

2016 Management Society Leadership Conference



Surveying Your Membership

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Reasons for Surveys



- “What did attendees like & dislike about our event?”
- “What topics should our lunch speakers cover?”
- “Should we change our meeting location?”
- etc.

Good on you

- Actual feedback is better than intuition & guesses
- False consensus bias

Key to Success with Surveys



It is better to have
a flawed answer to an excellent question
than
a perfect answer to the wrong question

Two basic approaches

- Qualitative

- Example: Focus Groups
- Example: Open-ended Qs on a questionnaire
- Powerful

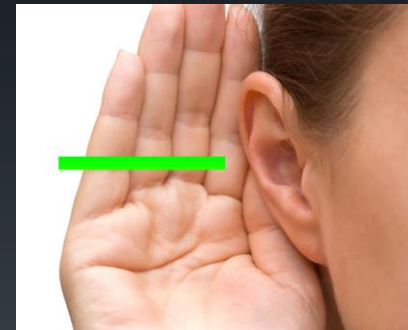
Qualitative



- Quantitative

- Example: 0 to 10 rating scores
- Example: “How many events have you attended in the last year?”
- Powerful

Quantitative



Survey Platforms

- The basic idea:
 - Use web form to create online questionnaire
 - Get the survey link to your audience
 - e-mail
 - Social media
 - Download their responses into a spreadsheet for analysis



Survey Platforms



	# of questions	# of participants	Can participate on mobile?	Notes
Survey Monkey	10	100	Yes	Good solution
Qualtrics	Unlimited	100	Yes	Most powerful, but no data export
Survey Gizmo	Unlimited	Unlimited	Yes	Some other hobbles, such as can't insert images
Google Forms	256	Unlimited	Yes	Interface isn't intuitive

Issues with Questionnaires

- Fatigue

Participation effort < Motivation

- Unbiased
- Simple questions
- Avoid “double-barreled” questions
- Anonymous
 - When anonymous, more frank answers
 - When identified, can collect visitor’s contact info

For example ...

Overall, what is your evaluation of today's event? (Please click one)

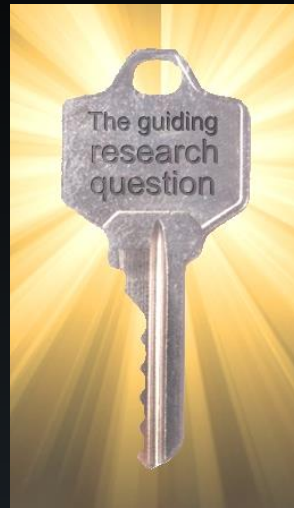
Negative 1	2	3	4	5	6	7	Positive 8
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What were some of the **positive** things about today's event?

What were some of the **negative** things about today's event?

(We want to improve for next time.)

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