
- Creating a Form
- Naming a Form
- Adding questions to a Form
- Types of questions
- Preview & Updating the Form
- Sharing the Form
- Publishing the Form
- Viewing Responses

Quiz Time!



To check your knowledge. Please **navigate** to:

<http://bit.ly/intro2workspace1-7d>

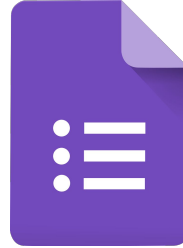
(Note: letters in link are all lower case)

OR, scan the QR code with your phone:



Google Forms + Google Sheets

Easy to collect responses



Google Forms collects all answers in the **Responses** section, and it also creates quick graphs, giving an overview of the collected data. You can also link Google Forms with Google Sheets, collecting all the data into a spreadsheet making it easy to organize and work with the data as needed.

Educational Uses of Forms + Sheets

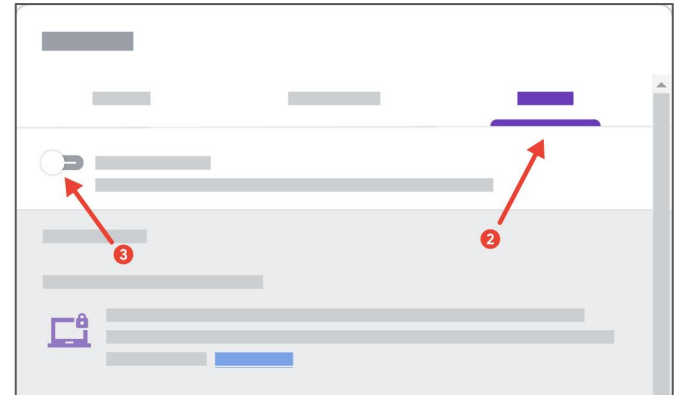
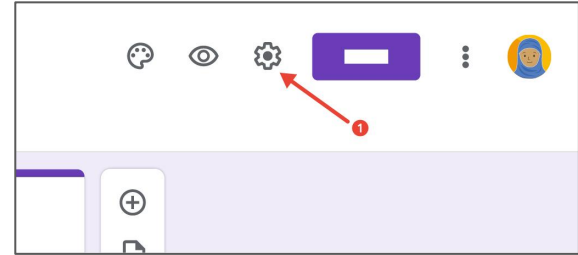
01	IT/ Administration	<ul style="list-style-type: none"> • Asset Tracking Sheet - Sort by device type, applies filters. • Maintenance Request Sheet - Filter issues, apply conditional formatting. • Visitor Registration Sheet - Date based sorting and filtering.
02	Parents	<ul style="list-style-type: none"> • Parent Feedback Sheet - Average rating, highlight strengths and gaps. • Consent Sheet - Filtered list of students saying “Yes”. • Meeting Scheduling Sheet - Highlight high-demand slots, bar chart, etc.
03	Students	<ul style="list-style-type: none"> • Assessment / Quiz Sheet - Scores collated; low scorers (<50%) highlight. • Club/Activity Signup Sheet - Count of responses per club. • Career Interest Sheet - Charts display trends by grade.
04	Teachers	<ul style="list-style-type: none"> • Wellbeing Check-In - Average wellbeing scores plotted weekly. • PD Needs Sheet - Frequency analysis shows top 3 requested topics. • Resource Request - Sorted by urgency/frequency.

Changing a Form into a quiz

You can easily change a form into a quiz, allowing auto-grading.

1. In the top right click, **Settings** (gear icon).
2. In the Settings menu, click **Quizzes**.
3. Click on the **Make this a quiz** switch.

<https://forms.gle/Gk7R3A9DowArRFjo6>



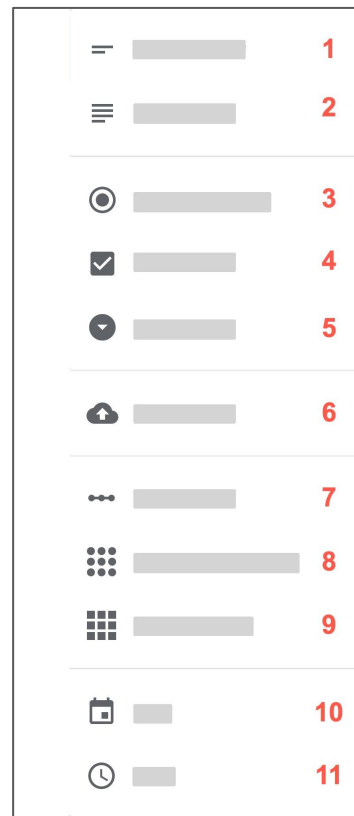
Create your questions

Start with a short answer question that collects students' names (e.g. 'Name')
If you wish for the quiz to be fully auto-graded and give a score to the students as soon as they finish, these are the question types that Forms can auto-grade:

- Short answer (1)
- Multiple choice (3)
- Checkboxes (4)
- Dropdown (5)
- Multiple choice grid (8)
- Checkbox grid (9)

The other types of questions will need to be graded manually or reviewed.

