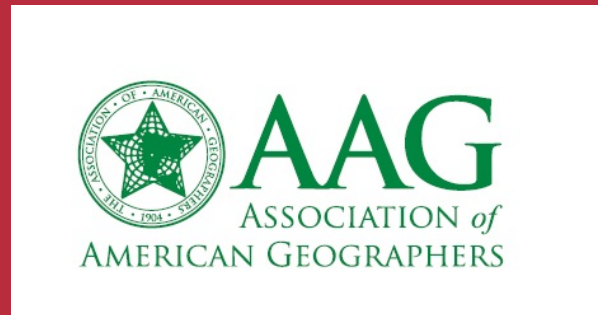


AAG Membership Survey: Findings and Recommendations



December, 2015

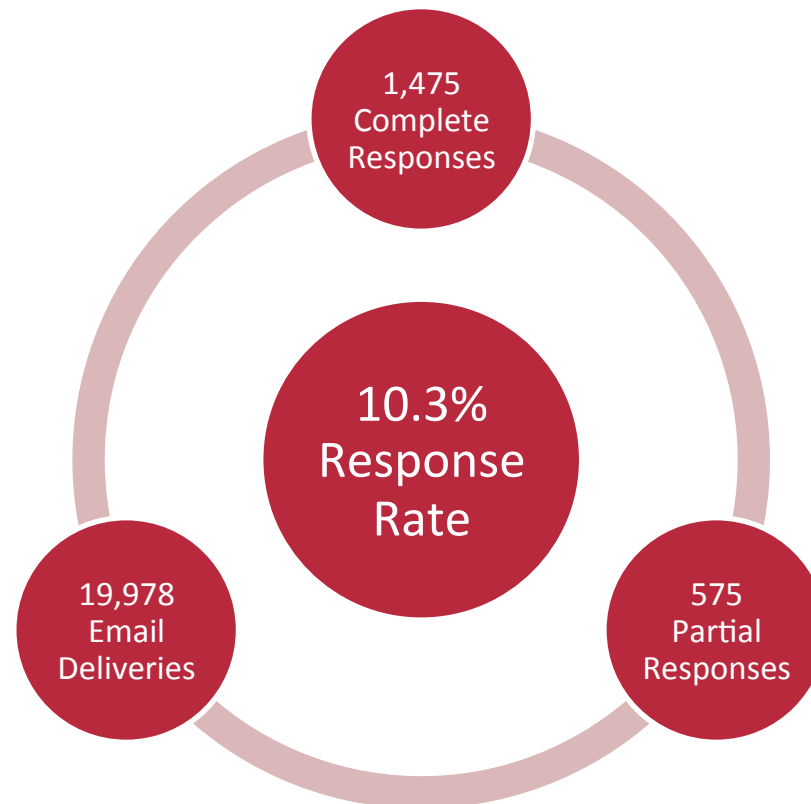
To understand current member perceptions, identify areas where AAG is successfully delivering value today, and uncover opportunities to provide greater value and support to the field in the future

Project Phases

Survey Launch: 10/20/2015

Reminders Sent: 10/27/2015, 11/3/2015

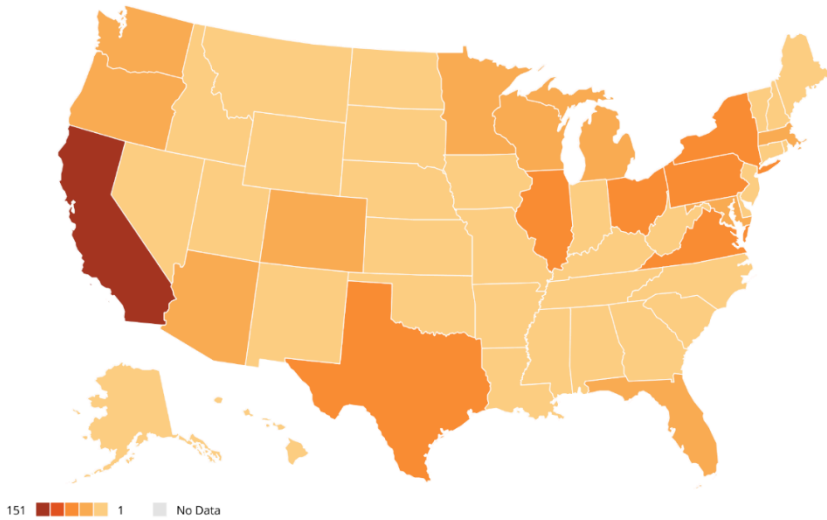
Survey Closed: 11/10/2015



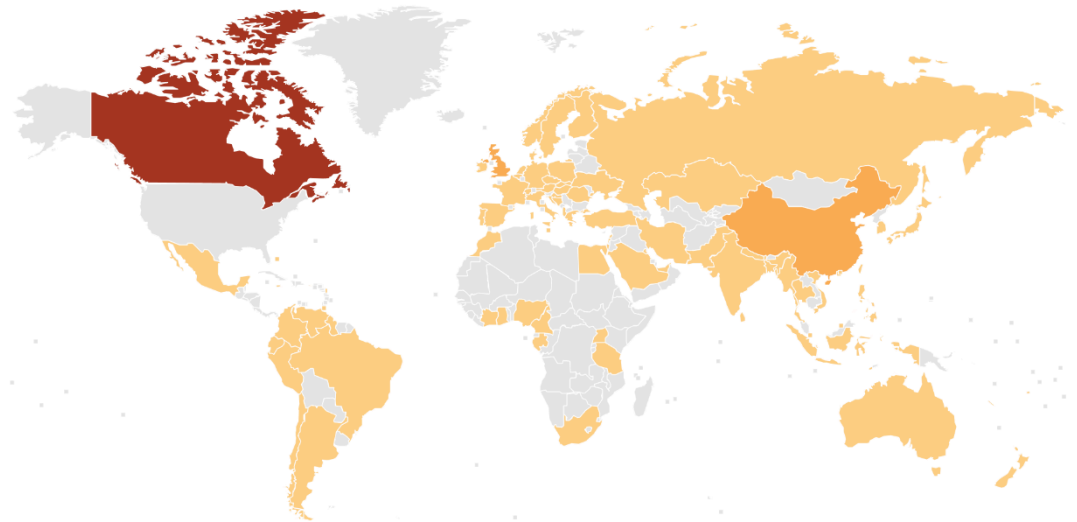
Respondent Demographics

Respondent Demographics

US Respondents
N=1,463



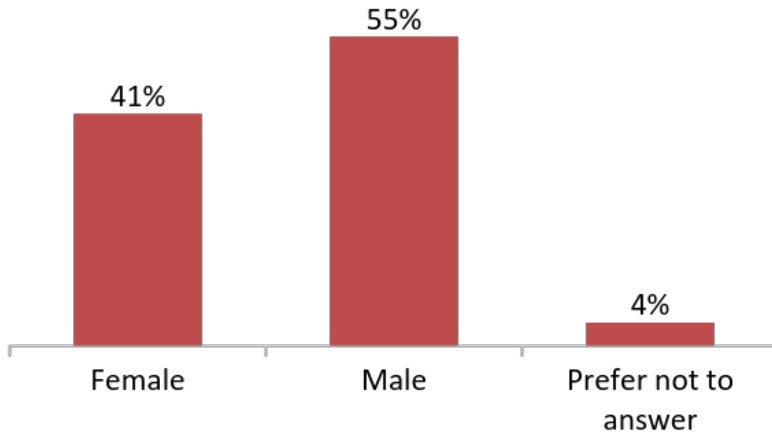
Non-US Respondents
N=527



Respondent Demographics

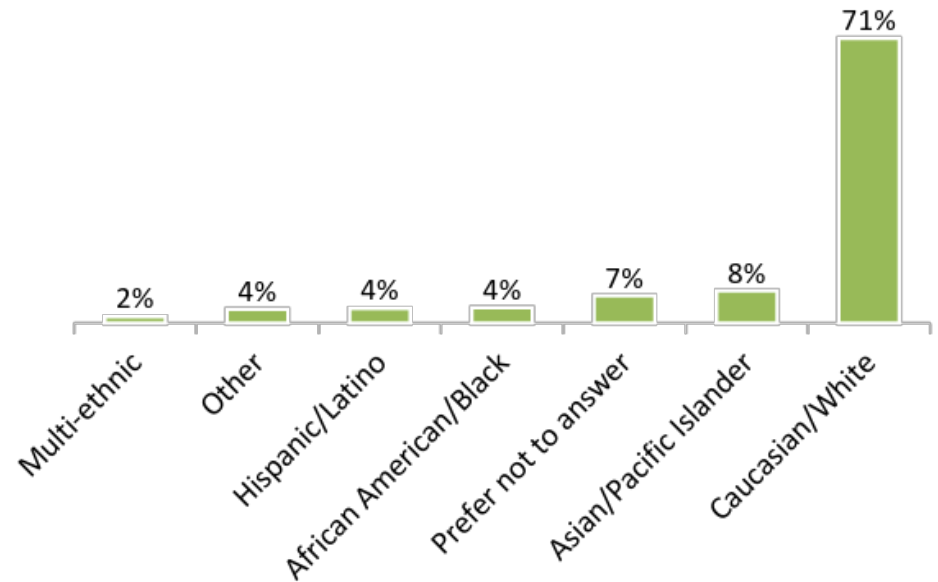
What is your gender?

