

LISTENING TO THE CRITICS

Effective Survey Methods as a
Catalyst for Change



OUTLINE

Warm-up Exercise

Survey Building Tips

Survey Tools

Survey Results

Questions

WARM-UP

Think of three things you would like to assess

- What do you want to know
- Who is your targeted audience
- What do you plan to do with the information

TIPS FOR BUILDING EFFECTIVE SURVEYS

Manage survey length to achieve greater response rates

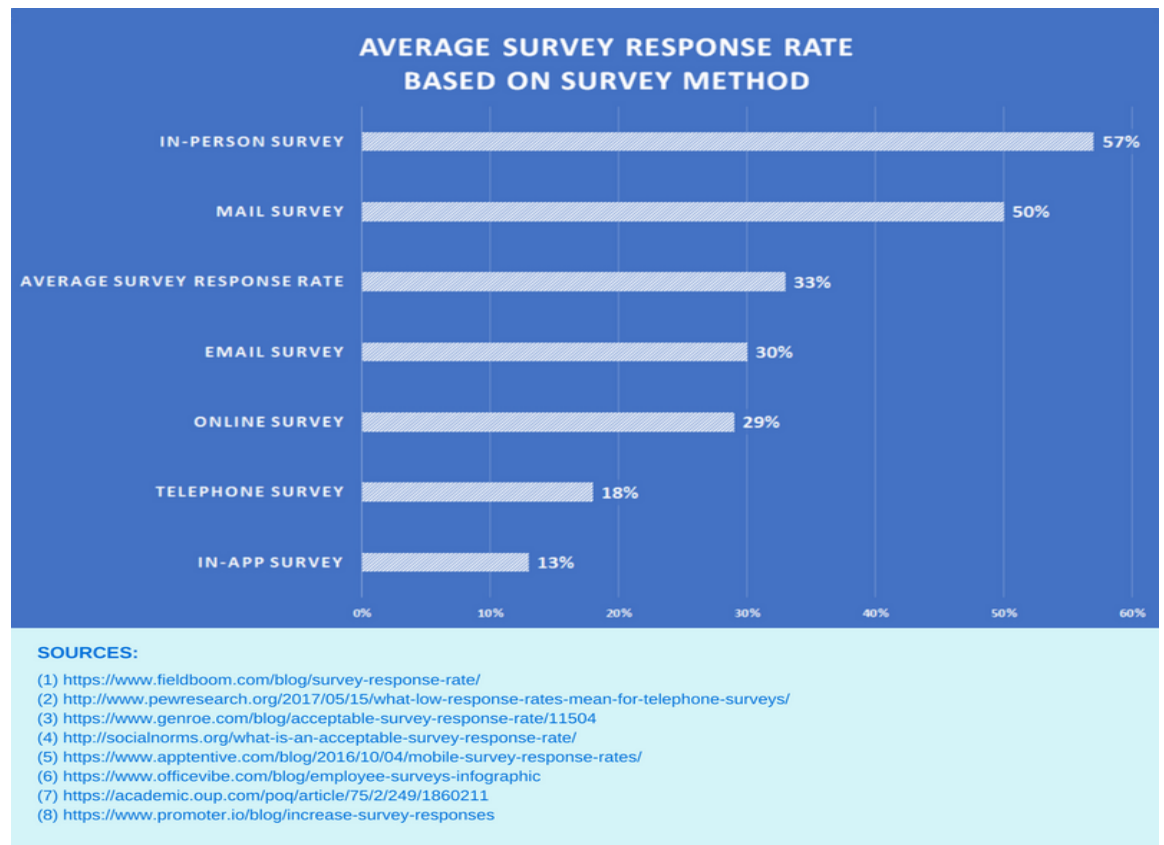
- Keep it short and simple
 - Surveys with more than 12 questions or that take more than 5 minutes to complete see a 15% drop in response rate
 - Surveys that take more than 10 minutes to complete see as much as a 40% drop in response rate
- Make sure that every question is necessary
 - What data do you need to collect?
 - What questions will capture that data?

