

KACE

Member Survey



Fall 2009

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Executive Summary

Survey Methods & Respondents

- The 2009 KACE Member Survey was emailed to 140 KACE members; 48 recipients responded. Response Rate: 34%.
- Respondents were mostly (96%) members from colleges; only 2 employer members responded. Most have been KACE members and employed in their profession for 0-10 years (81% and 74% respectively).

Current & New Membership Benefits

- The most important or impactful membership benefits currently offered by KACE were those that allow members to connect with one another (networking, professional development, college-employer relationship building, etc.); least important or impactful were those that involved using KACE as a recruiting outlet (posting job vacancies on the listserv, increasing diversity recruitment, and locating degree-specific candidates).
- The ideas for new membership benefits received strong support; professional development trainings and scholarships for conferences received greater support than the member-to-member mentorship program. Some additional ideas included:
 - Increased professional development and networking opportunities.
 - Enhancing membership benefits for employers to increase employer involvement.

KACE Annual Conference

- Most (77%) consider the annual conference to be “Important” or “Very Important” to them and their organization.
- Networking opportunities, keynote speakers, and break-out sessions (member or non-member led) were most influential in respondents’ decisions to attend; the evening entertainment on Thursday night was least influential.
- Reoccurring recommendations for changes included shortening the length of the event, relocating to less expensive conference venues, and omitting Wichita from the location rotation due to low conference participation and travel.

Summer Drive-In & Golf Scramble

- Most (75%) consider the summer event to be “Moderately Important”, “Of Little Importance”, or “Unimportant” to them and their organization.
- Networking opportunities and keynote speakers were most influential in respondents’ decisions to attend; the golf outing was least influential (many don’t attend because they don’t golf).
- Reoccurring feedback included that the golf portion of the event was not appealing to non-golfers and that the summer date was not convenient for those who are out of the office over the summer or have summer orientation involvement.

KACE Member Survey

Survey Methods & Response Rate

The 2009 KACE member survey was sent via email to 140 recipients. Of those who were emailed, 48 respondents completed the survey. The final response rate was 34%.

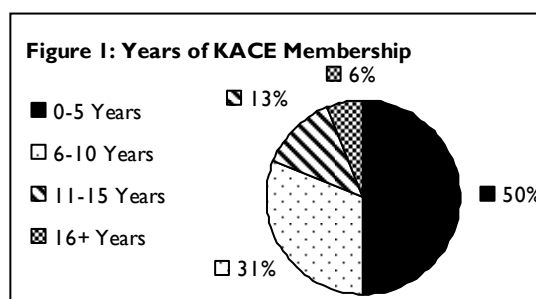
Respondent Demographics

College vs. Employer Members

Of the 48 respondents who completed the survey, 46 (96%) were members from colleges and 2 (4%) were employer members.

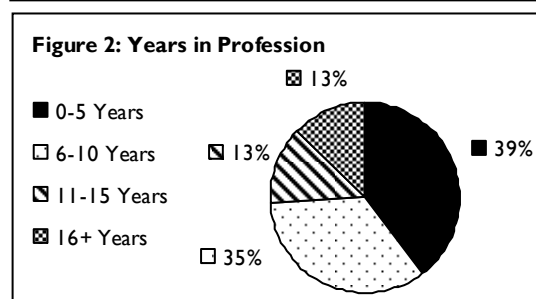
Years of KACE Membership (Figure 1)

The length of KACE membership ranged between 0 and 20 years for the survey respondents. Most survey respondents (81%) have been members of KACE for 0-10 years. The average length of KACE membership for respondents was 6.63 years.



Years in Profession (Figure 2)

The length of employment in their current profession ranged between 1 and 22 years for the survey respondents. Most survey respondents (74%) have been working in their current profession for 0-10 years. The average length of employment in their current profession was 8.33 years.



Reasons for Joining and/or Maintaining Membership

Respondents were asked to rate the impact or importance of eight specific member benefits on their decision to join KACE or maintain their KACE membership. The benefits measured were taken directly from the KACE Member Benefits page on the KACE website. The benefits are ordered below based on the percentage of respondents ranking each benefit as “Important” or “Very Important”. *Note: See Appendix A for complete results.*

1. *Network and improve your professional development through the annual conference and workshops.*

Nearly 88% of the respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.

2. *Strengthen your college-employer relationships and enhance connections with student organizations, student leaders, and faculty.*

Over 79% of the respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.

