

MEMBER SURVEY RESULTS

March 2019



Overview and Purpose

In the fall of 2018, the Board and staff of the Massachusetts Association of School Committees (MASC) conducted a survey of its membership as part of a branding and marketing initiative. The survey was designed to collect data about members' awareness about, use of, and satisfaction with various MASC programs, events, and services. The data was collected in order to help guide the organization's investment in and marketing of particular tools and resources, ultimately to enhance the value of MASC membership.

Summary of Findings

The survey generated 385 complete responses between September 8, 2018 and November 8, 2018. An additional 34 incomplete surveys were submitted (419 total) and are not included in these results. See Appendix A for a more detailed description of the methodology.

Respondents represented a broad range of experience serving on school committee. Nearly half (45.7%) of respondents have served for 1-3 years, about one-third (32.7%) have served between 4-9 years, and more than one-fifth (21.6%) have served for 10 or more years. Respondents represented a broad geographic range of communities across the Commonwealth, as well as a mix of urban, suburban, rural, regional, and technical-vocational districts. No other demographic data was collected from respondents.

Overall, members who participated in the survey were very positive about their experiences with MASC staff, resources, and events. Highlights include the following:

- **88% of respondents are “satisfied” (48.6%) or “very satisfied” (39.7%) with their membership in MASC.** Only two respondents were “dissatisfied,” and none was “very dissatisfied.”
- When asked to describe the most valuable aspects of MASC membership, respondents consistently cited the expertise and support provided by staff and colleagues, both at MASC events and from their home districts as needed. Many members noted the usefulness of MASC print and digital resources, policy and legislative updates, legal guidance, professional development, technical assistance, and statewide advocacy, among other benefits.
- About two-thirds (66.5%) of respondents could identify their assigned Field Director from a list of options, with the remaining third “unsure” or “don’t know.”
- About 40% of respondents reported having contacted their Field Director for assistance at least once in the past 12 months. Among those, about 44% had done so three or more times.

- Among those who indicated they had contacted their Field Director in the past 12 months, nearly 93% were “satisfied” (24.7%) or “very satisfied” (68.0%) with the support they received.
- About 48% of respondents reported having contacted another MASC staff member for assistance at least once in the past 12 months. Among those, about 37% had done so three or more times.
- Among those who indicated they had contacted another MASC staff member in the past 12 months, nearly 95% were “satisfied” (32.8%) or “very satisfied” (61.8%) with the support they received.
- Respondent rated each of 15 print resources from MASC on a scale of 1 (“not at all useful”) to 5 (“extremely useful”). With the exception of the pocket calendar (2.64), all resources scored a weighted average between 3.49 (Management Information Report) and 4.38 (Legal Alerts).
- Respondent also rated each of seven digital resources from MASC on a scale of 1 (“not at all useful”) to 5 (“extremely useful”). Weighted averages ranged from 2.40 (Instagram account) to 4.13 (email updates).
- Respondents also indicated whether or not they had attended any of six MASC events in the past three years, and rated each on a scale of 1 (“not at all useful”) to 5 (“extremely useful”). More than half (52.2%) reported having attended the Joint Conference, and among the six events, the conference earned the highest weighted average score of 4.62.
- Two-thirds of respondents (66.5%) reported having attended Charting the Course, with a weighted average score of 4.51. Among the six events, this new member orientation earned the most ratings of 5 (“extremely useful”), from 41.3% of respondents.

The following pages contain tables and graphs summarizing responses to the multiple choice questions on the survey.

Application

The board and staff of MASC have reviewed these results, as well as the open-ended responses from members. The feedback and ideas shared in the survey are used to guide improved communication with members, as well as enhancements to the organization’s programs, services, resources, and events. The data also may be used as a baseline for future surveys, in order to measure changes in perception over time.

Compiled by Christopher Horan, Horan Communications

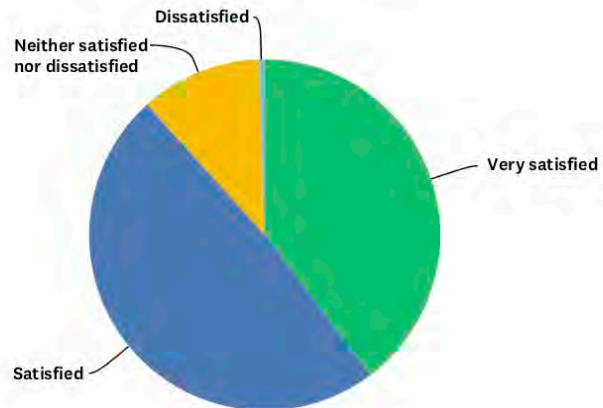
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Sample Survey Results: Multiple Choice / Rating Questions

Q4 Overall, how satisfied are you with your membership in MASC?

