



Summary: 2015 Service Affiliate Survey

The Wisconsin Association of School Business Officials conducted a member survey in October and November 2015. Two versions of the survey were made available: one for school district professionals and one for Service Affiliate members. A total 437 District Professionals and 89 Service Affiliates responded to the survey. WASBO's Member Resources Committee collaborated to create the survey, and the resulting data is being used by the WASBO Board of Directors as it develops the association's strategic plan. Below is a summary of the Service Affiliate survey responses.

Membership Value

Of survey respondents:

- 51% have been members for less than 5 years
- 25% have been members 5-9 years
- 11% have been members 10-14 years
- 4% have been members 15-20 years
- 9% have been members for more than 20 years

Every respondent found value in WASBO membership. A total 75% found WASBO membership to be valuable or very valuable, with 20% finding its value is about average, and only 5% responding that membership is slightly valuable.

More than 80% were likely or very likely to recommend WASBO membership to a colleague, with 14% about average and 6% slightly likely.

- *"I think that this organization does a very good job with helping the business professional connect and learn of the resources that are available to them, and keeping them compliant with the challenges that abound in their day to day work."*
- *"If you are working in the K-12 arena, this is a necessity."*
- *"It offers the best opportunities to network at a reasonable price."*
- *"As a school specialist in our practice group for schools and municipalities, I find the WASBO connection to be very critical to understanding the concerns and limitations of the business managers, who are key to our ability to help districts with their insurance costs and improving student achievement."*
- *"The better informed my customers are about the market, the easier it is to help them with solutions to their problems. Plus – if your company does a good job, the information is shared by other members."*

Just over half – 56% – of respondents were aware of the Service Affiliate Committee. Several asked for more information about participation.

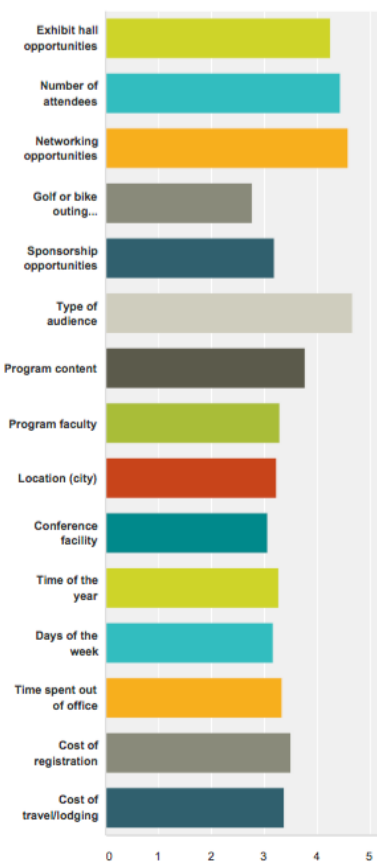
The highest ranked member benefits by Service Affiliates were networking opportunities, exhibiting opportunities, and the opportunity to present. Significant numbers also found value in sponsorship opportunities, lower conference registration rates for members, attending educational sessions, and opportunities to serve on committees.

Nearly all of WASBO’s communication-based member benefits ranked highly with members as well, with top marks going to the online member directory, *Wisconsin Education News* daily email, *Taking Care of Business* newsletter, and opportunities to advertise, write articles, and be listed in the association’s buyer’s guide.

- *“WASBO is by far the most complete organization that I am involved in, so you actually set the standard for the other organizations in my opinion.”*

Conferences

The highest percentage of Service Affiliate respondents (73%) attended the Spring Conference, followed by the Midwest Facility Masters and Fall Conferences. Nearly 40% reported attending the WASB-WASDA-WASBO State Education Convention, and 33% the Facilities Management Conference. Just over 23% attended a Custodial Conference, and 22% attended the Accounting Conference.



The highest rated factor when decided to attend a conference was the type of audience. See details in the chart at left.

