


HOW TO CONDUCT A MEMBERSHIP SURVEY

By: Darius Dadgari


INTRODUCTION

- Membership surveys – top to bottom
- Goals:
 - Be able to create appropriate, statistically valid questions for a membership survey
 - Be able to properly structure and implement the survey both in on-line and paper formats
 - Be able to create a report based on the results




OVERVIEW

- Create topics & questions for your membership
- Structure, build and deliver your survey
- Analyze the results



PART 1: SURVEY QUESTIONS: WHY ARE SURVEY QUESTIONS USEFUL?


- Discover the priorities of the membership
 - (job security, pension, pay, benefits, health & safety etc.)
- Gauge interest in new proposals
 - Adding new provisions to the Collective Agreement
- Find out about relevant issues and concerns
 - Whether recent changes are impacting the membership
- Inform members of recent events



DISCOVER OBJECTIVES – COMMON


- Common questions relating to:

<ul style="list-style-type: none"> • Wages • Benefits • Scheduling • Part Time Worker Issues • Leaves of Absence • Health & Safety • Contracting Out 	<ul style="list-style-type: none"> • Training • Job Security • Stress/Workload • Seniority Rights • Supervision • Vacations • Sick Leave
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- Answers to these questions can help determine overall bargaining priorities



DISCOVER OBJECTIVES – LOCAL SPECIFIC

- What are the important issues facing your local?
 - Get direct responses to union proposals
 - "Harassment should be included in the Collective Agreement as a specific ground on which to refuse unsafe work."
 - Get direct responses to employer demands
 - "The employer has put forward a demand to lower workers' wages by 2% for the next 2 years"
- Be sure to think both about issues that impact the whole local, and those that impact each bargaining unit as well



DISCOVER OBJECTIVES – RELEVANT ISSUES

o Open-ended survey questions:

Do you have any other comments regarding Health & Safety?

What would you like to see the union do to increase job security?

If you use employer subsidized child care, please describe the experience for applying to subsidized child care, and any issues you may have had so far.



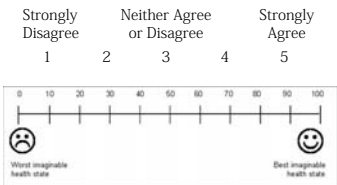
DISCOVER OBJECTIVES – INFORM MEMBERS

- o Questions can be phrased to indirectly inform members of their current rights, and of proposed changes.



QUESTION TYPES

o Structure of question



- Option A
- Option B
- Option C



MULTIPLE-CHOICE, SINGLE-ANSWER

- o Can be used for demographic information
 - One obvious choice based on personal characteristics

What is your Employment Status? (choose one)

- Full-Time
- Part-Time
- Casual

Length of employment? (choose one)

- 0-5 Years
- 6-11 Years
- 12-16 Years
- 17+ Years

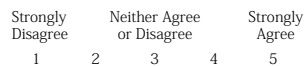
- o Can also be used to select a 'wordy' answer



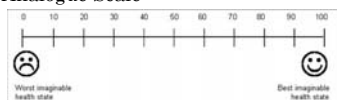
5-POINT SCALE QUESTIONS

- o Most common form of questions on a survey
 - You should primarily use these on your surveys

- o 5 choices, you can only choose one
 - 5-choice Likert Scale



- o Visual Analogue Scale



OPEN-ENDED QUESTIONS

- o Should not be used very often
 - Keep them for the end and the most important questions

Do you have any other comments regarding Health & Safety?



QUESTION QUIZ (5)


○ How would you improve this question?

The union has been actively looking forward to bargaining an increase to sick day provisions so that members can take more sick days off per year.

How many days have you taken off sick last year? _____

The union should bargain to increase the number of sick days available per year from 10 to 14.

Strongly Disagree	Neither Agree or Disagree	Strongly Agree
1	2 3 4	5



QUESTION QUIZ (6)


○ How would you improve this question?

There are now better methods in place in order to file for vacation days. How much better do you feel the new methods are?

Much Worse	Not Better or Worse	Much Better
1	2 3 4	5


The method for filing vacation days has changed. How do you feel about this method compared to the previous one?

- I like this method more
- I like the previous method more
- The methods are similar
- I have not filed for vacation using this method



YOUR COMMON AND SPECIFIC QUESTIONS


- Create a set of questions that are important to those in the School Boards sector
 - Create 2 or 3 common questions each that you think are worth having the answers to.
- Create at least one local-specific question
 - Share it with your group members, see if it can be improved



PART 2: SURVEY DESIGN:


STRUCTURE & RETRIEVE YOUR SURVEY

- Primary goals:
 - Get a good sized, representative sample of your membership to fill out the forms
 - Different units, different job descriptions etc.
 - Make it easy for people to get your survey, complete it, and give back your survey




STRUCTURE YOUR SURVEY – INTRODUCTION

- Cover letter from the committee
 - Explains why the survey is important
 - Explains what the data will be used for
 - Explains data confidentiality
 - Explains timelines around bargaining and other information which the average member may not know



STRUCTURE YOUR SURVEY – SECTION 1

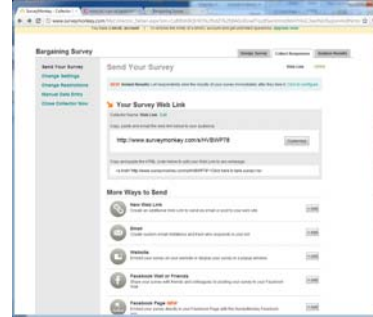
- Ask for personal information
 - Employment Status (Full time / Part Time)
 - Length of employment
 - Position (optional?)
 - Name (optional?)
 - Age (optional?)
 - Gender (optional?)



SURVEY MONKEY (2)



SURVEY MONKEY (3)



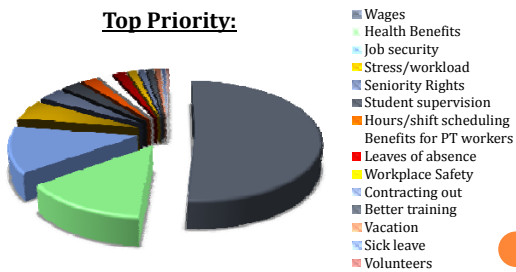
PART 3: SURVEY REPORT:
ANALYZING RESULTS

- Gather data from all survey sources
 - (Paper, electronic, phone, in-person etc.)
- Input data for analysis
- Determine Priorities

HOW TO PRESENT THE DATA

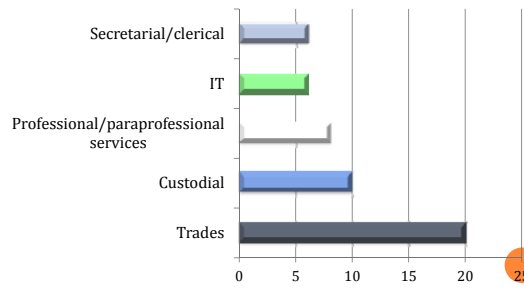
- Easiest and most intuitive way: copy it into PowerPoint

2011 OSBCC BARGAINING SURVEY



2011 OSBCC BARGAINING SURVEY

What work is contracted out at your board?



SUMMARY

- Determine questions to ask your membership
 - Structure the questions in a survey-appropriate format
- Build and deliver the survey
 - Differences between on-line and paper
- Analyze the results
 - Present the information to the bargaining committee or other body



QUESTIONS?

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