Annual Membership Survey Template Questions

Resources: [Annual Membership Survey Template Job Aid](http://files.astd.org.s3.amazonaws.com/ChapterServices/%21CLC%20New%20Website/Chapter%20Administration%20Landing%20Page/Chapter%20Development/Annual%20Membership%20Survey%20Job%20Aid%20120517%20Final.pdf)

ADMINISTRATIVE QUESTIONS  
**What is your home zip code? What is your work zip code?**

* *Recommended answer type:* open-ended response

*Answers to this question can provide insight into where members live and work, which can help your board select convenient meeting locations.*

**What time of day works best for you for chapter events?**

* *Recommended answer type:* multiple choice (option to select multiple answers)
  + Morning (before work)
  + Daytime (lunch hour)
  + Evening (after work)
  + Other (open-ended response; optional)

*Answers to this question can provide insight into when events might be well attended.*

**What part of the industry do you work in? Select all that apply.**

* *Recommended answer type:* multiple choice (option to select multiple answers)
  + Career Development
  + Change Management
  + Coaching
  + Evaluating Learning Impact
  + Instructional Design
  + Integrated Talent Management
  + Knowledge Management
  + Learning Technologies
  + Organization Development
  + Performance Improvement
  + Training Delivery

*Answers to this question can provide insight into what topics might be of interest to your members, and help you understand your membership demographic.*

*Tip: Customize this list to include other areas of the profession.*

**What is your professional level?**

* *Recommended answer type:* multiple choice
  + Manager
  + Team Lead
  + Learning Leader (Director/Vice President)
  + CLO or CTDO
  + Consultant

*Answers to this question can help chapters tailor their offerings to chapter members’ expierence.*

financial questions  
**Would you find it beneficial to pay for your ATD and chapter memberships at the same time in a single transaction?**

* *Recommended answer type:* Yes / No with optional comment section

*For chapters who are not on the* [ATD Store](http://td.org/store)*, answers to this question can help you establish a need to pursue adding your chapter to the ATD Store. For chapters who are on the ATD Store, answers to this question can help evaluate awareness of the benefit or isolate the need for additional marketing.*

**Who pays for your chapter membership? Do you have restrictions on how you pay for your chapter membership?**

* *Recommended answer type*: multiple choice
  + My employer must pay for the membership on my behalf.
  + My employer will only reimburse me after I pay for the membership myself.
  + I do not have restrictions on how I pay for my chapter membership.
  + I pay for my chapter membership myself from personal funds.

*Answers to this question can provide insight regarding challenges members may face when paying for membership or renewing a membership. Responses also provide insights for marketing membership.*

*Tip: Customize these options to reflect challenges your members or prospective members have reported to you in the past.*

**Are you aware of your chapter’s** [**Chapter Incentive Program**](http://www.td.org/chip) **(ChIP) code?**

* *Recommended answer type*: multiple choice
  + Yes
  + No

*Answers to this question provide insight into whether members know about your ChIP code and use it to earn money for your chapter.*

**Have you used your chapter’s ChIP code when making purchases in the ATD Store?**

* *Recommended answer type*: multiple choice
  + Yes
  + No

*Knowing if chapter members are using the ChIP code can influence future promotional opportunities.*

MEMBERSHIP QUESTIONS  
**Rank the membership benefits in order, based on which you find has the most value.** *Recommended answer type*: ranked list

* + Consultant List
  + Members-Only Pricing and Discounts
  + Scholarships

*Answers to this question can provide insight into which of your chapter’s benefits are the most recognized, used, or considered the most valuable, which can be used to promote membership or retain existing members.*

*Data from this question can also help justify expenses and prioritize which programs are promoted or continued.*

*Tip: Customize this list to include any additional benefits you offer or remove any benefits you don’t offer.*

**Are you satisfied with the member benefits provided to you by the chapter?**

* *Recommended answer type*: Yes / No in the following categories, with optional comment section:
  + Annual Conference
  + Communities of Practice/Special Interest Group/Student Interest Group (SIG) Events
  + CPTD Study Groups
  + Mentoring Program
  + Monthly Meetings/Programs
  + Networking Events
  + Virtual Programs
  + Workshops
  + Comments

*Answers to this question can provide insight regarding whether your benefits meet the needs of your members, which can guide the development or refinement of your benefits.*

*Tip: Data from this question can help to satisfy the requirements in* [*CARE Element 4.2*](https://d22bbllmj4tvv8.cloudfront.net/1c/cd/4d2a28da4676b643cb86d066a809/2021-care-quick-list.pdf)*.*

**Why did you join the chapter?**

* *Recommended answer type*: multiple choice
  + Access to Experts in the Field
  + Career Development/Find a Job
  + Develop or Enhance Skills and Knowledge
  + Networking
  + Volunteer
  + Other (open-ended response; optional)

