

## Context

NEAIR's new three-year strategic plan (2019-2021) identified the need for the existing ad hoc Research Committee to develop, administer, and analyze results from a new survey of current and past-members (members from the last three years).

The NEAIR Membership Survey was conducted in 2019, prior to COVID-19 reconfigurations of work places. The findings in this survey are to be understood as data collected prior to changes in respondents attitudes as a result of COVID-19.

## Response Rate

- Of the 1,770 current and past members, 1,745 (710 current, 1,035 past) had a valid e-mail address to which an invitation to participate was sent.
- Of the invited participants, 376 members\* (312 current, 63 past) met the criteria for inclusion by having completed at least 75% of the survey.
- Using the conservative, minimum response rate measure, 42.7% of current members responded and 8.2% of past members responded.

\*Females are slightly over-represented (65%) in the sample compared to the population (61%). Individuals with 11 years of membership are over-represented in the sample compared to the population while newer members (five or fewer years) are under-represented.

## NEAIR's Value Proposition

Overall, 85% of respondents indicated they were "very satisfied" or "satisfied" with the benefits and services they receive from NEAIR. Participants were asked to share the best aspects of NEAIR. 191 responses were content analyzed. Overwhelmingly, respondents cited the following as the best aspects of NEAIR:

**Best Aspects of NEAIR**

- Opportunities for networking
- Opportunities to share resources, information and knowledge
- Support

80% of current members indicated that they were "very likely" to renew their membership.

## Major Learnings

**Online Opportunities**

- Current members desire online professional development options

**Engagement Opportunities**

- Opportunities exist for pulling in recently lapsed members, new members, and to engage current members

**Networking Opportunities**

- NEAIR can be a conduit for localized networking
- There is an opportunity to develop formal ties with affiliated organizations

**Listserv Opportunities**

- There is an opportunity to develop new member onboarding methods to ease Listserv access and use
- Use of the Listserv for all members could be made more accessible

## Benefits of NEAIR

**Networking and Building Relationships**  
*"The ability to discuss my work with other professionals who can provide advice and share experiences."*

**Online Resources**  
*"Access to past conference presentations," "The Job Board is beneficial," "Lurking on the listserv"*

**Learning Industry Trends/Peer Benchmarking**  
*"Staying in touch with trends in the profession," "Learning how other institutions address common problems and demands"*

## Membership Engagement Opportunities

An opportunity exists to increase engagement through the use of synchronous webinars to provide online professional development and training options while saving members' travel time and costs.

The top four factors in determining current members' attendance at the summer workshops are:

- Date of the workshop
- Budget support
- Commutable distance to the workshop location
- Topic of interest

Members indicated that they often have time and budgetary constraints preventing them from implementing skills learned at conferences or from attending professional development workshops. Members also indicated that they want to be engaged beyond NEAIR's two main events.

## Looking to the Future

There is an opportunity to increase member engagement through specific onboarding methods directed towards the NEAIR Listserv user interface. On boarding new members to make the Listserv more accessible will offer new members an immediate connection with other members and resources.

Future opportunities for member benefits include:

- Onboarding materials for new hires
- Interviewing guides for different positions
- Resume review
- Templates for typical IR reports
- Continue exploring options to engage current members and re-engage former members with a calibrated mixture of budget-friendly program options
- Build a pipeline for new membership that is not tied to conference attendance

## Contributors

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