- Paragraph (2)
- File upload (6)
- Linear scale (7)
- Date (10)
- Time (11)

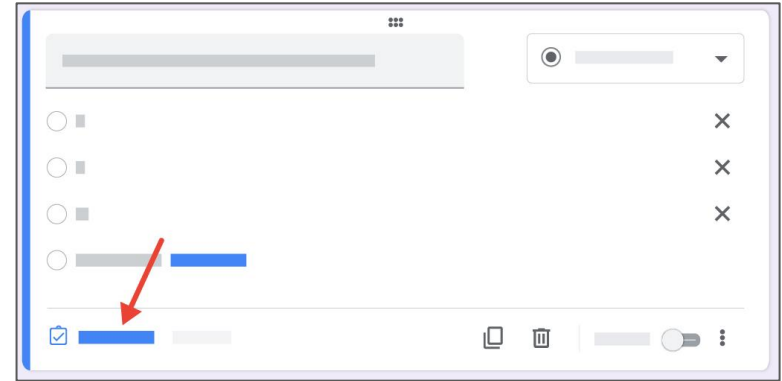


Updating the answer key

Once you turn a Form into a quiz, every question will have an **Answer key** button on the bottom left-hand corner.

Click **Answer key**. This will allow you to choose the correct answer, decide how many points the question is worth and add answer feedback.

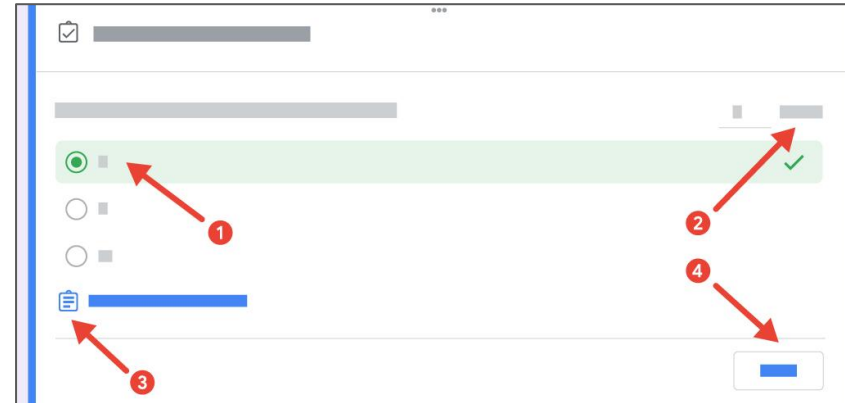
Tip: Do not add an answer key for questions that do not need to be automatically graded (e.g., the 'Name' question).



Choosing the correct answers

Once you've clicked **Answer key**, you can:

1. Click on the correct answer. Notice the green tick marking the correct answer.
2. Decide how many points the question is worth - you can choose any value.
3. Optional: you can add answer feedback. We'll guide you through this in the next section.
4. Click **Done** when ready. You can edit any of these options later by clicking **Answer key** again.

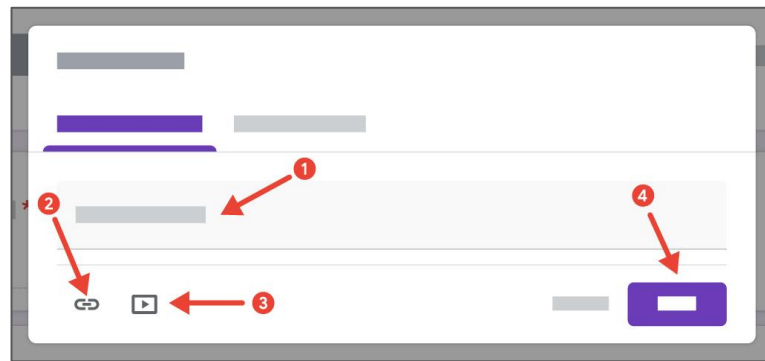


Optional: Adding answer feedback

Adding feedback to a question is a way of deciding what the students will see when they look at their quiz results. You can add one feedback for correct answers and a different feedback for incorrect answers. In the **Add feedback** menu you have several options:

- You can add written feedback (1).
- You can add a link (2) to a website, revision guide, Classroom assignment etc.
- You can add a link to a YouTube video (3).

