

CEDAS Member Survey

June 25 - July 25

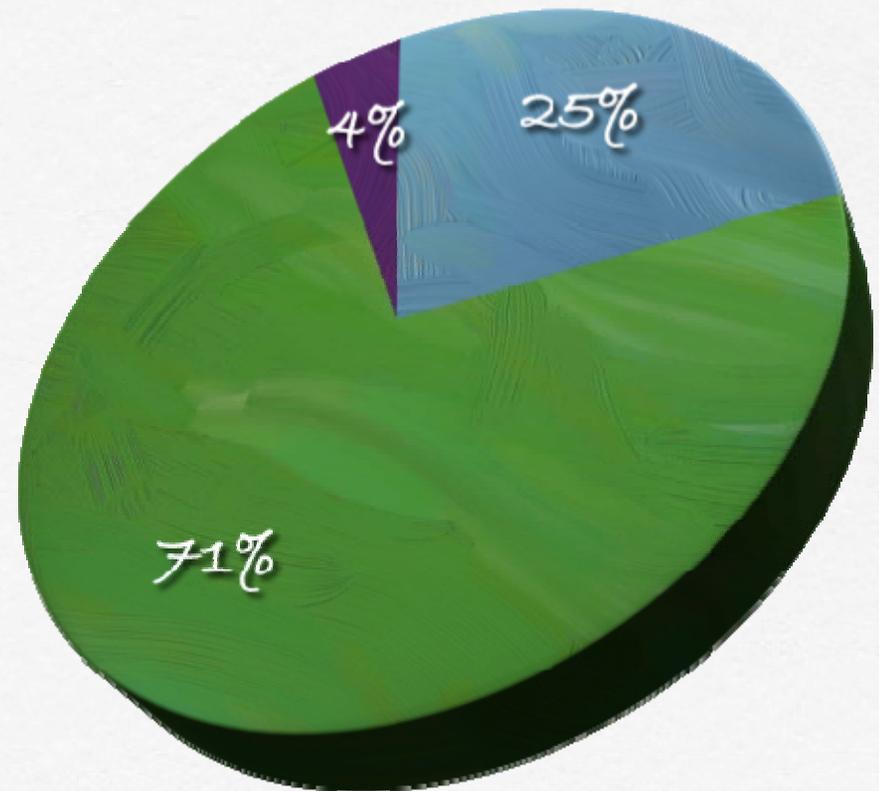
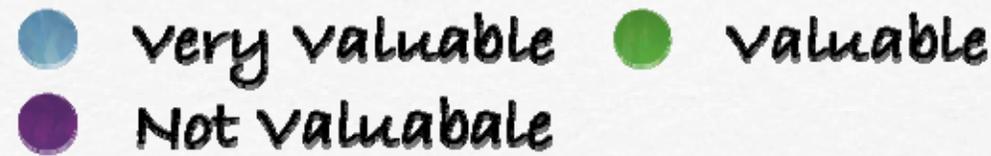
Products & Services Committee

The Survey

- Purpose: Find out what CEDAS Members want
- Survey was emailed to 306 members
- 6 question groups
- 48 members responded
- 93 comments

1. Is being a member of CEDAS valuable to you?

- The overwhelming majority find CEDAS to be valuable.
- There is room for improvement, only 25% find it very valuable.



Selected Positive Comments

- “Get to hear how someone else dealt with a similar matter.”
- “Connects me with my colleagues.”
- “Good opportunity to meet others, connect, get information.”
- “I have met economic development people from across the state whom I ordinarily would never have met. CEDAS members are a good source of advice.”
- “I find the tours and networking most helpful so that I can meet and learn from other members. Appreciate the support for Community Builders, etc.”
- “Learn best practices from ED professionals; Get scholarship dollars to attend EDI classes.”

Constructive Criticism

- “Would like to see more networking opportunities.”
- “We need to better understand how the various Economic Development agencies fit into our overall strategy and more effectively engage these resources.”

2. Please rate the values of current member benefits.

	HIGHLY VALUABLE	VALUABLE	NOT VALUABLE
Legislative Policy	29%	66%	4%
Member Directory	37%	54%	9%
Quarterly Meetings	27%	62%	11%
Annual Meeting	28%	63%	9%
CBI/Training	58%	40%	2%

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Scholarships	34%	39%	27%
Website	28%	46%	26%
LinkedIn Forums	9%	54%	37%
Connections to Colleagues	50%	46%	4%
Newsletter	36%	59%	5%
Marketing Calendar	27%	46%	27%

Numbers at a Glance

- CBI/Training and Connections to Economic Developers were the only services that a majority of people found “Highly Valuable.”
- LinkedIn Forums, Scholarships, State Marketing Calendar and Website had the highest “Not Valuable” ratings.

