



# Small Business Employee Survey Kit

## Step-by-Step Guide: *Kit Plus*

### Project Overview

#### **I. Design** – this phase usually takes at least 2 - 3 weeks

1. Determine your critical issues
2. Establish project timeline
3. Determine method(s) of data collection
4. Choose your survey team
5. Design the questionnaire, including demographics
6. Review of questionnaire by SSC
7. Brief the management team
8. Set up data collection web site by SSC
9. Printing of paper questionnaires
10. Set up employee data collection schedule
11. Create and send pre-survey communications to employees

#### **II. Data Collection** – this usually takes about 1 – 2 weeks

12. Collect the data using one or more methods:
  - On-line data collection (hosted by SSC) via on-site computers
  - On-line data collection (hosted by SSC) from off-site computer
  - On-site data collection via paper-and-pencil questionnaire
  - Off-site data collection via paper-and-pencil questionnaire mailed to employees' homes

#### **III. Data Analysis** – this usually takes about 1 – 3 weeks

13. Prepare the data set by SSC
14. Summarization of Survey Results by SSC
15. Analyze the results
16. Prepare a Narrative Summary of the survey results and

#### **IV. Communication to Employees and the Development of Improvement Plans** – this usually begins about 4 – 7 weeks after launch of the survey project and may last several weeks/months depending on the number and complexity of improvement plans needed.

17. Communicate the survey results
18. Develop improvement plans