Six Strategies for Successful Surveys

Laura Perkins

Sigma GLOBAL NURSING EXCELLENCE

LEADERSHIP CONNECTION | Transformative Nursing Leadership

Faculty Disclosure

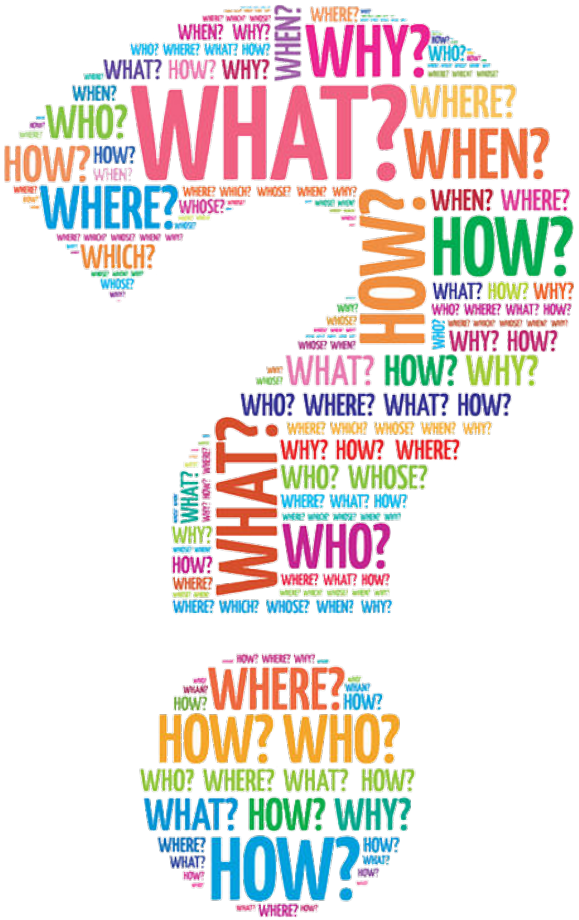
Faculty Name: Laura Perkins

Conflicts of Interest: None

Employer: Sigma Theta Tau International

Sponsorship/Commercial Support: None

- We need to be successful in EVERY phase of this life cycle.
- The way to be successful is to provide what members and potential members need.
- The only way to find out what they need, is to ask.


WHAT?
WHY?
WHERE?
WHEN?
WHO?
HOW?
WHICH?
WHOSE?
WHO? WHERE? WHAT? HOW?
WHAT? HOW? WHY?
WHO? WHOSE?
WHO? WHERE? WHAT? HOW?
WHAT? HOW? WHY?
HOW? WHO?

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

STANDARD

$37 / month

BILLED MONTHLY

SAVE with Annual

SIGN UP

- Unlimited number of surveys
- Unlimited questions per survey
- 1000 responses per month*
- 24/7 customer support via email
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic only
- Text analysis

ADVANTAGE

$32 / month

BILLED $384 ANNUALLY

SIGN UP

- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- 24/7 expedited email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance

PREMIER

$99 / month

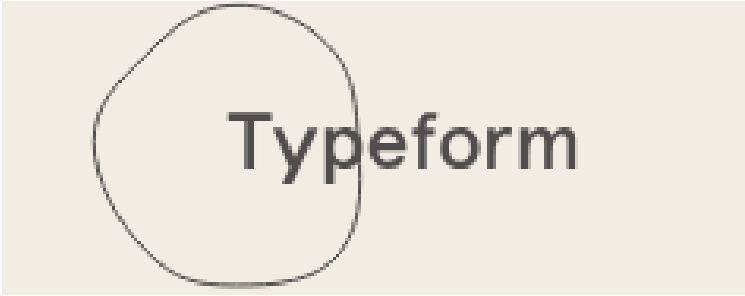
BILLED $1,188 ANNUALLY

SIGN UP

- Unlimited number of surveys
- Unlimited questions per survey
- Unlimited responses per survey
- 24/7 Phone and email support
- Quizzes with custom feedback
- Unlimited filters & crosstabs, trended data
- Custom logo, colors, and survey URL
- Data exports (CSV, PDF, PPT, XLS)
- Skip logic, question & answer piping
- Text analysis & statistical significance

1. How likely is it that you would recommend this company to a friend or colleague?

NOT AT ALL LIKELY										EXTREMELY LIKELY
0	1	2	3	4	5	6	7	8	9	10



- 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 $30/month.

Typeform

Product Pricing Help Blog Login Sign up

Choose the plan that works for you.