*Answers to this question can provide insight into how your chapter can customize future communications, highlight benefits, or create new benefits.*

*Tip: Limit this question to respondents who identified as members.*

**What membership benefit would you like to see added?**

* *Recommended answer type*: open-ended response

*Answers to this question can help the chapter tailor future offerings to respondents interests.*

PROFESSIONAL DEVELOPMENT QUESTIONS  
**How valuable do you find the following professional development offerings?**

* *Recommended answer type*: Likert scale; 1 (not valuable) to 5 (very valuable)
  + Annual Conference
  + Chapter Conferences
  + Communities of Practice/SIG Events
  + CPTD Study Groups
  + Dinner Programs
  + Mentoring Program
  + Monthly Meetings
  + Networking Events
  + Virtual Programs/Webinars
  + Workshops

*Answers to this question can provide insight into which professional development opportunities are well received and where there might be opportunities to improve or enhance them.*

*Tip: Customize this list to include any additional professional development opportunities you offer or remove any opportunities you don’t offer.*

**How do you prefer to attend chapter events?**

* *Recommended answer type*: multiple choice (option to select multiple answers)
  + In Person
  + Virtually—Webinar, Social Platform, etc.
  + Comments (open-ended response; optional)

*Answers to this question can provide insight into what meeting formats your membership prefers, which can increase interest and attendance.*

**Are you interested in volunteering for the chapter?**

* *Recommended answer type*: Yes / No with optional comment section
  + Yes
  + No
  + I Already Volunteer With the Chapter
  + Comments (open-ended response; optional)

*Answers to this question can provide insight into which members may be interested in volunteering for the chapter, which can assist with succession planning.*

*Tip: Use the comment field to request names and email addresses so volunteers can be quickly contacted after their survey responses are received. You may also consider including language confirming that members who provide their contact information will still be able to submit confidential survey responses.*

**In the next three years, what major challenges do you believe you or your organization will face with regard to talent development?**

* *Recommended answer type*: open-ended response

*Answers to this question can provide insight into trends and concerns, which can inform future program topics or member benefits.*

COMMUNICATION QUESTIONS  
**How likely are you to interact with the following communication methods?**

* *Recommended answer type*: Likert scale; 1 (not likely) to 5 (very likely)
  + Facebook
  + Twitter
  + LinkedIn Group
  + Pinterest
  + Instagram
  + YouTube
  + Email Messages
  + Website

*Answers to this question can provide insight into where chapter engagement is most likely to happen. This can help to position communication channels to simplify the engagement process.*

*It can also help to focus your chapter’s time by improving or strengthening the communication channels members are most likely to use.*

*Tip: Customize this list to include any additional communication methods you offer or remove any methods you don’t offer. You can also ask about how frequently members would like to receive communication.*

*Tip: Data from this question can help to satisfy the requirements in* [*CARE Elements 6.1-6.3 and CARE Plus Communication Elements*](https://d22bbllmj4tvv8.cloudfront.net/1c/cd/4d2a28da4676b643cb86d066a809/2021-care-quick-list.pdf)*.*

**What are your preferred methods for receiving information? Select all that apply.**

* *Recommended answer type*: multiple choice (option to select multiple answers)
  + Facebook
  + Twitter
  + Pinterest
  + Instagram
  + YouTube
  + Email Messages
  + Website
  + Text Messages

*Answers to this question can provide insight into how members prefer to receive communication and where they may look first to find information.*

*Tip: Customize this list to include any additional communication methods you offer or remove any methods you don’t offer.*

*Tip: Data from this question can help to satisfy the requirements in* [*CARE Elements 6.1-6.3 and CARE Plus Communication Elements.*](https://d22bbllmj4tvv8.cloudfront.net/1c/cd/4d2a28da4676b643cb86d066a809/2021-care-quick-list.pdf)

**How often do you interact with the chapter through the following communication methods?**

* *Recommended answer type*: Likert scale; 1 (not often) to 5 (very often)
  + Facebook
  + Twitter
  + Pinterest
  + Instagram
  + YouTube
  + Email Messages
  + Website

*Answers to this question can help you gauge awareness of the different communication methods and channels your chapter uses. This can help you to expand or condense your communication channels based on your members’ preferences.*

*Tip: Data from this question can help to satisfy the requirements in* [*CARE Elements 6.1-6.2 and CARE Plus Communication Elements.*](https://d22bbllmj4tvv8.cloudfront.net/1c/cd/4d2a28da4676b643cb86d066a809/2021-care-quick-list.pdf)

**End the survey by thanking participants for taking the time to complete the survey.**