N=1,434



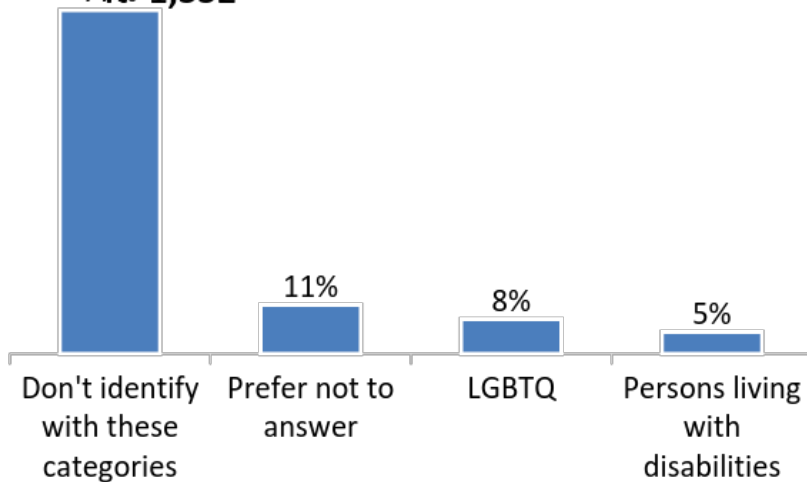
What is your ethnic background?

N=1,438



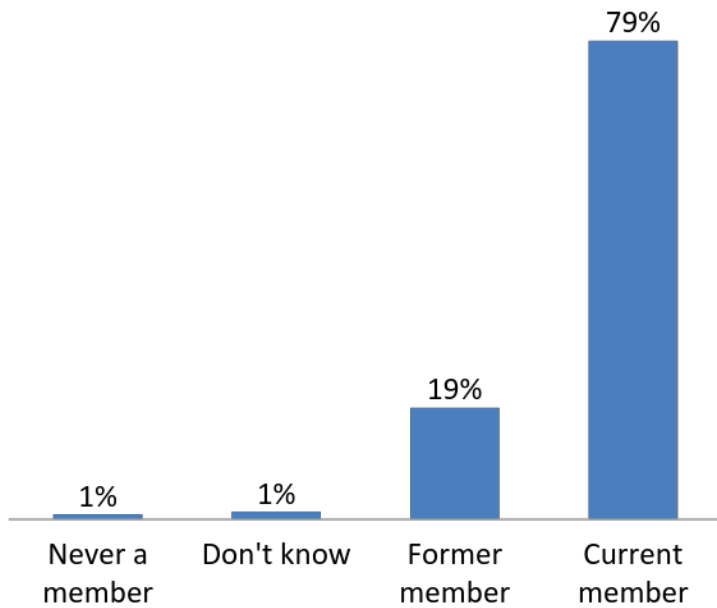
Do you identify with any of the following categories?

