



**National Black MBA Association
Milwaukee Chapter
Membership Survey December 2010**

Survey Findings and Highlights

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NBMBAA Milwaukee Chapter

Membership Survey

December 2010

Executive Summary

Membership Survey

The NBMBAA-Milwaukee Chapter membership survey solicited responses from the Chapter's financial members. The primary purpose of the survey was to promote continuous communication and feedback between the members and the governing bodies of the Chapter. Another objective of the survey was to gather raw data from the membership base to help support strategic initiatives and program planning efforts for 2011.

Methodology

The survey was conducted via an online link between December 1 and December 15, 2010. It was administered to the financial members via the NBMBAA ureach email. The selected survey platform was Vertical Response. Out of the 76 financial members, 14 survey responses were received between December 1 and December 15, which resulted in an 18% response rate. There was 1 survey response that was received on December 27 after the survey had closed. This survey response was not included in the final survey report as it was received after the deadline.

The Respondents

The 14 respondents represented financial, current members of the Milwaukee Chapter at the time the survey was administered. All respondents remained anonymous and did not reveal their identities.

Highlights

The main themes elicited from this survey are identical to the themes of the February 2010 survey – **networking and professional development**. All respondents (100%) indicated that they joined the NBMBAA for networking, and a large portion of respondents (78%) said that they joined for professional or career development.

In terms of educational resources, there were 3 consistent themes that rounded out the top categories: career enhancement (78%), networking (71%) and professional development (69%). Members indicated that these were their top areas of expectation in exchange for their membership dollars. Other top resources that members expect to receive include job postings (64.2%), newsletters (42.8%), and links to business publications (35.7%).

With respect to attendance at events, most respondents (71.4%) indicated that the main reason they attend an event was for networking purposes or

because of the topics or speakers. Half of the respondents (50%) said that they do not want to travel more than 30-45 minutes to an event or meeting while 42% were flexible with travel time. Most respondents (85.7%) preferred to start the meetings and events at 6:00pm, while 71.4% ranked 6:30pm as a preferred start time.

Opportunities

One of the areas of challenge noted in the survey is that almost half of the respondents (42%) felt "neutral" about their membership benefits, and only half (50%) said that they were very likely to recommend the Chapter to others. This presents an opportunity for the Chapter to strengthen its brand, image, and connections with members.

Another area of concern in the survey was that 23% of the respondents indicated that they were "somewhat likely" to renew their membership, and 15.3% were lukewarm, "neither likely nor unlikely" to renew their memberships. This presents an opportunity for the Chapter to enhance its retention strategy and implement programs to further engage and strengthen the membership.

Member Comments

The commentary section of the survey revealed additional hard data. In the free form sections respondents were able to express their concerns or feedback in their own words in a text box provided in the survey. There was a variety of responses revealed. For example, members stated that they joined the NMBAA "to meet other Black professionals" and "to share and consult professional skills." Another member indicated that if an organization sponsors an event, they should have "an HR representative on hand viewing...or collecting resumes." Some concerns that were raised include how members address each other at meetings, respectful as opposed to adversarial. This is an area that the governance or parliamentary entity should address. Another member also suggested that the Chapter should have increased visibility in the business community, which is an area of focus for Marketing.

Solutions

The good news is that the respondents appear to be very clear about their expectations and preferences. Based on the responses, there is a call for more standardization, visibility, connectedness, accessibility, and resources. Overall, there is a positive feeling about the state of the Chapter with high expectations and aspirations for a strong, united membership base with expanded collaboration and integration with other business organizations.

We are deeply grateful to those respondents who took the time and energy to complete the survey. Details of the raw data and anonymous responses to each question are provided in the accompanying documents.

NBMBAA Milwaukee Chapter December 2010 Survey Highlights

- 100% of all respondents indicated that they joined the NBMBAA to network
- 78% of respondents said that they joined to enhance career development
- 35% of respondents said that they joined to polish up skills
- 42% said they were “neutral” in terms of being satisfied with membership benefits
- 35% said that they were “satisfied” with membership benefits
- 14% said that they were “somewhat dissatisfied” with membership benefits
- Only 1 respondent indicated that they were “very satisfied” with membership benefits
- 85% of respondents said networking is most beneficial
- 57% said conferences were highly beneficial
- 50% said monthly programs with speakers were beneficial
- 42% said information resources and subscriptions were beneficial
- 50% of respondents said they would recommend membership to others
- 42.8% said they were “somewhat likely” to recommend membership to others
- 78.5% have already recommended someone to join the organization
- 61.5% said that they are “very likely” to renew their membership
- 23% said that they are “somewhat likely” to renew their membership
- 64.2% are “somewhat satisfied” with the current membership benefits
- 14.2% are “very satisfied” with the current membership benefits
- Only 1 respondent was “somewhat dissatisfied” with the current membership benefits

Educational resource rankings

- 78.5% Career Development
- 71.4% Networking
- 69.2% Professional development
- 53.8% Workshops
- 46.1% Conferences
- 42.8% Member Orientation
- 33.3% Monthly Programs with Speakers
- 38.4% Social Activities
- 28.5% Online Education

Preferred start times for meetings and events

- 85.7% prefer to start at 6:00pm
- 71.4% prefer to start at 6:30pm