All plans include unlimited typeforms. You can cancel anytime.

Monthly Yearly (2 months for free)

BASIC (free)

Get to know Typeform

100 responses / mo
10 fields / typeform

The essentials for getting better answers online.

Start free

PRO

More power & personalization

USD 30 /mo
* Billed annually

For 1 user

Unlimited responses
Unlimited fields

Customize endings, send email notifications, branch or skip questions, and more...

Go PRO

PRO+

Advanced features for brands

Starting at
USD 59 /mo
* Billed annually

For 1 or more users

Unlimited responses
Unlimited fields

Remove Typeform branding, invite team members, redirect respondents, and more...

Go PRO+

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2 → Section 2 | Your Work

a. How meaningful is your work?*

0	1	2	3	4

Not at all meaningful

Extremely meaningful

ZOHO Survey

- Free version allows for:
  - 10 questions 100 respondents; unlimited surveys
  - Data export
  - More than 200 templates to choose from
  - Basic reporting
  - Offers a discount to non-profit organizations
- Downside:
  - No skip logic in the free version. Pro version is $20/month.

7 days credit card free Enterprise trial.

Let's help you find out how Zoho Survey can match your needs.

Request a free demo

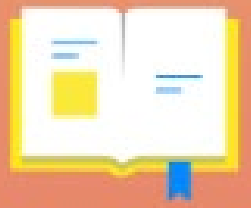
Monthly Yearly

FREE	PLUS	MOST POPULAR PRO	ENTERPRISE
$0	$20 /month billed annually plus tax, as applicable	$25 /month billed annually plus tax, as applicable	$60 /month billed annually plus tax, as applicable
SIGN UP NOW	TRY FOR FREE	TRY FOR FREE	TRY FOR FREE
✓ Unlimited surveys	✓ Unlimited surveys	Includes everything in Plus	Includes everything in Pro
✓ 10 Questions / Survey	✓ Unlimited questions	✓ Piping logic	✓ Admin - 2 users
✓ 100 Responses / Survey	✓ Unlimited responses	✓ Custom variable	✓ User management
✓ Over 200 survey templates	✓ Over 200 survey templates	✓ White label survey	✓ Department creation
✓ Embed survey in website	✓ Embed survey in website	✓ Multilingual surveys	✓ Trigger function
✓ HTTPS encryption	✓ HTTPS encryption	✓ Send email notifications	
✓ Share on social	✓ Share on social	✓ Zoho CRM integration	
✓ Password protection	✓ Password protection	✓ Google Sheets integration	
✓ 1 response collector/survey	✓ Unlimited response collectors		
✓ Real-time responses	✓ Real-time responses		

Customer Satisfaction Surveys

Ask the right questions to the people who matter most. Connect with your customers for lasting profits.

View template



Education Surveys

Gain actionable data for the best classroom outcomes. Create a better tomorrow for your students.

