

# The CPCA Membership-Wide Preferences Survey

*Survey Planning Meeting*

January 9, 2010

# Today's Agenda

- Survey rationale (review)
- Survey Planning: Execution
- Survey Planning: Content
- Next Steps

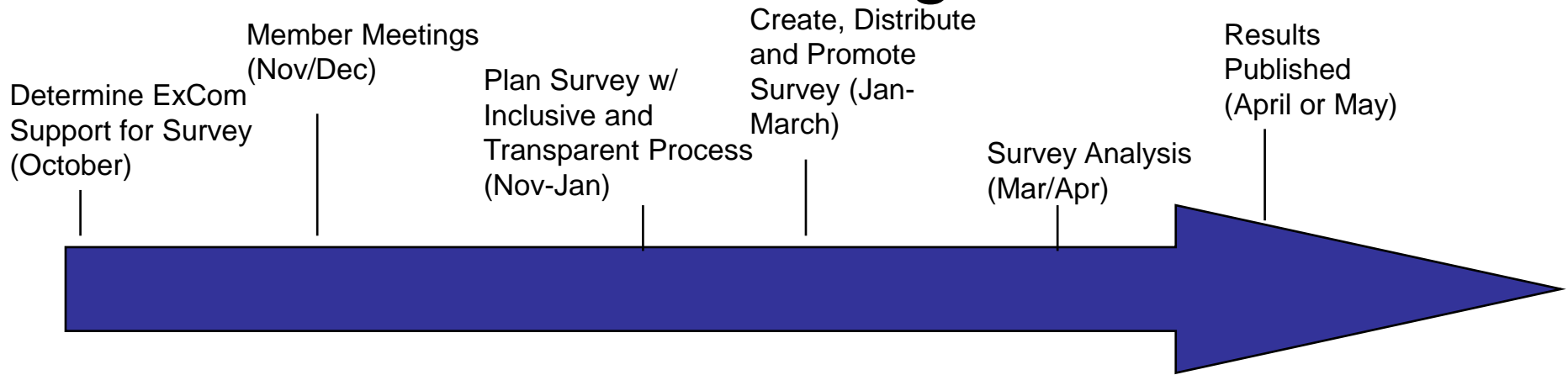
# Survey Rationale (Review)

# Why Do a Survey?

## Engage Members and Inform Good Decisions

- Solicit broad and comprehensive input from the membership w/ *fresh, baseline information*
- Develop a composite profile of a membership which has changed and grown significantly in the past year to allow better service/engagement
- Determine what members want (and *new ideas*) in a systematic, rigorous and objective manner
- Inform *better, more representative*, decision-making
- Engage (and include) as many members as possible, including those not as active with member meetings or listserv
- Special note on governance and our timing

# The Plan at High Level



## ExCom Discussions

- Overview the plan w/ objectives and goals
- Discuss pros and cons
- Make go-ahead decision

## Use First Mbr Mtgs to Solicit Initial Input

- Inform survey planning
- Increase awareness
- Begin to identify members who might help

## Plan Survey

- Post survey planning group recruitment notice on listserv (12/14)
- Consider recruitment email
- Collaboratively and transparently develop survey instrument (Jan 9<sup>th</sup> meeting)

## Execute Survey

- Survey will be created collaboratively
- Survey will be online and offline (mailing)
- Survey will have an aggressive on and offline marketing plan to boost response

## Survey Analysis and Results Compilation

- Data organized and analyzed
- Results prepared for ExCom and membership
- All results promoted and posted for all members on listserv and cpc website

# Ensuring Objectivity and Utility

- **Keep Short.** Probably no more than 3-4 pages when printed out (30-60 minutes to complete per respondent)
- **Boost Response.** Proposed ‘stretch’ goal of 50% response rate (~420 members); can we hit it?
- **Diverse Input.** Inclusive and collaborative survey planning/design to minimize any bias in questions
- **Varied Question Types.** Allow for quantitative and qualitative responses
- **Confidentiality.** Aggregate and segment results only. Individual responses will not be reported associated with names.
- **Standard Analyses.** Analyze and report with standard statistical techniques (i.e., cross tabs, possibly basic regressions)
- **Just One Arrow in the Quiver.** Use as just one of several datasets & info sources (quant and qual) to inform, and not wholly determine, decisions
- **A Transparent Process.** Use website(s), listerv, meetings and email to develop, distribute and publish results

