Possible Member Survey Questions and Template

Thank you for taking the time to complete this survey!

Your responses are very important to us and will help in delivering services and products that best meet your needs and also the needs of our community.

The survey should take XXXX minutes to complete, and all of your responses will be confidential.

Consider Incentive:

E.g. At the end of the survey, please register to win $500 USD toward your travel arrangements to a conference of your choice.

____________________________________________________________________________

Please select your work status/primary place of work.

I am a student
University or College
Primary/Secondary School
Corporation
Hospital / Healthcare
Government Organization
Non-Profit
Research Institution
Society or Association
I am self employed
I am retired
I am unemployed
Other (please specify) ______________________________
How long have you been a member of the XXXX?
Less than 1 year
1 - 3 years
4 - 6 years
7 - 10 years
11 - 14 years
15 - 20 years
More than 20 years

Are you a regular producer, consumer or supporter of scientific research?
Select all that apply.
I consume research (i.e., read research articles or other scholarly publications)
I produce research (i.e., conduct research, publish results, etc.)
I support research (i.e., fund research, have researchers working for me, work at a society, etc.)
I utilize research to make decisions (i.e., to allocate funds, set protocols, etc.)
Other (please specify) __________________________
I have no involvement with scientific research in a professional or personal capacity

How frequently do you read scholarly and scientific content (e.g. from a journal or other scientific publication)?
Never
Less than once a month
Once a month
Two to three times a month
Once a week
Two to three times a week
Daily
Other (please specify)
Please indicate which, if any, of the following are reasons why you consume/read research. Select all that apply.

- I want to keep up to date with the latest research in my field/topic(s)
- I need to consume research in order to produce my own research
- I use existing research in order to plan and design my experiments
- I like to see who is conducting research/who the major researchers are in my field
- I consume research in order to determine which research projects to fund
- I consume research to assist me in promoting a cause/raising awareness
- I consume research to assist me in setting regulations or guidelines
- I use the latest research to assist me in a professional role (i.e., practitioner)
- I consume research as a scholarly exercise
- I consume research to help me teach others
- I consume research in order to report findings to others (e.g., journalist, blogger, etc.)
- I consume research to assist me in setting policy or best practices
- I use research to assist in completing funding application for research grants
- Other (please specify) ____________________________________________

Please select all activities supported by the XXXX in which you have participated in the last 12 months.

- Attended annual meeting/trade show
- Attended regional or sectional event(s)
- Engaged/Posted/Commented on our public social media network(s) (e.g., Twitter, Facebook, LinkedIn)
- Volunteered on committees
- Visited members-only section of website
- Utilized podcast(s)
- Utilized webinar(s)
- Participated in Young Professional program
- Participated in mentoring program
- Engaged with career networking events
- Acquired/Maintained our certification
- Purchased a book through our bookstore
- Actively read our publication(s) newsletter(s), magazine(s), journal(s), etc.
- Other (please specify) ____________________________________________
Which, if any, of the following are important for you to engage with? Select all that apply.

- Attend an annual meeting/conference
- Attend local networking events
- Engage with other members on social media
- Engage with the society on social media
- Collaborate on research with other members
- Learn about new research results
- Learn about career openings
- Learn about funding opportunities
- Participate in education/training
- It is not important for me to engage
- Other (please specify) ________________________________________________
### Membership Survey

**How important is it to you for the XXXX to engage in each of the following ways?**

<table>
<thead>
<tr>
<th></th>
<th>Not at all important (1)</th>
<th>Not very important (2)</th>
<th>May or may not be important (3)</th>
<th>Important (4)</th>
<th>Very important (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Publish research/academic journals</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Fund research initiatives that are related to the mission of the society</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Create research communities</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Maintain a large social media presence</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Promote the tenets of Open Access publishing</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Provide education or training</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Host/Organize more events</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>
Rate your level of satisfaction with the XXXX in the following areas.

<table>
<thead>
<tr>
<th>Area</th>
<th>Very dissatisfied (1)</th>
<th>Dissatisfied (2)</th>
<th>Neither (3)</th>
<th>Satisfied (4)</th>
<th>Very satisfied (5)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support in promoting/developing my career</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to content (e.g., journals, webinars, databases, etc.)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Connection to a global community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interaction with a local community</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The representation of members across age groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The representation of members across genders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The representation of members across research specialties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The representation of members across racial/ethnic groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Thinking back to the last time you decided to renew your membership with us, which of the following reasons motivated you to do so? Select all that apply.

- I feel connected to the community
- I am in a leadership position within the organization
- Attend the society or association's conference(s) or event(s)
- Receive the society or association's journal(s)
- Be among like-minded peers
- The mission of the society or association
- It is a requirement for my job/profession
- I receive a good value for the price of membership
- This is my first year of membership
- I have never thought about it
- Other (please specify) _________________________________

What is your preferred method of receiving communications from the XXXX?

- Updates on Twitter: ______
- Postings on Facebook: ______
- Social media presence on a research-specific social media: ______
- Print journal: ______
- Electronic journal: ______
- Monthly emails: ______
- Weekly emails: ______
- Electronic newsletters: ______
- Print magazines: ______
- Apps: ______
- Direct mail: ______
- Other (please specify): ______

Please rate your satisfaction with the value you receive from the XXXX?

- Very dissatisfied
- Dissatisfied
- Neutral
- Satisfied
- Very satisfied
Why did you give that answer?

______________________________________________________________________________

______________________________________________________________________________

If we wanted to recruit more early-career members, how would you suggest we do so? Please allocate 100 points across the following categories, where more points indicate a greater preference.

Have a large social media presence on traditional platforms (e.g., Facebook, Twitter, etc.) : ______

Have a large social media presence on research-related platforms (e.g., ResearchGate, Trellis, etc.) : ______

Work more closely with universities to engage interested students : _____

Work more closely with employers to engage interested new hires : _____

Publish magazines (or other formal media) that target less-experienced members : _____

Pair newer members with experienced members in a mentor program : _____

Provide newer members with expanded access to educational materials : _____

Provide tools that help early-career individuals promote themselves : _____

Other (please specify) : ______

______________________________________________________________________________

Thank you for your participation in this survey! We really appreciate your input.

Incentive Wording:

e.g. To enter the draw to win $500USD towards your travel arrangements to a conference of your choice, please provide your contact information.

First Name ________________________________________________

Last Name ________________________________________________

E-mail __ ________________________________________________