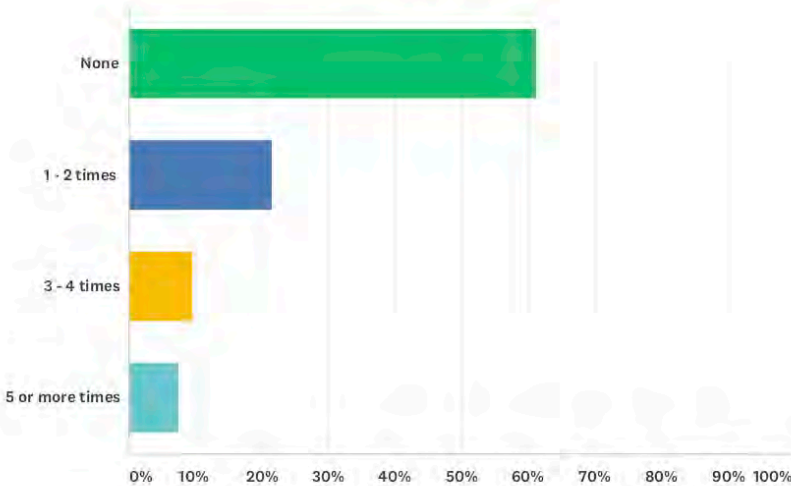
Answered: 385 Skipped: 0



ANSWER CHOICES	RESPONSES	
Very satisfied	39.74%	153
Satisfied	48.57%	187
Neither satisfied nor dissatisfied	11.17%	43
Dissatisfied	0.52%	2
Very dissatisfied	0.00%	0
TOTAL		385

Q7 How many times in the past 12 months did you contact your Field Director (by phone, email, etc.) for assistance?

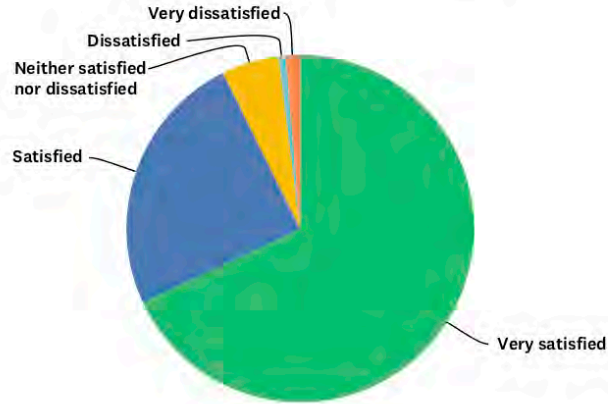
Answered: 385 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	61.30%	236
1 - 2 times	21.56%	83
3 - 4 times	9.61%	37
5 or more times	7.53%	29
TOTAL		385

Q8 How satisfied are you with the support your field director provided you when you contacted him/her?

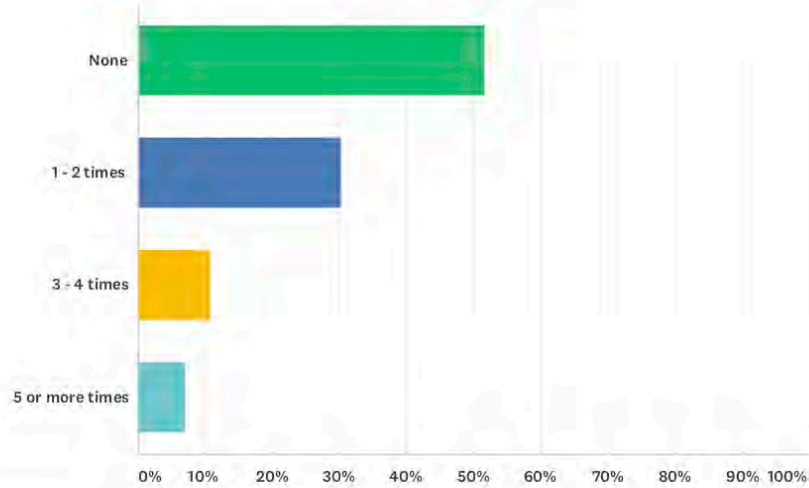
Answered: 150 Skipped: 235



ANSWER CHOICES	RESPONSES	
Very satisfied	68.00%	102
Satisfied	24.67%	37
Neither satisfied nor dissatisfied	5.33%	8
Dissatisfied	0.67%	1
Very dissatisfied	1.33%	2
TOTAL		150

Q9 How many times in the past 12 months did you contact the MASC office or contact another MASC staff member for assistance?

