

Honor Society of Nursing, Sigma Theta Tau International

# Leadership Forum

20 - 22 September 2012 • Indianapolis, Indiana, USA



## Reading Between the Lines: Utilizing Membership Surveys

Presented by:

Melissa Crowe, STTI Staff



Sigma Theta Tau International  
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## Objectives

- Learn how to get started in survey creation
- Discover chapter best-practices in implementing and analyzing member surveys

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## Why are member surveys valuable?

- Opportunity to identify areas of chapter strength or weakness.
- Can strategically generate awareness amongst members of opportunities for involvement.
- Platform for members to have a voice and share their ideas or opinions.

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## So, you've decided to conduct a survey. Now, what?

- Free survey options available
  - [www.surveymonkey.com](http://www.surveymonkey.com)
  - [www.surveygizmo.com](http://www.surveygizmo.com)
  - [www.questionpro.com](http://www.questionpro.com)
  - [Google Forms](#) (For Gmail or Google+ Users)
  - [www.doodle.com](http://www.doodle.com) (for scheduling purposes)



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Online survey tools such as SurveyMonkey® provide a format and step-by-step instructions for creating surveys, saving and sending them to the respondents.

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## Helpful tips for creating survey content

- Define the purpose
- Who?
- Ensure your contact information is current
- Be sure to include questions that provide both qualitative and quantitative data
- Communicate to survey participants how and who will be using the information collected
- Let them know what's in it for them
- The Future

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## The more the merrier ...

- Tell them how long it will take to complete
- Send the link to members via e-mail
- Post the link in a public area for members
- Provide incentives

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## Reading between the lines ...

- Read all of the responses before drawing conclusions
- Use a committee or task force to review the results
- Be open
- Take note of common themes or trends
- Separate the responses into subgroups (i.e. age, work, location, etc.)



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## STTI Resources

- Member survey template
- New member survey template
- New members (3 month mark) survey template

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## All Chapter Officers

Home

Group Members

The All Chapter Officers group is comprised of officers from all STTI chapters. The purpose of this group is to provide chapter leaders with opportunities to network, collaborate and share resources.

[edit community settings](#)

### Announcements

#### Early registration deadline extended for Leadership Forum!

By: [Michelle Lilly](#) Jul 20, 2012 9:44 AM

Register by 1 August to receive the best rate!  
Three full-days of educational programming encompassing two "stand-alone" events. One event is focused on nursing leadership and the other is focused on chapter training. Both events will include plenary and concurrent sessions, poster sessions, STTI Info Fair, exhibitors and networking with nurses from around the globe.

Invite members to attend the first half of the forum, 20-21 September, focusing on nursing leadership. The chapter training sessions will occur on 21-22 September. As chapter leaders, you may find it beneficial to attend the entire three-day forum.

[Learn more about this exciting event](#)

options ▼

[Add](#)

### Discussions

### Events

#### Leadership Succession Committee Orientation Webcasts

Jul 23 - 25  
United States

#### "What's in it for me" webcasts

Jul 24 - 26  
United States

#### Webcast: Get More People on Your Committee

Jul 26, 1:00 PM - 1:30 PM (Eastern Standard Time)  
United States

[View the group calendar](#)

[Add Event](#)

### Library

#### Connections - June 2012

By: [Michelle Lilly](#) Jun 12, 2012 3:45 PM

Copy-and-paste news blurbs for your chapter newsletters

#### How to Use Google for your Chapter

By: [Julie Jones](#) May 23, 2012 3:17 PM

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## Panelist Presentations

- **Kappa Tau Chapter**  
Annette Parker, MS, RN-BC, CRRN, HTP
- **Omicron Delta Chapter**  
Marilyn Klakovich, DNSc, RN, NEA-BC
- **Pi Pi Chapter**  
Susan McReynolds, MS, RN

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## **Kappa Tau Chapter** Surveying for Mentoring Program

Presented by:

Annette Parker, MS, RN-BC, CRRN, HTP



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- **Goals**
- **Tools**
- **Results**
- **Future Plans**



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## **Omicron Delta Chapter General Membership Survey**

Presented by:

Marilyn Klakovich, DNSc, RN, NEA-BC

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## 2011 Survey

Survey included 9 questions:

- Awareness of general meeting
- Why did not attend
- Goals members would like us to address
- Use of funds to support Virginia Henderson fellow
- Identified needs
- Preferred educational format
- Preferred education activities



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## 2012 Survey

Survey included 11 questions

- Why joined STTI/Omicron Delta
- Attended a chapter event and why or why not
- Interest in professional development at meetings
- Willingness to attend virtual meetings and educational offerings
- Suggested programming topics
- Preferred day of week for face-to-face
- Awareness of scholarship opportunities
- Preferred communication methods
- Perceived value in membership





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## Comparison

2011

- Survey Monkey distributed in December following Membership Meeting
- 74 respondents
- Initiatives based on results:
  - Increased international efforts
  - Created Technology Chair position to increase presence on Circle

2012

- Survey Monkey distributed in May following induction
- 305 responses
- Initiatives based on results:
  - Increase virtual events to promote member involvement
  - Tasked Technology Committee with promoting chapter use of Circle, Facebook

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## Lessons Learned

1. Use resources (Survey Monkey) for surveys on any topic
  - Conference preferences
  - Goals members would like to see implemented, etc.
2. Use survey a month or two after induction to:
  - “Touch” new members
  - Get new members involved
3. Use general membership survey to fill chapter needs
  - Solicit volunteers
  - Gather chapter key information
4. Use survey and follow-up communications to show members that you listened and implemented their ideas

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## **Pi Pi Chapter New Member Survey**

Presented by:  
Susan McReynolds, MS, RN

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## Questions?