2017 NREDA MEMBER SURVEY

KEY FINDINGS

NREDA MEMBERSHIP IS VALUED

• Most valued member benefits (as measured by scale responses) in descending order: networking annual conference, monthly newsletter, partnership with other organizations, grass roots advocacy, website, seminars/webinars, and membership directory

• Ranking of member benefits (force choice ranking):
  o Annual conference
  o Networking
  o Website
  o Monthly newsletter
  o Professional development seminars/webinars
  o Grass roots advocacy
  o Partnership with other organizations

MEMBERSHIP CONSIDERATIONS

  o When renewing their NREDA membership consideration is given to budget, costs, and overall value
  o In terms of reaching out to non-members options offered were pure recruitment via peer to peer and personal contact, referrals, and attendance at meetings with other state and regional groups

FUTURE DRIVERS AND CHANGING NEEDS

  o Key future issues are the changing economy, legislative shifts, population shifts, rural specific issues and continued education and development

NREDA RESOURCES NEEDED

  o Requested resources are webinars, best practices/subject matter experts, networking opportunities, professional development, partnership with other organizations and updates on the changing regulations and laws
NREDA DEVELOPMENT OF WORKSHOPS ON TOPICS RELATED TO RURAL ECONOMIC DEVELOPMENT

- There is a high level of interest, with some 76% indicating very interested and interested level
- Topics suggested are funding sources, successful economic development trends, strategies or economic development, partnerships, BR&E and workforce and housing

SOCIAL MEDIA AND THE NREDA WEBSITE

- About 44% are connected with NREDA’s social media, almost 36% are not
- NREDA website most valuable features are DNA, newsletters, member directory, events/conferences and resources

ANNUAL CONFERENCE

- The two greatest factors impacting attendance at the annual conference are budget issues and date and time, followed closely by location
- The most frequent uses of information from the conference are, use for my job, sharing with staff, and share with the board
- Some 47% indicate they plan on attending the 2018 conference, almost 36% indicate they are possible attendees

AREAS OF FOCUS SINCE THE LAST MEMBER SURVEY (2015)

- Since the last survey respondent have seen an Increased focus in other, housing, workforce development, expansion, attraction, retention, and entrepreneurship

GREATEST CHALLENGES IN THEIR JOB

- In descending order, time, budget/funding, coordinating and working with groups/communities, workforce, BR&E and changes in business

INTERACTION WITH NREDA STAFF

- Satisfaction among all service attributes measured scored in the 83% to 96%, satisfied and very satisfied percentages combined
SURVEY RESPONDENT DEMOGRAPHICS

- Survey respondents were 52.6% males and 47.4% female, slightly more females responding to this survey compared to the 2015 survey.
- The largest single age cohort group of respondents is the 51-60 group (39.7%), followed by the 31-40 group (29.3%), over 60 (13.8%), and 41-50 (13.8%). Almost 54% of respondents are 51 and older.
- Respondents indicated that 43.9% hold a graduate degree, with 43.9% indicating an undergraduate degree.
- Multiple answers were allowed and the two most common certifications held were that of Economic Development Financial Professional (EDFP-39.1%) and Certified Key Account Executive (CKAE-39.1%).

MEMBERS HAVE SUBSTANTIAL ECONOMIC DEVELOPMENT EXPERIENCE

- In terms of NREDA membership length the largest single tenure group is 1-3 years (40.4%). Followed by 4-6 years (15.8%), less than one year (12.3%) and more than 20 years (10.5%). When aggregated the 6 years and less groups account for 68.5% of respondents.
- When asked about the type of organization they represented, 53.6% indicated an electric utility or cooperative, by far the largest single group, followed by economic development organization (25.0%).
- In terms of service area regional multi-county was identified most often (48.2%) followed by local county-wide (21.4%), state-wide (12.5%), local (7.1%), municipal (3.6%), regional multi-state (3.6%) and other (3.6%).