Comments

- “Consider adding non-member section to the directory. Having current contact information for non member ED Officials would be helpful and might convince the non members to cross the line to membership.”
- “Perhaps I am not as well connected to access most of the above, so it could be me, but CEDAS seems to fly under the radar a bit. Brand recognition is not our strong suit.”
- “The website needs more content.”
- “It's not that the website and Linked In aren't high-quality; it's just that don't take advantage of them.”
- “CBI is a great resource however I do not think it is a value add as a CEDAS member. NU was generous in underwriting the series, but CEDAS lost the training/education piece (real or perceived) in the process.”

3. Please let us know if we should continue these services?

	DO MORE	JUST MAINTAIN	DO LESS or STOP
Legislative Policy	34%	64%	2%
Member Directory	9%	82%	9%
Quarterly Meetings	23%	65%	12%
Annual Meeting	5%	91%	4%
CBI/Training	32%	66%	2%

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Scholarships	25%	70%	5%
Website	40%	60%	0%
LinkedIn Forums	21%	62%	17%
Connections to Colleagues	42%	56%	2%
Newsletter	12%	81%	7%
Marketing Calendar	24%	62%	14%

Numbers at a Glance

- Connections to Colleagues, Website, Legislative Policy, CBI/Training and Scholarships all received 25% or more votes for “Do More.”
- LinkedIn Forums, State Marketing Calendar and Quarterly Meetings had 10% or more respond with “Do Less” or “Discontinue.”

Comments

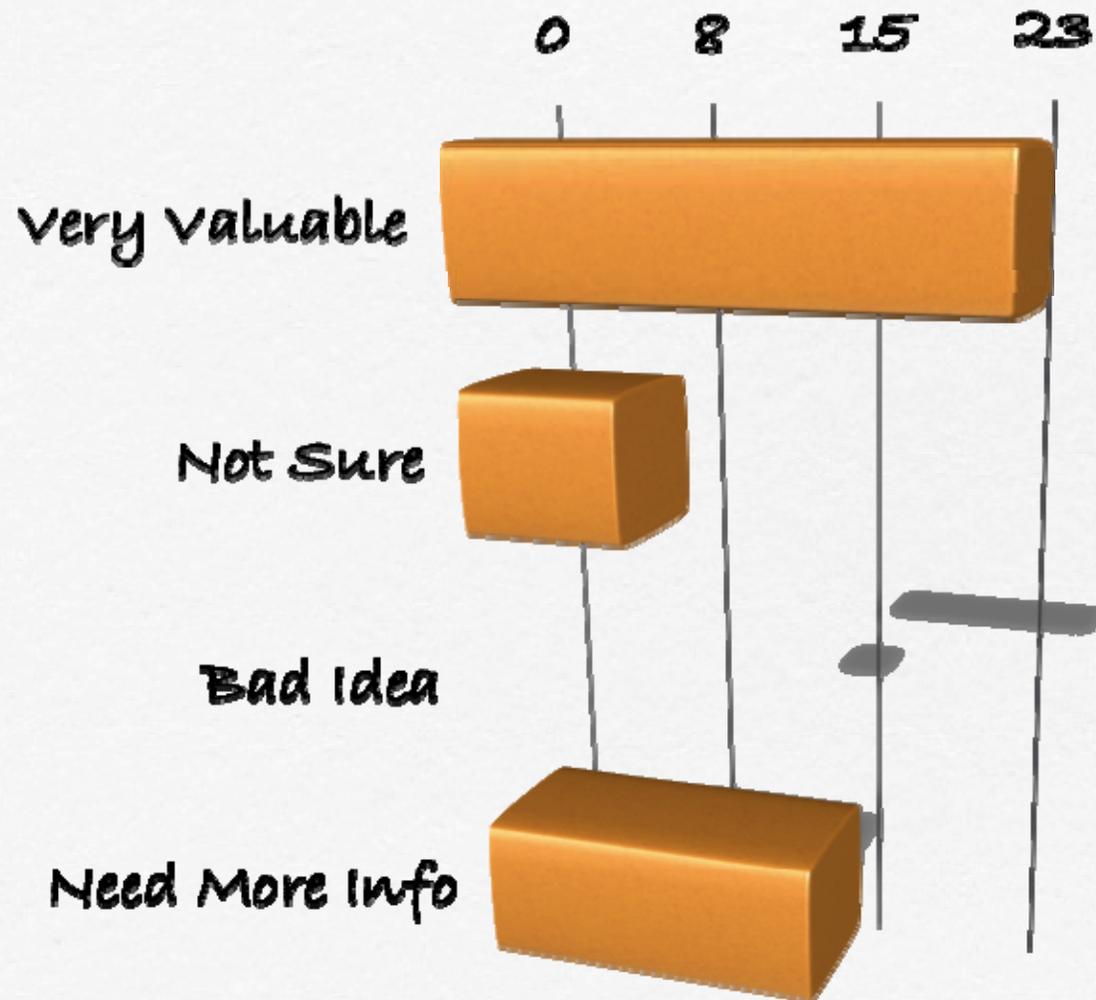
- “Some of these benefits need to be marketed more.”
- “CBI feels as though it is branded as a CL&P program; I don’t recall a newsletter at all; I don't see a formal attempt for connections to other economic developers.”
- “Legislative & Policy Agenda - train more ED Officials on how to testify for/against and track pertinent legislation.”
- “In an era of such contraction, local offices rely on associations to help keep informed. I think fostering communications with development agencies, training and scholarships are priority areas.”
- “It would be easy to check the "Do More" box, but CEDAS does a tremendous amount with the limited resources you have.”