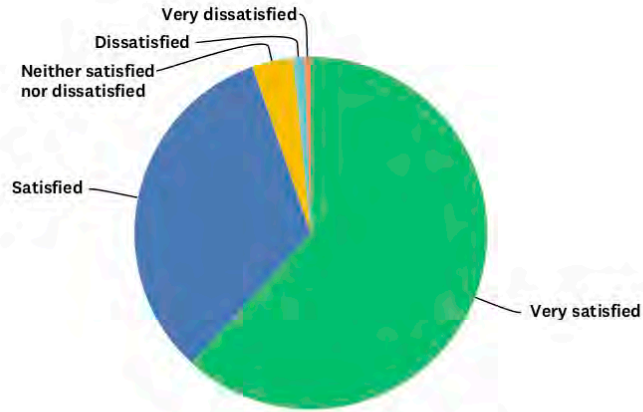
Answered: 385 Skipped: 0



ANSWER CHOICES	RESPONSES	
None	51.69%	199
1 - 2 times	30.39%	117
3 - 4 times	10.91%	42
5 or more times	7.01%	27
TOTAL		385

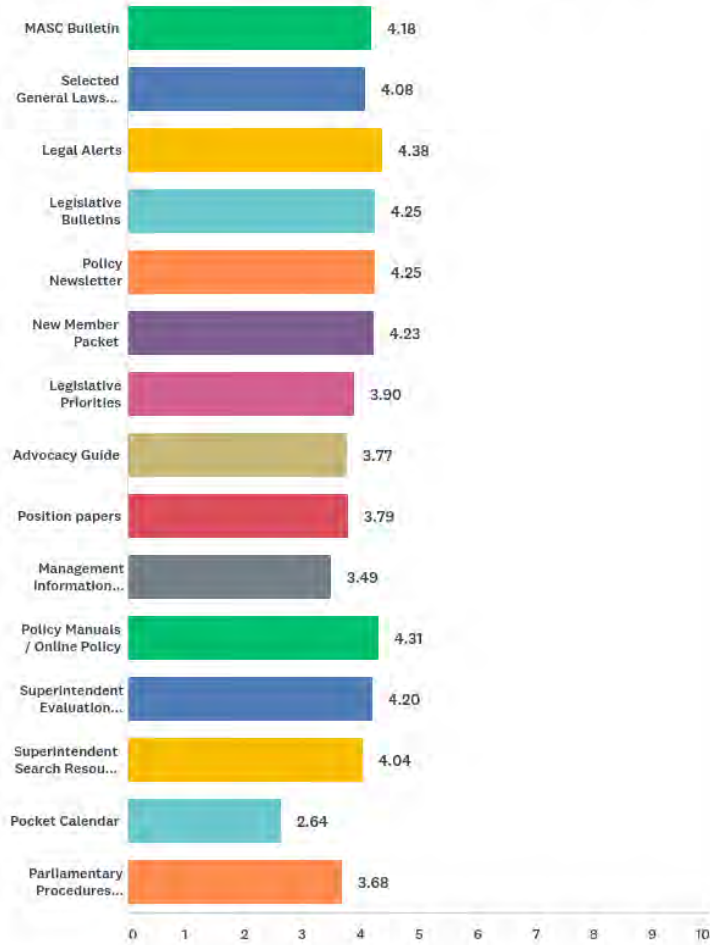
Q10 How satisfied are you with the support the MASC staff provided you when you reached out for assistance?

