

Morale, Welfare, and Recreation
Standard Operating Procedures
For Marketing Research

3 May 2002

1. **Introduction.** This SOP establishes the policies and operation for the Market Research in the Directorate for Morale, Welfare, and Recreation (MWR). This SOP is a basic guideline for all activity managers and supervisors within MWR. Supervisors should ensure adherence to these policies and procedures, with the exception of deviations specified and approved by MWR.
2. **Principles.** Marketing Research will develop methods to measure customer satisfaction and or needs of programs/events. Market Research will assist the Marketing Department in recognizing the strengths and weaknesses of marketing efforts and will provide the research, analysis and recommendations regarding market and business trends in the formulation of operational and strategic plans for MWR Facility Technicians and Staff.
3. **Procedures.**
 - a. **Focus Group**
 - i. Determine purpose of Focus Group
 1. Develop questions to guide group.
 - ii. Pick unbiased coordinator to keep group on track.
 - iii. Talk with Facility Technician to get a good cross section of facility staff or patrons to attend the Focus Group session.
 - iv. Determine, with Facility Technician, what areas will be covered.
 - v. Ask prepared questions if group wanders off subject matter.
 - vi. During group discussion, gather all information presented.
 - vii. Transfer information gathered into a database to be used to:
 1. formulate questions for surveys
 2. make suggestions to improve customer satisfaction.
 3. design web sites.
 - b. **Survey**
 - i. Establish need for survey.
 - ii. Contact Facility Technician to establish a Focus Group meeting time and place.
 - iii. Put together basic outline of Focus Group session
 1. Informational areas to be covered
 2. Questions to keep group focused.
 - iv. Meet with Facility Technician/Staff and discuss information that needs to be collected.
 1. demographics
 2. pertinent questions
 3. awareness of customers'
 - a. intentions
 - b. attitudes
 - v. Go over all information and choose type of questions to ask.
 - vi. Compile all the information and create survey in Survey Tracker software.

- vii. If needed, design the survey in Word or PageMaker.
- viii. Print out survey.
- ix. Do a pre-test survey
 - 1. Give to 10 people – who are like those you will be distributing to
 - 2. Test comprehensiveness
 - 3. Test clarity of questions
- x. Test respondents ability to provide information
- xi. Test length of survey
- c. Distribute surveys
 - i. Make sure a due date is on survey
- d. Collect surveys
- e. Input data into Survey Tracker
- f. Print out reports and provide narratives to explain reports and provide recommendations.
- g. Get together with Facility Technicians and go over reports to see strengths and weaknesses of the facility and assist in determining changes/additions that are needed.

Jacqueline Bruno
Marketing/Advertising Specialist

Glen Perlakowski
Director, Morale, Welfare
and Recreation