



## **Member Satisfaction Survey Results**

Earlier this year a member satisfaction survey was distributed to all members of the Northeastern Wisconsin chapter of FEI. Of our 225 members we received 94 responses. That is a 42% response rate.

Overall the responses were very positive. On a scale of 1 to 10, 1 being very unlikely and 10 being very likely, there is an average score of 9.2 for membership renewal and 9.1 for members recommending FEI to a colleague or friend. This is a great sign for the future of our chapter!

Another significant takeaway is that there were 3 respondents that mentioned they would be interested in getting involved with chapter leadership. Unfortunately, with the survey being anonymous we do not know the names of those 3 individuals. Please contact Larry Barton, Jim Rubright or Mike McNamara if you are interested in a leadership role in our chapter.

A large portion of the ratings questions were centered on logistics. We learned / confirmed the preferred week, day and time for our chapter meetings. Unfortunately, there is no way for us to combine these three factors together to paint a clearer picture. However, the survey results confirmed that afternoons from 1:00 - 6:30 PM on the third Tuesday of the month is the best option for a majority of the survey respondents. In addition to the logistics and satisfaction questions were several questions, including write-in opportunities around meeting content.

Based on the survey results, our members derive the most value in their FEI membership from the keynote speakers, professional development sessions, networking and CPE credits. More specifically relating to the keynote speakers the respondents valued, in order, regional/corporate leaders, political leaders and sports themed speakers. On top of the raw ratings in the survey there were several write-in comments supporting these three preferences.

For the professional development sessions the respondents valued, in order, accounting/finance update, economic update and tax update the most. Also, in the comments section there were several write-ins supporting this list with further emphasis on insurance, recruiting/retaining talent and financial planning & analysis.

There is a tremendous amount of valuable data that resulted from the survey. The board will continue to analyze and interpret that data to best understand how we can use it to improve the chapter. To date we have shared some of the results with our strategic partners to emphasize to them what our membership values the most as we prepare for the 2018/2019 chapter year.

Best regards,

NEW FEI Board of Directors - Executive Committee