



LEADERSHIP TIPS

SAMPLE MEMBER NEEDS & SATISFACTION SURVEY

Leaders of SPJ chapters should work to develop a strong menu of activities for its members throughout the year. To plan strategically, look at the campus calendar and work around major events such as midterms, sports, homecoming, and other special events.

Plan and implement at least three programs during the year covered by the SPJ annual report. They should further the Society's mission — including freedom of information, ethics, diversity, professional development, and locally important issues (required activity per SPJ bylaws). Prioritize these educational events as well as fun, social activities for a well-rounded chapter schedule. Get input from your members with a simple survey to solicit their wants, needs, and satisfaction with past programs.

Before you send out your survey, talk with the chapter leadership team using the following questions:

- “Begin with the end in mind” is one of author Stephen Covey’s famous book, *Seven Habits of Highly Effective People*. What do you want members to say about their SPJ chapter experience?
- What value does membership offer chapter members as (future) professional journalists?
- What are the social benefits of being an SPJ chapter member?
- What are the professional benefits of being a member?
- How is our chapter advancing journalism?
- What types of resources or information have we offered to strengthen our members?

Sample Survey Questions:

- Using the list of required SPJ chapter programs, please rank the following topics from most to least interesting:
 - freedom of information
 - ethics
 - diversity and inclusion
 - professional development
- What skills do you want to learn this year?
- How can our chapter help you launch your career?
- How can our chapter help you build your career?
- What current events are most interesting to you?
- What are some fun social activities you would recommend?
- What are some leadership experiences you'd like to bolster your resume?
- Who would you like to see speak at one of our meetings?
- How many meetings can you realistically attend?
- What type of networking events interest you most?
- What's the best time of day/week to hold an event?
- What's the worst time?
- What value do you believe you get from your chapter dues?
- If/when the SPJ national president comes to visit our chapter, what questions would you ask her/him?

Sample open-ended questions:

- I wish my chapter would offer...
- I think our chapter does these things really well...
- If asked, I'd like to volunteer doing...
- If I ran the chapter, I would start...
- If I ran the chapter, I would stop...