

MEMBER INTEREST SURVEY

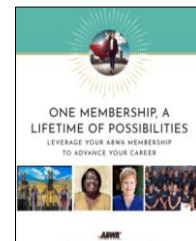


2023-2024 Member Interest Survey (MIS)

The completion of this survey is optional, and the information you provided is not intended to be confidential.

The Executive Board will review the aggregate survey data to determine the annual curriculum (monthly program topics and initiatives) that are most aligned with the members' needs and interests. Recognizing needs/interests of the member constituents will require clarification, the Executive Board may choose to administer and/or review the Member Interest Survey in a Regular Monthly Meeting.

Before completing this survey, we recommend that you define the areas of development that you would like to focus on in the **next twelve months**. To help get focused on your needs, download the Professional Development Template included in the **One Membership a Lifetime of Possibilities Guide** from the National Resources in Community Connections.



Print, staple, and return your survey to: _____ by _____.

Your Name:

Signature:

Date Completed:

1. I chose to become a member of the American Business Women's Association (ABWA) because I wanted to: **(CHOOSE ALL THAT APPLY)**

- Network with other professional women in and outside of my industry.
- Acquire new knowledge and skill sets that will accelerate my career advancement and my wages.
- Leverage the online professional development courses available in ABWA's Apex Campus.
- Earn CEUs so as to maintain my license/certification.
- Take advantage of an employee benefit (e.g., my employer pays my annual dues if I participate in the Association).
- Other (please specify) _____

2. I've been an ABWA member for: **(CHOOSE ONE RESPONSE)**

- Less than 1 year.
- Between 1-5 years.
- Between 6-10 years.
- Between 11-20 years.
- Between 21-30 years.
- Between 31-40 years.
- Between 41-50 years.
- Between 51-60 years.

3. The most important reason for renewing my membership is...

(Note: If you are a new member of ABWA, skip this question and go to question four)

4. My current job position can best be described as:

(CHOOSE THE RESPONSE THAT BEST REPRESENTS YOUR CURRENT JOB POSITION)

- Teacher/Professor.
- Business Trainer or Consultant.
- Professional Speaker.
- Entrepreneur/Business Owner.
- Senior Manager (CEO, COO, CFO, Director, Vice President).
- Supervisor/Manager, Sales Account Representative, Sales Executive, Sales Consultant, Sales Agent.
- Marketing/Communications and/or Public Relations Professional.
- Human Resource Professional.
- Engineer.
- Information Technology or Web Designer.
- Customer Service Professional.
- Administrative Professional.
- Other.

5. In the next twelve months, my ONE MAIN GOAL (OMG) is to:

(CHOOSE THE ANSWER THAT BEST REPRESENTS YOUR CURRENT STATUS)

- Find a new job in the same industry.
- Get promoted with my current employer.
- Start a new career in a different industry.
- Grow my current business.
- Attend college.
- Graduate from college.
- Earn a professional certification.
- Update my professional portfolio (resume, cover letter, references) in preparation for a job change.
- Retire.

6. What do you know about ABWA's Career Connections and how have you used it? (Choose one)

- I know ABWA's Career Connections is a job portal accessible from the ABWA National Website (www.abwa.org) however, I am not looking for a new job or a new career at this time.
- I've taken advantage of ABWA's Career Connections job portal by posting my resume to the site and monitoring the site regularly for new job postings.
- Wow! I didn't know that ABWA had a job portal located on the ABWA National website. I plan to research ABWA's Career Connections at [www.https://careers.abwa.org](https://careers.abwa.org) in the near future.


THANK YOU FOR COMPLETING THE 2023-2024 MEMBER INTEREST SURVEY


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7. What do you know about ABWA’s Apex Campus (e-learning portal) and how have you taken advantage of this member only benefit?

- I didn't know about ABWA’s Apex Campus. I plan to check it out at www.myapexcampus.org.
- I've not registered for and/or completed a course in the past twelve months.
- I've successfully completed at least one course in ABWA’s Apex Campus in the last twelve months.

8. The knowledge, skills and experiences that I'll need in the next twelve months in order to achieve my **ONE MAIN GOAL (OMG)** are described below.

 The knowledge I will need to achieve my One Main Goal:

 The skills I will need to achieve my One Main Goal:

 The experience(s) I will need to achieve my One Main Goal:

9. List and prioritize from highest to lowest impact, six program topics that will be beneficial for you in acquiring the knowledge and skill sets you will need to achieve your One Main Goal in the next twelve months. The information provided will be used by the Executive Board in defining the league’s annual curriculum for the 2023-2024 Award Year.

Highest Impact on My Career Objectives	Lowest Impact on My Career Objectives
1.	4.
2.	5.
3.	6.

10. The *volunteer* leadership positions that will help me acquire the knowledge, skills and experiences that I will need to achieve my career goals are: (Choose all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Serve as an Officer | <input type="checkbox"/> Serve on the Auditing Committee |
| <input type="checkbox"/> Serve on the Membership Recruitment Committee | <input type="checkbox"/> Serve on the Nominating Committee |
| <input type="checkbox"/> Serve on the Fund-Raising Committee | <input type="checkbox"/> Serve on the American Business Women’s Day Committee |
| <input type="checkbox"/> Serve on the Newsletter Committee | <input type="checkbox"/> Serve on the Hospitality Committee |
| <input type="checkbox"/> Serve on the Publicity Committee | <input type="checkbox"/> Serve on League Recognition & Awards Committee |
| <input type="checkbox"/> Serve on the Scholarship Committee | |
| <input type="checkbox"/> Serve on the Best Practices in League Management Committee | |