

Member Challenges:  
Past, Present and Future

- Highlights Report -



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# Member Challenges: Past, Present and Future - Highlights Report -

## Background and Objectives

In the spring and summer of 2021 a three-phase research project was conducted on behalf of the CSAE. The overall goal of this project was to:

*"...provide insight into the current state of members and how CSAE can continue to provide support that is most relevant to association professionals and best meets their needs and expectations as members of CSAE".*

**Phase One**, conducted in early March, consisted of in-depth conversations with a total of 14 respondents (CSAE Executive Members).

In **Phase Two** we further explored the findings of the original in-depth conversations. As a methodology, we chose to conduct two online focus groups over a three-day period. Each group consisted of 16 CSAE Executive Members. (Total 32 respondents). Participants were recruited by email.

The final phase (**Phase Three**) of the research consisted of an online survey sent to all of CSAE's Executive Members.

## Key Findings

The following charts and tables provide a high-level overview of the results. In this highlight report we have focused on the challenges as reported by members in both the online focus groups and the online quantitative survey. As well, we have highlighted CSAE's response to these challenges.

# Key Findings

## Current Challenges (Work Related and Personal) Noted in the Online Focus Groups

Challenge Areas	Specific Examples
<b>Unpredictable future</b>	<ul style="list-style-type: none"> <li>🔊 In-person conference this year or not?</li> <li>🔊 Budgeting / planning events</li> <li>🔊 Multiple plans based on different scenarios</li> <li>🔊 The future of events and safety protocols</li> </ul>
<b>Work / Life Balance</b>	<ul style="list-style-type: none"> <li>🔊 Difficult to disconnect</li> <li>🔊 Experiencing fatigue</li> </ul>
<b>Remote work</b>	<ul style="list-style-type: none"> <li>🔊 Monitoring staff</li> <li>🔊 Hiring / conducting reviews (should be done face-to-face)</li> <li>🔊 More draining for some e.g. those with young children</li> </ul>
<b>Hybrid workplace</b>	<ul style="list-style-type: none"> <li>🔊 Creating/designing the hybrid workplace of the future</li> </ul>
<b>Information Overload</b>	<ul style="list-style-type: none"> <li>🔊 Which meetings to participate in / email overload</li> <li>🔊 Online eLearning (so many tools available / evaluating options)</li> <li>🔊 Fatigue in consuming online resources. “How to attract members to our offerings”</li> </ul>
<b>New Ideas / New Technology</b>	<ul style="list-style-type: none"> <li>🔊 Responding to technology needs / changes</li> <li>🔊 Supporting members with new ideas and technology</li> </ul>
<b>Attracting Volunteers</b>	<ul style="list-style-type: none"> <li>🔊 Connecting with members for volunteer commitments</li> <li>🔊 “Everyone is extremely busy”</li> </ul>
<b>Non Dues Revenue</b>	<ul style="list-style-type: none"> <li>🔊 New sources of revenue</li> </ul>

Our online focus groups explored the challenges being experienced by Executive Members.

We discussed not only their work-related challenges but also their own personal challenges.

The table on the left provides a breakdown of key challenges with specific examples of each challenge.

# Current Challenges Facing Your Organization - Online Survey

What are the top three challenges currently facing your organization?

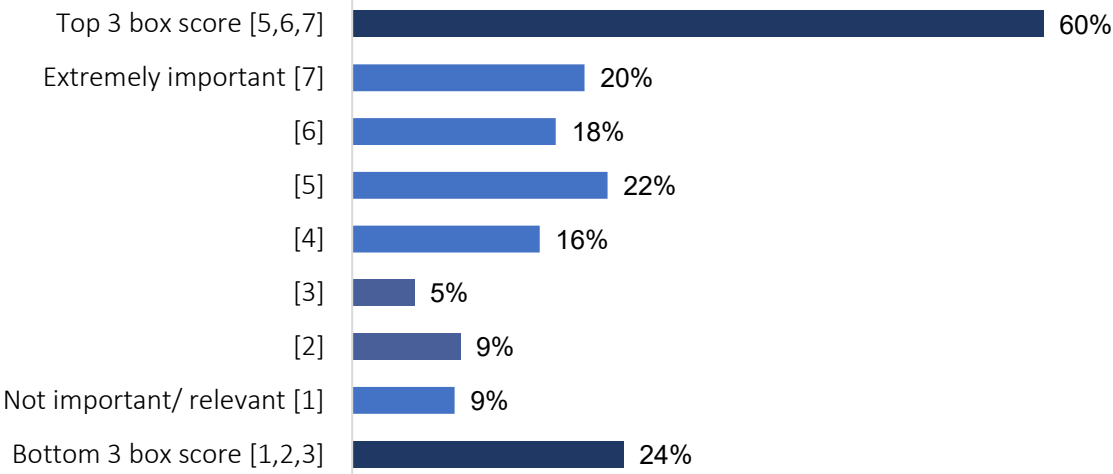


Our online survey continued our exploration of challenges facing Executive Members. In an open-ended question, respondents were asked to describe the top three challenges facing their organization.

