



BRIDGING HORIZONS

Connecting Ideas, Leaders, and Futures

Research and Surveys Breakout Track



Survey Session #1:

ChatGPT Failed Me: Surveys and AI

Roundtable Facilitated by:
Jason Reep
MRA

Guiding Questions

- Do you currently use AI in your survey process? If so, how/what?
- What additional AI tools might we explore to assist with surveys?
- How do we differentiate data surveys provide vs data an AI could provide?
- Is there bias in AI-generated survey templates? How do we address those?
- How do we communicate concerns about AI data and the importance of surveys to our members?
- What concerns are there about open-source AI with consideration for data sensitivities, and how do we combat them?

Survey Session #2:

Creation, Collection, Conclude: Overview of our Surveys and Processes

Roundtable Facilitated by:
McKenna Arnold
Cascade Employers Association

Guiding Questions

- What types of surveys do you offer to members?
- What is new in surveys to your association?
- Do you run your surveys internally or via third party?
- What trends have you seen recently in your survey data?
- How is compensation data collection shifting?
- Has your organization's compensation report been impacted by the 2023 antitrust laws?
- Have member needs/values shifted in the types of data they want?
- What has been the lasting impact of COVID-19 on surveys?
- Do you use survey platforms/tools for alternative uses?



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Survey Session #3:

The Future of National Surveys: Compensation, Benefits and Trends

Roundtable Facilitated by:
McKenna Arnold
Cascade Employers Association

Guiding Questions

- What national surveys does your association host/participate in?
- What importance do your members place on national data?
- What are the current impacts that we are seeing on the EAA National Compensation Surveys as a result of Payscale?
- Do existing EAA national surveys meet the needs of your members? Are they missing questions, positions, etc.?
- What topics need a national survey that we currently are not collecting data for?

Survey Session #4:

Survey Says, Your Input Counts! Participation Strategies in 2024

Roundtable Facilitated by:
Jackie Esposito, MS, PHR
Catapult

Guiding Questions

- What participation trends have you been seeing in your surveys? Are participation rates different for each topic?
- What strategies are you implementing to increase participation?
- Do you partner with other organizations to increase participation?
- Do you offer incentives for participating? What type?
- Do you see a difference in participation between free and paying surveys?
- Do you cater your survey calendar to make your surveys relevant to members based on timing?

Survey Session #5:

Building Bridges: Engagement Surveys to the Future

Roundtable Facilitated by:
Joy Lynn Hyer, SPHR, SHRM-SCP,
CCP HR Source

Employee Engagement Survey

- What is your current survey administration process (internal, 3rd party, etc.)?
- What are the components of your survey instrument?
- What is the status of your engagement survey business?
- Do you see any new trends or common themes within your survey results?
- Is there still value in the EAA Normative data?
- What is the competitive landscape for surveys in your area?
- Do you use the engagement survey to boost sales of other services?

EAA Survey Instrument

- Usage of national norms
- Impact of switching to the 5-point likert scale
- Utilization of engagement drivers
- Factor Analysis
- Net Promoter Score for employees
 - 11 points (0-10)
 - #55 Taking everything into consideration, this is a good place to work.

Survey Validation & Drivers

- Based on the recent Canonical Correlation Study (i.e., validation study), our factors are a very good predictor of employee engagement (R.929).
 - A R-squared between 0.50 to 0.99 is acceptable in social science research when most of the explanatory/independent variables are statistically significant.
- Options to reduce the number of statements:
 - Engagement only survey
 - Use only the primary drivers of employee engagement