Click **Save** when done (4).

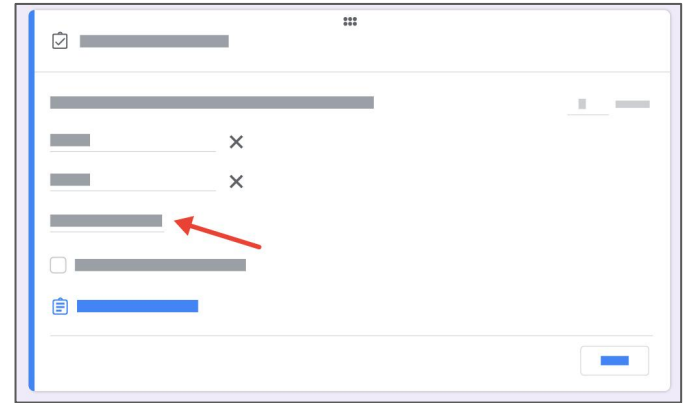


Answer key for 'Short answer' questions

For 'Short answer' questions, you'll need to type in every answer you would accept as correct. Type in the first correct answer, then press **Enter** on your keyboard to type in another. You can add as many correct answers as you need.

It's important to remember that the answers are case sensitive, so if you will accept an answer with a capital letter and without, you'll need to type in both versions.

Remember to set a points value as you did with the multiple choice questions.



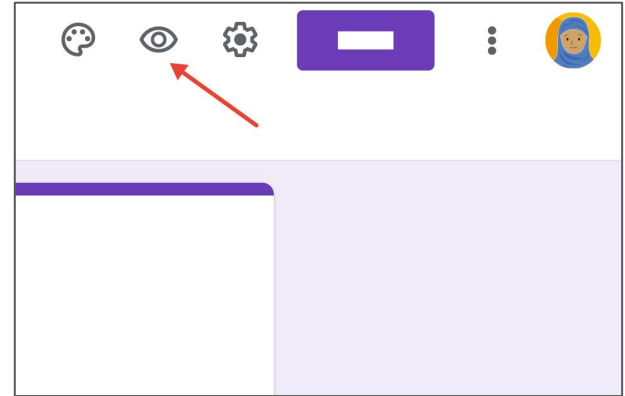
Preview your quiz and make updates

Once you are done adding your questions and updating the answer keys, it's always a good idea to preview the quiz and make sure there are no mistakes.

You can easily do that by clicking on the Preview button on the screen's top right-hand corner. This is the button that looks like an eye.

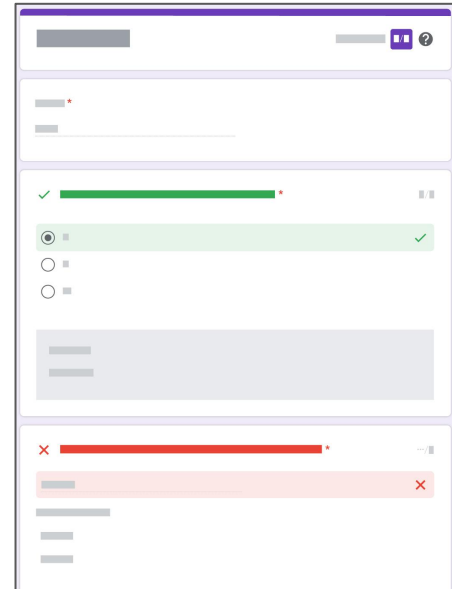
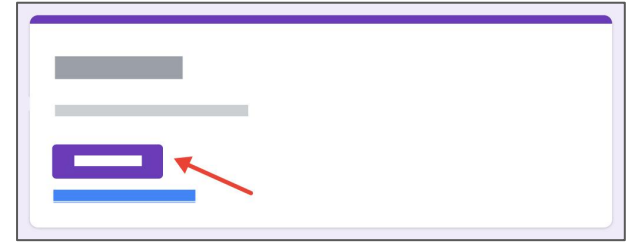
This will open a preview of your quiz in a new browser tab, just like you saw in the previous forms lesson.

You can share the form with students by clicking on **Send** like in the previous Google Forms lesson.