N=1,332

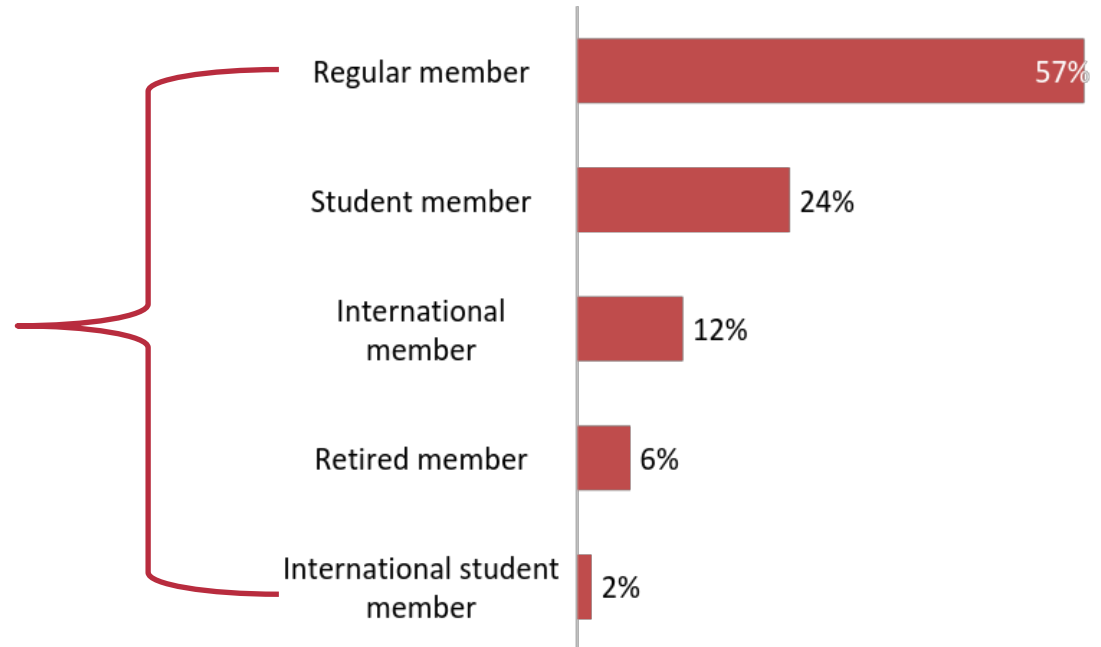


Respondent Demographics

Membership Status
N=2,004

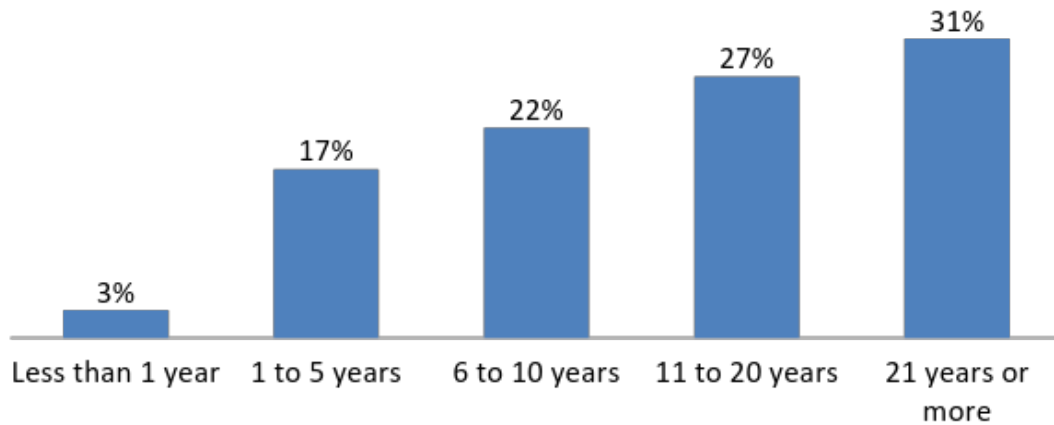


Membership Category
N=1,571

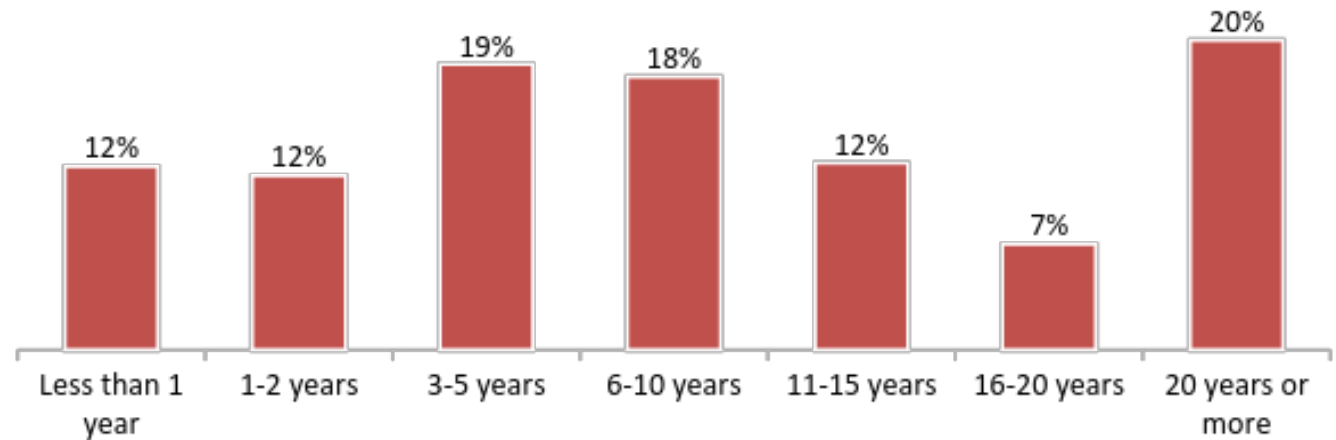


Respondent Demographics

Professional Tenure
N=1,451



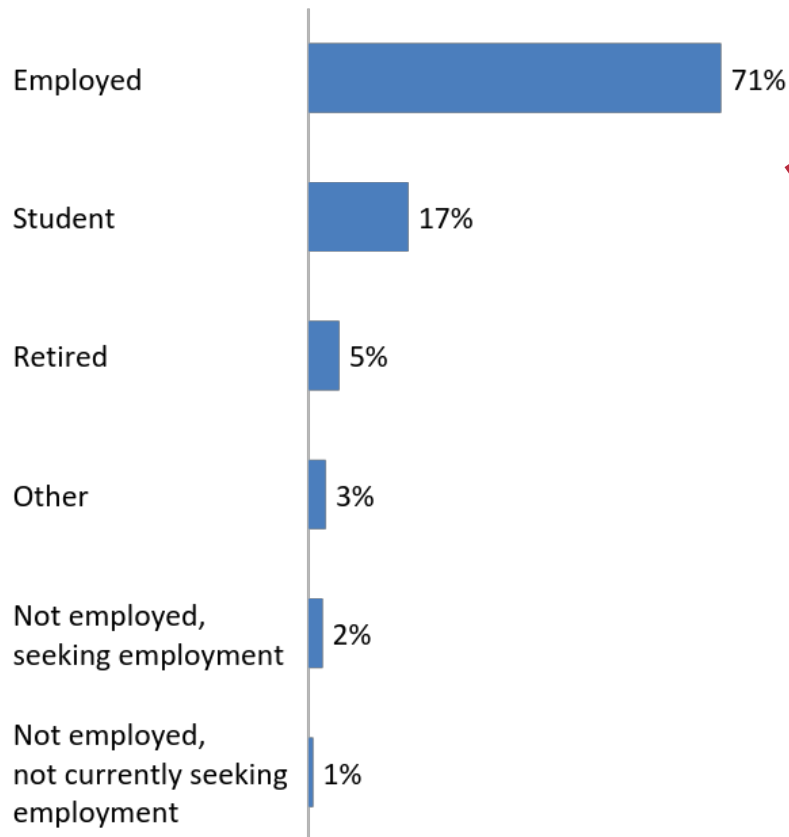
Membership Tenure
N=1,577



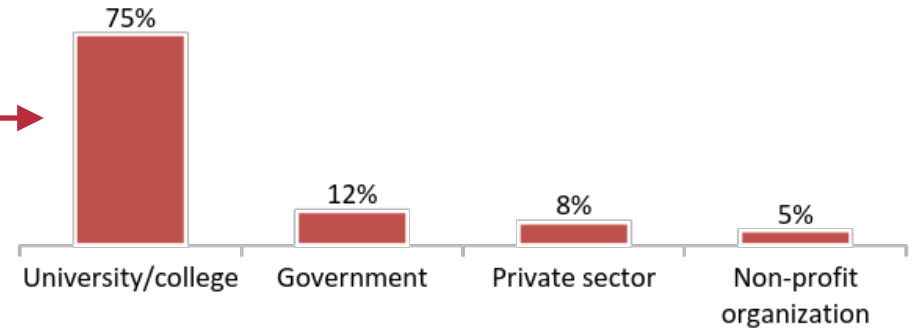
Respondent Demographics

Employment Trends

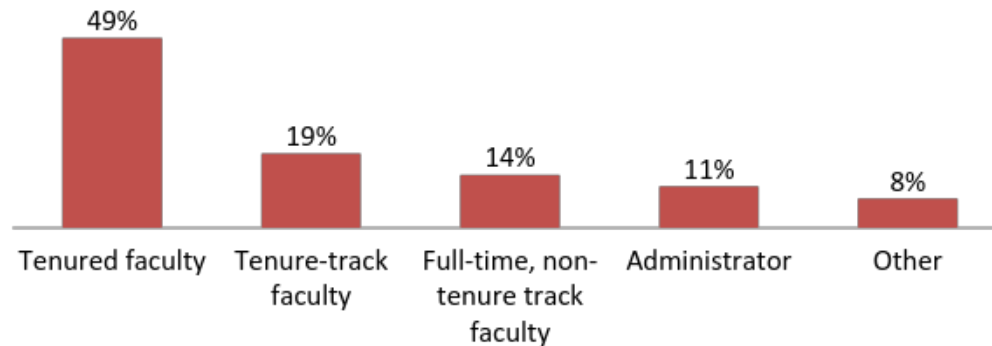
Employment Status
N=1,971



Employer Sector
N=1,393

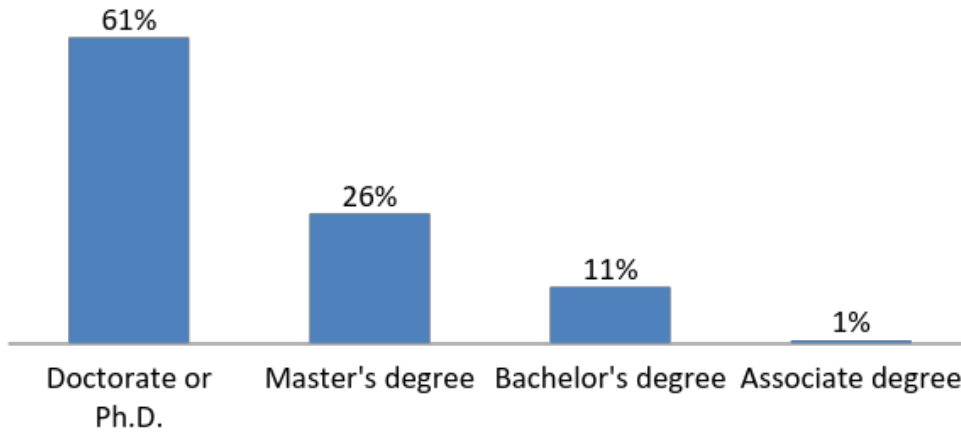


Employment Position
N=1,005



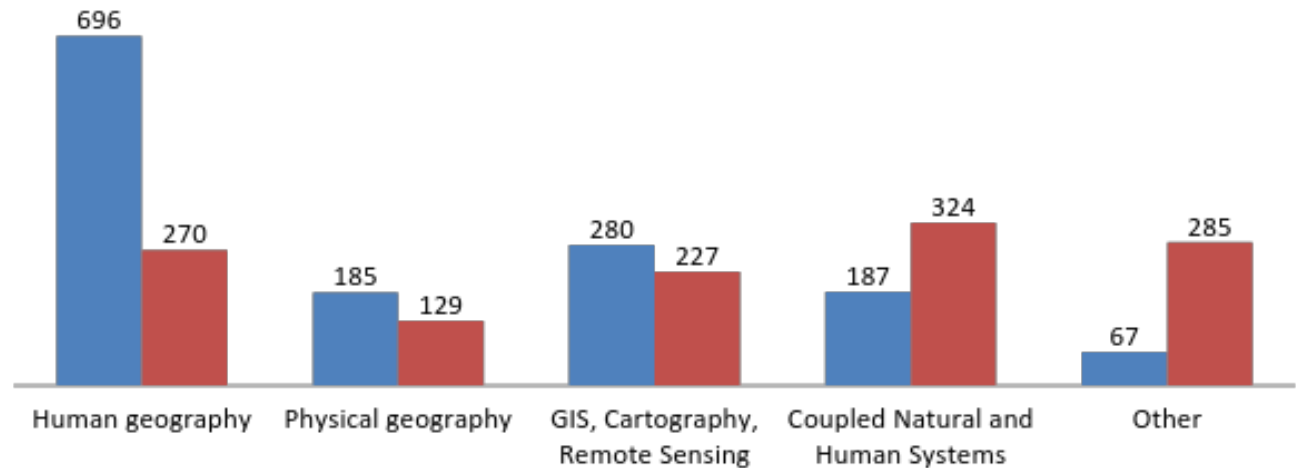
Respondent Demographics

