

## 2016 UAA Membership Survey – Report on Results

The USAID Alumni Association sent an email to all 905 registered members in its Constant Contact database in late January 2016 with links to the Annual Membership Survey. There were responses from 94 members, a 10.3% response rate. This is an increase over the 45 who responded in 2015 but considerably fewer than the 124 responding in 2014. Compared to prior years, fewer responses were from the Washington, DC metropolitan area—49% in 2016 vs. 53% in 2015 and 63% in 2014, with corresponding increases in respondents from outside the DC area.

Questions focused on the UAA newsletter; UAA website; UAA 2015 events; opportunities outside the DC area; public speaking on international development; interest in participation in UAA activities related to our goals; and other ideas for UAA activities. This report is organized according to these categories.

Overall, the tenor of comments was positive and constructive, reflecting a high level of participation by those who are engaged with the organization.

### UAA Newsletter

Two-thirds of the respondents read the newsletter; another 31% sometimes read it, with only 2% not responding or not reading it, compared to 4% in 2015. Upcoming Events, Alumni Profiles and News were each favorites of 55-61% of respondents, with Event Recaps and Committee Updates favored by 27% each.

### UAA Website

Consistent with 2014, nearly 80% of the 2016 respondents “often” or “sometimes” look at the website – with the vast majority in the “sometimes” category. This has dropped from 2015, when almost 90% of respondents often or sometimes looked at the website. Respondents are most interested in news about colleagues—76% of respondents liked the Alumni Directory and Tributes (obituaries) features best on the website, including those who wrote in those features rather than checking the corresponding box. In addition, UAA News, USAID Staff Movements, UAA Calendar, and Development Links, Videos, and Articles each garnered 40-50% of respondents’ designations as favorites. There were recommendations for the website to include a bibliography of USAID authors on the website.

### UAA 2015 Events

Forty-five percent of respondents indicated they participated in UAA events during the prior year; 51% did not, and 4% did not respond. This is a decrease from the 64% in 2015 and nearly half who did so in 2014, possibly reflecting the decreasing proportion of respondents living in greater DC. Among those able to attend events in

person, the Annual General Meeting and the DACOR Development Dialogues were ranked as being of the highest interest by a considerable margin; 79% and 82%, respectively, were ranked 4 or 5, the two highest rankings, which is consistent with prior years' surveys. Other events received ratings of 4 or 5 for a substantial number of respondents: 45% for the Spring Reception, 39% for Winterfest, and 38% for the Summer Picnic. The event of "least interest" continues to be the Summer Picnic – 26% indicated it was of no interest, an increase over the 20% who so rated it in 2014 and 2015.

When asked what were the two most important factors in decisions to attend UAA events, the "topic" was mentioned by 59% of 2016 respondents, a decline from 75-76% of respondents in 2014 and 2015. Location was mentioned by 51% of respondents in 2016 compared to 43% in 2015; it was also significant in 2014. All other factors were cited by fewer than 15% of respondents.

### Opportunities outside DC area

Of the 47 respondents who live outside the DC area and the 7 who did not attend UAA events, 31% have listened to or viewed presentations or discussions posted on the website, compared to 23% of the 30 who lived outside DC area or did not attend events in the 2015 survey. Comments on this question ranged from those who didn't know that these were available for listening/viewing to those who did so in addition to attending events, to one who tried but found the link not working.

Seven of the 45 respondents living outside the DC area, or 16%, are interested in organizing UAA event(s) in their areas. And additional 16 respondents living outside DC, or 36%, responded that they'd maybe be willing to help to organize a UAA event in their area.

### Public Speaking/Training

A resounding 48% of respondents (45 persons) expressed interest in speaking publicly about international development. Thirty-nine percent are not interested, and only 13% of respondents did not answer this question. Of the 45 interested in speaking, 42, or 93%, indicated a willingness to participate in person or virtually in a training program by USAID/LLPA on the use of its public affairs manual.

### Participation in Priority UAA Activities.

Interest in participating in the work of UAA committees was significant—60 out of 94 respondents indicated interest in at least one committee, but only 38 of those provided a name and contact information. Individual UAA committees are reviewing the expressions of interest and will be contacting respondents directly. This included offers to volunteer for activities and a number of suggestions on development issues of significant interest. The activities with the highest expressions of interest are aligned with the purposes of UAA:

- Reviews of USAID policy or position papers;
- Coordination of public speaking opportunities and training;
- Collaboration with like-minded organizations; and
- Sessions on current development issues or USAID policy.

### Others Comments and Recommendations

There were 30 responses to the question about additional activities for UAA, covering a very wide range of topics. Committees will review all comments and suggestions for potential action or response.

Among these were the following:

- Multiple variations on organizing alumni who are outside of DC, including notifying them of DC events, in case they will be in the area. Also, publicize the availability of web access to transcripts or recordings of events.
- Strong concern for assistance needed by FSNs.
- Interest in the history of USAID, and funding for our project.
- Requests for additional information on the website:
  - Mission Director list, and
  - family contacts in the obituaries, for expressing condolences.
- Increased contact with USAID, including notification of new ADS publications and new policy directions.
- And, not to break with USAID tradition—conflicting and heartfelt comments that we should/should not be involved with politics related to USAID concerns.