



KENTUCKY ASSOCIATION OF
SCHOOL ADMINISTRATORS

Leadership Focused • Student Centered • Success Driven

Report of Membership Survey

Submitted by Membership Committee

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This report provides an analysis of the data collected from a survey of the membership conducted in the spring of 2011 and recommendations from the Membership Committee to be implemented in the association's strategic plan.



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BACKGROUND OF PROJECT

Overview

Founded in 1969, the Kentucky Association of School Administrators is the professional organization for almost 3,000 educational leaders across the commonwealth.

The association wishes to better understand its members' needs, opinions, and perspectives to better serve all segments of its diverse membership. In addition, KASA wishes to increase membership to more effectively represent all school administrators in advocacy efforts. Currently, KASA estimates the potential membership of school administrators is 6,000.

Study Objectives

- Provide a deeper understanding of the similarities and differences of the association's members
- Understand why school administrators choose membership with the association
- Determine which issues, concerns, or expectations of membership drive the decision to join
- Learn if the association's communication tools are effective
- Learn if members have concerns that are not currently addressed by the association
- Determine how the organization can better serve members' needs

Study Methodology

Members of the Membership Committee and KASA staff members designed the survey instrument.

The study was conducted as an online survey, which included a series of questions regarding members' experiences with the association.

Participants were recruited by e-mail invitation, the organizations' monthly newsletter, weekly e-mail alerts, and social media channels.

As an incentive to participate and as an expression of the association's gratitude for members' time and honest feedback, all participants were given the option to enter their name to win one of these prizes:

- Free KASA Summer Institute Registration
- \$100 KASA gift card
- \$100 Kentucky State Parks gift card
- Dining gift cards (\$60-Outback Steakhouse, \$50-Red Lobster, \$45-O'Charley's, \$24-Olive Garden (qty. 2))
- \$50 BP gas cards (qty. 2)

The survey was completed by 693 association members (27% of active membership). Invitations were sent to 2,566 members, including all regular, retired, and lifetime retired members.



GENERAL OVERVIEW OF FINDINGS

This report provides an excellent look into the composition of KASA membership, member satisfaction, perception of membership value, and opinion of the association's brand.

Information extracted from this study is critical for the association's leaders in its efforts to better serve members.

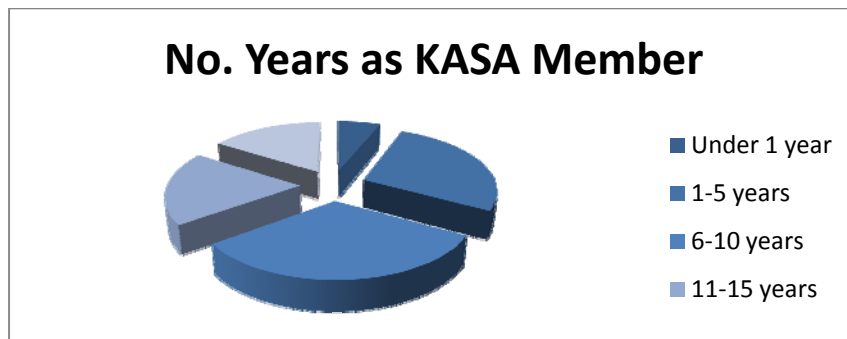
The following summary provides overall themes and important implications from the data:

- Members feel positively about this association. The majority of members consider KASA to be their primary professional association and feel that the association has addressed the education community's challenges "well" or "very well."
- While most members are likely to renew, the number of those that are unlikely to renew has grown since the last member evaluation. Elementary principals and counselors are the prevailing voices and women are less likely to renew than men.
- The association's newest members (5 years or less of membership) are primarily principals or assistant principals between the ages of 35 and 54 who first heard about KASA through a colleague or coworker.
- The most important benefit to KASA members is the legal package, including legal services, professional liability insurance, and legal protection.
- Most members prefer to be involved as members by simply receiving information and attending relevant workshops and meetings.

SUMMARY OF FINDINGS: MEMBERSHIP INFORMATION

The majority of KASA members have been members for a long time.

- 67% of respondents have been members of the association for six years or longer. This number has increased 8% since 2003 survey findings.
- Over 32% of members will retire in the next five years.