3. *View an online membership roster with current contact information.*
Approximately 65% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.
4. *Share recruiting tips, best practices, and news with other members through the association newsletter.*
Nearly 63% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.
5. *Enhance professional leadership skills by participating on various committees.*
Over 56% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.
6. *Access a web-based calendar of all college and university-sponsored career fairs and interview days.*
Approximately 54% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.
7. *Announce your organizations job vacancies through the association listserv.*
Just over 27% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.
8. *Increase diversity recruitment and locate degree-specific candidates through cost-effective means.*
Nearly 21% of respondents said this benefit was “Important” or “Very Important” when deciding to join KACE and/or maintain their membership.

Based on survey responses, it seems most KACE members join and/or maintain their memberships to connect with other members (colleges or employers) and students through events, online resources, committees, and the newsletter. This trend was echoed in the open-ended responses; many respondents reported that their ability to network and build relationships with other members, share best practices and discuss current challenges, and the opportunity to be involved in a cost-effective local organization are all benefits that draw them to KACE. Also, some respondents reported that KACE is a great local opportunity for graduate students and new professionals to “get their feet wet” and gain exposure to the field of college career services and recruiting. However, one respondent reported feeling that more “seasoned” members aren’t open to new professionals and that they feel they can’t grow within KACE like they can in organizations that are “more friendly to the new generation of career professionals”.

The least impactful benefits were those involving recruitment; relatively few of the respondents reported that using KACE as a cost-effective means to recruit candidates or share job vacancies on the listserv were important in their decision-making processes when joining and/or maintaining their memberships. These results may suggest that members might not see KACE as a recruiting outlet, but more as a professional networking and development tool.

Ideas for New Membership Benefits

Respondents were asked to rate the appeal of three ideas for new membership benefits: scholarships for attending regional and national conferences, a member-to-member mentorship program, and sponsored trainings and/or group discounts on trainings (MBTI, Distance Counseling, etc.). The sponsored/discounted trainings and conference scholarships received the highest marks from respondents while the member-to-member mentorship program received a more positive-neutral response (see below). *Note: See Appendix B for complete results.*

1. *Sponsored trainings and/or group discounts on trainings.*
Over 81% of respondents rated this potential benefit as being “Somewhat Appealing” or “Very Appealing”.
2. *Scholarships for members to attend regional and national conferences.*
About 79% of respondents rated this potential benefit as being “Somewhat Appealing” or “Very Appealing”.
3. *Mentorship program (member-to-member).*
Over 60% of respondents rated this potential benefit as being “Somewhat Appealing” or “Very Appealing”.

Additional Suggestions for New Membership Benefits

When asked to suggest other membership benefits for consideration, several respondents echoed the strong support for additional professional development opportunities, including scholarships for conferences and group trainings/certifications in MBTI, career coaching, distance counseling, Strong Interest Inventory, Strengths, etc. In addition to more professional development opportunities, several respondents suggested KACE increase the number of networking opportunities throughout the year to give members more face-to-face time. Some of these suggestions were to have small, local networking events or to have an event in the spring.

Several respondents suggested KACE find new ways to build employer membership and get employers involved. One respondent suggested that the low employer involvement in KACE may be due to the unclear value of membership for employers and recommended that KACE clarify and promote these benefits to boost membership and involvement. This is particularly interesting when combined with the results from the previous section on current member benefits; respondents (who mostly represent colleges) were not reporting the use of KACE as a recruiting outlet as being an important benefit of their membership. Exploring how current employer members view this recruiting benefit, or their awareness of this benefit, could yield further information that may address the concern of low employer involvement.

Finally, there were a few suggestions that appeared only once:

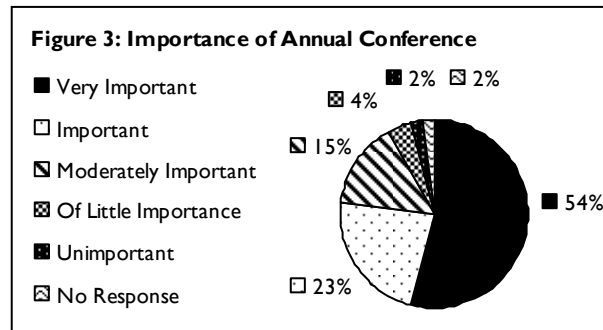
- “More interesting speakers at the annual conference and more strategies and tools to take away.”
- “Programming for new members – or potential new members.”
- “Sharing of info between members of career resources and upcoming opportunities that smaller colleges may not have access to.”

- “Local industry trends – survey companies like NACE does, but on a local level.”
- “Recognition of history of organization and its members.”

KACE Annual Conference

Importance of Annual Conference (Figure 3)

Respondents were asked to rate how important the annual conference is to them and to their organization. Most respondents (77%) said that the annual conference is “Important” or “Very Important” to them and their organization. Only 6% of respondents rated the conference as being “Of Little Importance” or “Unimportant”.



