

## NCBA Surveys User Manual

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### Introduction

In July 2003, the NCBA started using SurveyMonkey's web-based survey services, which allows creation of professional online surveys quickly and easily. This inexpensive service enables the NCBA to create member-friendly, web-based surveys that also automatically collect results which can be exported into Excel, HTML format or other programs (e.g., Word) for analysis and to create survey summaries. Links to the surveys can also be sent electronically to 1,000's of members simultaneously using eMill, the NCBA's broadcast email system. Of note, **at least two (2) business days notice is required when scheduling a Web-based survey and the associated broadcast email announcement message.** The survey request should also be sent to the membership group's assigned staff liaison, so they can make sure that it is sent on time and to the correct group of members. There is normally NO charge for creating/sending surveys and the associated broadcast email announcement message. **However, the time to create, transmit and download some surveys will have to be paid for if it is** (a) a long or complicated survey, (b) transmitted to large number of people, and/or (c) if a particular group requests many surveys during a fiscal year. **NOTE:** *There is no restriction on the number of surveys that the NCBA can create, however SurveyMonkey charges extra if we exceed 1,000 survey replies in a month. The extra charge is paid by the group(s) that received the extra replies.*

### Process for submitting requests to create and transmit surveys:

- 1. Identify the information you need and what it will be used for.** Identifying the information that you want and what you will do with it in the beginning is important, because this planning forms the basis for the rest of the survey's development. It will also help ensure that meaningful information is collected and members are more likely to participate in a survey if the results are useful and then reported to them.
- 2. Identify whom you want to collect the information from and for how long.** Surveys are normally designed for a specific group (e.g., section, division) and timeframe; however other groups of NCBA members can be easily added to the survey, as required (e.g., Board of Governors).

#### **Be advised:**

- Web-based surveys are restricted to members with Internet access AND that the NCBA has a current email address for, since the survey is announced using email.
- LISTSERV participation is voluntary, so LISTSERV's DO NOT include ALL of the section/division members (e.g., average participation is 30%). Therefore, eMill, the

NCBA's broadcast email program, is the best option for contacting ALL of the section/division members as long as they provided a current email addresses.

- c. Survey responses can be restricted to (i) specific members/groups by using password-protected access, which needs to be identified in the survey request; OR (ii) a single response per person with or without password-protection, as long as they use the same computer (i.e., checks computer's Web "cookie" for location & login info).
- d. The survey start and stop dates can be set up to allow participation during a specific time, and access will be automatically "closed" on the stop date.

## SurveyMonkey Features

1. **No Limits** – Surveys can be created with an unlimited number of questions/pages. However, longer surveys are less likely to be completed and your group could be charged for it.
2. **Create Skip Logic** - You can customize the path that a respondent takes through your survey using "skip logic", which allows them to skip non-applicable questions. This is a proven way to reduce unnecessary confusion, participant "drop-outs" and survey completion time.
3. **Require Answers** - Makes sure that you receive a response to essential questions.
4. **Randomize Answer Choices** – Automatically reorders the order of choices within a question to avoid the possibility of an unintended bias.
5. **Custom Redirect** - Respondents will be redirected to the website of your choice. (e.g., section/division website), when the survey is completed.
6. **Filter Results** – Helps identify patterns in survey results by creating filters that ask questions such as: "Show me only those respondents who answered choice x in question y."
7. **Share Results** - Authorized staff and members can view the survey results as they are collected. **NOTE:** *IT Staff members can also control which results are visible and how they can be used (e.g., read only, downloadable) to protect sensitive information.*
8. **Download Results** - Download results into Excel or HTML files for further analysis and to create graphs/reports. Save them on your personal computer for future reference.

