

# VEDA MEMBER FEEDBACK

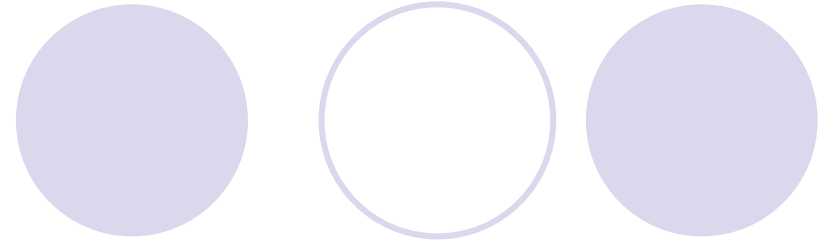
2009 Membership Survey  
2010 Program Survey

# VEDA SURVEYS



- Surveys conducted between November 2009 and January 2010
- Goal: Gather broad feedback from members about future programs and general membership satisfaction
- Response garnered **GOOD, THOUGHTFUL FEEDBACK**
- **MEMBER RESPONSE IS IMPORTANT**

# VEDA Surveys



## **VEDA conducted two surveys:**

- Membership Survey (November 2009)
- Program Survey (January 2010)

### **Membership Survey**

- Respondents: 134
- Percentage of Total Membership: 24%

### **Program Survey**

- Respondents: 104
- Percentage of Total Membership: 18%

# Where is the most value from VEDA?

- Conference Presentations – 63%
- Networking – 35%
- Membership Meetings – 30%
- Public Policy – 21%
- Resources – 14%
- Scholarships – 4%
- Awards – 3%

# How satisfied are members with VEDA's Public Policy Initiative?

## **Very Satisfied**

- ED Day @ the General Assembly – 27%
- VEDA Public Policy Agenda – 29%
- VEDA Legislative Liaison – 29%

## **Don't Know**

- ED Day @ the General Assembly – 35%
- VEDA Public Policy Agenda – 15%
- VEDA Legislative Liaison – 21%

# How frequently do members visit the VEDA website?

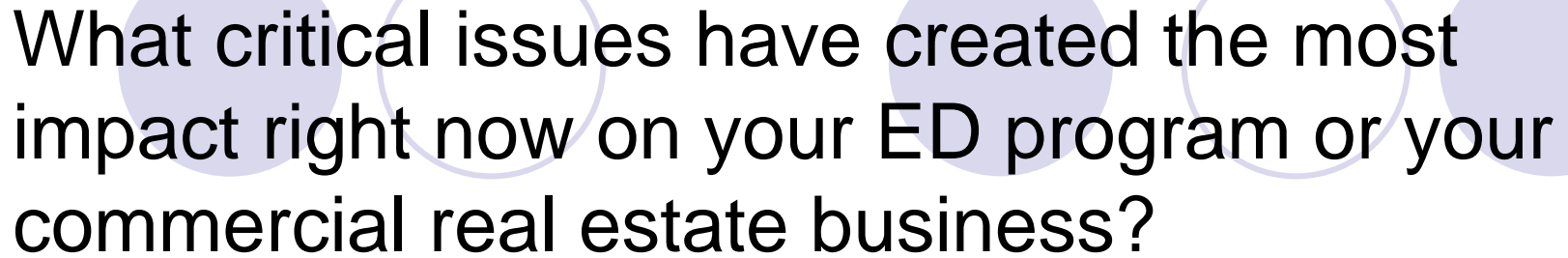
- Most visit the site weekly or monthly
- Calendar and Professional Development sections garner the most interest

# What do members want in terms of communication?

- Electronic is king
- Quarterly newsletter is desired
- Weekly/monthly communications are preferred

# Why members may have attended fewer than 2 VEDA events in past two years?

- Travel restrictions
- Inconvenient date and time



What critical issues have created the most impact right now on your ED program or your commercial real estate business?

## **Top Three Broad Themes**

- Lack of project financing and credit
- Reduced prospect volume
- Significant local/regional ED operating funds budget cuts-impact on basic operations

# Of the following topics, which do you want to see VEDA present?

## Definitely Interested

- Growth Industries and Occupations – 61%
- Emerging Industries – 56%
- Effective Marketing Efforts with NO Budget – 54%
- Meet the Consultants – 43%
- Business Retention – 42%
- Regional and Local Business Target Selection – 41%
- Local Economic Development – 37%
- Energy Issues and Alternatives – 35%
- University and ED Partnerships – 35%
- Benchmarking Effectiveness of your ED Program – 29%
- Entrepreneurship – 27%
- Federal Opportunities and Challenges for Virginia – 23%
- International Investment – 21%
- Enhancing Your Commercial Development Process – 20%
- Comprehensive Planning Process – 13%

# What format is the most effective in presenting these topics?

- Panel of Experts with Moderator – 47.1%
- Case Study with One or More Speakers – 36.5%
- Other – 13.4%
- No Response – 2.8%

With regard to conference/meeting planning, do you prefer one program for all participants, or a multi-track program?

- One Program (current format) – 31.7%
- Multiple Track/Breakout Sessions – 50%
- No Preference – 15.3%
- Other – 1.9%
- No Response - <1%

Given the brevity of the semi-annual Membership Meetings, what topics/formats would be meaningful to you?

- Provide a focus on competitive policy issues, but not “politics”
- Highlight emerging trends in industry growth
- What are other states and regions doing to be competitive and how to accomplish?

# Membership Meeting Topics continued...

- Stay current with ED best practices and techniques for the profession
- Continue to use case studies to illustrate trends and application of tools & techniques
- Use full range of professional development programs to address breadth and varying needs of members *(ex: Spring/Fall Conference for big picture and broad themes. Membership Meetings for unique focus or niche areas—timely updates)*

# Some thoughts from members...

*Issue and Political. Seems that the combination of these two have great impact in a short period of time. Projects are important for perspective, but understanding the advancing geopolitical environment would be very meaningful.*

# Some thoughts from members...

*I actually love the brief format of the Membership Meetings. As a state employee, it is easier to get approval to attend these, since an overnight stay is not required and the registration fee is lower than conferences. A combination of issue and political topics are good.*



# Thanks!