Level of Education
N=1,972



Area of Focus
N=1,415

■ Primary focus ■ Secondary focus



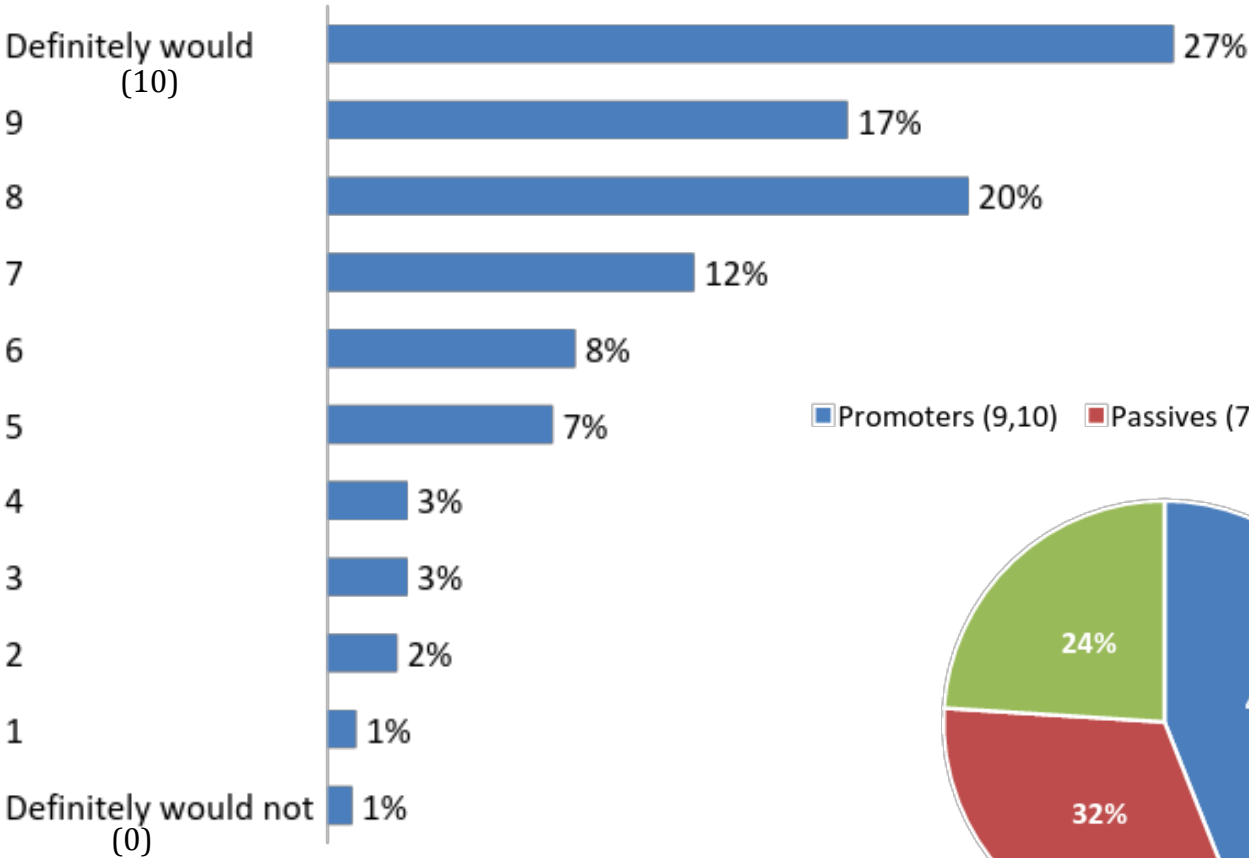
Membership Vital Signs

AAG ranks above average in terms of net promoter score, but lags in perceived value to cost and satisfaction. Interestingly, employer support is reported to be quite low for member dues and other professional support.

Net Promoter Score

How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

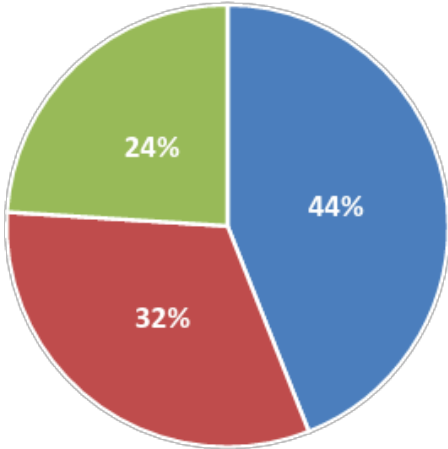
N=1,528



Net Promoter Score (NPS)=% Promoters- % Detractors

NPS = 20

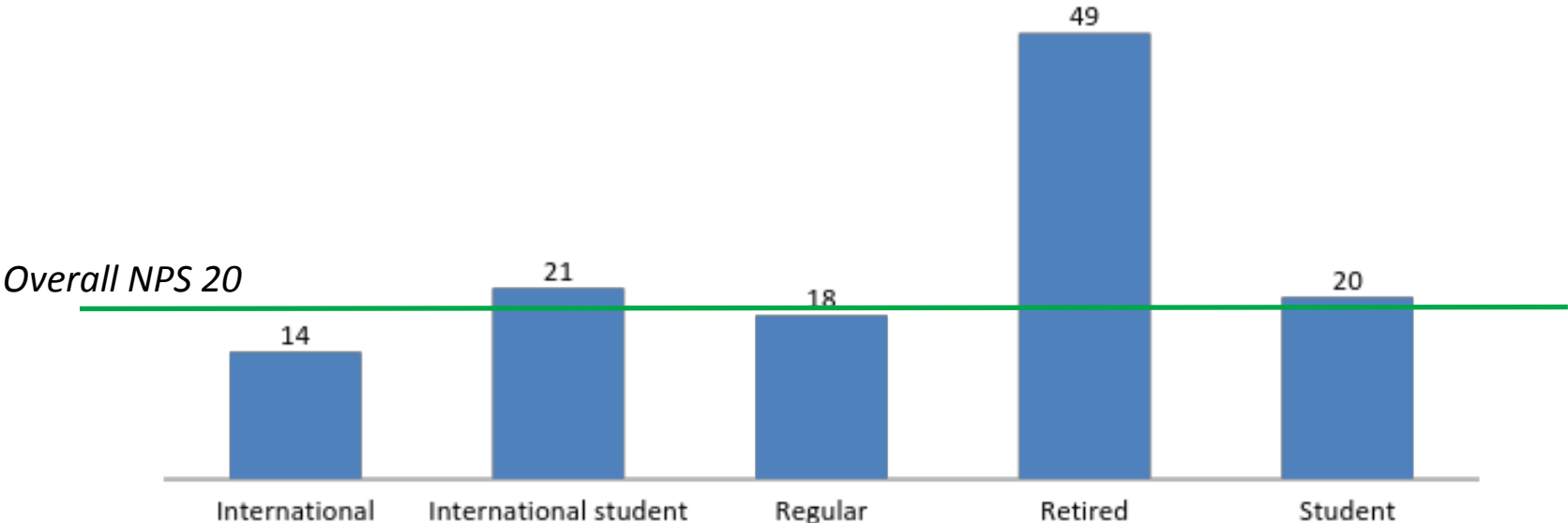
■ Promoters (9,10) ■ Passives (7,8) ■ Detractors (0-6)