Value received for exhibiting at WASBO conferences was perceived to be high, with over half of respondents perceiving high or very high value in exhibiting at the Spring Conference. Nearly half perceived high or very high value in exhibiting at the Facilities Management Conference. More than 45% saw high or very high value in exhibiting at the Midwest Facility Masters Conference, which draws attendees from several other states as well as Wisconsin. The Custodial & Maintenance Conference was rated to be high or very high value by 23% of respondents, and average by 21% of respondents. (Note that a number of respondents indicated the custodial and facilities exhibits were not applicable to their businesses.)

Attending conferences with no exhibits was rated as both less and more valuable by Service Affiliates. While 20% indicated low or very low value, 54% indicated high or very high value.

Communications

Service Affiliates rated WASBO's communications highly. A total 89% rated communications as timely and information or extremely so. Another 8% rated them somewhat timely and informative, while the remaining 3% indicated they had not received communications or visited the WASBO website.

WASBO staff was highly rated as well, with 93% rating them very or extremely helpful, 89% very or extremely timely, 93% very or extremely informative, and 93% very or extremely friendly.

More than 74% of respondents indicated they visit the WASBO website less than once a month. A total 19% reported visiting the site at least once per week. The highest numbers of visitors were for conference registration or finding out future conference dates. Membership renewal was also a popular reason for visiting the site. More than a third of respondents use the site to find out members' contact information, and 38% read the newsletter online. When visiting the website, 79% reported always or almost always finding what they are looking for.

Among those who don't read the WASBO newsletter, 47% indicated a lack of time, and 20% that the content did not interest them.

In regard to social media, WASBO Service Affiliate members use LinkedIn the most heavily – with 31% using it at least daily, 30% at least weekly, and 15% at least monthly. Second most popular is Facebook, with 30% using it at least daily, 20% at least weekly, and 9% at least monthly. A significant percentage (21%) also use Twitter at least daily, with 19% using it at least weekly, and 6% at least monthly.

Participation

More than 95% of respondents reported participating in WASBO in some way. Exhibiting at a conference had the highest participation rate, at 89%. Attending sessions at a conference was the second most popular way to participate, with 73% having done so.

- 45% have sponsored a conference or scholarship fundraising event
- 45% have donated raffle or auction items for ASBO International involvement or scholarship fundraising
- 43% have presented at a conference
- 35% have participated in scholarship fundraising events
- 30% have donated money to the scholarship fund
- 18% have contributed an article to the newsletter
- 15% have volunteered or moderated sessions at a conference

Among those who do not participate in WASBO, 75% indicated it was because of other time commitments, with 13% citing the cost to participate.

Fundraisers: Golf, Silent Auction, and Casino Night fundraisers were the top choices for activities to raise funds for the WASBO scholarship program, with 64% favoring golf, 45% raffles, and 28% a casino night. Other significant choices were a walk/run with 20%, bowling with 19%, direct donation with 16%, and a bike ride with 14%. Suggestions included a clay shoot. Those who did not participate in fundraisers indicated time constraints (46%), not golfing or biking (26%), not knowing others who participate (12%), and expense (3%).

Demographics

Length of membership: Nearly 32% indicated they had been a member of WASBO for 0-2 years, with 28% at 3-5 years, 19% at 6-10 years, 10% at 11-15 years, 3% at 16-20 years, and 8% at more than 20 years.

- *“Your team is always looking to improve on its performance and services, and you actively seek out and act upon suggestions we have submitted. Keep it up.”*

Services provided: A wide variety of company services was represented by respondents. Similar types have been grouped below.

- Financial services/banking: 6
- Energy efficiency: 6
- HVAC: 4
- Contracting/engineers/architects: 5
- Doors/hardware/wall products/fixtures: 4
- Alarms/security: 4
- Risk management: 4
- Health insurance: 3
- Equipment: 3
- Food service management: 2
- Consulting: 2
- Transportation: 2
- Administrative software: 1
- CPA: 1
- Facility information management: 1
- Electrical: 1
- Communications: 1
- Insurance appraisal: 1
- Moving & storage: 1
- Legal: 1