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
“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
#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:
  o 10 simple questions
  o 100 respondents

• **Downsides**
  o No skip logic
  o No exporting your data
  o Can’t include custom logo or branding
<table>
<thead>
<tr>
<th>Plan</th>
<th>Price</th>
<th>Additional Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>BASIC</td>
<td>Free</td>
<td>Billed month-to-month</td>
</tr>
<tr>
<td>SELECT</td>
<td>$26/month</td>
<td>SAVE with an annual plan</td>
</tr>
<tr>
<td>GOLD</td>
<td>$25/month/user</td>
<td>Billed $300 annually</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>$85/month/user</td>
<td>Billed $1,020 annually</td>
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</table>

<table>
<thead>
<tr>
<th>Feature</th>
<th>BASIC</th>
<th>SELECT</th>
<th>GOLD</th>
<th>PLATINUM</th>
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<tr>
<td>-</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Available on annual plan</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>10 questions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>100 responses</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>1000 responses</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Standard email support</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Custom logos, colors &amp; more</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Skip logic</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Data exports &amp; reports</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Statistical significance</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Text analysis</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Question &amp; answer piping</td>
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<td>✔</td>
<td></td>
</tr>
<tr>
<td>Randomization</td>
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<td>✔</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Advanced survey logic</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>Onboarding and phone support</td>
<td></td>
<td></td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>White label surveys</td>
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<td></td>
<td>✔</td>
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</tr>
</tbody>
</table>
Typeform

• Free version allows for:
  o Unlimited questions and respondents
  o Data export
  o Custom design themes or choose from templates; they look really nice
  o Basic reporting

• Downside:
  o No skip logic in the free version. Pro version is $25/month.
1. Overall, how satisfied were you with the event?*

[1 2 3 4 5]

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

- In the media
- In an advertisement
- Internet search
- Event website
- From a friend
- I got an invitation
- Other

Post-Event Survey:
Take 2 minutes to help us make our events even better.

Give Feedback
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
Sample Questions

• What type of chapter event(s) would you be interested in attending? Select all that apply:
  o Networking events
  o Community service events
  o Educational programs. If so, what topics interest you?

• Have you attended a chapter event in the last year?
  o If yes, what did you think?
  o 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?
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:
  o Communication goals established during strategic planning
  o A calendar of communication, including a list of messages
  o Audience for each message (all active members)
  o Method of communication (email, mail, etc.)
  o Who is responsible to deliver
<table>
<thead>
<tr>
<th>Goal</th>
<th>Timeline</th>
<th>Message/ Call to Action(s)</th>
<th>Audience</th>
<th>Delivery Method</th>
<th>Responsible Party</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver membership survey</td>
<td>Survey sent by 1 January</td>
<td>We need your opinion; Shape the future of your membership experience</td>
<td>Active members</td>
<td>Email through survey platform</td>
<td>Determine questions: Membership involvement committee</td>
</tr>
<tr>
<td></td>
<td>Two reminders to be sent two weeks apart</td>
<td></td>
<td></td>
<td></td>
<td>Build survey: Secretary</td>
</tr>
<tr>
<td></td>
<td>Want final responses by mid-February</td>
<td></td>
<td></td>
<td></td>
<td>Send survey: Secretary</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Pull responses: Secretary</td>
</tr>
</tbody>
</table>
#4 – Include Incentives
• 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”? 
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:
  o Goals
  o Action Items
  o Who is responsible
  o Cost
  o Timeline
  o Available Resources

• At subsequent meetings, talk about the progress that has been made and whether additional resources are needed to meet the goal.
#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.
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?