Net Promoter Score

How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

by Membership Type
N=1,481

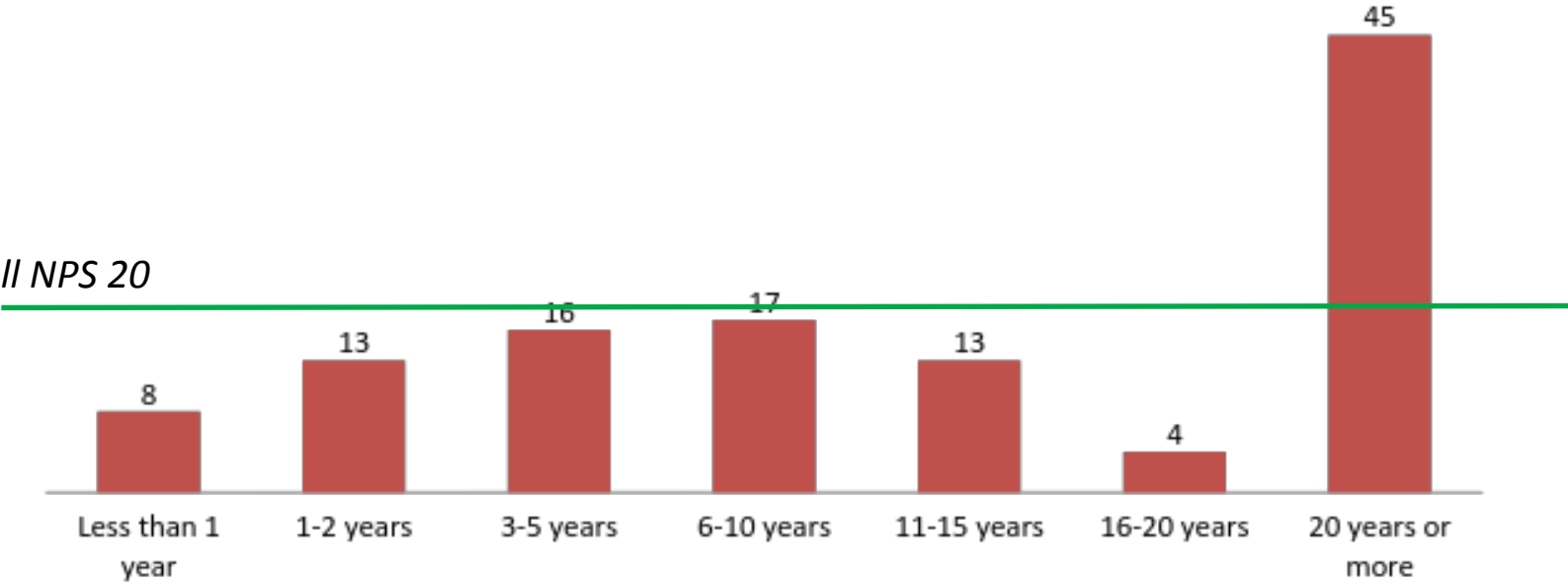


Net Promoter Score

How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

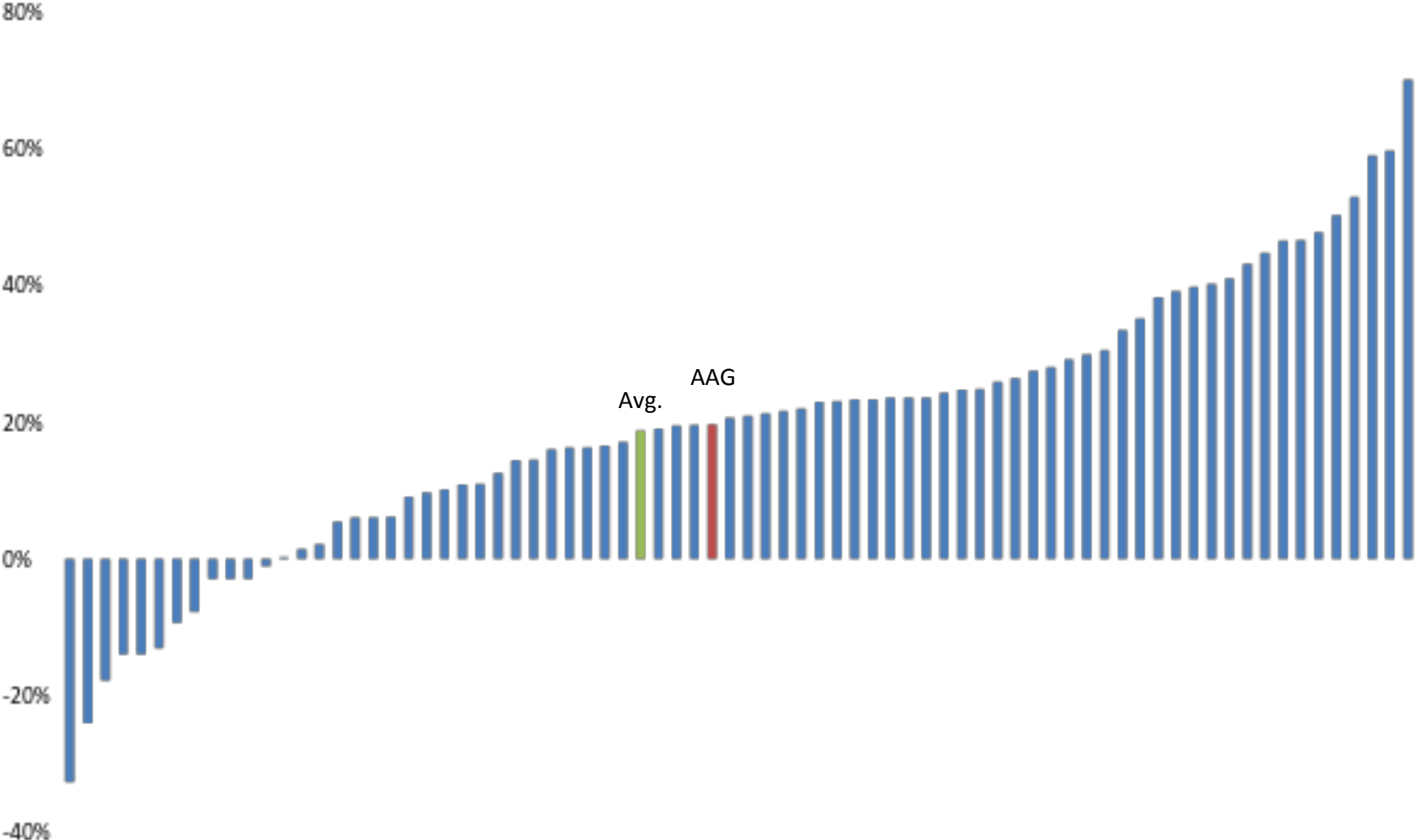
by Membership Tenure
N=1,487

Overall NPS 20



Net Promoter Score

Net Promoter Score Benchmarked

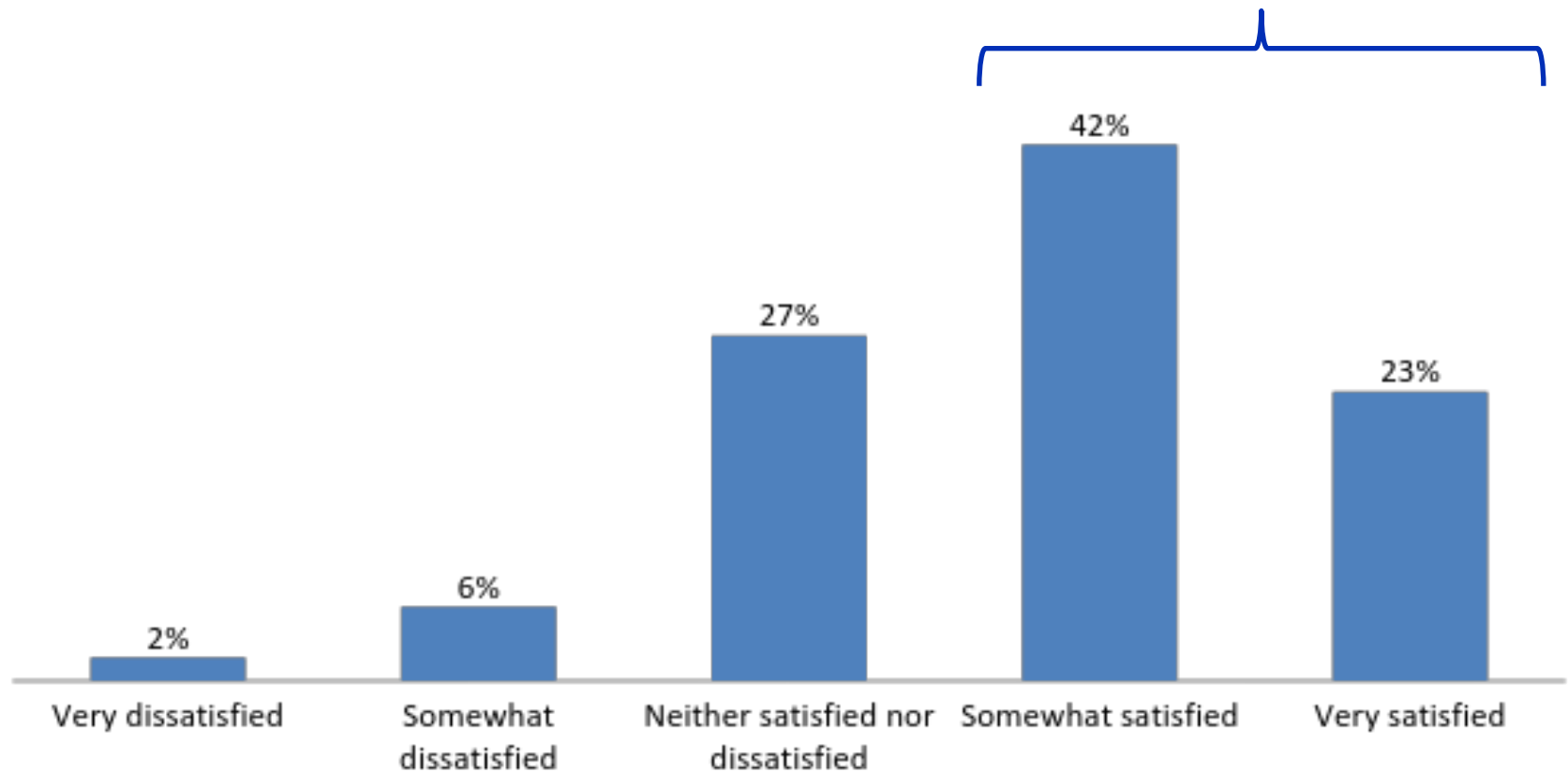


Satisfaction

Overall, how satisfied are you with your AAG membership?

N=1,587

65% Overall Satisfaction

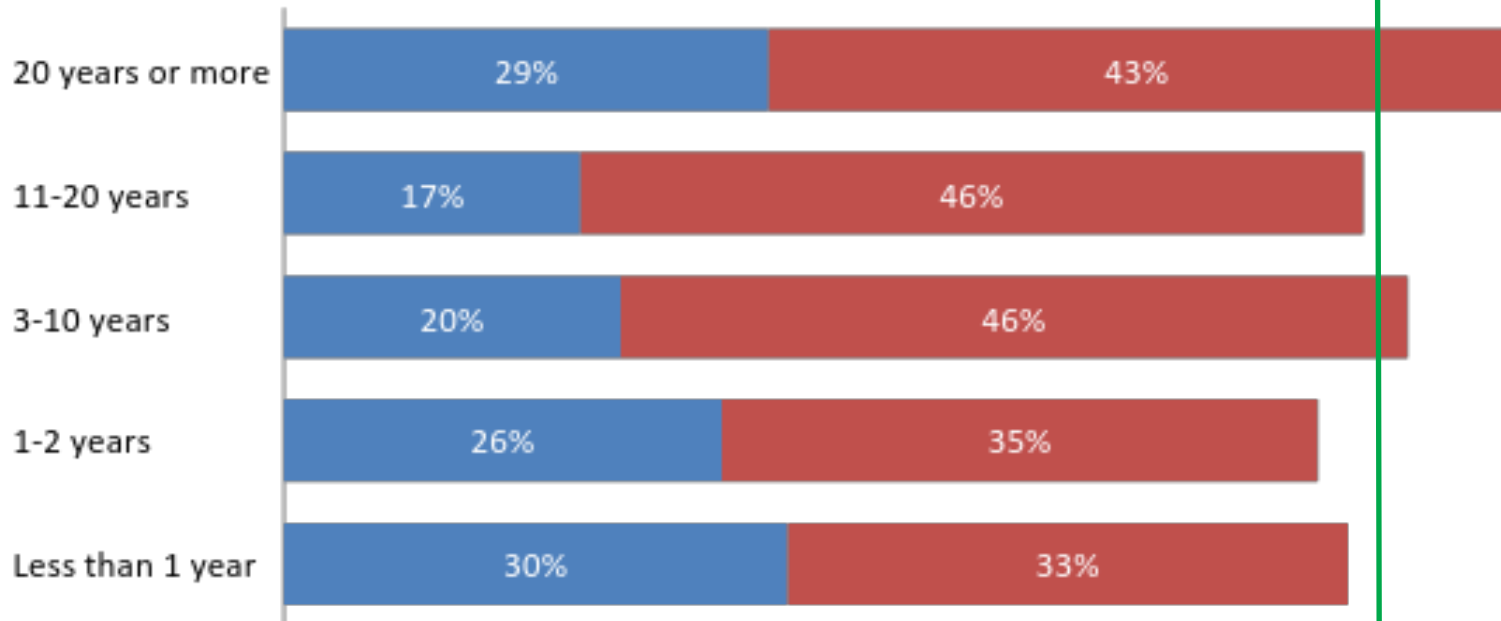


Satisfaction

Overall, how satisfied are you with your AAG membership?

