

ASTD-Cascadia Chapter

Membership Survey Overview

October 2001

Overview

The membership survey was disseminated in October 2001 to all current Cascadia Chapter members. Members were notified via email of the opportunity to participate. The survey was conducted online using the 350 Assessment Tool licensed by Larry Ferguson, Compass Consulting Group. Larry volunteered his time to design and manage the survey instrument. The Board held several meetings to determine content and hone the questions to obtain the most precise and helpful information. 429 members were queried and 155 responded (a 36% response rate).

The survey was designed so that responses could also be tallied based on whether the respondent was an Independent Consultant or an Employee. This information was based on data provided by members and contained in the membership database. The Board determined that this breakdown would be a valuable piece of information in order to obtain more specific information to meet the needs of these two specific groups.

Two Main Sections

- 27 questions in six main categories (Programs, Professional Development, Services, Communication, Board Leadership, Member Services)
- 9 open ended questions on specific topics

Survey Report

The complete survey document is broken down as follows:

Page 1	Rank order of 6 broad categories
Pages 3 - 8	Ranking of the 27 questions from the 6 broad categories in order of their responses, starting with the highest ranking question
Pages 9 - 50	The 27 questions from the 6 broad categories in numerical order (starting with #1 and ending with #27) along with narrative comments. Responses also broken into overall average, average for Independents and average for employees.
Pages 51 - 62	10 highest rated questions and narrative comments (same information as above)
Pages 63 - 80	10 lowest rated questions and narrative comments (same information as above)
Pages 81 – 129	9 summary questions and narrative comments

Based on member tallies and comments, we have developed the following summary of the results.

What's Working Well?

- Member Services are very visible to Chapter members. Survey respondents rated this category with high satisfaction.
- The Chapter's Business Manager received the highest rating (4.42 out of 5.00) for providing courteous professional service.
- Among new or beginning trainers, Adventures in Training is perceived to deliver high value and "take-away."

- Members are highly satisfied with the ease of electronic processing; e.g., joining, renewing membership, registering for programs, e-mail notices, etc.
- Strong satisfaction was indicated for the courtesy and professionalism of Chapter volunteers.

What's NOT Working Well?

- Respondents rated Board visibility among members as the lowest rated item (2.92 out of 5.00). Clearly, the Board leaders are a "best kept secret" among many members.
- Overview, respondents perceive the Chapter as focusing on primarily new or beginning members, NOT more experienced or seasoned trainers.
- Time constraints and program location minimize the attendance of some respondents although a high profile presenter (Bob Pike, FISH) will outweigh some member objections to attending Chapter events.
- Although not highly dissatisfied, respondent comments indicate a lack of understanding of the Chapter's direction, as set by the Board (3.5).
- Providing programs and services throughout the service area (state of Oregon and SW Washington)
- Opportunities to network with other members

What Needs to Be Changed or Improved?

- The Board's lack of visibility could be enhanced through various means; e.g., pictures on the Leadership portion of the website, attending Chapter functions and events, attending company training department staff when invited, etc.
- Creating targeted programs, events, or forums for more senior, advanced trainers and managers; e.g., Advanced Trainers SIG, Advanced Training Series (modeled after AIT), special awards and recognition of senior trainers, etc.
- Increasing volunteer recognition via the electronic newsletter, awards at programs, gift certificates, etc.
- While the Chapter website received positive comments, significant concerns were raised that warrant an enhancement of the site's structure, format and content.
- The Board would profit from developing and promoting an annual theme that reinforces the Chapter's mission and vision.

Goals

This summary information was used at the December 2001 Board retreat to develop the 2002 annual goals for the Chapter. The goals are networking, learning and service and were more broadly explained in the April 2002 President's Message.

Strategic goals include:

- Increase opportunities for members to learn, network and service
- Seek national recognition for sound business practices through MAP awards (Management Awards Process)
- Expand professional development, programs and events to appeal to mid-career professionals
- Be a resource for understanding the role of technology in training and development
- Strengthen affiliations with other organizations
- Support and develop regional groups in Southern Willamette Valley and in Central Oregon
- Re-establish a community service initiative