4. What member benefits would you like to see added?

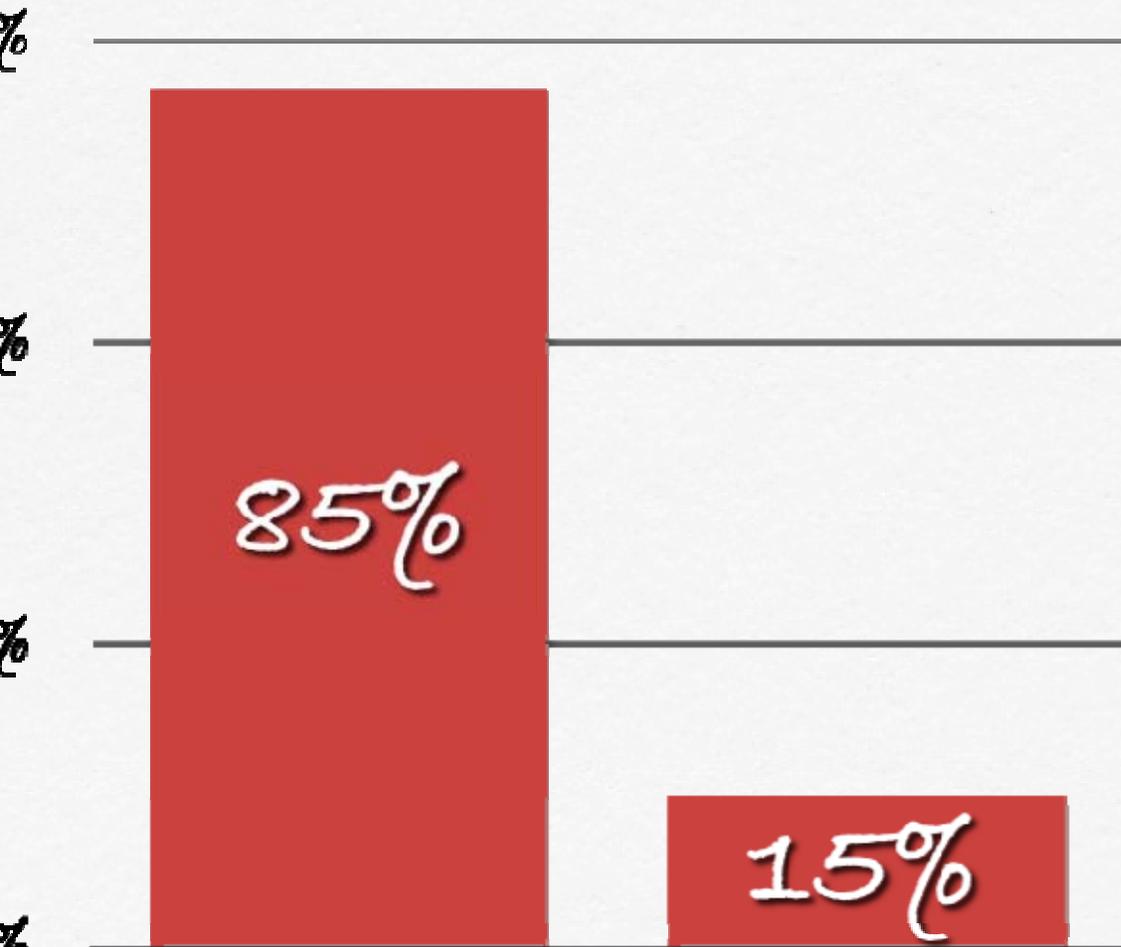
- “Our focus would be better spent understanding and engaging existing benefits.”
- “CEDAS provides more benefits than most similar organizations we are involved in.”
- “More involvement on committees by members that are not on the board.”
- “Links to relevant research papers and case studies.”
- “More or at least one per year, regional events, at least eastern side of state and western side.”

5. Would you benefit from a member's resources program?

- 51% are interested in a resources program for sharing knowledge.
- There were no votes for "Bad Idea."



6. If we instituted a resources program would you be willing to volunteer?



- 85% said they would be willing to share their knowledge with other communities.

Topics Members Are Willing to Assist With:

Small Biz

TIF's

Counseling

Retail

Brownfields

Business

Workforce

Retention & Exp.

Development

Board Mgmt.

Marketing

Grant Writing

Products & Services Committee

- Garrett Sheehan
- John O'Toole
- Deborah Donovan
- Deborah Nason
- Bob Santy
- Terry Elton