By Membership Tenure
N=1,539

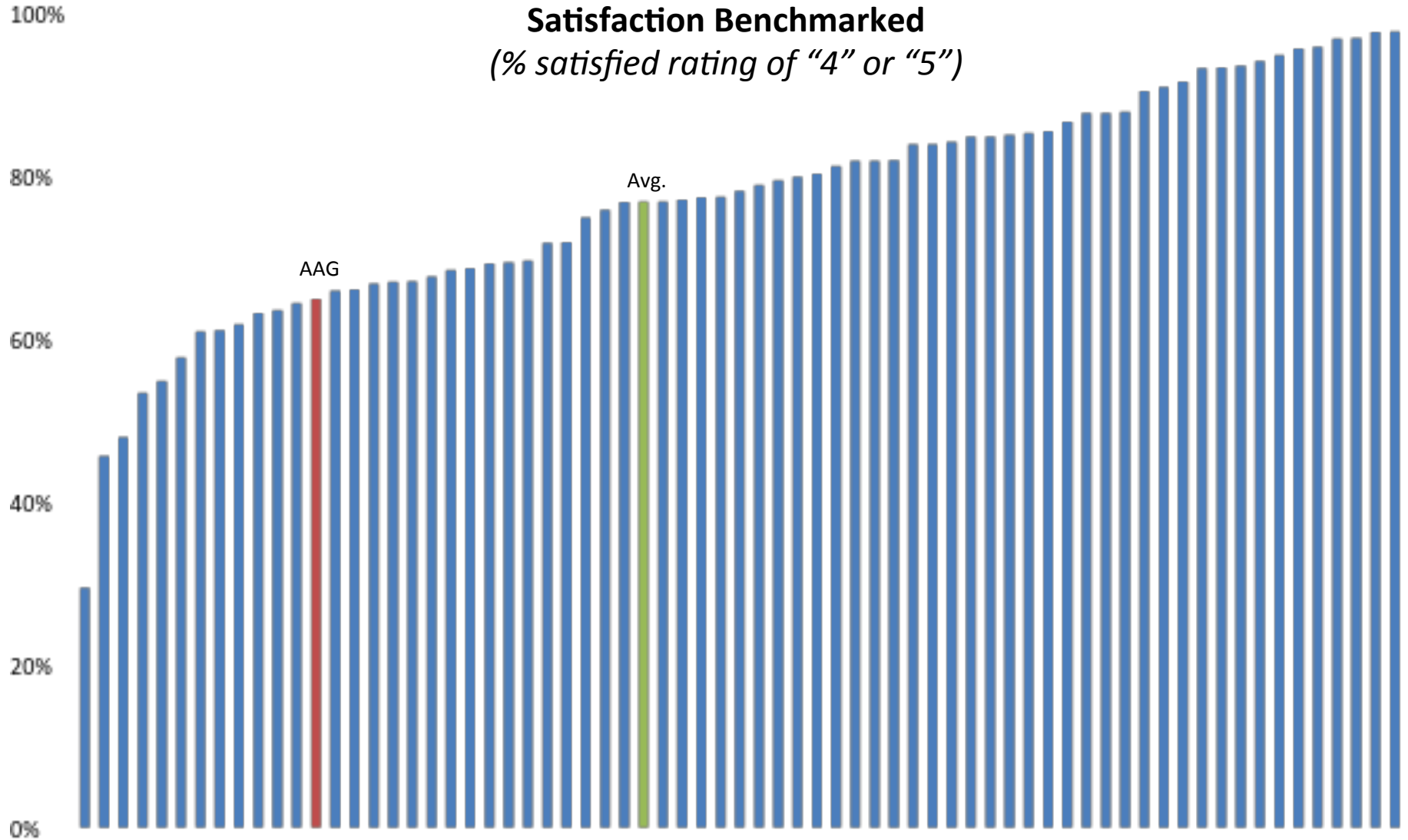
Very satisfied Somewhat satisfied



Overall average 65%

Satisfaction

Satisfaction Benchmarked
(% satisfied rating of "4" or "5")



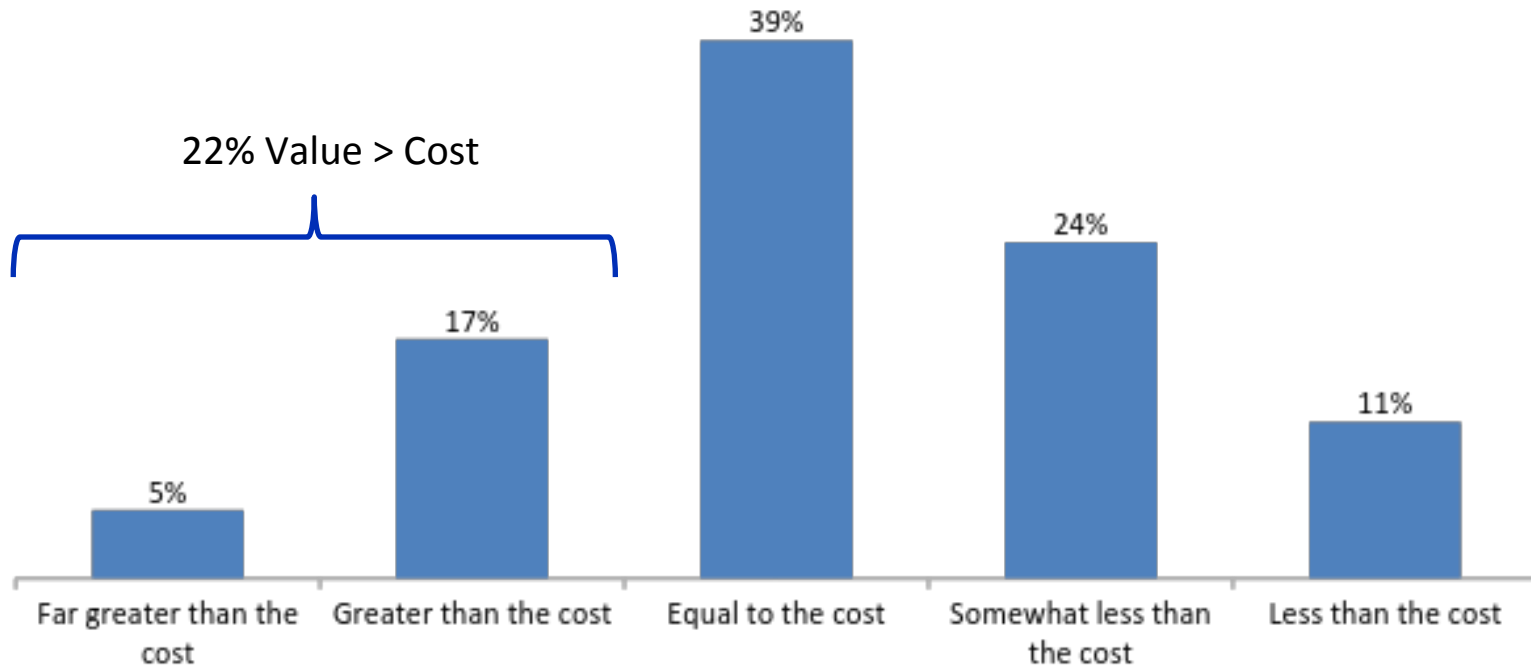
Besides AAG's longest tenured members (who show the highest NPS and satisfaction scores), satisfaction peaks for individuals in years three to ten of membership tenure, suggesting that mid-careerists are a critical audience for AAG. This is also an audience that, for many associations, can be overlooked in the focused effort to build a stronger value proposition for young professionals and the tendency to hear from and serve long-tenured members who frequently hold key volunteer leadership positions. Understanding the challenges, identifying solutions, and developing resources focused specifically on this key mid-career member segment is an important way to continue to ensure engagement and high levels of satisfaction throughout the career lifecycle (see profile matrix on slide 83 for more information).



Value v. Cost

How would you rate the value of AAG membership compared to the cost of dues?