Importance of Annual Conference Components

To gauge the importance of specific components or benefits offered by the annual conference, respondents were asked to rate how important various aspects of the conference are to them as they decide to attend. The conference components are ordered below based on the percentage of respondents ranking each component as “Important” or “Very Important”. *Note: See Appendix C for complete results.*

1. *Networking Opportunities*
Nearly 90% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
2. *Keynote Speakers*
Tied with break-out sessions by members, over 85% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
3. *Break-out Sessions (by Members)*
Tied with keynote speakers, over 85% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
4. *Break-out Sessions (by Non-Members)*
Exactly 75% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
5. *Group Member Hotel Rates*
Nearly 65% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
6. *Company Tours*
Approximately 60% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference.
7. *Evening Entertainment*

Only 25% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the annual conference; most respondents (two-thirds) said this component is only “Moderately Important” or of “Little Importance” when deciding to attend.

Based on these results, it appears the components with the most impact on members’ decisions to attend the annual conference are the networking opportunities, the keynote speakers, and the break-out sessions, particularly those led by KACE members. Least impactful is the evening entertainment component; only one-fourth of respondents consider this component to be important when deciding to attend. Other reasons for attending mentioned by respondents included the high quality of speakers and sessions and the relatively low cost of attending.

Importance of Annual Conference Location, Format, Venue, and Date

In addition to measuring the importance of specific conference components, the survey asked respondents to rate the impact of the annual conference location, format, venue, and date on their decisions to attend. An abbreviated summary of these results are outlined below. *Note: See Appendix D for complete results.*

1. *Location of conference (rotates between Kansas City, Wichita, and Topeka)*

Nearly 69% of respondents said the location of the annual conference is “Important” or “Very Important” when deciding to attend.

2. *Format of conference (half-day on Wednesday, full-day on Thursday, half-day on Friday)*

- **Half-day on Wednesday** – Only 23% of respondents said this portion of the conference is “Important” or “Very Important” when deciding to attend; most respondents (69%) rated this portion as being only “Moderately Important” or “Of Little Importance”.
- **Full-day on Thursday** – Approximately 77% of respondents said this portion of the conference is “Important” or “Very Important” when deciding to attend.
- **Thursday Evening Entertainment** – Only 19% of respondents said this portion of the conference is “Important” or “Very Important” when deciding to attend; most respondents (77%) rated this portion as being only “Moderately Important”, “Of Little Importance”, or “Unimportant”.
- **Half-day on Friday** – Almost 44% of respondents said this portion of the conference is “Important” or “Very Important” when deciding to attend. A slightly larger proportion of respondents (46%) rated this portion as being “Moderately Important” or “Of Little Importance”.

The full-day of conference activities on Thursday was clearly the most important portion of the conference to respondents with half-day activities on Friday and Wednesday trailing distantly behind. Consistent with the results of the annual conference components portion of the survey, the Thursday evening entertainment was again the least important to respondents.

3. *Venue of conference (at a conference hotel that provides catered meals)*

Half (50%) of respondents reported that it is “Important” or “Very Important” to them that the conference is held at a conference hotel and over 58% of respondents felt having catered meals at the hotel is “Important” or “Very Important” when deciding to attend.

4. *Date of conference (first week of November)*

Two-thirds (67%) of respondents said that holding the conference during the first week of November is “Important” or “Very Important” when deciding to attend.

In their open-ended comments, some respondents mentioned that they attend because the locations are convenient, the venues are “nice”, and the three-day format is “do-able”. However, there were also respondents who commented that some locations, particularly Wichita, are inconvenient, the hotels are too costly, and the three-day format is too long or unnecessary.

Some of these negative sentiments were echoed when respondents were asked to report their reasons for not regularly attending the conference. Respondents were allowed to select multiple responses when answering. Twelve respondents submitted responses to this question; their responses are outlined below:

- Cost (6)
- Programming (5)
- Location (4)
- Not Convinced of Value (4)
- Date (3)
- Requires Too Much Time (2)

Recommended Changes for the Annual Conference

Respondents were asked to provide suggestions for changes or improvements in an open-ended comment portion of the survey. Their responses are paraphrased below:

1. *Location of conference*

Several respondents recommended that the conference rotation exclude Wichita in future years. They cited several reasons for the proposed omission including low participation, especially employer participation, and that it is “too far”. Some recommended a change to an alternation between Kansas City and Topeka while another asked for all conferences to be held in Kansas City.