TIPS FOR BUILDING EFFECTIVE SURVEYS

Choose an effective platform for your survey

- Leaving the word 'survey' out of your communication increases the response rate by 10%
- Internal surveys generate a response rate 20% higher than external surveys
- One reminder between 3 and 7 days will boost the response rate by up to 14%

Source: <https://surveyanyplace.com/average-survey-response-rate/>



TIPS FOR BUILDING EFFECTIVE SURVEYS

Ask direct questions

- NO – How often do you utilize non-traditional venues for your various meetings and events?
- YES – How often do you meet at a site other than a hotel or conference center?

Ask one question at a time

- NO – My event planner responded quickly and had good follow-through
- YES – My event planner responded quickly to e-mails and calls
- YES – My event planner had good follow-through on changes made to my event

TIPS FOR BUILDING EFFECTIVE SURVEYS

Avoid leading and biased questions

- NO – I felt the food service provided by Culinary Creations, an award-winning catering company, was:
- YES – The quality of the food service provided by Culinary Creations was:
- NO – Even though parking on campus is difficult, the parking for my group was sufficient.
- YES – My participants were able to park on campus for their event.

Speak your respondents' language

- NO – The VPU, ELMO, and Zoom software in EDUC 305 and BLOW 210 all functioned to specifications.
- YES – The audio-visual equipment in the meeting rooms worked as planned.

TIPS FOR BUILDING EFFECTIVE SURVEYS

Use response scales whenever possible

- NO – The Hauff Auditorium had a comfortable temperature
 - YES
 - NO
- YES – The temperature in the Hauff Auditorium was:
 - SIMILAR TO THE ARCTIC CIRCLE
 - COOL, I NEEDED A LIGHT SWEATER OR JACKET
 - JUST RIGHT
 - WARM, I WISH I HAD WORN SHORTS TO THE EVENT
 - SIMILAR TO THE SURFACE OF MERCURY

TIPS FOR BUILDING EFFECTIVE SURVEYS

Avoid using grids or matrices for responses

- Not mobile friendly
- ‘Halo effect’
- Straightlining

Break questions out separately to force the respondent to think about them one at a time

Please indicate how much you agree or disagree with the following statements:

	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree
Qualtrics is awesome	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chocolate is the best	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Oxygen is important	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Crime doesn't pay	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like my friends	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting bitten by a shark would be fun	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I dislike my friends	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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TIPS FOR BUILDING EFFECTIVE SURVEYS

Utilize on-campus or in-network experts to help refine your survey language and ensure that your questions are not biased

Test your survey with colleagues and staff, to make sure that questions are clear, have scales that make sense, and capture the data you are looking for

If survey results are not giving you the information you need, review and make changes for the next survey

SURVEY INCENTIVES

Do survey incentives work?

- Yes, but most research experts agree that intrinsic incentives work better than extrinsic awards
- If you do offer extrinsic awards:
 - 8,000 people surveyed – one minute survey on books and music
 - 4,000 people offered a chance to win \$2,500 and 4,000 people offered \$2.00 cash
 - Survey started and ended at the same time
 - In a seven-day period, 19.3% of the people responded who were offered \$2.00 cash, compared to only 12.2% of those in the sweepstakes

SURVEY TOOLS

There are a variety of different ways to survey your audience:

- In-person – one-on-one with a respondent
- Paper surveys – anything from a comment card in a guest room to a multi-page questionnaire sent to a meeting planner in the mail
- Electronic surveys – via e-mail, website, mobile app, kiosk, etc.
- Instant feedback devices

IN-PERSON SURVEYS

PROS

Highest response rate (once someone commits to the survey)

Relatively inexpensive (labor cost only)

Ability to dig deeper into issues and concerns – designed for open-ended and probing questions

CONS

Time consuming

Data must be accumulated, normalized and entered

Not effective for large groups

PAPER SURVEYS

PROS

Ability to reach a wide audience (location specific)

People appreciate the 'traditional' approach to surveys

Can be done at their pace

CONS

Moderately expensive (printing and/or mailing/return postage)

Need addresses (if not on-site)

Data must be accumulated and entered

Not sustainable (carbon footprint)

ELECTRONIC SURVEYS

PROS

Ability to reach a wide audience

Data capture is automatic allowing for easier analytics and results

Can see bounce rate, open rate, start rate, etc.

