

IT'S TIME TO SURVEY

SOME SURVEY TIPS

- Keep the questions simple and straight forward.
- Begin with a staff survey; annually conduct a survey to record changes and set priorities.
- Surveys need to be completed individually and without names.
- Have completed surveys returned in 48 hours.
- Tabulate the return rate for each survey.
- Participants should be able to respond easily.
- Balance the number of multiple-choice responses with some opinion questions. The person responding will be able to answer more quickly and still have an opportunity to share their opinions. This mix will be easier to tabulate.
- Keep open-ended responses to a minimum.
- Beware of timing of survey (elections). Be aware of local issues that may influence survey results
- Accept the good and the not-so-good results. *Results are just perceptions, but we need to know they exist.*
- Keep surveys short, manageable, and useful.
- Share the results with ALL stakeholders.
- Make no assumptions. If the questions are objective, the responses will be more reliable.