N=1,533



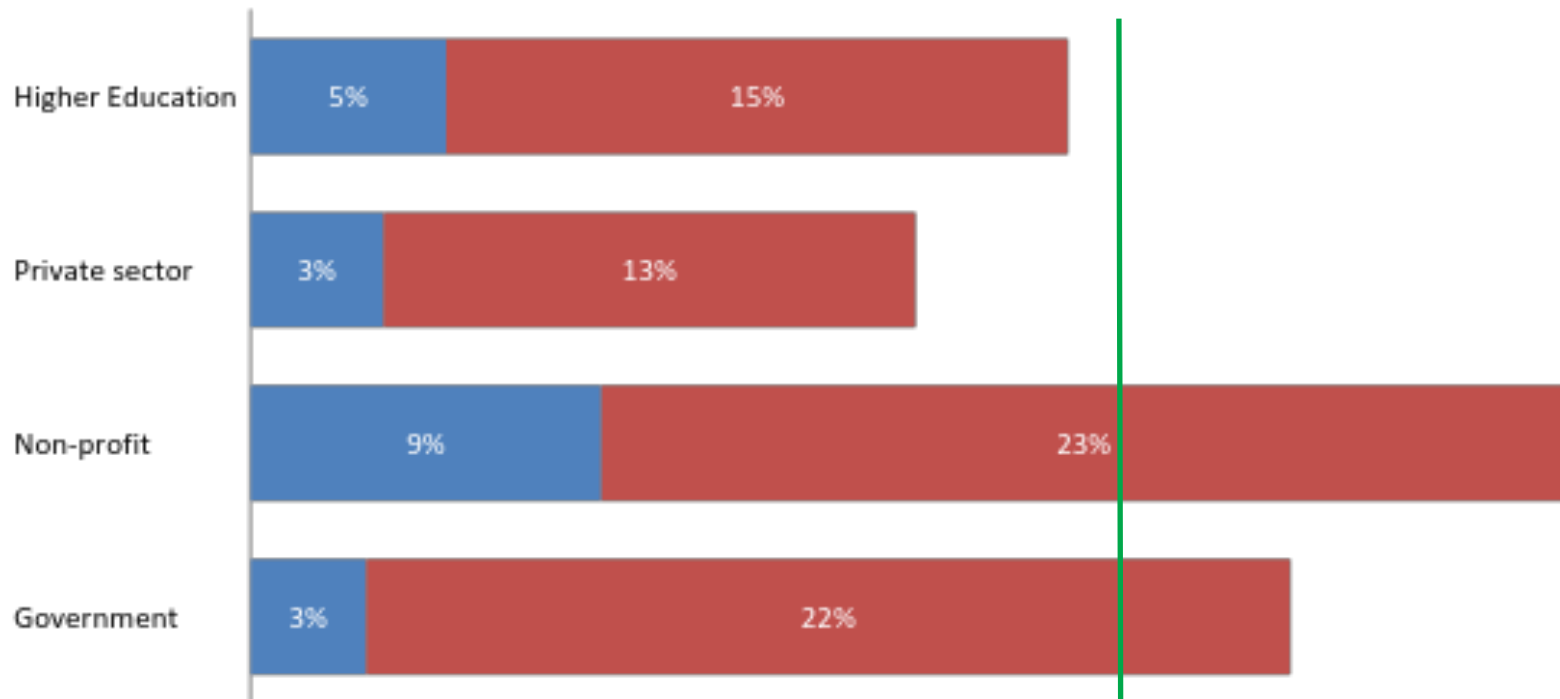
Value v. Cost

How would you rate the value of AAG membership compared to the cost of dues?

by Employment Sector

N=1,533

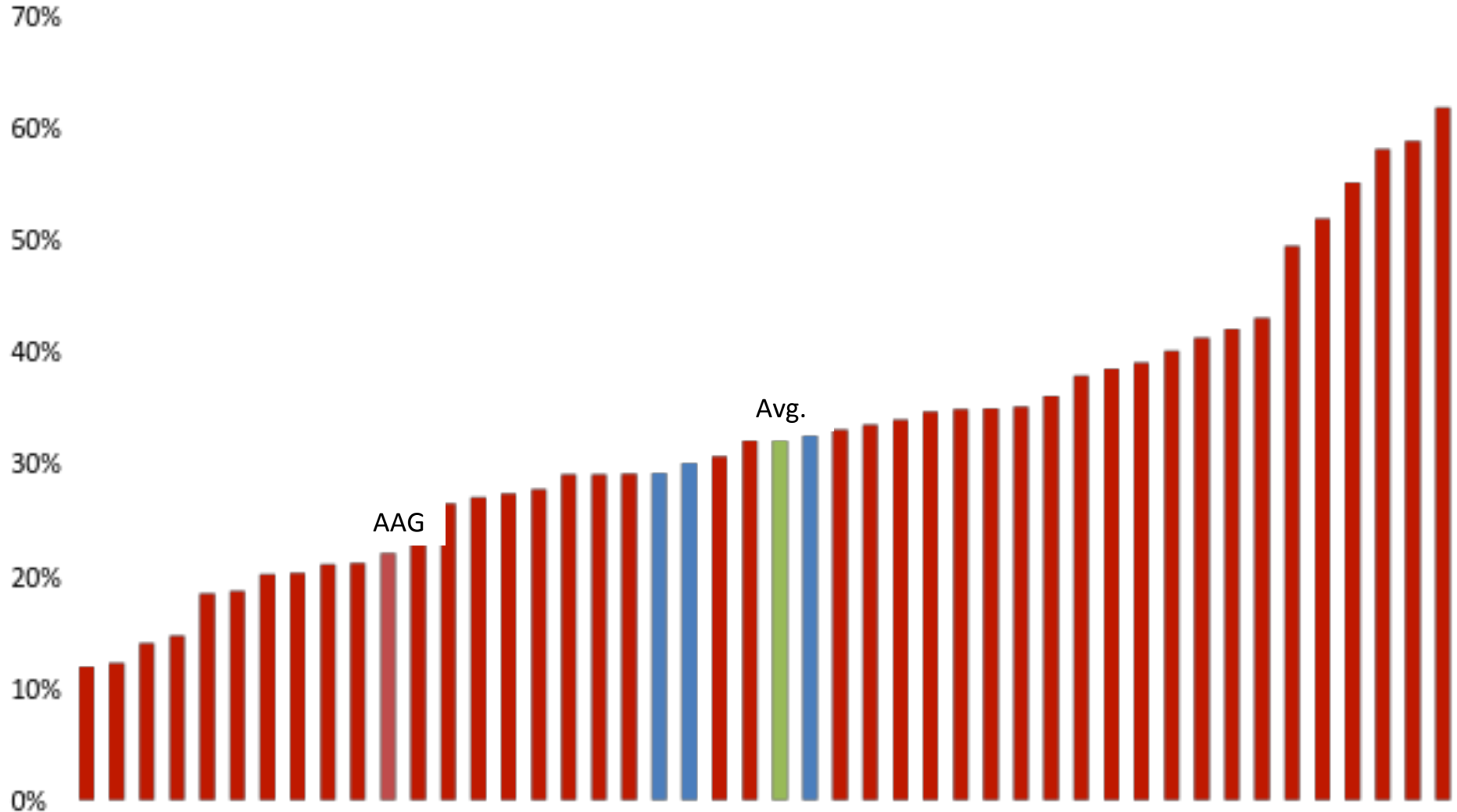
■ Far greater than the cost ■ Greater than the cost



Overall average 22%

Value vs. Cost

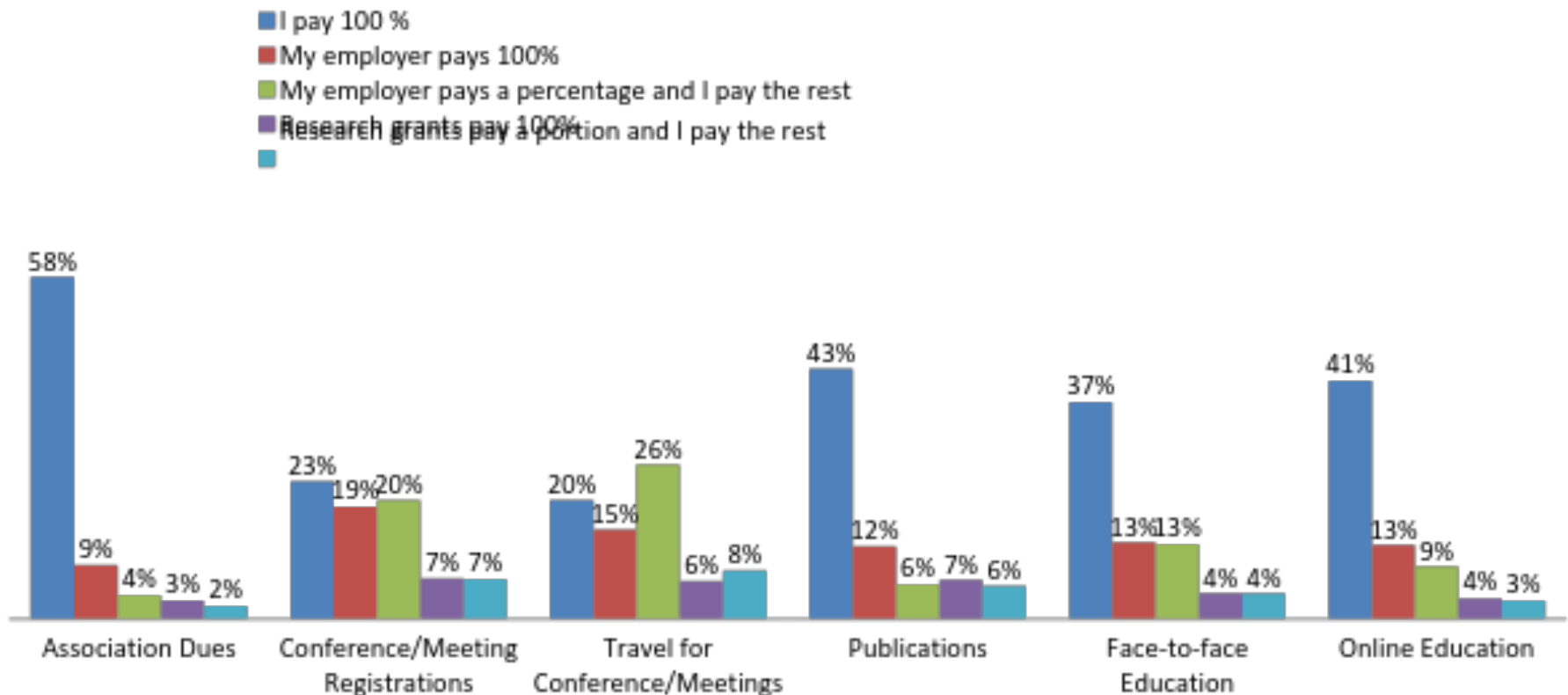
Value to Cost Benchmarked
(% value is greater than cost)



