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ALUMNAE ASSOCIATION
MOUNT HOLYOKE COLLEGE

Survey Guidelines for Volunteers

Introduction

To provide excellent customer-service, the Alumnae Association and its volunteers must listen to its members—and one of the primary means we have of doing so is through surveys.

This document outlines the process for designing, sending, and analyzing surveys according to the Alumnae Association's established project management processes and industry best practices and professional standards.

Process for Sending a Survey

The Alumnae Association holds an account with SurveyMonkey, an online survey publisher. We offer class and club volunteers the opportunity to use this service through designated staff.

If you would like to send a survey to your class or club, please follow the outlined procedure below:

1. Contact the appropriate staff liaison at the Alumnae Association with your desired list of questions. See below for survey best practices.
2. Association staff will create the survey and send a link for review and testing.
3. Upon approval, send a broadcast email through the Association, by submitting the communication form (alumnae.mtholyoke.edu/comm-request) and include the survey link. Note that you must have the link prior to submitting the form and that email processing time is five business days.
4. One to two weeks after the survey has gone out, Association staff will send you the compiled results via email.

Best Practices

- Make sure you have a single, well-defined, specific objective for each survey.
- Tell people how long the survey will take, why you're asking the questions, and what you will do with the answers on the survey invite.
- A survey should take five minutes or less to answer and should have between 3–12 questions.
- Only ask questions about things that can be changed. Example: if you have no control over the food served at an event, do not ask participants to rate it.
- Don't ask leading questions, e.g. stating conclusions in a question and asking for feedback. Example: We set out to have the best event yet! Please rate…
- Use close-ended questions for measurable results. Only 1–2 open, text-field questions should be used per survey. Example: Please rate your overall experience at the event on a scale of 1–10.
- Rating scales are a great way to measure and compare sets of variables. If you elect to use rating scales (e.g. from 1 – 5) keep it consistent throughout the survey.
- A question should have no more than ten answer options.