## Survey Development Tips

1. **Use questions with choices.** Using questions with choices simplifies data collection and analysis, because the results are automatically tabulated for viewing online or downloading for further analysis and to create reports.
2. **Limit open-ended questions.** Replies to open-ended questions are also automatically collected, however they must be individually analyzed, which takes longer and the results are subject to interpretation by the reviewer. Therefore, it is recommended that the number of open-ended questions be limited.
3. **Limit the number of questions per page.** Limiting the number of questions displayed to one (1) or two (2) per page prevents respondents from having to scroll down to see the next question. This saves time and could avoid a question being skipped if it was never seen.
4. **Require answers for essential questions.** Requiring answers to ALL questions is probably NOT required and NOT recommended, however it is a good idea to require information that is considered essential to the survey. **NOTE:** *Asking participants to provide their name and contact information can help with post-survey follow-up, however requiring this information precludes anonymous participation.*

5. **Skipping Questions.** A respondent's question path can be customized to automatically skip non-applicable questions to reduce confusion, participant "drop-outs" and completion time.

## Types of Survey Questions

Creating effective survey questions is very important because user-friendly questions that collect information that can be easily analyzed will make the survey more valuable to its participants and developers. SurveyMonkey has 11 different types of questions and formats including questions with single and multiple answers, matrices and open-ended responses for written answers. The different types of questions available to create a survey are:

1. **Choice - One Answer (Vertical).** This type of question organizes the answers one on top of another, with the option of an editable final question and **only one answer can be selected.**
  - a. The "Other (Please Specify)" answer can be edited to say anything and have two different size boxes.
    - i. Single Line Box – Only a single line is displayed (see question type #9).
    - ii. Essay Box – Multiple lines are displayed (see question type #11).

**Example:**

What is your favorite brand of peanut butter?

Skippy

Reese's

Peter Pan

Jif

Other (please specify)

2. **Choice - One Answer (Horizontal).** This type of question organizes answers next to each other. There is no option for an editable final question and **only one answer can be selected.**

**Example:**

What is your favorite brand of peanut butter?

Skippy

Reese's

Peter Pan

Jif

3. **Choice - One Answer (Menu).** This type of question organizes the answers into a dropdown menu. There is no option for an editable final question and **only one answer can be selected.**

**Example:**

What is your favorite brand of peanut butter?

Skippy

Reese's

Peter Pan

Jif

None - I hate it!

4. **Choice - Multiple Answers (Vertical).** This type of question organizes the answers one on top of another, with the option of an editable final question and **multiple answers can be selected.**
- The “Other (Please Specify)” answer can be edited to say anything, as well as having two different size boxes.
    - Single Line Box – Only a single line is displayed (see question type #9).
    - Essay Box – Multiple lines are displayed (see question type #11).

**Example:**

Which brands of peanut butter do you regularly buy?

Skippy

Reese's

Peter Pan

Jif

Other (please specify)

Lowes Food Generic

5. **Choice - Multiple Answers (Horizontal).** This type of question organizes answers next to each other. There is no option for an editable final question and **multiple answers can be selected.**

**Example:**

Which brands of peanut butter do you regularly buy?

Skippy  Reese's  Peter Pan  Jif

6. **Matrix - One Answer per Row.** This type of question allows opinionated questions to be asked with such answers as, “Yes, No, Maybe”, “Agree, Neutral, Disagree”, and “Dislike, No Opinion, Like”. **Only one option can be selected per row.**
- Two (2) things to keep in mind when using questions like these are:
    - Keep the opinionated questions and answers short. The use of too many words may lead to words wrapping and being displayed on top of each other.
    - Keep the number of opinionated questions and answers to less than 7, in order to keep the questions on one line.

**Example:**

Please rate these brands of peanut butter on a scale of 1-3.

	1 - Dislike It	2 - No Opinion	3 - Like It
Skippy	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>
Reese's	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Peter Pan	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Jif	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. **Matrix - Multiple Answers per Row.** This type of question enables the use of more opinionated questions by allowing **multiple answers to be selected per row.**
- Two (2) things to keep in mind when using questions like these are:

- i. Keep the opinionated questions and answers short. The use of too many words may lead to words wrapping and being displayed on top of each other.
- ii. Keep the number of opinionated questions and answers to less than 7, in order to keep the questions on one line.

