

# Member Survey Learning

May 5th, 2022

## Objective

To obtain current data on member needs and realities to better serve our community

### Reach

**249** responses from a diverse cross section of members (20% response rate)

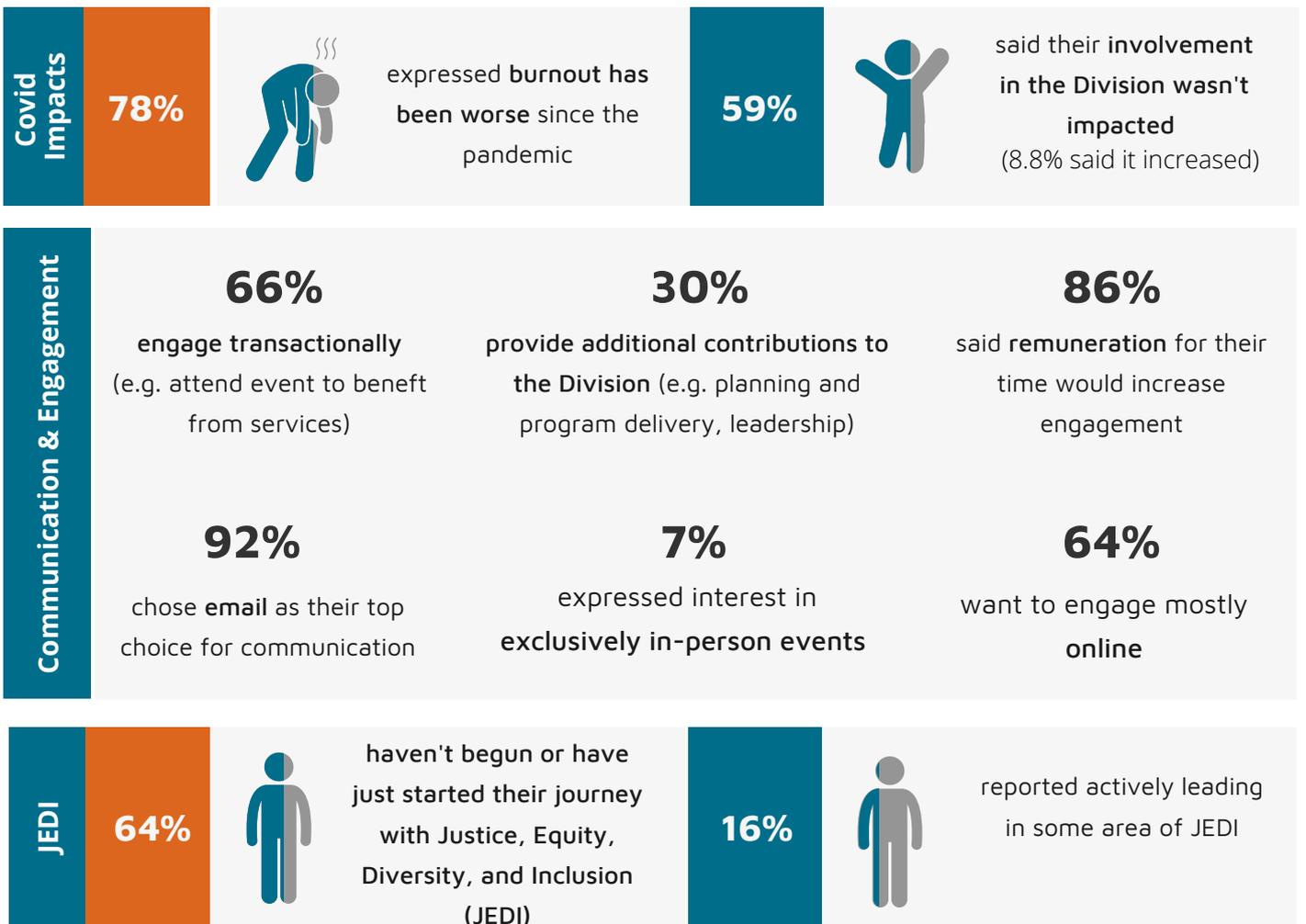
## Survey Focus Areas

- COVID-19 Impacts
- Preferred methods of communication and engagement
- Current thoughts on program areas
- Baseline demographics on member diversity

## Rollout

- Led by Membership Committee and Staff
- All departments collaborated on survey design
- All 1200+ members eligible to participate
- Provided remuneration for time to complete
- Anonymized responses
- Survey was open for 16 days (February 25th - March 13th)

## Learnings



## SPARKS & NEXT STEPS

- **“Rock the boat”... but mindfully** – While comfortable with traditional approaches of Division engagement, respondents expressed an openness to alternative approaches if we can illustrate clear value. **What lies beyond and in-between emails, the Arbutus Club, and Zoom?**
- Members expressed clear preferences and needs in all program areas. To understand more from the dataset., additional time is needed to collaborate to find connections in the data and explore opportunities together **to meet member needs.**
- What should be our **bold goals for engaging members and leadership development** when most reported that not even the pandemic changed the level in which they want to engage?
- **The push-pull tension with JEDI** – How can we facilitate the small cohort of members leading in this important priority area to help propel the majority of members further into their learning journey?