



2018 Membership Survey Results

Number of members emailed the survey: 1,033
Number of bounced emails: - 65
Total number of recipients: 968

Number of members who opened the survey: 425
Number of members who clicked the survey: 200
Number of submitted surveys: 144

Response, based on total sent: 14%
Response, based on opened surveys: 34%
Response, based on clicked surveys: 72%

Overarching Issues

- What is our short-term and long-term reason for educating and motivating membership?
- Develop a strategic plan for our state and offer activities for all members designed to get participation to more the plan forward. LA should be a powerful group responsible for improvement, not just a group of alums who do very little to address issues.
- (Coordinate/plan) follow-up experiences for classes.
- Increase efforts to involve alumni in regional/statewide activities.
- Figure out tangible ways that LA and its members can support or help positive efforts going on in AL's communities. Solicit input from sites/efforts that are highlighted by LA (connections, resources, volunteers, consultants, partnerships, etc.).
- Choose one or two worthwhile projects that can focus the membership's energy on improving their communities and staying involved.
- (Organize/plan) a statewide service project. Adopt a mission that requires effort by the group.
- The opportunities for action should be clearer.
- I have often wished for LA (or even the regional councils) to take on a major project, but I have been convinced that points of view and biases are too varied within the membership for that to be feasible.
- Establish a class project to advance a cause/effort that would keep us connected in a deeper way.
- The question once folks participate and have the great relationships and the understanding is, what next? Area social events are good, but is there more than can be done?
- LA is made up of the state's leaders, but it ends up being a network for those leaders who lack a road map about how to effect change in our poor, under-educated state. It's time for LA to make as much of a contribution to the life of the state as it does to each of its members' lives.
- Leadership Alabama should take the lead and take advantage of Alabama's 2019 year-long bicentennial to reboot and raise the question for Alabama, "We're now 200 years old. What do we want to be when we grow up?" And then, not only raise the question, but pursue it.

Respondents' Suggested Action Items

(All subject to review)

- Develop a strategic plan.
- Increase efforts for involving alumni.
- Choose one or two worthwhile projects for members' participation.
- Become more politically active and involved.
- Become more visible to public (more public awareness about LA).
- Produce a monthly/quarterly newsletter.
- Communicate/highlight LA's wins. Publish accomplishments.
- Create a branding piece/image throughout the state.
- Advertise/market the program and its impact.
- Send more consistent, informative communication.
- Post more information online.
- Publish LA retreat agendas online.
- Utilize more lead time when communicating events.
- Effectively communicate purpose/activities of regional councils.
- Provide more opportunities for alum to feel connected to LA and the team.
- Plan more regional meetings, reunions, activities, forums on issues, debates.
- Host an annual meeting.
- Publish online directory of each LA member's expertise and interest for networking/connecting in state.
- Create a greater connection between LA & ALI.
- Focus on other areas of the state (programming), especially the Black Belt and the agriculture region.
- Plan more fieldtrips and interactive activities (programming).
- Focus on healthcare and economic development (programming).
- Learn more about UAB (programming).
- Reevaluate the time spent in Mobile (programming).
- Emphasize AL's business sector/economic development vs. overemphasis on schools, etc.
- Consider adding one or two more LA retreats.
- Strengthen regional councils.