



Tips for High Employee Survey Response

Thank you for participating in Montgomery County's 2015 Employee Survey. We appreciate your help with this valuable effort. **An important role you can play is to let your employees know about the survey and encourage them to complete it.** Following are some ideas that might be useful in helping you achieve a high response rate among your employees.

The survey can be conducted online, thus, if your employees have access to the Internet at work, you will not need to distribute or collect any paper forms.

To help obtain a high response rate among your employees, we ask that you do four things:

1 - Announce

Let employees know the survey is being conducted

2 - Reassure

Reassure employees that their participation is valuable and confidential

3 - Encourage

Make it easy and rewarding for employees to participate

4 - Remind

Remind employees to complete the questionnaire

We thank you for your help in this survey. Your participation will be of great value to the County! If you have any questions, please contact Traci Mcphail, phone 301-770 8108, tmcphail@nbtmd.org.

1 ANNOUNCE to employees that the survey is being conducted

Send an e-mail to employees letting them know about the survey and encouraging them to respond. Include information on how to access the survey website.

- ✓ To make it easier for you, the County has prepared a sample Announcement Email with a direct link to the survey website. You may use this sample or prepare your own.
- ✓ If you change the email text, you will still need to provide the survey website link. Please include this link **exactly as shown**.
- ✓ Consider sending the email from a top manager whose name is familiar to employees.
- ✓ Additional ways to attract employees' attention include posting survey flyers on bulletin boards and other places where employees are likely to see them and asking supervisors to announce the survey in staff meetings or other employee group meetings.

2 REASSURE employees that participation is valuable and confidential

- ✓ Let employees know that the survey is legitimate and approved by management.
- ✓ Assure employees that their responses are valuable and confidential. Employees who participate will NOT be contacted by anyone for any purpose without their permission.
- ✓ Provide contact information for someone employees may contact if they have questions.

3 ENCOURAGE employees' participation

Make it easy and rewarding for employees to participate:

- ✓ Let employees complete the survey during work time; it will take only 5–7 minutes.
- ✓ The survey will be conducted online, so employees will just click a final "submit" button when they reach the end of the questionnaire.
- ✓ Consider rewarding employees who participate—hold a prize drawing, offer a coupon for a free coffee in the cafeteria, sponsor a company challenge for the highest response by a department or unit, or set up a survey response goal display, like those used to measure progress in charitable donations.

4 REMIND employees to complete the questionnaire

One week after the survey begins, send a reminder email to employees. The County has prepared a sample Reminder Email that you can use or change.

- ✓ You will not know which employees have responded, so send the reminder to everyone.
- ✓ Thank employees who completed the survey and urge other employees to do so as well.
- ✓ Include the link to the survey website, in case employees lost or deleted the announcement email.
- ✓ Post a reminder notice in common locations and ask supervisors to remind employees.