

Executive Summary

Members' Survey Results – March 2010

Executive Summary

The EAUC is a member led association, run by members, for its members, the EAUC seeks to work with members and partners to drive sustainability to the heart of Further and Higher Education.

The EAUC has conducted a Membership Survey, starting in December 2009 to January 2010, to assess the current membership services and benefits that are provided are relevant to our members. The survey also aimed to identify future areas of expansion for EAUC membership services. Educational Members were the key target audience of this survey.

The following summary outlines the key findings from the survey. Over the coming months the EAUC will prioritise the findings and work to develop and implement new methods addressing the key issues raised. In parallel to this, a Member Evaluation Strategy will be incorporated into the EAUC Strategy. The outcome being an improved offering of member-driven services and benefits for educational members. Members will be kept informed and updated via E-news and EARTH articles.

We wish to thank all our members who took part in this survey.

Separate to the Members' Survey we always welcome feedback from our members at any time and encourage you to contact us – we value your input.

Helen Exton, Head of Communications & Membership Services

h.exton@eauc.org.uk

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Key Findings

Introduction

The survey is composed of 25 sections which are separated into current member questions and questions for people who are not currently a member contact. Current EAUC member contacts were taken through questions relating to the EAUC as a whole, importance of membership benefits, evaluating communication tools, identifying future training areas and obstacles, revealing the awareness and participation in EAUC projects, providing awareness and feedback on Green Gown Awards and member profile details.

The survey received a total of 307 full responses from our member contacts. The total response rate from our institutions is over **60%** since 166 out of our 265 educational institution members responded to the survey.

Overall Satisfaction

87% of respondents are satisfied with the EAUC as a whole. 97% of respondents believe the EAUC can assist your institution with the EAUC as a whole. The number of respondents from Further Education that believe that the EAUC can assist their institution is less, 94.3%, than the number from Higher Education institutions, 98.2%.

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Overall Survey Findings

Respondents' perception of the EAUC

The EAUC is seen primarily by its member as an organisation that: supports sustainability practitioners, ensures sustainability issues are factored into sector policy and is a one stop shop for information on sustainability.

The EAUC is not currently perceived as an organisation that deals with community and student matters.

Although respondents associate the EAUC to a low extent with lobbying for government policy change they believe that the EAUC response to government consultations is an important membership service.

Current EAUC activity

Annual Conference

While 52% of respondents from Higher Education institutions participate in the EAUC Annual Conference only 28% of respondents from Further Education institutions participate. Respondents from Higher Education institutions find the conference a more important membership service than respondents from Further Education institutions. Further analysis will be carried out to help identify improved offerings for FE participants.

E-news

E-news is ranked of very high importance by our members as a membership benefit, especially within the FE sector. It was also regarded as a useful tool with the associate members who were questioned within the associate membership survey.

Earth

Whilst regarded highly, the survey highlighted the format issue of the quarterly publication, Earth, with a strong push towards electronic copy.

EAUC Website

Overall the most important membership service is the "EAUC as a source of information- via EAUC website" with 92% of respondents stating that they find the service important.

EAUC Name

77% of respondents believed that the EAUC name reflects the association correctly. Although some respondents believe that the word sustainability should be included in the name, the EAUC is a well established and recognised brand.

Discussion networks

Members identified discussion networks as the second most important membership service and 83% of respondents would be interested in having access to an efficient, focused and active networking forum. Also, 76% of respondents were interested in having access to an extensive archive of previous forum discussions.

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Potential Future EAUC projects

Active Regional Contact System

An active regional contact system was highlighted within the survey as the main service that members would be interested in having access to.

CPD events and future training format

The challenges faced by respondents in relation to obtaining the training that they require are predominantly the location of training venue, insufficient budget for required training and not having the time to attend training. The problems of location, time and cost could be solved by developing online lectures, seminars or educational videos, which was highlighted as a particular area of interest for potential membership benefits. 84% of HE respondents and 80% of FE respondents would be interested in having access to webinars, web-based seminars, presentations, lectures and workshops. This would create an event that is more sustainable since it decreases transportation environmental impacts, will be cheaper to produce and will be able to influence a greater audience. These options are to be assessed.

Specific areas of interest for future training

The responses relating to members priority levels for specific training subject areas and level of training, will help form the future CPD events. This will help ensure that both Further Education and Higher Education Institutions are offered appropriate and valued training.