

2015 NREDA MEMBER SURVEY

KEY FINDINGS

NREDA MEMBERSHIP IS VALUED

- Two different approaches were employed to measure the value of NREDA membership benefits
 - Scale responses on a 4 point value scale
 - Force choice ranking of benefits
- Most valued member benefits (as measured by scale responses) in descending order: annual conference, networking, bi-monthly newsletter, partnership with other organizations, membership directory, website, seminars/webinars, grass roots advocacy.
- Ranking of member benefits (force choice ranking):
 - Annual conference
 - Networking
 - Bi-monthly newsletter
 - Website
 - Professional development seminars/webinars
 - Partnership with other organizations
 - Membership directory
 - Grass roots advocacy

EDUCATION AND WEBINARS

- 66% indicated an interest in a series of webinars on rural economic development
- The most favored length would be 60 minutes
- Topics of interest were (descending preference): best practices, working with elected officials, other (defined as social media, websites, workforce, talent attraction, new trends in economic development), project financing, economic development 101

NEWS BRIEF

- The most valuable features of the news brief are (descending preference): economic development news, professional development/calendar/training, member news, NREDA news, new members, president's message/feature article, job postings, advertisements
- Over 70% indicate they read the news brief all or most of the time (31.5% and 38.9%)

SOCIAL MEDIA

- About 1/3 are connected with NREDA's social media, 24% are somewhat connected/following

ANNUAL CONFERENCE

- The two greatest factors impacting attendance at the annual conference are date/time and location, followed closely by budget issues
- The most frequent use of information from the summer conference are sharing with staff, use for my job, share with board
- Some 61% indicate they plan on attending the 2016 conference, almost 30% indicate they are possible attendees while 9% will not attend

AREAS OF FOCUS SINCE THE LAST MEMBER SURVEY (2012)

- Increased focus in other, defined as technology, strategic and working with partnerships, incubation building, finance, organization new to economic development, and not a member during previous survey

INTERACTION WITH NREDA STAFF

- Satisfaction among all service attributes measured scored in the 92% to 96% levels, satisfied and very satisfied percentages combined

SURVEY RESPONDENT DEMOGRAPHICS

- Survey respondents were 62.3% males and 37.7% female, slightly more females responding to this survey compared to the 2012 survey
- The largest single age cohort group of respondents is the 51-60 group (26.4%), followed by the 31-40 group (22.6%), and the over 60 (22.6%). Almost 50% of respondents are 51 and older.
- Respondents indicated that 43.4% hold a graduate degree, with 41.5% indicating an undergraduate degree.
- Approximately 35% of all respondents indicated they held one or more professional certification. Multiple answers were allowed and the two most common certifications held were that of Economic Development Financial Professional (EDFP-34.8%) and other (34.8%)
- Almost three-fourths (73.8%) indicated some type of professional affiliation, with the largest single affiliation being NRECA (54.2%), followed by state/regional economic development organizations (50.0%).

MEMBERS HAVE SUBSTANTIAL ECONOMIC DEVELOPMENT EXPERIENCE

- Some 40% (40.4%) indicated more than 20 years' experience in economic development, followed by 1-3 years (15.4%), 7-10 years (13.5%), 16-20 years (13.5%), 11-15 years (9.6%), 4-6 years (3.9%), and less than 1 year (3.9%).
- When asked about the type of organization they represented, 57.7% indicated an electric utility or cooperative, by far the largest single group, economic development organization (17.3%), followed by telecommunications cooperative (9.6%).

- In terms of service area, regional multi-county was identified most often (46.2%) followed by state-wide (15.4%), local (13.5%), local county-wide (11.5%), regional multi-state (11.5%) and other (1.9%).

NREDA MEMBERSHIP

- In terms of NREDA membership length the largest single tenure group is less than one year, (26.4%). Followed by 1-3 years (17.0%), 4-6 years (15.1%) and the 16-20 years (11.3%), and more than 20 years (11.3%)

MOST ARE FULL-TIME PRACTITIONERS

- When asked about how much of their time is spent on economic development, 43.1% indicated they spent 76% or more of their time on economic development issues, somewhat by proxy indicating either full-time or near full-time focus on economic development.
- Slightly less than twenty percent (19.6%) stated they spend between 51%-75% on economic development issues while (19.6%) spend less than 25% on these issues. About 17% (17.7%) state they spend between 26%-50% on economic development activities