**Section Operations**

**5.7** **Automated Online Dallas Branch Survey – Dallas Branch**

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| **1. Section, Branch** | Texas Section, Dallas Branch |  |
| **2. Section/Branch Size** | Large |  |
| **3. Project Contact** |  |
| Name | Sean P. Merrell |
| Phone Number | -(972) 464-4834 |
| Email | smerrell@bgeinc.com |
| **4. Project Category** | Section Operations |
| **5. Project Description** | Automated Online Dallas Branch Survey |
| **6. The Process**(What you did, When and How) | Early on in the process to develop the new officers and committee chairs, we wanted to get a better understanding of where the Dallas Branch stood in the eyes of our members. This also allowed us to develop programs and speakers for our members based on their responses. |
| **7. Those in Charge** (Committee, Task Committee, Etc.) | A committee could be set up, but we believe all the leaders of the Branch have to be involved to develop a well thought out and meaningful survey. No one wants to waste their time answering a silly survey. The webmaster was important for making it user friendly online on our website. It is important for the branch president to follow up with the officers and committee chairs to ensure they utilize the information received from the survey. |
| **8. Time Frame**(When Started, When Completed) | 1 month to develop the survey, 1 month to take the online survey (with a few reminders to our members), 1 month to review and act upon the results and comments from the survey. |
| **9. Success Factors**(The Parts that Worked Really Well) | Pretty much everything worked well |
| **10. Setback Factors**(The Parts that did Not Work Well) | The response rate could have been better. Next time we should encourage members to participate in the survey by offering random prizes to those who take the survey. |
| **11. Creativity**(This is something off the wall that we did) | Utilized the automated survey module from our Branch website. |
| **12. Administration**(What was most Important?) | Developing useful and well thought out questions. |
| **13. Follow-Up**(What was most important?) | Make sure the officers and committee chairs review the results and comments from the survey. Be sure to thank those who participated in the survey. |
| **14. Recommendations**(What you should ALWAYS do with this project?) | Make sure you brainstorm with all your branch officers and committee chairs on what sort of information you want to ask your members about. Then be sure to review all the developed questions (and answers) with the branch officers as well |
| **15. Cautions**(What you should NEVER do with this project?) | Ask too many questions. Make the survey too long. Constantly bug them to fill it out. |
| **16. The Outcome** | A good overview of how our members see how the branch is providing to their needs. It also gave us a good direction on what type of speakers and meeting location we should be looking for in the future. Overall it really gives you the pulse of the members. |
| **17. Ongoing Activity**(Would you do it again?) | Yes, but not more than once a year at the branch level. We might even offer a random prize or two to those who complete the survey next time. |
| **18. Speaker Contact Information** (person from your Region who would be willing to speak about the Best Practice) |  |
| Name |  |
| Address |  |
| Phone Number |  |
| Email |  |
| **19. Additional Comments** | This Best Practice includes the following attachments:* Survey results
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