

Six Steps for Successful Surveys

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Faculty Disclosure

- Faculty Name: Katherine Rogers
- Conflicts of Interest: None
- Employer: Sigma Theta Tau International
- Sponsorship/Commercial Support: None

Objectives

- Identify survey tools and sample questions
- Understand how to use survey results to provide benefits to your members

Focus of this session will be on Involvement and Renewal



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“The key to retaining your members – and attracting new ones – is knowing what they need and value, how you can fill those needs, and what they think of your organization. Once you have some data to paint a good picture, you can begin adapting your strategies so that you’re relevant and providing better value. That’s ultimately the deciding factor in whether your members stay or go.”

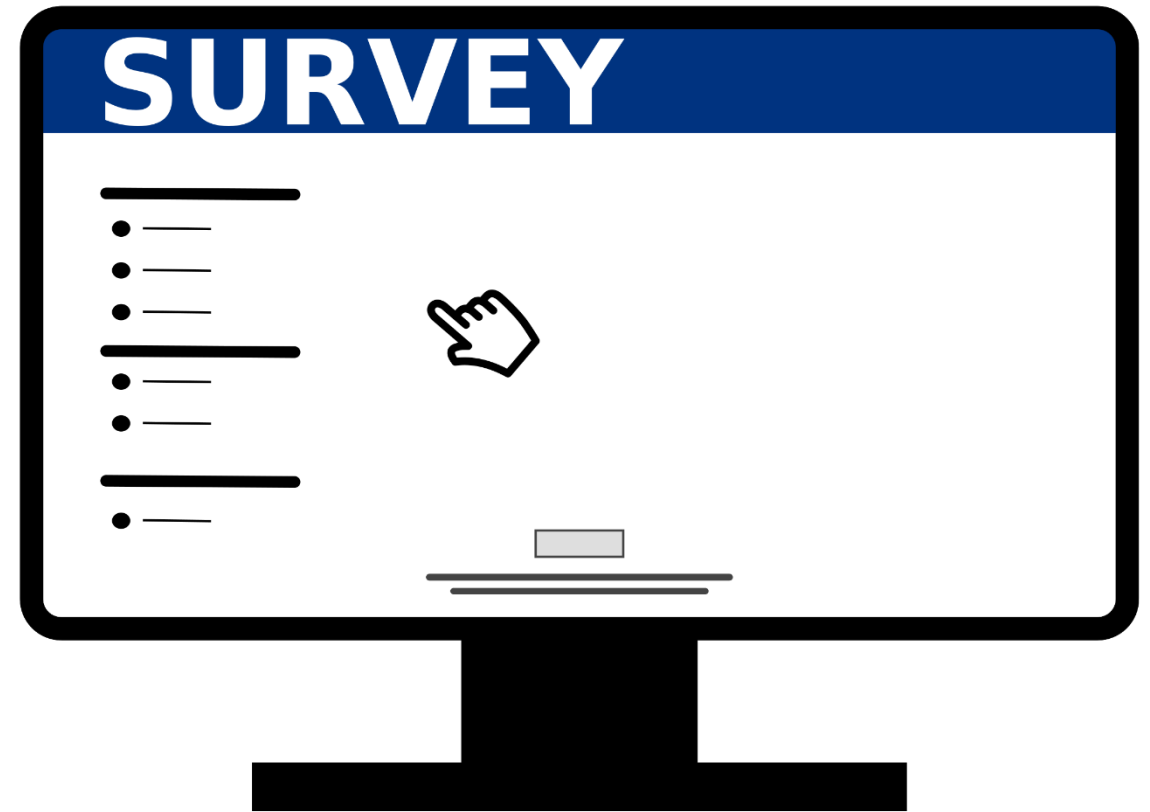
- 123Signup, a Member Solutions Company

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#1 – Use an Online Survey Platform






























They're MADE for surveys

- They have built in templates and functionality to allow for skip logic (i.e., If someone selects “yes,” they see this secondary question.)
- They let you measure results in an easy-to-understand way.
- They provide training tools and support to help you.

Survey Monkey

- **Free** version allows for:
 - 10 simple questions
 - 100 respondents
- **Downsides**
 - No skip logic
 - No exporting your data
 - Can't include custom logo or branding

