CHAPTER SURVEYS

Recommended Method for Chapters to Send Surveys: SurveyMonkey

- SurveyMonkey is easy to use and has a number of plans and pricing to suit any chapter’s specific needs ([www.surveymonkey.com](http://www.surveymonkey.com))
- **BASIC PLAN (FREE)**
  - For surveys with up to 10 questions / 100 responses
  - Standard email support
- **SELECT PLAN ($26/MONTH)**
  For most chapters this is going to be the best option. If the chapter plans to keep the plan for the full year, the plan can be purchased for $228 up front and covers the whole year.
  - For surveys with unlimited questions / up to 1,000 responses per month (additional responses charged at $0.15 per additional response)
  - Priority 24/7 email support
  - Custom branding (add logo / custom colors / customized web address on surveymonkey.com)
  - Cross-tab and filter survey results
  - Export data and reports into spreadsheets, PowerPoint presentations, PDFs, etc. and create custom charts / reports
- **GOLD PLAN ($300/YEAR)**
  - For surveys with unlimited questions / unlimited responses
  - Offers all Select Plan services, PLUS:
    - Statistical significance (see if there are statistically significant differences between response groups)
    - Text analysis (search and categorize open ended responses; see frequently-used words and phrases)
    - Q&A piping (insert a respondent’s answer from a previous question into question / answer choices that come later in the same survey)
    - Randomization (reduce answer bias by randomizing the order of the pages in a survey or the order of questions within a page)

- **PLATINUM PLAN ($780/YEAR)** – additional services (multiple users, white label surveys, HIPAA-compliance feature) would not be needed for chapter surveys

Guidelines for Creating Surveys

- Identify what type of survey is needed (the most commonly used survey types for organizations are customer satisfaction surveys and event planning surveys)
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- Once type of survey is identified, start creating questions

**REFERENCES FOR CREATING SURVEY QUESTIONS:**
  - [www.qualtrics.com/blog/good-survey-questions](http://www.qualtrics.com/blog/good-survey-questions)
  - [www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design](http://www.pewresearch.org/methodology/u-s-survey-research/questionnaire-design)

**RECOMMENDED SURVEY TEMPLATES:**
  - [www.surveymonkey.com/mp/event-planning-surveys](http://www.surveymonkey.com/mp/event-planning-surveys)
  - [www.surveymonkey.com/r/?sm=%2bd%2bdWobuo7irMV%2fpzKpcjrKosuGWsFtRlFQ4wB%3d](http://www.surveymonkey.com/r/?sm=%2bd%2bdWobuo7irMV%2fpzKpcjrKosuGWsFtRlFQ4wB%3d)


Also, an example Membership Satisfaction survey included below.

- In general, it is best to keep surveys to under 10 questions
- For electronic surveys, a 10% - 20% response rate is typical but can be higher or lower depending on the type of survey and the population being surveyed
- It is generally better to provide a multiple-choice question rather than an open ended question
- For rating scales, you should use an even number of responses and not allow a neutral or undecided option
  
- **A few example rating scales:**
  - Very Satisfied, Satisfied, Somewhat Satisfied, Somewhat Dissatisfied, Dissatisfied, Very Dissatisfied
  - Strongly Agree, Agree, Somewhat Agree, Somewhat Disagree, Disagree, Strongly Disagree
  - Very Likely, Likely, Somewhat Likely, Somewhat Unlikely, Unlikely, Very Unlikely

**Building and Distributing a Survey**

- SurveyMonkey offers very good tutorials for how to design and distribute surveys through their system:
  - [http://help.surveymonkey.com/categories/analyzing-results](http://help.surveymonkey.com/categories/analyzing-results)

- When distributing surveys, there are two main response types:
  - **Anonymous** – survey responses are anonymous (these are best used for satisfaction surveys, often people will give more accurate / detailed information on a satisfaction survey when they are not identified)
  - **Non-anonymous** – survey respondents are asked to identify themselves (these work well for event planning surveys, or for polling)
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Survey Example – Member Satisfaction Survey

- This survey is 9 questions and should fit within the free survey option on SurveyMonkey.
- These questions will give an overview of who the chapter membership is and how satisfied they are with their membership.
- When interpreting the results, special attention should be paid to the Net Promoter question:
  "On a scale of 1 to 10 with 10 being very likely and 1 being very unlikely, how likely would you be to recommend ____ Chapter Membership to a colleague?"
  - Individuals who score a 9-10 are considered the "net promoters" of your organization, and are the ones most likely to market your organization to their colleagues.
  - Individuals who score 7-8 are considered "Passives".
  - Individuals who score 0-6 are considered "Detractors".

What is your professional background?
- RN
- Social Worker
- MD/Physician
- Other ____________________

What best describes your current role within your organization?
- System or corporate leadership over case management (multiple hospitals)
- Hospital Director
- Manager
- Staff Case Manager / Nurse or Social Worker
- Physician Advisor / Medical Director
- Clinical Documentation Specialist
- Other ____________________

For how many years have you been a member of the ____ Chapter?

For how many years have you been in case management?

What degrees do you hold? (Select all that apply)
- BSN
- MSN
- BS
- BA
- Master of Social Work
- MBA
- MHA
- Ph.D.
- MD
- Other (Please Specify)
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To what extent has your ____ Chapter membership met your expectations?
- Exceeded
- Met
- Neutral
- Did not meet

On a scale of 1 to 10 with 10 being very likely and 1 being very unlikely, how likely would you be to recommend ____ Chapter Membership to a colleague?
- Very Likely 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- Very Unlikely 1

On a scale of 1 to 10 with 10 being very likely and 1 being very unlikely, how likely will you be to renew your ____ Chapter membership?
- Very Likely 10
- 9
- 8
- 7
- 6
- 5
- 4
- 3
- 2
- Very Unlikely 1

Are there additional benefits that the ____ Chapter could provide to assist you in your current role? If so, what are these additional benefits?