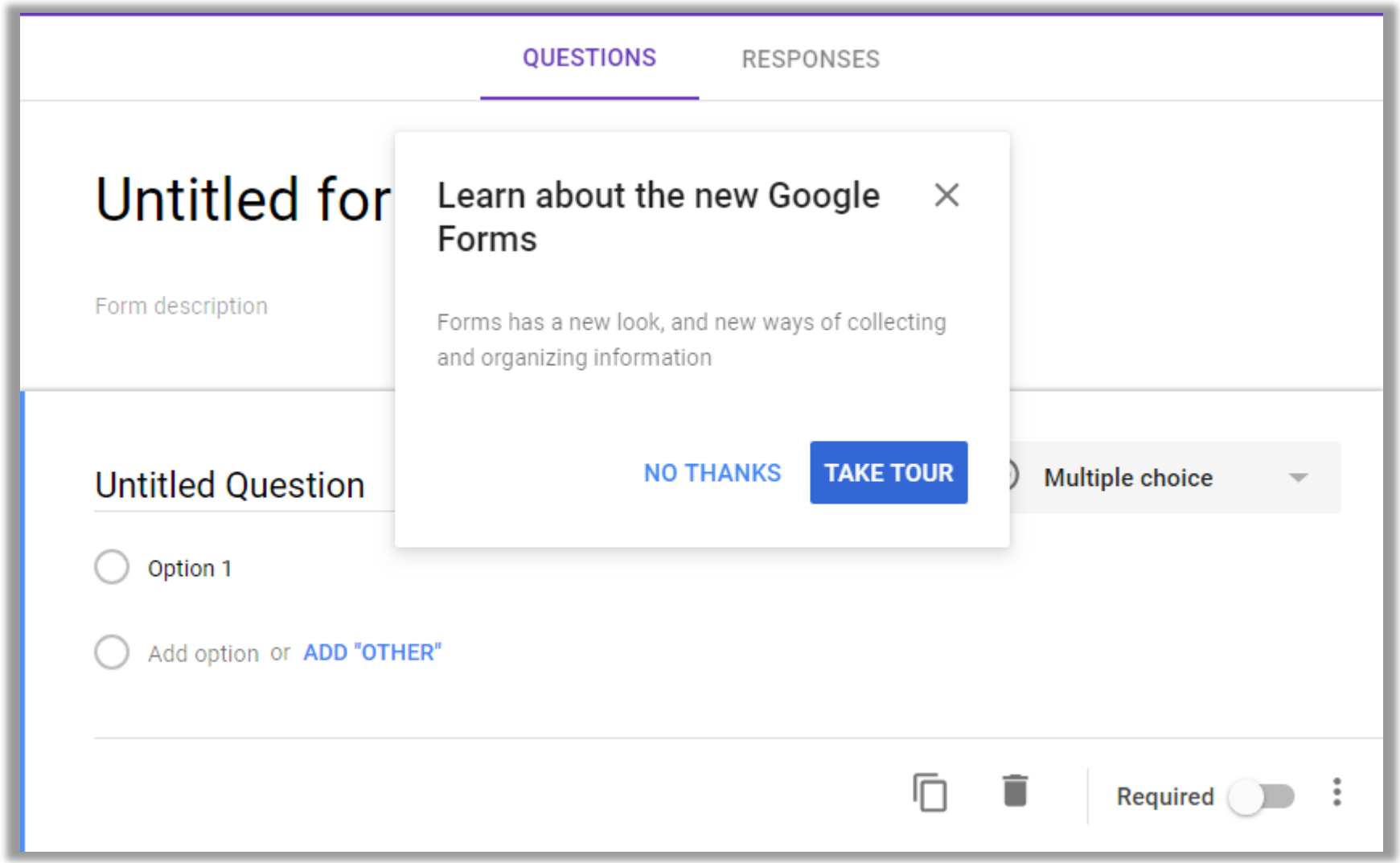
View template

Event Surveys

Tailor your events to your attendees. Capture unbiased insights on its reception. Land your event with an applause.

View template

- 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!**


QUESTIONS
RESPONSES
Untitled for
Form description
Learn about the new Google Forms
Forms has a new look, and new ways of collecting and organizing information
NO THANKS
TAKE TOUR
Untitled Question
Multiple choice
Option 1
Add option or ADD "OTHER"
Required

Does your chapter have a recommendation of a survey platform that wasn't mentioned?

Next steps

- Pick a platform (or more than one!) that works for your chapter.
- Talk to the board about the costs, if applicable.
- Watch tutorials on how to set up and send surveys through that platform.

Ask Useful Questions

1. General Membership Satisfaction Survey
2. First-Year Member Survey
3. Post-Event Survey
4. Survey to Members who did not Renew

Full samples of each of these surveys is available in the All Chapter Officers Workgroup!

General Member Satisfaction Survey

- Which type(s) of chapter event(s) would you be interested in attending? (Select all that apply.)
- Are there hurdles that make it difficult for you to attend chapter events? (Family commitments, retirement from nursing, work schedule, etc.?)
- What are three professional concerns you are currently facing?
- What volunteer opportunities would you be interested in?
- What is the chapter doing well (How can the chapter improve)?

First-Year Member Survey

- How did you learn about Sigma?
- Please indicate the top three reasons you joined Sigma.
- Do you believe that you have been adequately oriented to our chapter and to Sigma?
- Which chapter benefits or events interest you most? (Include chapter-specific selections.)
- Which of the following would enable you to participate in chapter programs? (Family-friendly events, meetings during the week, etc.)

Post-Event Survey

- How did you hear about this event?
- How useful did you find this event?
- Overall, how satisfied were you with the event?
- Would you recommend this event to your friends? (Why/Why not?)
- What additional suggestions, comments, or ideas for future event topics do you have?

Survey of Members who did not Renew

- Which is the primary reason you let your membership lapse? (Cost, offerings, no time, no longer in nursing, etc.)
- How long were you a member before you lapsed?
- Please complete the following sentence: To rejoin, I would primarily need _____.
- Which of the following best describes your current position?
- Would you like to have someone contact you about reactivating your membership?

