

- **Client Satisfaction Surveys**
- **Climate Surveys**
- **Job Satisfaction Surveys**
- **Discovery Surveys**
- **360° Feedback Surveys**

## Experience and Quality

MOR Associates has led dozens of major survey efforts on behalf of business owners in higher education and we are proud of our reputation for delivering high-quality services. Our body of work includes client satisfaction surveys, service discovery surveys, workplace climate surveys, and job satisfaction surveys. We bring considerable experience to the process of designing useful questions, employing sound methodologies that produce credible results, administering respondent-friendly online surveys with high response rates, and distilling blizzards of data into easily understood and communicated reports.

Our clients include MIT, Stanford University, The University of Washington, USC, UC Berkeley, Northeastern University, NYU and others.

With a staff of highly skilled researchers and organizational development experts, we offer services that flexibly and efficiently address each client's needs. We act as project managers, assume complete responsibility for most survey tasks, and provide expert facilitation and guidance to clients on other important phases of the process: building visibility and support, collaborating with stakeholders, designing the survey, communicating the survey results, and following through to ensure that the results are transformed into new practices.



## Questionnaire Design

MOR Associates uses a variety of methods and techniques to ensure the usefulness and validity of survey questions:

### Survey criteria

Our ongoing process of honing criteria for quality questions has resulted in a time-tested set of criteria. These serve as a helpful basis for building agreement among survey team members on how to develop questions that will produce actionable results.

### Focus groups

A tool for asking “what, how and why” questions, focus groups often provide useful insights that guide survey design. They can also be used to drill down on issues surfaced by the survey.

### Beta testing

Beta testing is an important tool for probing the cognitive processes of respondents and testing if the questions they “hear” are what they have been asked.

### Our open question design model

We do not assert ownership rights over questions and we ask our clients to not do so as well. This open model allows us to freely share the very best possible questions and observations on an ongoing basis. For first-time efforts, this also means that we can offer substantive draft questions sets that allow our clients to hit the ground running.



## Survey Administration

MOR Associates produces respondent-friendly surveys that typically exceed the highest response rates our clients have ever seen. Tools and techniques to achieve these results include:

- Respondent-friendly questionnaire design
- Communicating the importance of the survey to the community
- Advance notifications in the form of email or printed postcards
- Provision of incentives
- Methods for ensuring only responses from invited participants are counted
- Methods ensuring privacy and conveying privacy assurances
- Secure hosting, and techniques for addressing phishing concerns
- Optimally-timed reminders sent only to non-respondents
- Personal, sensitive and speedy responses to participant inquiries

## Survey Analysis and Reporting

We take great pride in the skill that we have in accurately distilling lots of data into forms that are readily understood and communicated. This begins with careful analysis and ends with clear reporting. That process includes the following elements and end results:

### Discernment

Through careful discernment, MOR Associates uncovers connections in the survey data, and brings clarity to ambiguous results.

### Executive Summary

This global look at the data pulls out key findings and supporting data and describes the narrative emerging from the data.

### Charts and tables

We have developed proprietary charting methods that illuminate the data. Though they have high information density, our charts are clean, immediately intuitive, and pleasing to the eye. Tables appearing opposite each chart provide full detail to the statistically-minded.

### Text responses

Text questions, which are usually qualitative, are often asked as follow-ups to quantitative questions. Whenever possible, we pair text responses from each participant with his or her related qualitative response in order to provide useful context.

### Report variations

We often produce report breakouts with results specific to individual service owners. We also produce trimmed-down versions suitable for public posting.

## Communicating the Results

We typically present the results of each survey to a group chosen by the survey's sponsor. Going forward, we also consult with our clients on crafting thank you notes to their communities that describe the results of the survey, and ideally, actions that have been taken or are planned as a result of the survey.

## Action Planning

While surveys have intrinsic value in expressing an organization's interests and priorities, or simply building awareness around services or issues, it is often in the follow through that their greatest value is realized. We offer expert facilitation of the action-planning phase to guide organizations through the process of translating knowledge into practice.

## ► How Can We Help You?

If you would like to learn more about our services or explore what we can do to support your organization, please call:

Chris Paquette  
(617) 924-4501

[cpaquette@morassociates.com](mailto:cpaquette@morassociates.com)



### Our Mission

MOR Associates' mission is to provide leadership development along with consulting on strategic thinking and continuous improvement initiatives that help ensure our clients thrive and succeed.

462 Main Street, Suite 300  
Watertown, MA 02472  
Tel: 617.924.4501 Fax: 617.924.8070

[www.morassociates.com](http://www.morassociates.com)

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