

## FAQs for Zonta Membership Survey



### 1. Why are we doing this survey?

Zonta International wants to understand how its members feel about various aspects of their membership in Zonta and their Zonta club. Responses will help guide programming and improve our attractiveness to members and prospective members. Your feedback helps us to better understand the views and concerns of our members in order to address them. We hope to continue surveying members over time to measure our progress.

### 2. Why are we surveying at a club meeting?

You may recall that we did a survey early last biennium using the Zonta International Web site as the response mechanism. We learned that, while efficient and modern, this survey was heavily biased toward members in North America, Australia, and New Zealand, who, apparently, have more access and are more comfortable with web based feedback. Since we want to have a more representative survey, with higher participation, we chose the club meeting format to accomplish it.

### 3. Why can't we use more than one method for responding (web, mail, meeting, phone calls, etc.)?

In order to control responses and avoid duplicates at the lowest possible cost, we chose to have only one method for responding.

### 4. Can we distribute the survey prior to the meeting?

No - In order to avoid inappropriate discussion which could bias the survey, members should not see the questions until the survey is administered in the meeting.



**5. How can we be sure that each member's answers are treated confidentially?**

We are asking Club Presidents to ensure adequate space for each member during the meeting so that members may fill in their questionnaires in relative privacy. Once the questionnaires are completed they will be put, by the member, into an envelope and sealed. District Governors will determine the best way to submit completed questionnaires to the vendor once completed; however, the surveys will remain in the sealed envelope until they are received by the vendor.

**6. Will all of the questionnaires be processed?**

We won't know that until all of the questionnaires are received by the vendor. There is a cap (for financial reasons) on the number which can be processed; however, we want to be sure that all districts, all countries, all age groups, all levels of membership, all levels of Zonta experience are captured in a statistically significant way. This may result in some questionnaires being "deselected" if too many are received from some locales.

**7. How will the survey results be processed?**

We have engaged Philippine Survey & Research Center, Inc. (PSRC) to manage the survey—design, edit questions, receive completed questionnaires, input data, ensure appropriate sample sizes for demographics, process data, analyze results and provide final reporting to Zonta International. PSRC was chosen through a competitive bidding process.

**8. When will the results be available?**

Preliminary results will be reported to ZI in late April 2007 with the final report in late May, a summary of which will be available to the general membership in June (full report available on request). Governors will have ample opportunity to address the survey results at 2007 District Conferences which occur after June.

**9. What will happen next?**

Depending on the results we see, action will be taken at the International level or at the District level to address concerns. We are hopeful that the results will also encourage clubs to take general actions based on the overall results even though we cannot identify specific concerns for each club.