**A logo with text and a map

Description automatically generated**

**Standard Procedure for MAPE Survey Creation**

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**Current practice:**

Members and business agents reach out to Communications or Operations asking for individualized survey help ranging from one question MOU votes to local temperature checks. Typically, the questions are already drafted, and the requester is looking for help getting the questions into a survey platform, but there’s not always a plan for how the data will be managed after the survey closes.

**New process for surveys:**

1. A MAPE committee, group, local or staff member plans to survey members and should determine the following:
   1. What is the purpose of the survey?
   2. Who is the audience?
   3. What will you do with the results?
   4. Who is the survey from?
2. Survey creators draft the content of the survey.
   1. Supported by business agent.
   2. Signed off on by decision makers in the committee, group or local.
3. Decide which platform is best for building the survey. Do **not** use your State accounts/email for this.
   1. Microsoft Forms
   2. SurveyMonkey
4. Survey creation and review.
   1. Comms can review the final draft of the survey before sending.
   2. Operations can assist in complex list running if needed.
5. Final survey is distributed.
   1. Survey is sent from committee, group or local who engineered the survey.
   2. Results are tracked and utilized based on goals identified in step one.

It makes sense that survey creation and data management be owned by the member/local/committee requesting it and supported by the respective business agent. Both SurveyMonkey and Microsoft Forms accounts are free and survey creation is straightforward. If options beyond what are offered in these free versions are needed, MAPE staff can help using our paid-for subscription to SurveyMonkey.

If recipient lists are complex, Operations staff ([dcurran@mape.org](mailto:dcurran@mape.org)) can help run lists. If survey review or testing would be helpful, Communications staff ([cisaacson@mape.org](mailto:cisaacson@mape.org)) can do a final run through and provide edits if requested.

**Survey types:**

* MOU votes
* Post-event feedback
* General temp check

**Resources available to support survey new creation process:**

* MAPE local logos – check with your local leaders/business agent/Communications if you cannot find yours.
* Design guide – see resources
* Microsoft forms – easy survey tool ([salkayali@mape.org](mailto:salkayali@mape.org) can help)

**This does not apply to:**

* MAPE-wide surveys of all members
* Surveys that require strategic messaging or cross-departmental support

In these instances, a cross-departmental staff team at MAPE will create, administer and utilize results of the survey.