Profile of members associated with the association 5 years or less

- 57% of respondents who have been members for 5 years or less are from principal groups (28% principals, 29% assistant principals).
- 60% of new members are employed by school districts with 1,000-4,999 students.
- 72% of new members are between the ages of 35 and 54.
- 53% of new members are women (47% are men).
- 68% of new members first learned about the association through a colleague or coworker.

Members trust KASA leadership and prefer to be involved in the association by receiving member benefits.

- 21%, or almost 1 in 5 members, want to be involved in decision-making, such as being on the board of directors, the executive committee, or standing committees.
- 80% of members prefer to be involved by attending relevant meetings and workshops and receiving information from the association.
- 77% of members consider KASA to be their primary professional association despite the fact that 54% belong to additional professional associations that represent K-12 education.
- 40% of members have participated in regional meetings in the past two years.



Members value the association’s services.

Members value the association’s legal services more than any other benefit, but they also value services that help them advance their careers, such as advocacy, relevant communications, professional development offerings, and networking opportunities.

Top 5 Reasons for Joining KASA

Benefit	Rank	No. Responding
Legal services, liability insurance, and legal protection	1	581 (85% of respondents)
Advocacy that addresses causes of K-12 public education that are important to me	2	423 (62% of respondents)
Information that is timely, accurate, and relevant for me	3	320 (47% of respondents)
Variety of professional development at discounted costs	4	271 (39% of respondents)
Networking opportunities through event attendance and through private cybercommunities	5	256 (37% of respondents)

Not all services are valued equally.

Some services are valued moderately by respondents.

Benefit	% Responding “Not Important”
Discount programs	56%
Award and recognition program	39%
Scholarship programs	21%

SUMMARY OF FINDINGS: MEMBER PERCEPTIONS

Perceptions of the association are positive.

84% of respondents felt the association had addressed the education community’s challenges “well” or “very well.” No members indicated that KASA had neglected to address these issues.

Respondents identified the top challenges facing the education community to be:

- inadequate funding
- student achievement, gap closure, and dropout rates
- challenging regulatory environment, including cost-containment
- time-management tools for administrators (balancing time, tasks, and physical/mental wellness)

SUMMARY OF FINDINGS: EFFECTIVENESS OF COMMUNICATION TOOLS

Members prefer electronic communications.

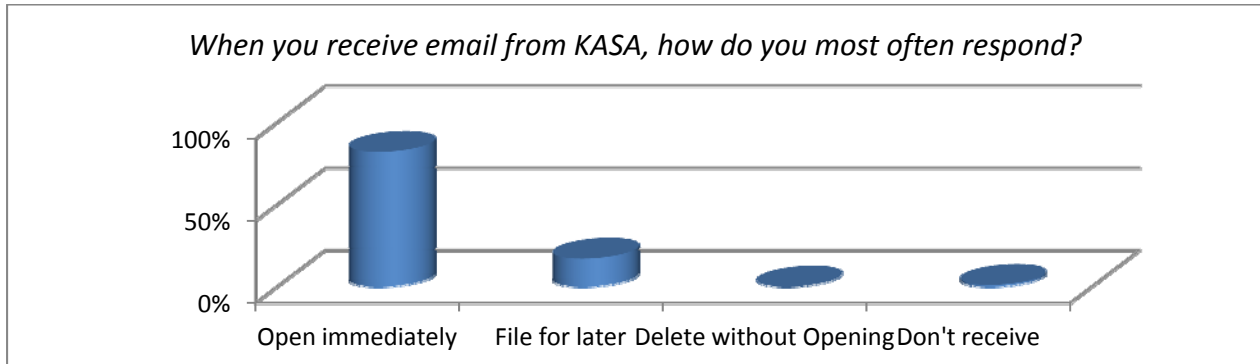
97% of members prefer electronic communications or both electronic and print publications. Only 3% of respondents prefer to receive information only through print.

Primary systems for viewing emails include some form of Microsoft Outlook, iPhones, and iPads.

Members get most of their education information through KASA publications.

KASA e-publications (emails, website, webinars), KASA print publications (Hotline, School Leader), KASA workshops and events, and other KASA members are providing members with almost all the education information they consume.

