

Survey Considerations

Surveys CAN be useful but only if used strategically. A survey is not the best way to find out members' values or determine what they are willing to do to win a contract that embodies those values. A survey can help seek clarification, provide in-depth understanding, or prioritize issues.

Surveys can be used to:

- Identify or rank priorities
- Identify choices around an issue or topic
- Determine how widely and deeply felt an issue or concern may be
- Provide multiple opportunities to connect.

Crafting a survey

Why are you doing the survey?

- To ask members to prioritize issues on the table, noting that you may have to present this as a ranking or prioritization:

- Ex: Get members to name which economic priority is most essential

Please rank the following options in our health insurance from most (1) to least (3) critical to you:

- (A) Maintaining the current contribution rate of \$0/month for single insurance
- (B) Eliminating co-pays for office visits to your selected primary care doctor
- (C) Adding an employee + 1 option at a cost of \$50/month

- Ex: Determine which of several possible solutions members prefer

The negotiations team is working on proposals to address workload concerns. Would you rather:

- (A) Receive overload pay for additional students in your class
- or
- (B) Have access to a cadre of floating subs, resulting in a slightly lower raise?

- To identify possible solutions for issues on the table:

- Ex: Ask members for input on possible proposals.

During conversations, members indicated that “student mental health” was their biggest student concern. Please pick two ways in which you would like to see our contract better support student mental health:

- A full-time psychologist
- A mental health support team of staff across the district
- A full-time nurse in each building
- Other: _____

- To identify issues that should be addressed in contract negotiations

- Ex: Look to members to tell you something that might not surface during conversations

Think about an issue or problem that is not currently addressed in our contract. Please briefly describe the problem that you'd like to see our contract solve and one or two ideas on how to solve it.

Whom are you surveying?

- The entire bargaining unit or membership?
 - Remember that not all bargaining unit members are members of our union. We recommend that surveys are sent to all UNION MEMBERS.
- A sub-set of members?
 - You may be seeking information that specific to:
 - School site
 - Subject area, licensure area, or assignment
 - Demographic group

Key elements to a good survey

- Include an opening statement
- Include demographic questions that can be used to analyze the results
- The survey itself should be short. A long survey might not be completed.
- Questions should be clear and allow you to reach the objectives of your survey.
- Questions should follow a logical flow. Group questions by topic.
- Questions should be neutral. You want to know what your members think, not lead them to a specific conclusion.
- Avoid words that would slant the question. Loaded phrases such as “the pitiful extracurricular salaries” should never be used.
- Questions should be complete and make sense to the member. Don't make assumptions about prior knowledge. Use simple straightforward language and define anything that may not be universally known.
- Use a variety of question types – from multiple choice, to short answer to agree/disagree.
- Think about the form of the answers. Make sure you will get results that are useful.
- Always include at least one open ended question. This allows the member to add anything you might have forgotten.

Survey Question Formats

Agree/Disagree Format

Please mark the response to each question which best expresses your point of view.

Question: Health insurance should be the number one priority for this round of bargaining.

Response: ___ Agree ___ Disagree ___ Not sure

[or another variation]

Response: ___ Strongly Agree ___ Agree ___ Not sure ___ Disagree ___ Strongly Disagree

“How Important?” Format

Please indicate how important the following employee protection issue is to you.

Issue: Establish well-defined assignment and transfer procedures.

Response:

___ Very Important

___ Somewhat Important

___ Not Very Important

___ Not at all Important

___ Not Sure

Yes or No Questions

Please answer each of the following questions by marking the appropriate response.

Question: Should the salary schedule be compressed?

Response: Yes No Not sure

Choose One Response

Question: How much of a problem has getting approval for personal leave been for you?

Choose one response:

(1) Large problem (2) Moderate problem (3) Small problem (4) No problem

Rank Order Question

Please rank these issues in order of importance to you. Number from 1-5 your top five issues with 1 being most important.

<input type="checkbox"/> Pay raise of at least 3%	<input type="checkbox"/> Increase sick days from 9 to 12
<input type="checkbox"/> Fully paid dependent health insurance	<input type="checkbox"/> Lower qualification age for severance
<input type="checkbox"/> Opportunities for professional leave	<input type="checkbox"/> Cash payment for unused sick days
<input type="checkbox"/> Sick leave bank	<input type="checkbox"/> No restrictions on use of personal leave

Open-Ended Question

Example: If the negotiation team could accomplish just one thing during this round of bargaining, what do you think it should be?

How are you doing your survey?

Methods

- Analog: paper/pencil surveys make sense for small units where not everyone has access to technology
 - Consider one-question surveys that you can post in break rooms and ask people to answer as check-ins while bargaining is going on
- Digital: online surveys are most common, easy to create and provide analysis of results in real time.

Common online survey tools

Tool	Website	Pros	Cons
Google Forms	http://forms.google.com	<ul style="list-style-type: none">• Unlimited surveys• Unlimited questions• Unlimited respondents• Data export options• Available to anyone with a google account	<ul style="list-style-type: none">• Limited question formats
SurveyMonkey	http://www.surveymoney.com	<ul style="list-style-type: none">• Unlimited surveys• Paid levels for different uses• Easy to use	<ul style="list-style-type: none">• Only 10 questions per survey on the free version• Up to 100 respondents• No data export options
AFT LeaderNet Survey and Form tool	https://leadernet.aft.org	<ul style="list-style-type: none">• Unlimited surveys• Unlimited respondents• Proprietary tool for AFT members• Data export options	<ul style="list-style-type: none">• Access, lost passwords can be hard to get from AFT• Not as easy to use as other tools
Survey Planet	https://surveyplanet.com/	<ul style="list-style-type: none">• Unlimited surveys• Unlimited questions• Unlimited respondents	<ul style="list-style-type: none">• No data export options

		<ul style="list-style-type: none">• Paid levels for different uses	
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Additional Survey Considerations

- Write survey questions with others to ensure that their meaning is clear. Test out your questions with others to make sure you know if questions are getting you the kind of information you intend.
- Discuss timelines within your team for sending surveys out, getting results back, and sharing the results back to your membership.
- Be consistent about sharing feedback with members, letting them know when and how survey results will be shared.
- Work with Building Representatives or your Organizing Committee to ensure two-way communication about both surveys
- Provide reminders to members to complete surveys.