

THE CENTER for Association Resources



Measurable Results. Immeasurable Value.

Association Research

Information | Insight | Direction

Member Surveys

- Effectively measuring your members' satisfaction with your programs and services can have an immediate impact on the direction of your organization.
- Knowing how they feel helps you make knowledgeable improvements or expand areas in which your organization excels.
- Leveraging the experience of professionals can enhance your return on investment and significantly increase the success and usefulness of your survey.
- With The Center's experience and various techniques, you can expect to achieve response rates as high as 50% for member surveys.

Areas that Benefit from Survey Research

- Member satisfaction measurements
- Member profile census
- Member retention
- Complaint tracking
- Program and services features desired
- Annual Meeting satisfaction measurements
- Annual Meeting preferences
- Publication readership interests/satisfaction measurements
- Assess program effectiveness
- Member acquisition

Popular Survey Research Questions

- What is most important to members, nonmembers and former members?
- What do members want or need from our programs and services?
- Who is our member?
- Do they cluster into groups (age, interest, etc.)?
- How can we help our members compete in the market most effectively?
- Are we providing value to our members?
- What areas need improvement?
- What drives satisfaction for our members?
- How can we improve our programs, materials, or services?
- What are our perceived strengths or weaknesses?
- Where should resources be directed to enhance member value?

Survey Research Phases

- Phase 1: Planning
- Phase 2: Pre-survey data collection
- Phase 3: Survey design and deployment
- Phase 4: Data collection, preparation and management
- Phase 5: Data analysis
- Phase 6: Reporting
- Phase 7: Planning and Action

Planning

Phase 1: Planning

- Define your survey objectives and goals
- Outline your research, establish requirements
- Establish a project budget
 - How much will the survey cost?
 - How long will it take to complete the survey and produce results?
- Develop a schedule
- Define the population to be surveyed
- Estimate the required sample size
- Select a method of data collection
- Determine how you will use the results
 - Type of analysis you hope to do
 - What reports you will write
 - How the information will be used

Pre-Survey Data Collection

Phase 2: Pre-Survey Data Collection

- Conduct internal interviews
- Identify and acquire all relevant background information
- Identify resources
- Report preliminary findings
- Get feedback and agreement from program managers

Survey Design and Deployment

Phase 3: Survey Design and Deployment

- Write the questions
- Design the questionnaire
 - Respondents are motivated to complete it
 - The questions are all read correctly and thoroughly
 - Respondents understand how to respond to each questions or how to skip with clear instructions throughout the document
 - Completing the questionnaire is easy and straightforward
- Pretest the questionnaire
 - Identify problematic questions and get the opportunity to rewrite them
 - Estimate the response rate – and thus the necessary sample size
 - Estimate the distribution of key variables
 - Determine overall effectiveness
- Launch the survey

Data Collection, Preparation and Management

Phase 4: Data Collection, Preparation and Management

- Determine method of data collection
- Determine data access requirements
- Set-up multiple item indices and scales
 - Transforming data, develop the data structure and form needed for analysis
 - Filling in missing data, replace missing data values with estimates, to ensure better summary statistics
- Set-up "codes" for variable data
 - Includes variable names
 - Variable formats
 - Variable descriptive labels
- Ensure the functionality of the survey for optimum results
- Manage the process

Data Analysis

Phase 5: Data Analysis

- Descriptive data analysis
 - Summarize the data
 - Get an accurate description of the variables of interest
 - Identify the “pearls”
- Inferential data analysis
 - Identify data trends and anomalies
 - Cross-tabulations for greater insight
 - Identify key influences for future action
- Determine data value

Reporting

Phase 6: Reporting

- Create easy-to-understand results from your data analysis for decision makers
- Display results that highlight the information you want to emphasize
 - Create tables and charts that deliver the analysis for specific groups
- Determine report format
 - Statistical
 - Narrative
- Present the report to project managers

Planning and Action

Phase 7: Planning and Action

- Put the results in the hands of people who can use them
- Reports are most effective when recommendations for action can be identified
- The goal of survey research is better decision making
- Readily share the information
- Take action on the results
- Develop a timeline, roles and responsibilities for the actions to be taken
- Develop a measurement for the success of the actions to be taken

Conclusion

Benefits of Working with Us

- Proven track record in providing all association research services
- Skill and experience in developing and deploying research studies
- Ability to provide unique insight, ideas and execution services
- Integrity, ethics and honesty
- Excellence in all aspects of the services provided
- Absolute attention to detail
- Communications expertise (internal and external)
- Measurable results over time

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