Only 3% or less of members find KASA’s print and e-publications to be “not valuable.”



Website ratings have dropped since the 2003 evaluation.

While most members visit the website with a specific purpose (i.e. not to browse), and find the information provided to be timely and accurate, only 63% said that they find the information they are looking for, and only 69% of respondents said the site was easy to navigate. Most people found the site, however, to be a useful tool.

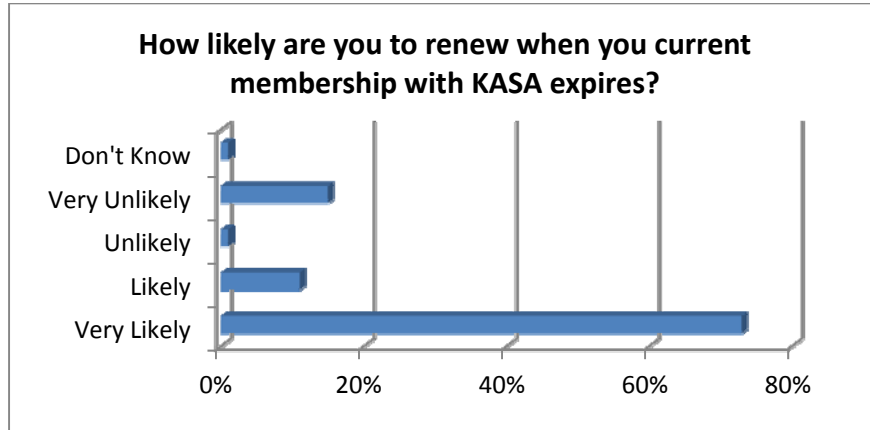
Traffic has decreased as well. Only 26% of members visit the site each month, and only 20% visit it each quarter. The majority said they visit the site several times per year (34%).

Members value legislative emails and the association’s publications as key sources of information.

- Capitol Connection – 92% found this to be valuable or very valuable.
- FYI’s, email alerts—87% found this to be valuable or very valuable.
- Hotline—85% found this to be valuable or very valuable.
- Kentucky School Leader – 74% found this to be valuable or very valuable.

SUMMARY OF FINDINGS: OVERALL SATISFACTION

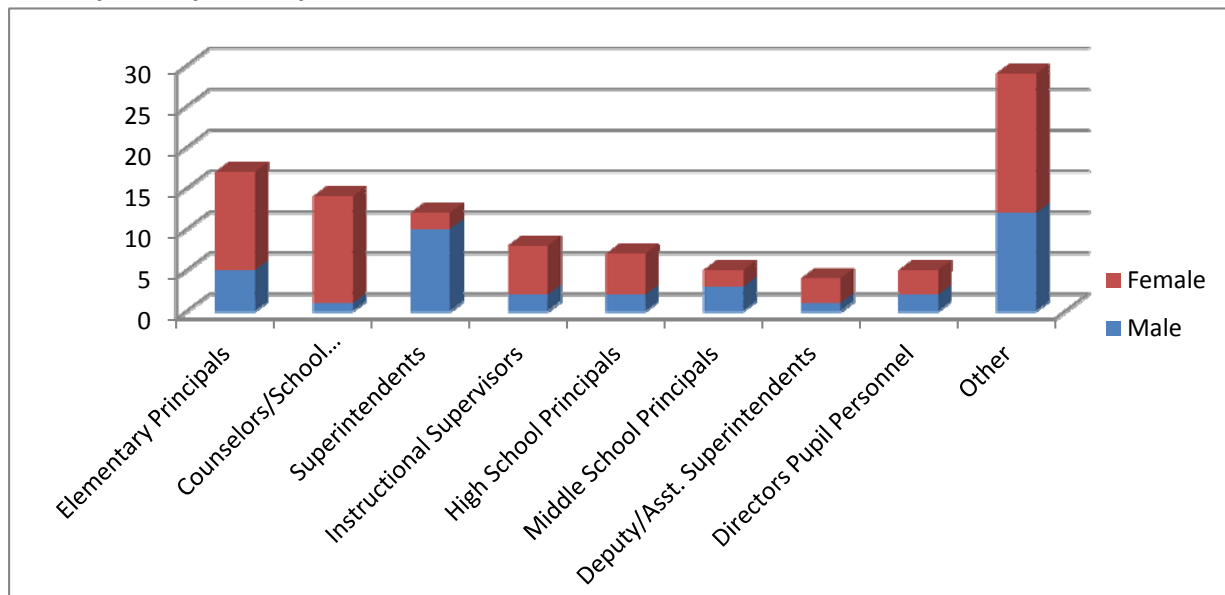
Members are likely to renew their membership when it expires.