Do you have any other survey questions that you would recommend?

Add surveys to your communication plan

RESPONSIBILITY

AUDIENCE

Include incentives

- A chance to have membership dues paid for next year
- Drawings for gift cards to local restaurants
- Visa gift card
- Print-on-Demand items

(What would make you participate in a survey?)

Follow-Up on Results

trends

GOAL

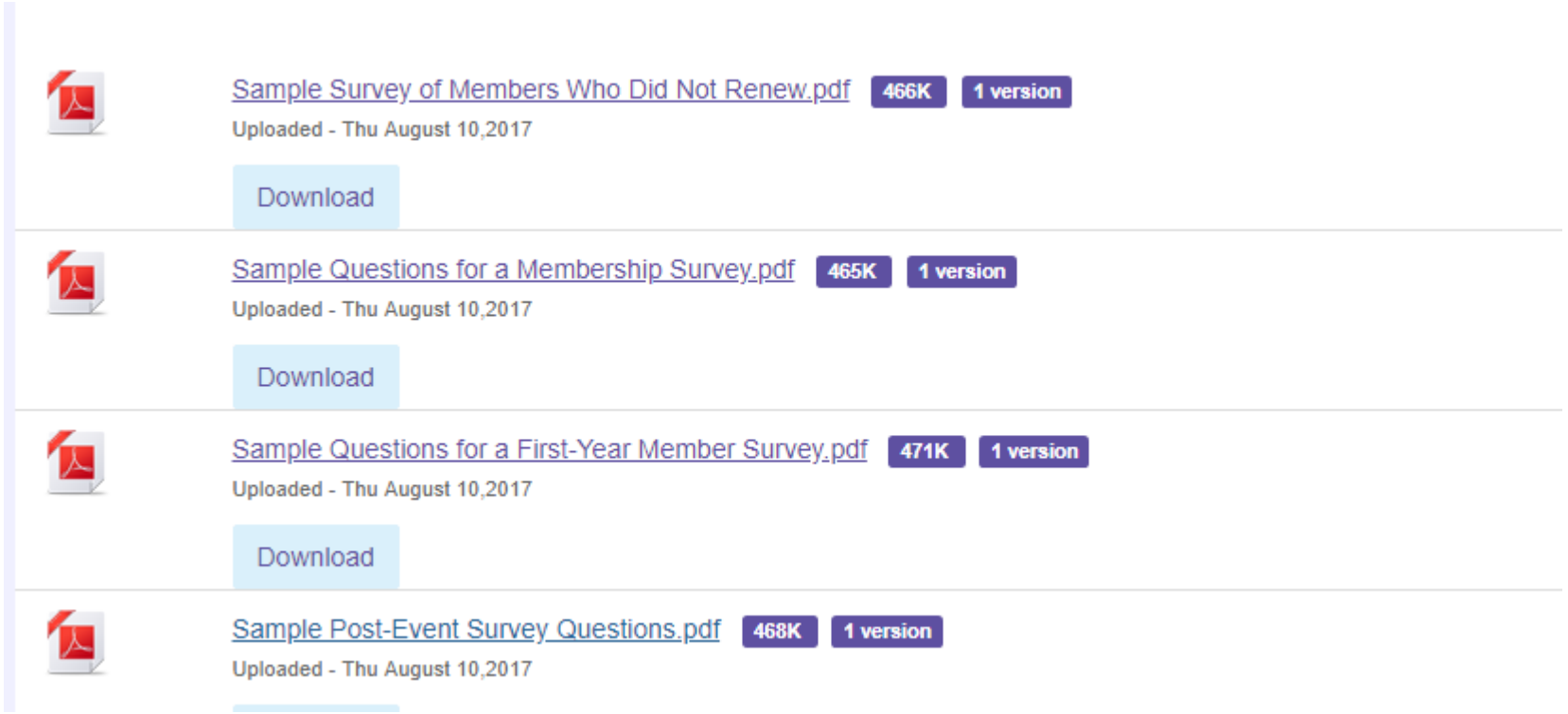
Ensure you have a strategic plan!

- Goals
- Action items
- Who is responsible
- Cost
- Timeline
- Available resources

Survey Frequency

Annual	Periodic	Special
General Membership Survey	Post-Event Surveys	Did not Renew
First-Year Member Survey	Post-Volunteer Surveys	Did not Join

Find samples and resources in the All Chapter Officers Workgroup



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Questions?