HOW TO GET THE INSIDE SCOOP FROM YOUR MEMBERS

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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.
What are we talking about today?

KNOWING YOUR MEMBERS & AUDIENCE
What are we talking about today?

HOW CAN WE GET TO KNOW OUR MEMBERS & AUDIENCE
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

- Satisfaction with your group
- Experience with what you offer
- Suggestions for improvement
- Strong areas

Can help

- Define and move forward on areas of improvement
- Develop new things to offer
- Understand how to increase member satisfaction/retention
- Know strengths and use them to recruit
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.
Top 8 Survey Tips

I LOVE A GOOD LIST
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
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.
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
Survey Tip #6

Ditch the jargon.

Let them think about their answer and not your questions.

Keep sentences short and plain.

SPEAK THEIR LANGUAGE
Survey Tip #7

Help us – get a reward.

What would your target population want?

Follow through on your incentive!

INCENTIVIZE YOUR SURVEY
Survey Tip #8

TEST TIME

Testing is vital.

Ask more than just your colleagues.

Find the errors BEFORE they mess up your data.

At least 5 people should test.
Survey templates
Templates abound!

- Google Form
- Survey Monkey
- Wufoo
- Typeform
- Microsoft Forms
Google Form Templates

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

Q&A

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