<p>BASIC Free</p>	<p>SELECT \$26 / month Billed month-to-month SAVE with an annual plan</p>	<p> BEST VALUE GOLD \$25 / month / user Billed \$300 annually</p>	<p>PLATINUM \$85 / month / user Billed \$1,020 annually</p>
<p>Sign Up ▶</p>	<p>Sign Up ▶</p>	<p>Sign Up ▶</p>	<p>Sign Up ▶</p>
<p>–</p>	<p>Available on annual plan</p>	<p>NEW! Team collaboration </p>	<p></p>
<p>–</p>	<p>Available on annual plan</p>	<p>NEW! Add users </p>	<p></p>
<p>10 questions</p>	<p></p>	<p>Unlimited questions</p>	<p></p>
<p>100 responses</p>	<p>1000 responses *</p>	<p>Unlimited responses</p>	<p></p>
<p>Standard email support</p>	<p></p>	<p>Priority 24/7 email support</p>	<p></p>
	<p></p>	<p>Custom logos, colors & more </p>	<p></p>
	<p></p>	<p>Skip logic </p>	<p></p>
	<p></p>	<p>Data exports & reports </p>	<p></p>
	<p>Statistical significance </p>	<p></p>	
	<p>Text analysis </p>	<p></p>	
	<p>Question & answer piping </p>	<p></p>	
	<p>Randomization </p>	<p></p>	
			<p>Advanced survey logic </p>
			<p>Onboarding and phone support </p>
			<p>White label surveys </p>

Typeform

- Free version allows for:
 - Unlimited questions and respondents
 - Data export
 - Custom design themes or choose from templates; they look really nice
 - Basic reporting
- Downside:
 - No skip logic in the free version. Pro version is \$25/month.

1 → Overall, how satisfied were you with the event?*



Post-Event Survey

Take 2 minutes to help us make our

[Give Feedback](#)

4 → How did you first hear about our event?*



A In the media



B In an advertisement



C Internet search



D Event website



E From a friend



F I got an invitation



G Other

Google Forms

- Unlimited surveys
- Unlimited respondents
- Survey answers and data are automatically collected in Google Spreadsheets
- Lots of theme options
- Add your own custom logo
- Add images or videos
- Skip logic and page branching
- Imbed survey into emails or website
- Add collaborators
- **100% free!**

Next steps

- Pick a platform that works for your chapter. Talk to the board about any associated costs, if applicable.
- Watch tutorials on how to build surveys.

#2 – Ask Useful Questions



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Sample Questions

- What type of chapter event(s) would you be interested in attending?
Select all that apply:
 - Networking events
 - Community service events
 - Educational programs. If so, what topics interest you?
- Have you attended a chapter event in the last year?
 - If yes, what did you think?
 - If no, why? (Time, location, format, topic?)

Sample Questions

- What keeps you up at night in relation to your job?
- Which of the following services most interests you? (Add language to include chapter-specific selections here.)
- If we were to develop an event or program around your interests, would you be willing to serve on a committee to plan that event?

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Sample Questions

- How likely are you to renew your membership? Why?
- What is the chapter doing well?
- Where can the chapter improve?

#3 – Incorporate into your communication plan



Communication Plan

- Schedule of timely and consistent messaging
- Includes:
 - Communication goals established during strategic planning
 - A calendar of communication, including a list of messages
 - Audience for each message (all active members)
 - Method of communication (email, mail, etc.)
 - Who is responsible to deliver

Goal	Timeline	Message/ Call to Action(s)	Audience	Delivery Method	Responsible Party
<p>Deliver membership survey</p>	<p>Survey sent by 1 January</p> <p>Two reminders to be sent two weeks apart</p> <p>Want final responses by mid-February</p>	<p>We need your opinion; Shape the future of your membership experience</p>	<p>Active members</p>	<p>Email through survey platform</p>	<p>Determine questions: Membership involvement committee</p> <p>Build survey: Secretary</p> <p>Send survey: Secretary</p> <p>Pull responses: Secretary</p>

#4 – Include Incentives



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- A chance to have membership dues paid for the next year
- Drawings for gift cards to local restaurants
- Visa gift card
- What would make YOU participate in a survey?

#5 – Follow-up on Results



Analyze results

- What trends do you notice in the results? Were there any surprising results?
- What additional programs, services, or benefits can your group create to create a solution for what “keeps your members up at night”?

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Develop goals based on results

- Develop a communication calendar to ensure members are aware of their benefits
- Implement one clinically-based program
- Develop a community service committee to host regularly scheduled service opportunities
- Host periodic events simply for social interaction.

Make your goals a reality!

- Have a strategic planning session to document:
 - Goals
 - Action Items
 - Who is responsible
 - Cost
 - Timeline
 - Available Resources
- At subsequent meetings, talk about the progress that has been made and whether additional resources are needed to meet the goal.

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#6 – Survey Frequently



At least annually

- Provides a voice for new members
- Provides a voice for members whose career path (and therefore, their needs) have changed from a previous survey
- Allows your board to learn more about the current membership that you are serving TODAY.

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After events

- Was the event what you expected?
- How could the presenter(s) improve?
- Would you recommend this event to a friend?
- Are there additional topics you would like to see covered during a future event?

Recap

1. Use an Online Survey Platform
2. Ask useful questions
3. Incorporate the survey into your communication plan
4. Include incentives
5. Follow-up on results
6. Survey frequently

Questions?

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