



THE NINETY-NINES, INC.

STANDARD OPERATING PROCEDURE

Membership Surveys

1. **Purpose:** To provide valuable information to the IBOD, Trusts, and Committee Chairs through the use of limited and standardized broadly distributed membership surveys.
2. **Applicability** IBOD, Trustees, and Committee Chairs should adhere to this SOP when conducting membership surveys.
3. **Background:** The Ninety-Nines IBOD recognizes that membership surveys may provide valuable information to the IBOD, Trusts, and Committee Chairs, while also recognizing that excessive use of membership surveys may place a burden on the membership. Moreover, it is widely recognized that the quality of the information provided by a survey is dependent on the care with which the survey is constructed. Therefore, the IBOD intends to maintain a high level of utility by providing guidelines regarding the construction of membership surveys.
4. **Membership:** Proposals for Membership Surveys shall be reviewed by the Vice President of the International Ninety-Nines and two other members of the Ninety-Nines selected by the Vice President.
5. **Responsibility:** The Vice President of the International Ninety-Nines is responsible for the application of this SOP.
6. **References:** All Membership Surveys should conform to the principles of responsible survey construction, as described by many authoritative online sources.
 - 6.1. Current online resources include:
 - 6.1.1. www.alchemer.com (formerly SurveyGizmo) on Planning Ahead & tips
 - 6.1.2. www.pewresearch.org on Questionnaire design
 - 6.1.3. www.sciencebuddies.org on Designing a Survey
 - 6.1.4. www.surveymonkey.com "Survey Best Practices & Design Guidelines"
 - 6.1.5. www.google.com - search for "how to design a valid survey"
 - 6.2. Another excellent article regarding pros, cons and limitations of the top five "free" surveys is <https://www.searchenginejournal.com/top-5-free-survey-makers/318003#close>.
 - 6.3. General principles of survey question design include:
 - 6.3.1. Develop the plan, objective, goals
 - 6.3.2. Determine the type of questions or mix to be used, from two or more choices, open-ended or a mix, rating and/or ranking questions, keeping in mind whether all alternative answers are included, and time and complexity of analysis
 - 6.3.3. Determine the order of questions as order may influence response
 - 6.3.4. Keep it short while ensuring all needed information is collected
 - 6.4. Pre-test or do a practice run on the survey to make sure it works, view the report(s) it generates so the correct helpful data is collected and summarized, and the analysis provides the answers sought in a useful and desired format.
 - 6.5. Be mindful of the costs when designing your survey.

7. **Policy Content:**

7.1 In order to avoid undue burden on the members, the IBOD will generally approve a maximum of two membership surveys per fiscal year, one of which may be initiated by the IBOD. Exceptions to this policy, as may be required for emerging, time-sensitive issues, will require approval of a majority of the IBOD.

7.1.1 Survey questions should be well thought-out and clearly stated; leading questions should be avoided. The IBOD Vice President will review the survey questions for compliance with the referenced principles and procedures within this SOP.

7.1.2 Survey cost is an important consideration and should be the lowest cost to obtain the desired information. Popular survey tools can vary significantly in cost and cost can influence and determine design.

8. **Procedure Content:**

8.1 Surveys communicated to the entire membership on any platform, including Google Groups forum, must be approved by IBOD prior to distribution.

8.2 The purpose of such a survey must be included in the request to IBOD to distribute the survey, including a proposed plan of action, with timelines, based on the survey results.

8.3 The Vice President and two appointed members will review the proposed survey for compliance with the SOP.

8.4 Non-compliant proposals may be returned to the proposers for revision prior to submission to the IBOD for IBOD approval.

8.5 After IBOD approval, the requestor or IBOD Designee will distribute the survey to members using the survey tool already purchased by IBOD, or otherwise approved.

8.6 The requestor or IBOD Designee must monitor the survey returns, timelines and deadlines.

8.7 Survey results must be communicated to IBOD upon completion of the survey.

8.8 Questions from multiple groups may be combined into a single survey.

9. **Approval:**

9.1. Authorizing Body: International Board of Directors.

9.2. Approval Date: This policy was approved on: November 7, 2020.