2. *Format of conference*

Multiple respondents suggested shortening the length of the conference because three days is difficult or unnecessary. Recommendations included limiting the conference to two full days or to do two smaller one-day events at different times during the year. There were competing views on what days should be included; some felt a Wednesday-Thursday conference would be best while others favored a Thursday-Friday event.

3. *Venue of conference*

A few respondents recommended looking into lower-cost venues. Some commented that the hotels are unnecessarily expensive and suggested KACE consider holding the conference on campuses instead to save money. A few respondents recommended that

any saved finances from the relocation could go towards funding better speakers or programming for the conference.

4. *Date of conference*

There were two comments suggesting the date be changed due to scheduling conflicts. One respondent noted that the KACE annual conference typically conflicts with the NASPA IV-West conference while the other mentioned a conflict with their board of trustees meeting.

5. *Additional conference suggestions*

- “Perhaps some roundtable discussions; maybe by size of institution – best practices, new resources, innovations, how do you handle XYZ, etc.”
- “Honestly would like a conference where it’s just the colleges – the employers are not that impactful to me. We could have employer participation as sponsors or tables. The programming becomes somewhat diluted when it has to serve employers – they have SHRM and other associations for their professional development.”

Summer Drive-In & Golf Scramble

Importance of Summer Event (Figure 4)

Respondents were asked to rate how important the summer event is to them and their organizations. Most respondents (75%) said that this event is “Moderately Important”, “Of Little Importance”, or “Unimportant” to them and their organizations.

Importance of Summer Event Components

To gauge the importance of specific components or benefits offered by the Summer Drive-In and Golf Scramble, respondents were asked to rate how important various aspects of the event are to them as they decide to attend. The event components are ordered below based on the percentage of respondents ranking each component as “Important” or “Very Important”. *Note: See Appendix E for complete results.*

1. *Networking Opportunities*

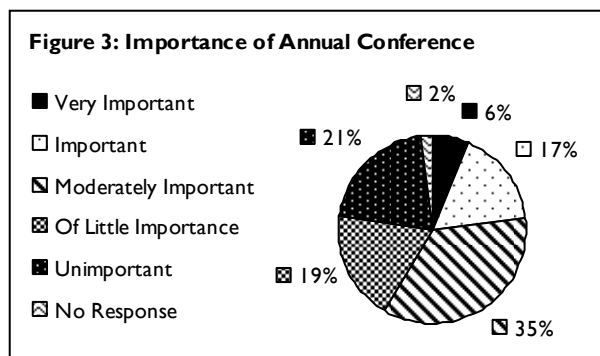
Nearly 71% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the summer event.

2. *Keynote Speakers*

Almost 65% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the summer event.

3. *Company Tours*

Less than half (48%) of respondents said this component is “Important” or “Very Important” to them when deciding to attend the summer event.



4. *Golf Event*

Only 15% of respondents said this component is “Important” or “Very Important” to them when deciding to attend the summer event; most (67%) said this component is “Of Little Importance” or “Unimportant” to them.

Similar to the results yielded in the annual conference components portion of the survey, networking opportunities and keynote speakers seem to be the most important to respondents when deciding to attend the summer event. Interestingly, the Golf Scramble portion of the summer event seems to be the least important to respondents. Some respondents elaborated on this point in their comments section, explaining that they are not golfers and that this portion of the event is not appealing to them. Each component had 5-9 blank responses; this is likely because several survey respondents reported that they do not attend the summer event and did not want to comment.

Satisfaction with Summer Event Location, Date, & Catered Lunch

Respondents were asked to rate their satisfaction with the location, date, and catered lunch at the summer event. When looking at the responses (see *Appendix F for complete results*), most (Location: 58%, Date: 60%, Catered Lunch: 56%) had a neutral-positive response to each aspect of the summer event, rating each as “Neither Satisfied or Dissatisfied” or “Satisfied”. As was the case in the previous section, several respondents left this portion of the survey blank (12-13 each question). Again, this is likely because several survey respondents do not attend the summer event and did not want to comment.

Reasons for Not Attending the Summer Event

As with the annual conference, respondents were asked to report their reasons for not regularly attending the Summer Drive-In & Golf Scramble. Eighteen gave responses to this portion of the survey; their responses are summarized below:

- Date (8)
- Cost (6)
- Programming (5)
- Location (5)
- Not Convinced of Value (5)
- Don’t Know Anyone (4)
- Don’t Golf (3)

Recommended Changes & Additional Comments for the Summer Event

Respondents were asked to provide additional feedback and recommendations for changes for the summer event. A few respondents said the event is “great”; they appreciate the opportunity to network over the summer and were pleased with the location, date, food, and speakers. Other responses are paraphrased below:

1. Non-Golfers

A few of the respondents commented that because they are not golfers, they have not attended in the past or do not attend the event for this reason. One respondent suggested that the “workshop” portion of the event be emphasized more and the “Golf Scramble” part of the event title be dropped (their accounting department questions them about the event every year because it appears to be a “golf outing”).