Responder's View

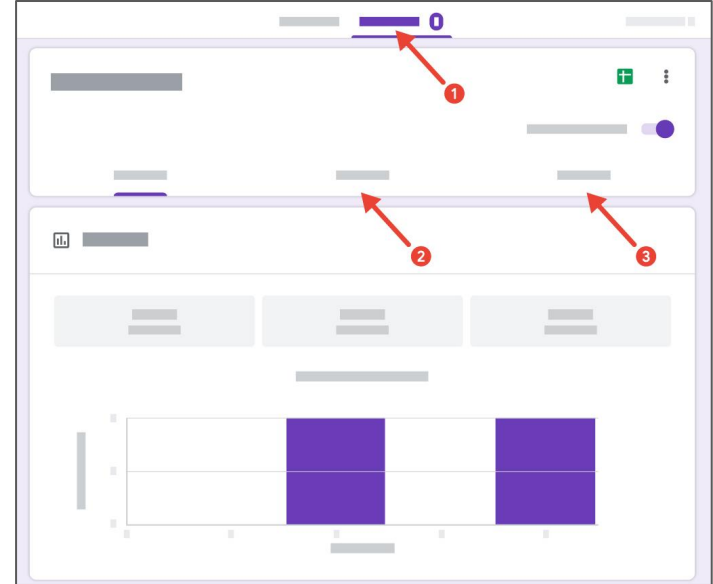
If you choose to let students see their results immediately, they can click on **View score** as soon as they've finished the quiz. Otherwise their results will be sent to them later, when you've finished reviewing their answers.



Viewing Responses

Once students start filling in your quiz, you will easily find all of their answers in the Responses section of the quiz:

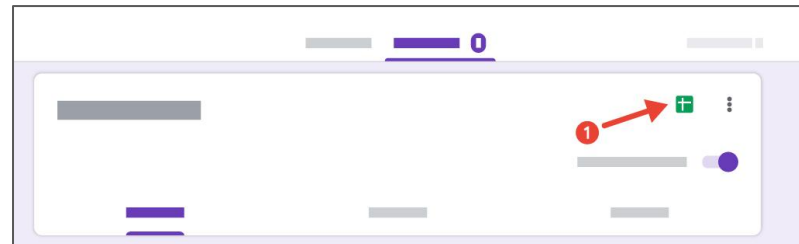
- Click **Responses** (1) to see the responses, including the **Insights** related to your students' performance.
- Click **Question** (2) to see your students' responses grouped based on question.
- Click **Individual** (3) to see all responses for individual students



Creating a response spreadsheet

Students' answers will be collected directly in your quiz. You can also link your quiz to a Google Sheet and save all of their answers there. This allows you to analyze the data better.

1. Click on the Google Sheets icon.
2. In the Select response destination, choose **Create a new spreadsheet** (the name should be automatically filled in).
3. Click on **Create**.



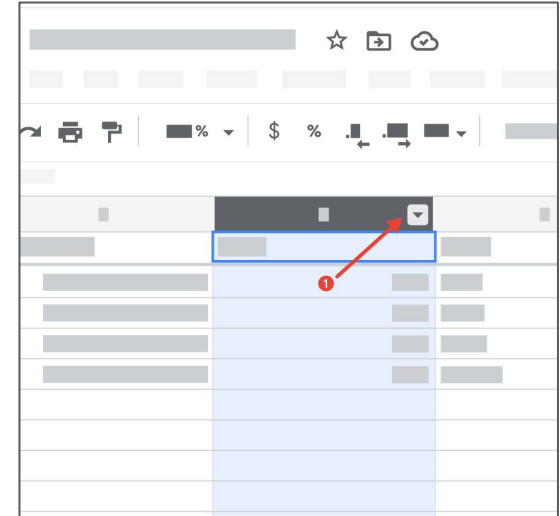
https://docs.google.com/spreadsheets/d/116LxcJe-x9vznKzazTgdRPvmwIPXW_s20HoPHIFJquk/edit?usp=sharing

Sorting your data in Google Sheets

This will create a Google Sheet that is connected to your quiz. All answers will be automatically saved in the sheet whenever a student submits their quiz.

In Google Sheets, you have greater flexibility when it comes to handling the collected data. You can choose to sort your students' scores, for example, so you can easily identify the students that might need extra support or who need extension work.