However, 14% of members are unlikely or very unlikely to recommend membership to others.

Of those that are unlikely or very unlikely to renew membership, elementary principals and counselors are prevalent, and across all positions (except superintendents), females are less likely to renew than males.

Unlikely or Very Unlikely to Renew



Suggestions for better serving members among those unlikely to renew include:

- Positive remarks such as “Keep up the good work!” (11)
- Want latest education news and information (2)
- PD is good but often not cutting edge (1)
- Cost of membership not justifiable/better resources for through other organizations (1)
- Would like to see more benefits offered (1)

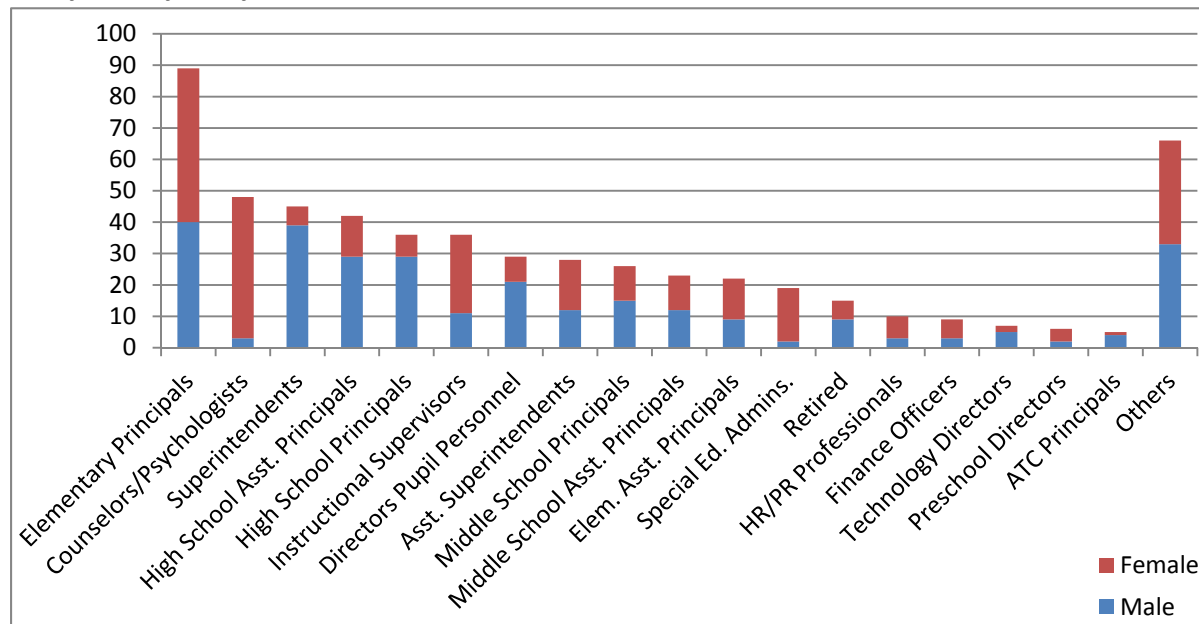
Comments were also overwhelmingly positive:

- Positive remarks such as “Keep up the good work!” (16)
- Happy with KASA, but retiring this year (3)
- Would like to see more workshops geared towards counselors (1)
- Please recognize KY Tech as a school district and list them on the survey (1)
- Don’t have time to be involved with the organization (1)

Despite the increase in likeliness to renew, comments and suggestions were extremely positive. Among this group, over 1 in 4 (26.66%) of those unlikely/very unlikely to renew are likely/very likely to suggest the organization to others. This suggests that some other factor is influencing members’ answers to these questions.