2. *Date*

A few of the respondents commented that the date of the summer event does not work well with their schedules. Two of these three respondents said that they are out of the office during July and another mentioned that their orientation and summer meeting schedules often conflict with this event. One respondent asked that the event be held in June instead of July.

3. *Additional Comments*

- “I would rather see us do something like I mentioned earlier – offering a professional development workshop; training or certification of some kind in the summer and have the fall conference be more for networking, keynote speakers, presentations, etc.”
- “Have company tour at degree related type employers who hire full-time grads regularly.”
- “May be nice to find something less expensive than \$40 for a BBQ meal! In this economy, some of us had to pay our own way and others may not have come because of it.”
- “On alternating years, move it to Wichita or Salina area.”

Appendices

Appendix A: Reasons for Joining and/or Maintaining Membership

	Network and improve your professional development through the annual conference and workshops.	Strengthen your college-employer relationships and enhance connections with student organizations, student leaders, and faculty.	View an online membership roster with current contact information.	Share recruiting tips, best practices, and news with other members through the association newsletter.	Enhance professional leadership skills by participating on various committees.	Access a web-based calendar of all college and university-sponsored career fairs and interview days.	Announce your organizations job vacancies through the association listserv.	Increase diversity recruitment and locate degree-specific candidates through cost-effective means.
Very Important	33	23	21	16	14	6	4	3
Important	9	15	10	14	13	20	9	7
Moderately Important	4	4	14	12	17	11	13	13
Of Little Importance	1	4	1	4	3	5	13	11
Unimportant	0	1	1	0	0	4	4	10
No Response	1	1	1	2	1	2	5	4
Total	48	48	48	48	48	48	48	48

Appendix B: Ideas for New Membership Benefits

	Sponsored trainings and/or group discounts on trainings (MBTI certifications, Distance Counseling, etc.)	Scholarships for members to attend regional and national conferences.	Mentorship program (member-to-member).
Very Appealing	31	26	13
Somewhat Appealing	8	12	16
Neither Appealing or Unappealing	7	8	14
Somewhat Unappealing	1	1	3
Very Unappealing	0	0	1
No Response	1	1	1
Total	48	48	48

Appendix C: Importance of Annual Conference Components

	Networking Opportunities	Keynote Speakers	Break-out Sessions (Members)	Break-out Sessions (Non-Members)	Group Member Hotel Rate	Company Tours	Evening Entertainment
Very Important	32	22	19	17	21	11	1
Important	11	19	22	19	10	18	11
Moderately Important	4	4	4	7	10	12	17
Of Little Importance	0	1	1	1	4	5	15
Unimportant	0	1	1	2	2	1	1
No Response	1	1	1	2	1	1	1
Total	48	48	48	48	48	48	48

Appendix D: Importance of Annual Conference Location, Format, Venue, & Date

	Location: KC, Wichita, & Topeka	Format: Half-day Wednesday	Format: Full-day Thursday	Format: Evening Entertainment on Thursday	Format: Half-day Friday	Venue: Conference Hotel	Venue: Catered Meals	Date: First week of November
Very Important	18	3	17	3	10	14	12	12
Important	15	8	20	6	11	10	16	20
Moderately Important	8	18	4	15	17	7	8	8
Of Little Importance	5	15	4	14	5	10	7	4
Unimportant	0	2	1	8	3	5	3	2
No Response	2	2	2	2	2	2	2	2
Total	48	48	48	48	48	48	48	48

Appendix E: Importance of Summer Drive-In & Golf Scramble Components

	Networking Opportunities	Keynote Speakers	Company Tours	Golf Event
Very Important	26	19	14	1
Important	8	12	9	6
Moderately Important	3	4	7	2
Of Little Importance	0	2	5	9
Unimportant	2	5	8	23
No Response	9	6	5	7
Total	48	48	48	48

Appendix F: Satisfaction with Summer Event Location, Date, & Catered Lunch

	Location (Golf Course in KC Area)	Date of Event (Third Thursday in July)	Catered Lunch
Very Satisfied	6	5	8
Satisfied	14	16	12
Neither Satisfied Nor Dissatisfied	14	13	15
Dissatisfied	2	0	0
Very Dissatisfied	0	1	0
No Response	12	13	13
Total	48	48	48