Answered: 186 Skipped: 199

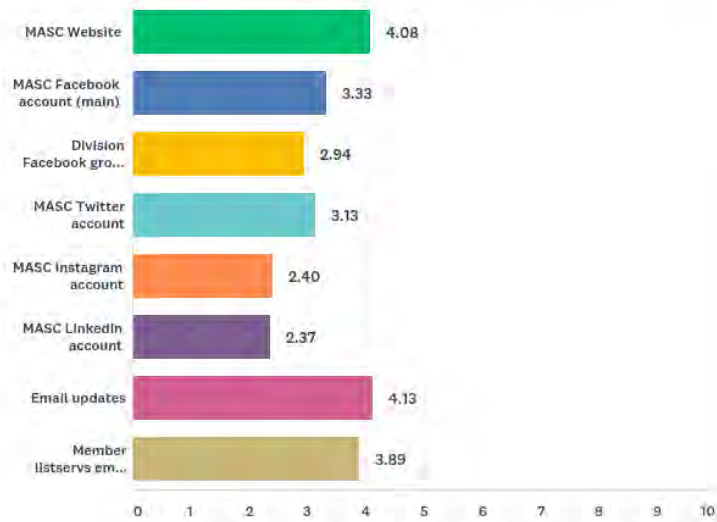


ANSWER CHOICES	RESPONSES	
Very satisfied	61.83%	115
Satisfied	32.80%	61
Neither satisfied nor dissatisfied	3.76%	7
Dissatisfied	1.08%	2
Very dissatisfied	0.54%	1
TOTAL		186

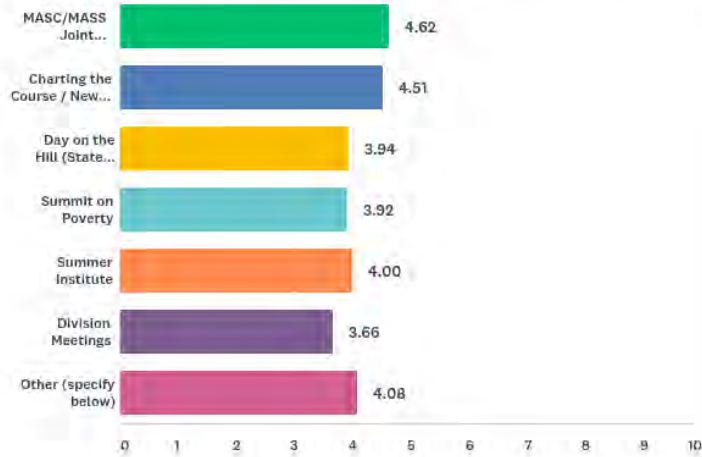
Q12 Please rate the usefulness of each of the following resources provided by MASC, ranging from 5 ("Extremely useful") to 1 ("Not At All Useful"). If you are not familiar with a particular resource, please select "N/A."



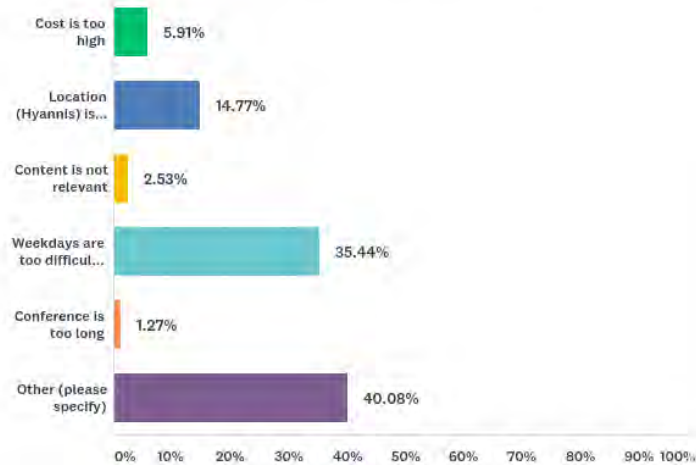
Q14 Please rate each of MASC's online / digital tools, ranging from 5 ("Extremely useful") to 1 ("Not At All Useful"). If you do not use a particular tool, please select "N/A."



Q16 If you have attended any of the following MASC events in the past three years, please rate each event, ranging from 5 ("Extremely useful") to 1 ("Not At All Useful"). If you have not attended the event in the past three years, please select "N/A."



Q17 [OPTIONAL] If you have not attended the Joint Conference in the past three years, what is the MAIN reason?



Appendix A: Methodology

The survey was available online in Survey Monkey. Members also were given the option to complete a paper version of the survey, but none was submitted. The survey was estimated to take 10 minutes to complete.

The survey was first announced to members via email from the Board President on September 6, 2018, with periodic reminders sent by email, social media, website, and other means. The original closing date of the survey was Friday, September 21, but at the request of the Board, the survey was extended to Thursday, November 8, in order to collect additional responses before and during the annual conference.

To encourage participation, the survey included a prize drawing among all respondents who submitted a complete survey. On Friday, November 9, one member (Gregory DeMelo of the Taunton School Committee) was randomly selected to win two iPads – one for himself, and one to donate to the school of his choice.

Additional notes:

- The survey was open only to MASC members.
- Each member could complete only one survey.
- Respondents could submit their opinions anonymously but were not eligible for the prize drawing.
- Incomplete surveys were not counted and were not eligible for the prize drawing.