Can be relatively inexpensive based on tool

CONS

Survey fatigue

Inability to dig deeper (12 questions, 5 minutes)

Some level of IT knowledge often required

Can be relatively expensive based on tool

ELECTRONIC SURVEYS

QuestionPro (\$0-75 per month)

Ask Nicely (\$49-499 per month)

Get Feedback (\$50 per month and up)

Qualtrics (based on company profile)

SurveyGizmo (\$0-125 per month)

SurveyMonkey (\$0-99 per month)

FormStack (\$39-249 per month)

Devoted.io (\$69-399 per month)

Wizu (based on company profile)

Typeform (\$0-59 per month)

Customer Thermometer (\$29-\$159 per month)

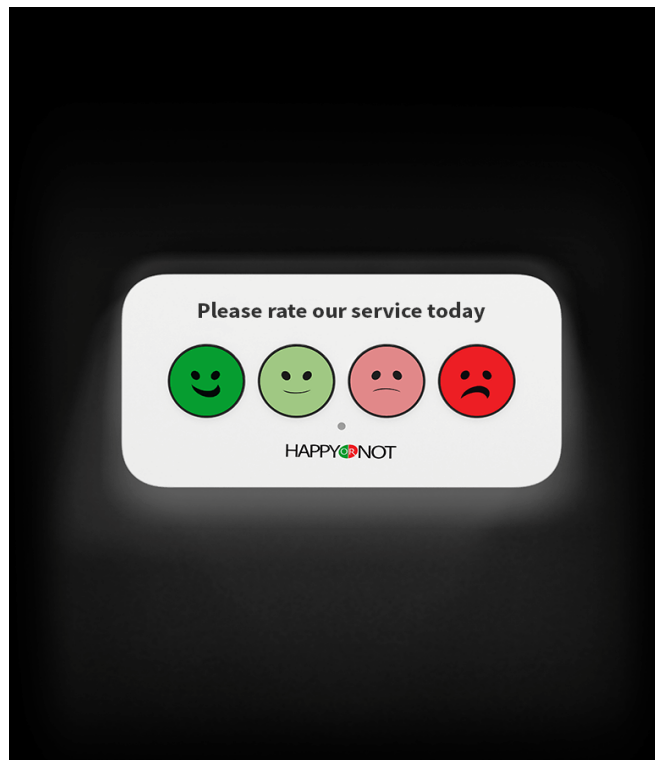
Promoter.io (\$29-99 per month)

Retently (\$15 per month and up)

Satsum (\$45-154 per month and up)

Praiseworthy (based on company profile)

INSTANT FEEDBACK DEVICES



Designed for instant feedback on a singular question or issue

PROS

- All participants have the opportunity to respond
- Allows you to adjust quickly to dissatisfaction
- Easy to move around and adapt for different situations (follow-up on broader survey results)
- Relatively inexpensive

CONS

- Limited in scope
- Not restricted in use (multiple entries)

SURVEY TOOLS

Use a mix of survey tools for the best quality assurance

- In-person surveys – meeting planners, key contacts/partners, senior leadership
- Paper surveys – meeting and event attendees (comment cards), lost business
- Electronic surveys – meeting planners, group coordinators, business partners, staff
- Instant feedback devices – meeting and event attendees, staff

ANALYZING SURVEY RESULTS

Quantitative Data

Raw data and percentage data

- Consolidation of scales

Benchmarking and trend analysis

Comparative data

Qualitative Data

Word clouds

Storytelling

- Personal quotes and testimonials

Identifying the difference between correlation and causation

REPORTING OUT

Infographics

- Breaks things down into consumable pieces
- Allows you to feature the best (or worst) results
- Can be used as marketing materials if done well
- Many options (Canva, Piktochart, Vengage, Visme, Snappa)



REPORTING OUT

Distribute to a wide audience

Share all relevant data – both positive and for improvement

Mix raw data, summarized data and infographics/word clouds for highest engagement

Take action, based on the results

QUESTIONS

CONTACT INFORMATION

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