

Title:

ENGAGEMENT TRACK: Reading Between the Lines: Utilizing Membership Surveys

Type:

Oral

Keywords:

chapter best-practices and membership survey

Target Audience:

chapter leaders

Summary:

Chapters that periodically survey active members are more likely to create an exciting member experience and keep members continually involved. During this chapter panel presentation, you will learn how to get started in survey creation and hear from chapters that have successfully implemented and analyzed survey results to elevate the member experience.

Final Number:

CA 01

Slot:

CA 01: Friday, September 21, 2012: 2:15 PM-3:30 PM