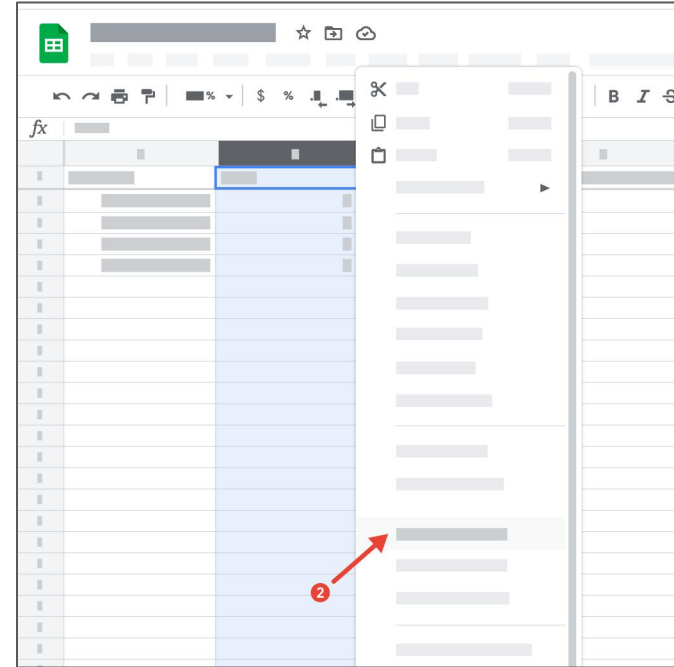
1. Hover over the letter above the word **Score** and click the small triangle button to bring up the menu.



2. Click **Sort sheet A → Z**.

This will sort your entire sheet based on the scores, in ascending order.

Tip: use **Sort sheet A → Z** when you want to sort in alphabetical or ascending order, and **Sort sheet Z → A** when you want to sort in reverse alphabetical or descending order.



What we have covered so far

- Uses of Google Forms + Sheets - IT/Admin, Parents, Students, and Teachers.
- Changing Form to a Quiz
- Type of questions - auto grading
- Updating answer key
- Choosing correct answer
- Adding feedback
- Creating a response spreadsheet
- Sorting & Filtering data in Sheet
- Conditional formatting

FAQs

- How often should I collect feedback from parents or teachers? Is there a risk of "survey fatigue"?

It's best to be strategic. Use surveys for specific purposes, like gathering feedback on a new policy, rather than sending them too frequently. Combining a few key questions into one targeted survey is often better than sending multiple short ones.
- I find spreadsheets intimidating. What is the simplest first step to analyzing the data from my form?

The simplest first step is to look at the automatic summary in the "Responses" tab of the form itself. It creates clear charts and graphs for you, which often provide all the initial insights you need without having to go deep into the spreadsheet.
- What if some of our parents are not comfortable with digital forms?

Accessibility is important. For parents who cannot use digital forms, you can print a copy and have it available at the school office. A staff member can then manually enter their responses into the spreadsheet to keep all your data in one place.
- How can I be sure that the survey data I collect is anonymous and confidential?

In your form settings, you can choose not to collect email addresses to ensure anonymity. Be sure to communicate this to your audience to build trust and encourage honest feedback. Also, ensure the results spreadsheet is stored securely with restricted access.
- What is one key principle for writing good survey questions?

Keep your questions neutral and unbiased. Avoid leading questions that suggest a desired answer. For example, instead of asking "Don't you agree our new lunch program is better?", ask "How would you rate your experience with the new lunch program?"

FAQs

- In a form, what is "response validation," and why would a leader use it?
"Response validation" lets you set rules for an answer. For example, you can require a response to be a valid email address or a number within a certain range. A leader would use this to ensure the data they collect is clean and accurate.
- How can I automatically send a copy of a user's response back to them after they submit a form?
In the form's "Settings" tab, you can enable the "Send responders a copy of their response" option. This is useful for providing a record of submission for things like event registrations or feedback forms.
- In a spreadsheet, how can I use the "Filter" function to see only specific data?
The "Filter" function adds a small dropdown arrow to the top of each column. You can then use this to show only rows that meet certain criteria, such as viewing survey responses only from teachers in the Primary section.
- What is the purpose of "freezing" a row in a spreadsheet?
"Freezing" a row (usually the top header row) keeps it visible on the screen even when you scroll down through a long list of data. This is very helpful for remembering what each column represents.
- Can I embed a live chart from my spreadsheet directly into a document?
Yes. When you copy a chart from your spreadsheet and paste it into your document, you will be asked if you want to "link" it. If you choose to link, the chart in your document will automatically update whenever the data in the spreadsheet changes.

Thank You!