The chart on the left provides the top seven challenges noted by respondents. Note: this question focussed solely on “association challenges” unlike our focus group that explored

# Importance of CSAE Support for Your Challenges

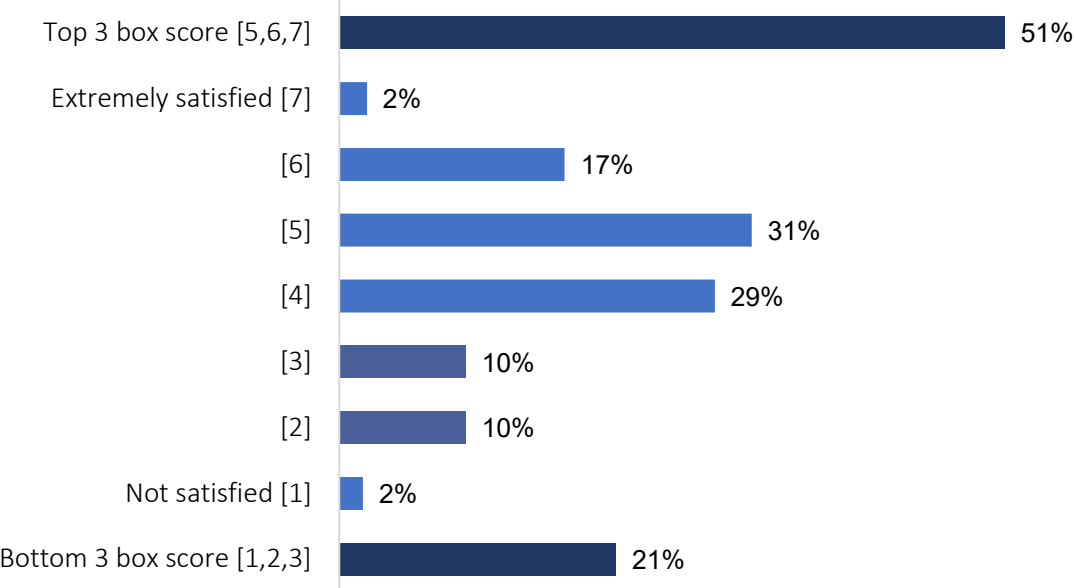
How important is it that CSAE provides you with support to address these challenges?



Having asked about their challenges we asked respondents to rate how important it is for CSAE to provide support in addressing their specific challenges. While CSAE’s support varies somewhat by specific challenge, when we group all challenges together, we see that approximately two-thirds (60%) believe that CSAE’s support is important.

# Satisfaction with CSAE and Effectiveness at Providing Support

How satisfied are you with CSAE in terms of their effectiveness in providing support to address these challenges to date?

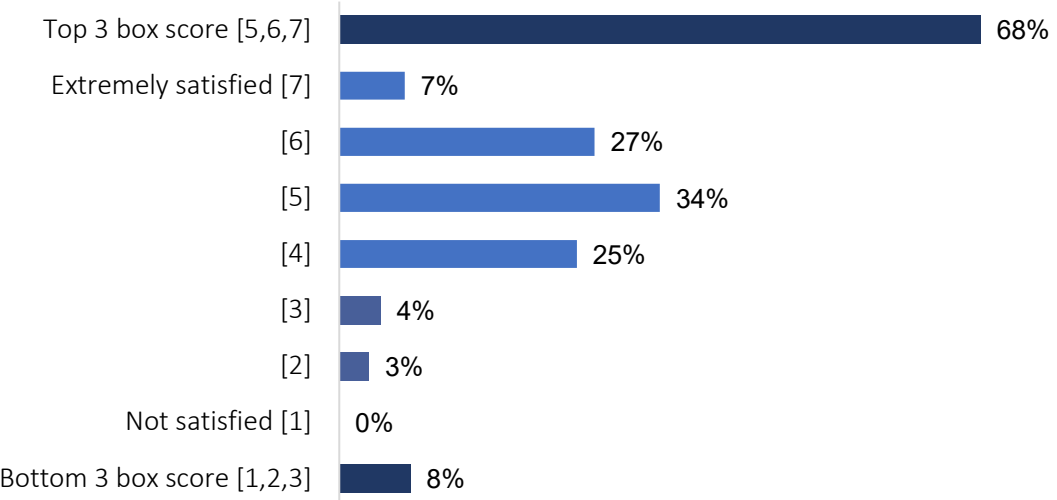


In a second follow up question, we asked respondents how satisfied they were with CSAE’s effectiveness in providing support on the challenges that they had identified.

Once again, the effectiveness of CSAE’s support varies by challenge but overall, we see that the majority are satisfied with the level of support being received.

# Satisfaction with CSAE in Meeting Your Needs as a Member

Overall, how satisfied are you with CSAE in meeting your needs as a member?



Overall, with respect to CSAE meeting their needs, 68% of members are satisfied (5, 6, or 7 out of 7).

In a more detailed analysis, we noted the highest levels of satisfaction amongst:

- Mid-revenue associations (1M to <\$2M)
- Professional, occupational organizations and AMC's
- Respondents who have been members for 3 to 5 years.