83.7% of respondents are likely or very likely to recommend KASA to others. Of those likely/very likely to recommend the organization to others, elementary school principals, school counselors and psychologists, and superintendents are most prevalent.

Likely or Very Likely to Recommend



OVERVIEW OF SURVEY PARTICIPANTS

Survey respondents were asked the following demographic questions to enable KASA to examine various subgroups. The percent of respondents per category is listed.

Years Affiliated with KASA

Under 1 year	6%
1-5 years	27%
6-10 years	32%
11-15 years	19%
More than 15 years	16%

Years in School Administration

Under 1 year	4%
1-5 years	20%
6-10 years	29%
11-15 years	23%
More than 15 years	23%

Total Years in Education

Under 1 year	0%
1-5 years	1%
6-10 years	7%
11-15 years	17%
More than 15 years	75%

District Size

Under 1,000 students	8%
1,000-2,499 students	27%
2,500-4,999 students	31%
5,000-9,999 students	16%
Over 10,000 students	14%
Not in a school district	4%

Current Position

Superintendent	8%
Asst. Superintendent	5%
Elementary School Principal	15%
Elementary School Asst. Principal	4%
Middle School Principal	5%
Middle School Asst. Principal	4%
High School Principal	6%
High School Asst. Principal	7%
Director Pupil Personnel	5%
Instructional Supervisor	7%
Special Education Administrator	4%
School Psychologist	1%
School Guidance Counselor	8%
Director Human Resources/PR Prof.	1%
School Finance Officer	2%
School Food Service Director	1%
Technology Director	1%
Other Answers	17%

Gender

Male	47%
Female	53%

Age

25-34 years	7%
35-44 years	32%
45-54 years	37%
55-64 years	21%
65 or above	3%

Projected Retirement

2011-2016	29%
2017-2021	22%
2022-2031	27%
2032 or later	6%
Don't know	16%



COMMENTS FROM SURVEY PARTICIPANTS

Of 693 respondents, 127 shared additional comments.

Comments have been compiled and categorized by topic. If respondents shared similar thoughts, the general theme and content are listed with the total number of respondents noted in parentheses following the comment.

KASA is doing a great job and I am proud to be a member (74).

Association is too superintendent/principal focused and others don't feel truly a part of the organization. Would like to have training/resources for all administrators (11).

Appreciate legal support, particularly the availability and expertise of Wayne Young (11) .

Staff is accessible, knowledgeable, professional, and polite (7).

Communications from KASA are appreciated (7).

Love the Annual Summer Institute (6).

Website is inaccessible, particularly members only login (5).

Need more regional contact: more regional meetings for networking and more contact with regional representatives is desired (5).

I signed up for committees and never heard anything back (2).

Love the remote PD (2).

Principals need an advocate for job security at the capitol (2).

KASA is a bargain (2).

RECOMMENDATIONS FROM THE MEMBERSHIP COMMITTEE

The association needs to address a rapidly aging member population.

- 67% of respondents have been members of the association for six years or longer, an increase of 8% since 2003 survey findings.
- Over 32% of members will retire in the next five years.

Summary: The association needs to make strong efforts to recruit and retain newer members who have joined in the last five years.

The association's advocacy efforts should continue to match member concerns.

Respondents identified the top challenges facing the education community to be:

- inadequate funding
- student achievement, gap closure, and dropout rates
- challenging regulatory environment, including cost-containment
- time-management tools for administrators (balancing time, tasks, and physical/mental wellness)

The association's website needs a redesign.

Website ratings have dropped since the 2003 evaluation. Only 63% of users said that they find the information they are looking for, and only 69% of respondents said the site was easy to navigate. Most people found the site, however, to be a useful tool.

Traffic has decreased as well. Only 26% of members visit the site each month, and only 20% visit it each quarter. The majority said they visit the site several times per year (34%).

The association needs to address the increase in members unlikely to renew or to recommend the association to others.

15% of respondents said they were "very unlikely" to renew membership. In addition, 14% of members are unlikely or very unlikely to recommend membership to others.

Since the majority of members first heard about KASA through a colleague or coworker, this is a serious area of concern for the association.