

Survey on Topics of Interest (PCAAEE)

(Completion rate: 100.0%)

Membership

Response	Chart	Percentage	Count
Recruitment Retention		38.9%	7
Member Engagement		55.6%	10
Other, please specify...		5.6%	1
Total Responses			18

Membership (Other, please specify...)

#	Response
1.	program




Finance-Fund Sourcing

Response	Chart	Percentage	Count
Membership Dues Structure/Generation		9.5%	2
Sponsorship Fundraising		28.6%	6
Organizing Conferences Educational Programs		57.1%	12
Sale of Publications		0.0%	0
Offering Advisory Consulting Services		4.8%	1
Other, please specify...		0.0%	0
Total Responses			21

Finance-Fund Sourcing (Other, please specify...)

#	Response
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Events Programs

Response	Chart	Percentage	Count
Event Planning Management		50.0%	10
Program Design Marketing		45.0%	9
Other, please specify...		5.0%	1
Total Responses			20

Events Programs (Other, please specify...)

#	Response
1.	Organizing/hosting multi-sponsors event

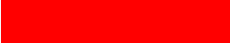





Advocacy Stakeholder Relations

Response	Chart	Percentage	Count
Association Governance		63.2%	12
Greening Initiatives		5.3%	1
Sustainability Reporting		21.1%	4
Government Relations/Lobbying		10.5%	2
Other, please specify...		0.0%	0
Total Responses			19

Advocacy Stakeholder Relations (Other, please specify...)

#	Response
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Marketing Communications

Response	Chart	Percentage	Count
Association Branding Marketing		60.0%	12
Public Relations		15.0%	3
Communication Channels Skills		15.0%	3
Engaging with the Press		0.0%	0
Public Speaking		5.0%	1
Other, please specify...		5.0%	1
Total Responses			20

Marketing Communications (Other, please specify...)

#	Response
1.	Dealing with consultants and PR/Ad Agencies

Technology

Response	Chart	Percentage	Count
Website Development		33.3%	6
Online Marketing		55.6%	10
Other, please specify...		11.1%	2
Total Responses			18

Technology (Other, please specify...)

#	Response
1.	Social Media
2.	Optimizing social media

Please add any other topic of interest to your institution/association

#	Response
1.	Leadership Training
2.	new member services
3.	Connectivity with other organizations engage in advocacy projects especially on literacy.