**Example:**

Select from the following adjectives to describe the brands of peanut butter below.

	Nutty	Sweet	Sticky	Silky
Skippy	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Reese's	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Peter Pan	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Jif	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

8. **Matrix - Multiple Answers per Row (Menus).** This type of question enables the use of more opinionated questions by using menus for multiple choices. **Multiple Answers can be selected per row.**

- a. Two (2) things to keep in mind when using questions like these are:
  - i. Keep the opinionated questions and answers short. The use of too many words may lead to words wrapping and being displayed on top of each other.
  - ii. Keep the number of opinionated questions and answers to less than 7, in order to keep the questions on one line.

**Example:**

Select from the following adjectives to describe the brands of peanut butter below.

	Taste	Texture
Skippy	<input type="text" value="Nutty"/>	<input type="text" value="Smooth"/>
Reese's	<input type="text" value="Sweet"/>	<input type="text" value="Greasy"/>
Peter Pan	<input type="text" value="Sweet"/>	<input type="text" value="Don't know"/>
Jif	<input type="text" value="Sweet"/>	<input type="text" value=""/>

9. **Open Ended - One Line w/ Prompt.** This type of question asks an open-ended question with only one line available for a response.
- a. When using this type of a question, make sure to ask a question that will only require a short response. Use question type #10 or #11 for longer answers.

**Example:**

What is your favorite addition to peanut butter?

10. **Open Ended - One or More Lines w/ Prompt.** This type of question can ask opinionated questions where the survey participant can provide their own answers.

- a. When using this type of a question, make sure to ask a question that will only return a short response. If longer answers are expected, use question type #11 or consider creating several questions.

**Example:**

For each brand of peanut butter below, please give the first thought that comes to mind.

Skippy	<input type="text" value="smooth"/>
Reese's	<input type="text" value="chunky"/>
Peter Pan	<input type="text" value="Capt Hook"/>
Jif	<input type="text" value="Jiffy pop"/>

11. **Open Ended – Essay.** This type of question asks an open-ended question with several lines available for a response.

**Example**

Describe your fondest experience with peanut butter.

**Survey Results**

Authorized staff and members can view the survey results, as they are collected using a Web link provided by the NCBA's IT Department. **NOTE:** *IT Staff members can also control which results are visible and how they can be used (e.g., read only, downloadable) to protect sensitive information.*

You can review real-time graphs and charts for all of the results as displayed below:

1. How did you first learn about SurveyMonkey?			
		Response Percent	Response Total
<b>Took someone else's survey</b>		29.4%	28005
Banner Advertisement		5.7%	5388
Search Engine		12.7%	12117
Referral/Link from another site		18.6%	17755
Magazine/Print Advertisement		6.2%	5856
<a href="#">View</a> Other (please specify)		27.4%	26085
<b>Total Respondents</b>			<b>95206</b>
(skipped this question)			2880

**NOTE:** *Results can be downloaded into Excel format, when the survey has been closed.*

I	J	K
How did you first learn about SurveyMonkey?		What kind of connection do you have to the Internet?
Response	Open-Ended Response	Response
Took someone else's survey		T1 or better
Search Engine		T1 or better
Other (please specify)	Word of mouth	Do not know
Took someone else's survey		
Magazine/Print Advertisement		T1 or better
Referral/Link from another site		DSL
Search Engine		Do not know
Took someone else's survey		Do not know
Magazine/Print Advertisement		
Other (please specify)	friend	T1 or better
Other (please specify)	Reference	T1 or better
Other (please specify)	Recommendation	DSL
Search Engine		
Took someone else's survey		Cable modem
Other (please specify)	someone i work with	T1 or better
Other (please specify)	colleague	Do not know
Search Engine		

