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HOW TO GET THE INSIDE SCOOP FROM YOUR MEMBERS

Brooke Massey, Senior Manager – Online Learning

Who is in the room?

SHARE YOUR:

- NAME

- WHOM YOU ARE REPRESENTING

- WHERE YOU ARE FROM

- THE LAST TIME YOU COMPLETED A SURVEY/POLL/ETC.

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What are we talking about today?

KNOWING YOUR MEMBERS & AUDIENCE

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What are we talking about today?

HOW CAN WE GET TO KNOW OUR MEMBERS & AUDIENCE

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Focus on surveys

noun: **survey**; plural noun: **surveys**

an investigation of the opinions or experiences of a group of people, based on a series of questions
(from a Google search that pulled from the Oxford Dictionary)

Why survey?

Get feedback	Can help
☐ Satisfaction with your group	☐ Define and move forward on areas of improvement
☐ Experience with what you offer	☐ Develop new things to offer
☐ Suggestions for improvement	☐ Understand how to increase member satisfaction/retention
☐ Strong areas	☐ Know strengths and use them to recruit

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When to survey?

- ☐ When members might be less busy or stressed (lol)

- ☐ After an event or program

- ☐ When you are considering making a change in your group (what you offer, how you function, etc.)

- ☐ When you want feedback on your group's performance

- ☐ At a specific time each year (time for our annual member survey!)

- ☐ When else?

How to survey?

☐ There are about 8 (give or take a few) survey tips that you will find some version of no matter which Google search result you click on.

☐ So, let's review.

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Top 8 Survey Tips

I LOVE A GOOD LIST

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Survey Tip #1

Be clear.

Data that matters.

Use it or lose it (the data).

Prioritize.

Come back to the why, always.

KNOW YOUR WHY

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Survey Tip #2

Let's chat.

1st date rules.

Keep it light.

Demographics only if they matter.

DON'T GET PERSONAL…YET.

Survey Tip #3

Keep it short & simple.

Respect their time.

Make the survey make sense.

Funnel the questions – broad to specific.

K.I.S.S.

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Survey Tip #4

Double-barreled questions are a no.

Look for the word AND in a question.

Make the survey make sense.

Funnel the questions – broad to specific.

ONE AT A TIME

Survey Tip #5

No leading questions.

Keep your opinion out of the question.

Only give them what they need.

Review the adjectives and adverbs.

OBJECTION, YOUR HONOR: LEADING THE WITNESS

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Survey Tip #6

Ditch the jargon.

Let them think about their answer and not your questions.

Keep sentences short and plain.

SPEAK THEIR LANGUAGE

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Survey Tip #7

Help us – get a reward.

What would your target population want?

Follow through on your incentive!

INCENTIVIZE YOUR SURVEY

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Survey Tip #8

Testing is vital.

Ask more than just your colleagues.

Find the errors BEFORE they mess up your data.

At least 5 people should test.
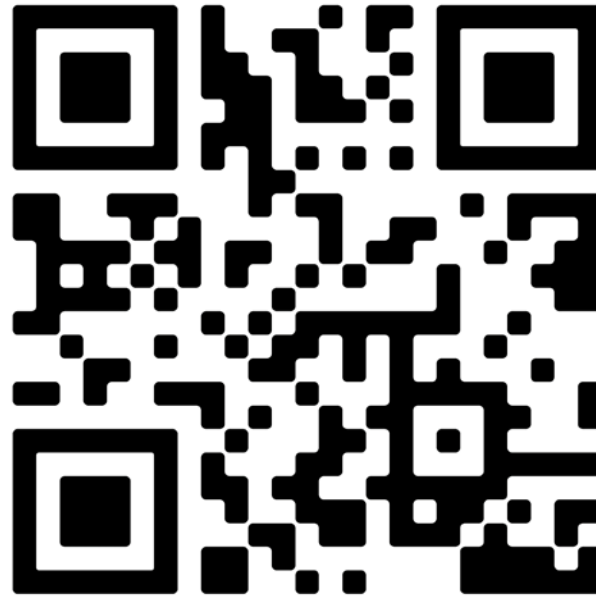
TEST TIME

Sharing is caring

Survey templates

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Templates abound!

- ☐ Google Form

- ☐ Survey Monkey

- ☐ Wufoo

- ☐ Typeform

- ☐ Microsoft Forms

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Google Form Templates

- https://drive.google.com/drive/folders/1jOpxsx8Wz4IFFrPjGF3YoMc7Ph1W7I40?usp=sharing

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Copy the form first!!

- ☐ Open the form

- ☐ Click on the three vertical dots

- ☐ Select "Make a copy"

- ☐ Rename your new survey (copy of my template)

- ☐ Choose which of your Google Drive folders to save it to

- ☐ Click the "Make a copy" blue button

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Link your responses

- ☐ Open the survey you just created (if it doesn't open automatically)

- ☐ Click on the "Responses" tab

- ☐ Click "Link to sheets"

- ☐ Choose "Create a new spreadsheet"

- ☐ Click "Create"

- ☐ Your response sheet should open

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Edit your survey

- ☐ Open the survey you just created (if it doesn't open automatically)

- ☐ Go through all the questions and edit them to fit your needs.

- ☐ Add questions. Remove questions. Have a party. It's your survey now.

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Resources I used

Qualtrics - https://www.qualtrics.com/blog/how-to-create-a-survey/

Typeform - https://www.typeform.com/surveys/survey-design-101/?attribution_user_id=3f34c36c-3494-4106-857c-1ed9b0ea4d77

SurveyMonkey - https://www.surveymonkey.com/mp/survey-guidelines/

Q&A

- Contact us!
  - Bmassey@exceptional children.org
- Scan this QR code to access digital resources