# Initial Thinking on Categories/Questions

- **Types of questions**

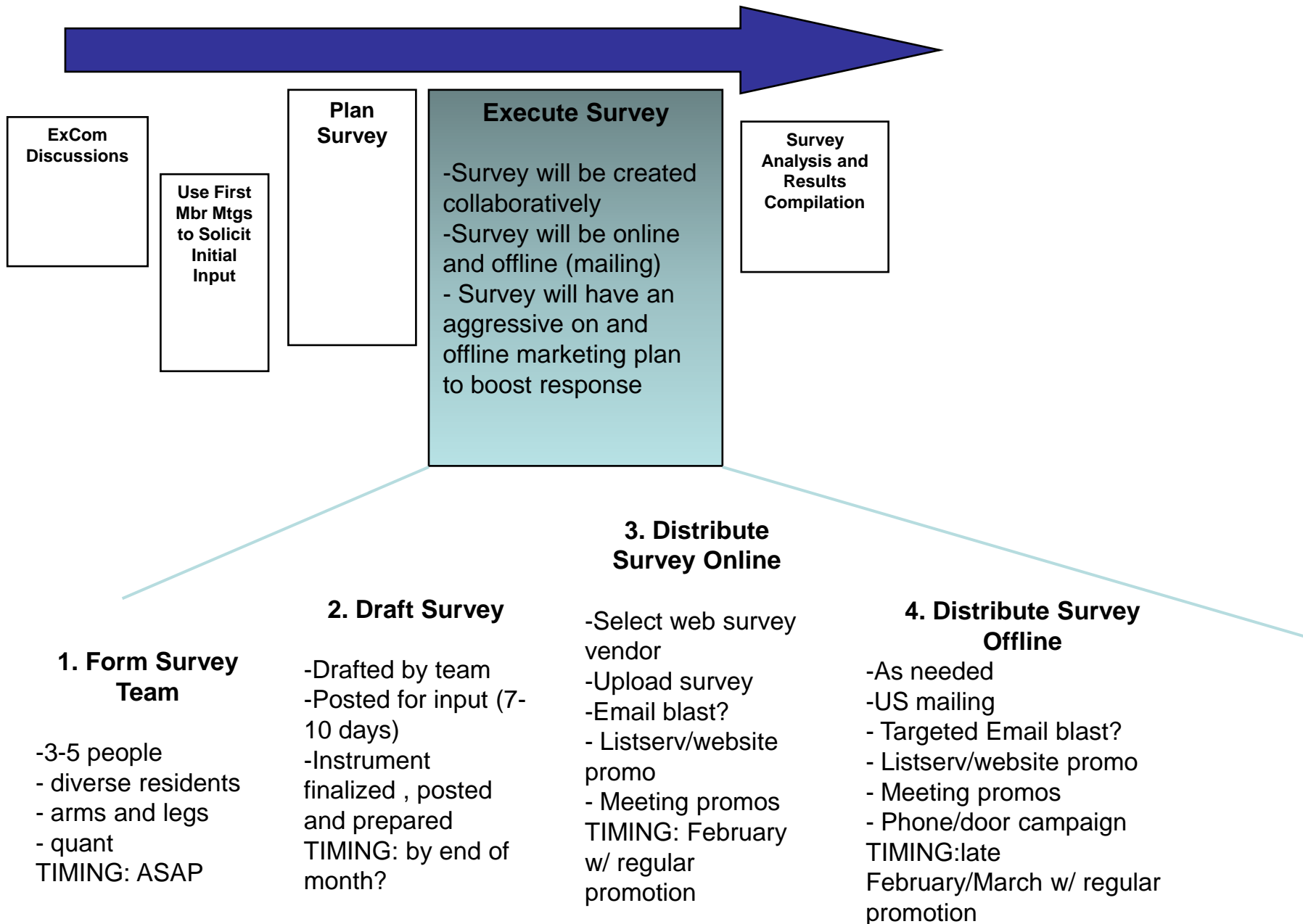
- *We'll likely use a variety of question types including multiple choice, importance and agreement scales and open (qualitative) questions*
- *Demographic, Psychographic and Behavioral to better understand diverse member perspectives*

- **Areas to probe**

- *Our objective for today but surely we'll want to ask questions about member preferences concerning CPCA operations, communications, priorities and issues to decide and sharpen survey questions*

# Survey Planning (Execution)

# The Proposed Plan



# Survey Planning (Content)

# Questions/Issues to Survey?

## DEMOGRAPHIC

- Name/Address/Contact Info
- Age
- Gender
- Tenure in CP
- Type of membership
- Profession?
- Others?

## PSYCHOGRAPHIC

- Attitudes about civic activism
- Attitudes about CPCA's education role
- Behavior related to meetings and involvement
- Communications preferences
- General beliefs about various issues relevant to CP and CPCA
- Values
- Others?

## ISSUES\*

- Governance (informed Tuesday night)
  - Boundaries
  - Mission
  - Structure
  - Voting
- Development
- Greening/Environmental
- Crime/Neighborhood Watch
- Fire Safety?
- Transportation
- Parking
- Education/children
- Others?

\* Issues only as directly related to Cleveland Park, CPCA and actions that can be realistically taken by the organization

# Next Steps

- Are you in?
  - Volunteers with survey and statistical expertise to help with survey design/drafting
  - Volunteers with experience or opinions in Cleveland Park
  - Volunteers to do data entry
  - Volunteers to help with promotion (e.g., send emails, make calls, knock on doors)
- Survey Drafting to begin next week

Everyone is qualified to help! If you are willing to help, let me know today or send me an email asap.

Barry Winer

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THANK YOU!