**NOTE:** Additional examples of how results are displayed are available, as desired.

## Survey Announcement

The NCBA has the ability to send out Survey Announcement messages using eMill, our broadcast email system. When submitting requests for broadcast emails, please submit them **at least two (2) business days prior to the intended release date and longer for more complicated surveys**. This will allow time for format review and testing by staff and requestor(s) prior to transmission to survey participants. **The broadcast email originator is also responsible for developing and/or forwarding all of the required documents** (e.g., survey announcement, survey questions, etc.) AND collecting inputs from other personnel. It is also important to realize that LISTSERV's do NOT include ALL of the active members for sections, divisions, etc. (e.g., average participation is 30%). Therefore, eMill is the best option for sending the survey to all of the members in these groups as long as they have provided the NCBA with their "current" email addresses.

## Announcement Message Tips

An **effective survey announcement message is critical**, since it helps convince your members to complete the survey. Therefore, keep the following items in mind when creating the survey announcement message:

1. Content, beginning with the "From", "Subject" and "Return" is not standardized; however careful attention must be devoted to consistency. Give careful thought as to whom the message should be coming from and where replies should be directed. **NOTE:** Replies to survey announcements are NOT requested, however they still occur since many emails are returned as "undeliverable" and some respondents provide feedback about the survey.
2. The survey's **originator and subject/topic should be businesslike and direct**, AND avoid all appearances of junk mail or "spam."
3. The **message** should be **brief** but also **explain why** the survey is being done, and **how the results will be used** to justify why it is worth the respondent's time to participate.
4. **Use plain text messages and avoid using color, differentiating text, and especially attachments**, because attachments (1) significantly slow down email transmission and (2)

the survey announcement might NOT be delivered, since viruses are frequently sent as attachments and many computer networks are set up to block emails with attachments.

### **Example**

To: NCBA Corporate Counsel Section Members

From: Candice S. Wooten, Chair, Minorities in the Profession Committee  
G. Gray Wilson, President, NC Bar Association  
Matthew R. Joyner, Chair, Corporate Counsel Section

Re: NC Minority Counsel Program

Please help us by taking five minutes to complete this brief survey  
<http://www.surveymonkey.com/s.asp?u=49325622849>.

Due Date: October 1, 2004

The information gathered will help us plan for the program outlined below.

The Minorities in the Profession Committee, with the assistance of the Committee on Women in the Profession, the Hispanic/Latino Lawyers Committee and the Corporate Counsel Section of the NC Bar Association, will implement its first-ever North Carolina Minority Counsel Program in April 2005.

This program will combine CLE credit and networking opportunities, allowing women and attorneys of color to meet and interview with representatives from the legal departments of corporations throughout the state (or corporations that have a significant North Carolina presence that may not be headquartered here) with the hope of being retained as outside counsel for those companies on particular matters.

The program is NOT designed for participants to obtain employment in corporate legal departments - instead, participants will interview with the goal of being retained as outside counsel on specific matters. This program will assist women attorneys and attorneys of color in the rainmaking process - improving their marketing skills in this area, increasing their value to their firms, and assisting their growth and development along the partnership track. Additionally, this program is designed to provide opportunities for corporations who value diversity among the ranks of their outside law firms to network with top-notch lawyers and firms who share those values.

As we embark on this new endeavor, the Steering Committee of the NC Minority Counsel Program seeks your input to make this program a success. Please take a few moments of your time to complete the survey, which will assist us in structuring this program to meet your needs.  
<http://www.surveymonkey.com/s.asp?u=49325622849>.

### **Questions**

The NCBA membership group's staff liaison is the primary contact for creating and scheduling a survey, as well as creating and scheduling the associated survey broadcast email announcement message. The NCBA's IT staff creates the survey and our Communication staff sends the survey's announcement message. The normal working hours for NCBA staff members are 9 am to 5 pm, Monday through Friday. Any staff member can be reached by calling 919-677-0561 or 1-800-662-7407, and emails to the IT staff should be sent to [support@ncbar.org](mailto:support@ncbar.org).