

Chapter Surveys and Question Bank

Introduction

To enhance member engagement and satisfaction, it's essential to regularly collect feedback from your chapter members. Here are some potential survey questions and tips for creating effective surveys tailored for your chapter's needs.

Survey Creation Software Options

When creating surveys, selecting the right software is crucial. Here are some recommended options:

- [Google Forms Features](#)
- [Microsoft Forms](#)
- [Survey Monkey](#)
- [Jotform](#)

Tips/Tricks for Effective Surveys

1. **Set Clear Objectives:** Determine what information you need and why.
2. **Keep it Short and Simple:** Limit the number of questions to avoid survey fatigue.
3. **Use Simple Question Types:** Opt for rating scales, yes/no questions, and multiple-choice options.
4. **Choose the Right Survey Solution:** Pick a tool that meets your needs and is user-friendly.
5. **Test the Survey:** Conduct a trial run to identify any issues before full deployment.
6. **Promote the Survey:** Use multiple channels to encourage participation.
7. **Share the Results:** Communicate the findings with your members to show their input is valued.

Possible Survey Questions

Membership and Engagement

1. **How long have you been a member of SME?**
 - Less than a year
 - 1-5 years
 - 6-10 years
 - 11-15 years
 - 15+ years
2. **How did you hear about our chapter?** (Provide a list to choose from)

3. **How many meetings do you attend per year?**
4. **How many events have you attended this past year?**
5. **How likely are you to recommend SME to a co-worker/friend?**
 - Rating scale (1-5)
6. **How likely are you to renew your membership this year?**
 - Rating scale (1-5)
7. **Do you follow us on social media?**
 - Yes/No
 - If yes, which platforms? (List your social media platforms)

Preferences and Feedback

1. **What activities would you like to see more/less of?**
2. **What is the most efficient way to contact you?**
 - Phone
 - Email
 - Text
 - Social media
 - In person
 - Mail
 - Other
3. **How do you like to engage?**
 - In-person
 - Virtual
 - Hybrid
 - Other
4. **Why did you join SME?**
5. **What are the biggest challenges you face when attending local chapter events?**

Scheduling and Participation

1. **What days work best for you to participate in SME activities?**
 - Monday
 - Tuesday
 - Wednesday
 - Thursday
 - Friday
 - Saturday
 - Sunday
2. **What time of day works best for you to participate in SME events?**
 - Morning (7 am – 12 pm)
 - Afternoon (12 pm – 5 pm)
 - Evening (5 pm – 10 pm)

Improvement and Suggestions

1. What can the chapter do to make your membership more beneficial?
2. What do you like best about the chapter?
3. What do you like least about the chapter?
4. How can the chapter help you expand your network?
5. Are you interested in serving as a chapter officer?
6. Are the current chapter officers welcoming?
7. How often do you read our newsletter?
8. How well does our chapter include new members in activities?
9. Do you have ideas for activities for the chapter?
10. How can we improve our chapter meetings?
11. How often do you visit the chapter website?
12. What topics should we cover in chapter meetings?
13. Do you have any additional thoughts?

Conclusion

Using these questions and tips will help your chapter gather valuable feedback, leading to improved member satisfaction and engagement. Regularly updating and refining your surveys based on feedback can further enhance their effectiveness.