Employer Support

Which of the following best describes how these are most often paid for at your organization/institution:

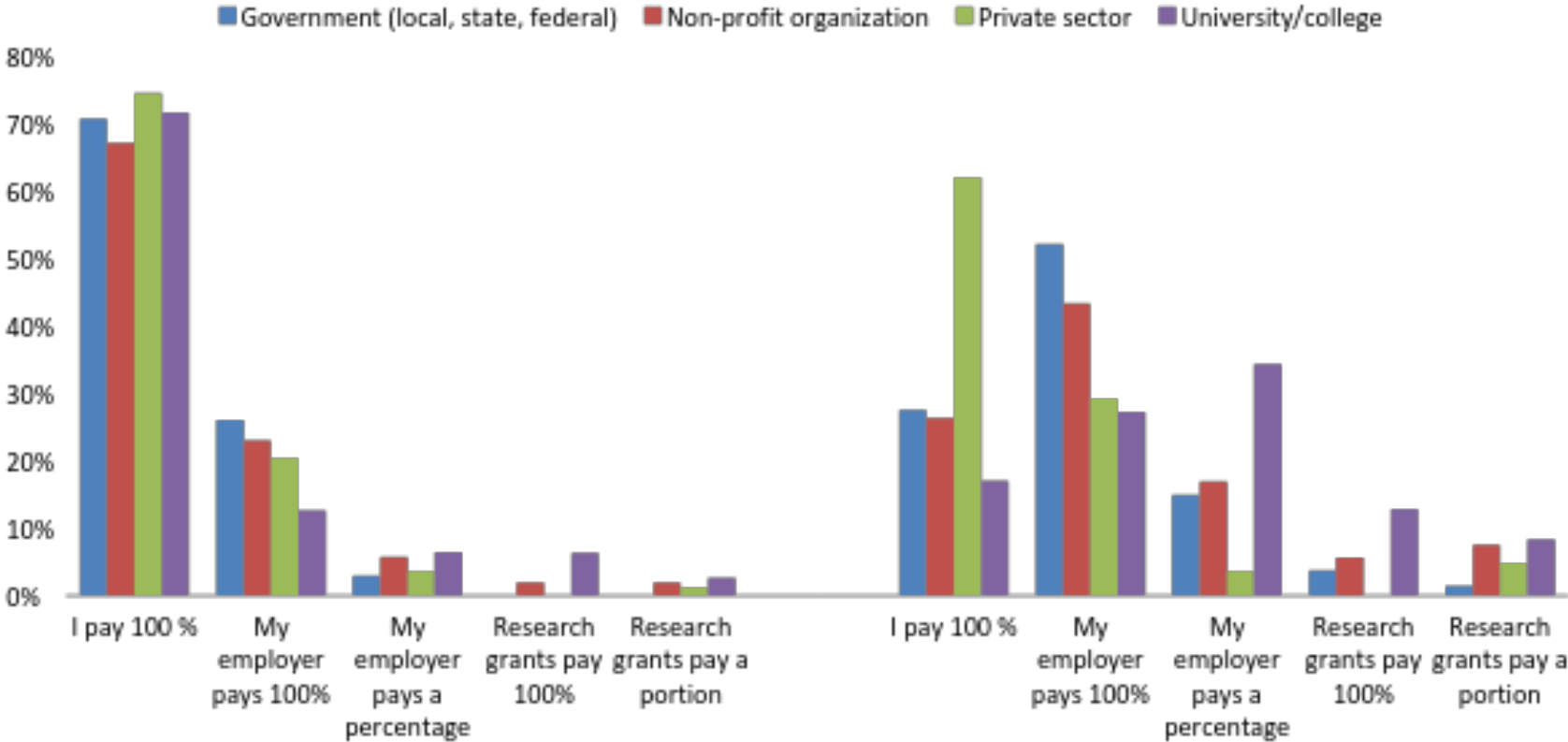
N=1,572



Employer Support

Which of the following best describes how these are most often paid for at your organization/institution:

by Employment Sector
N=1,572



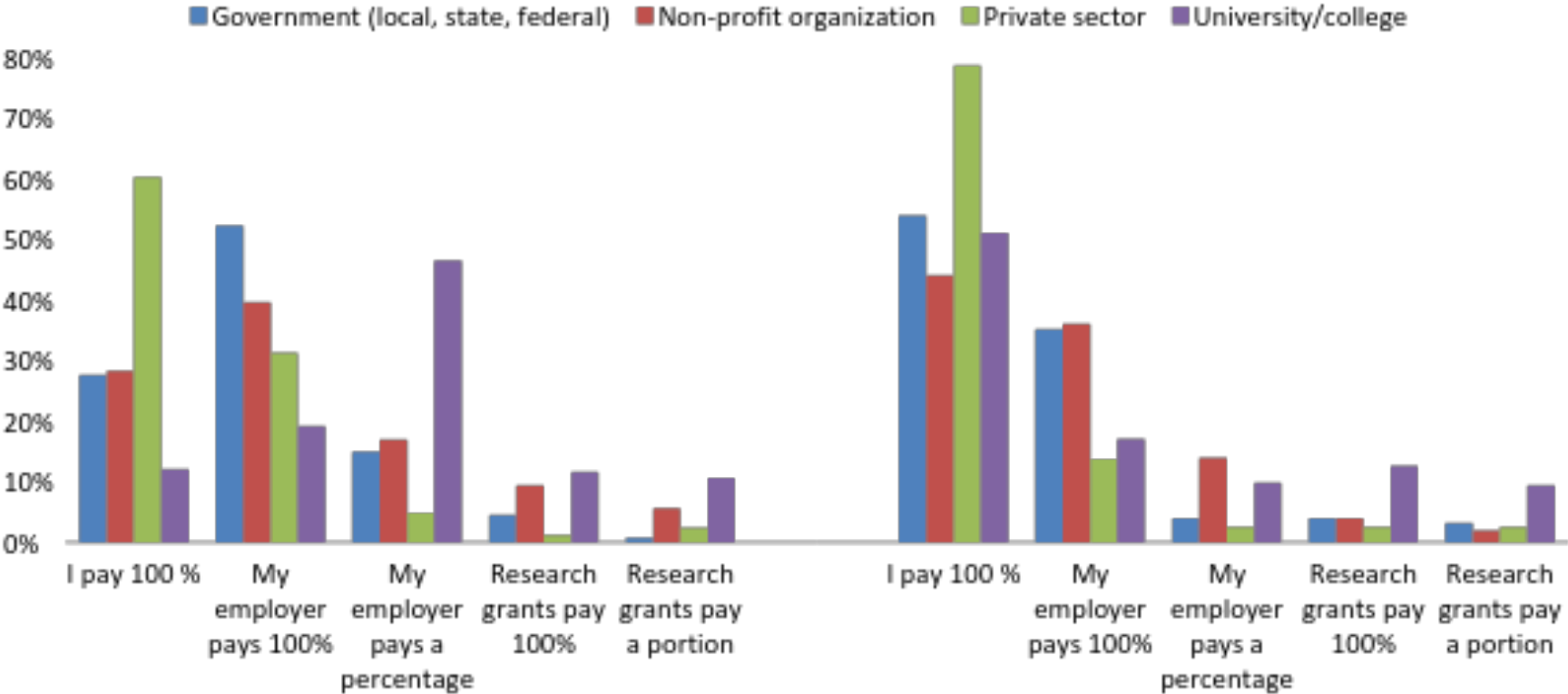
Association dues

Conferences

Employer Support

Which of the following best describes how these are most often paid for at your organization/institution:

by Employment Sector
N=1,572



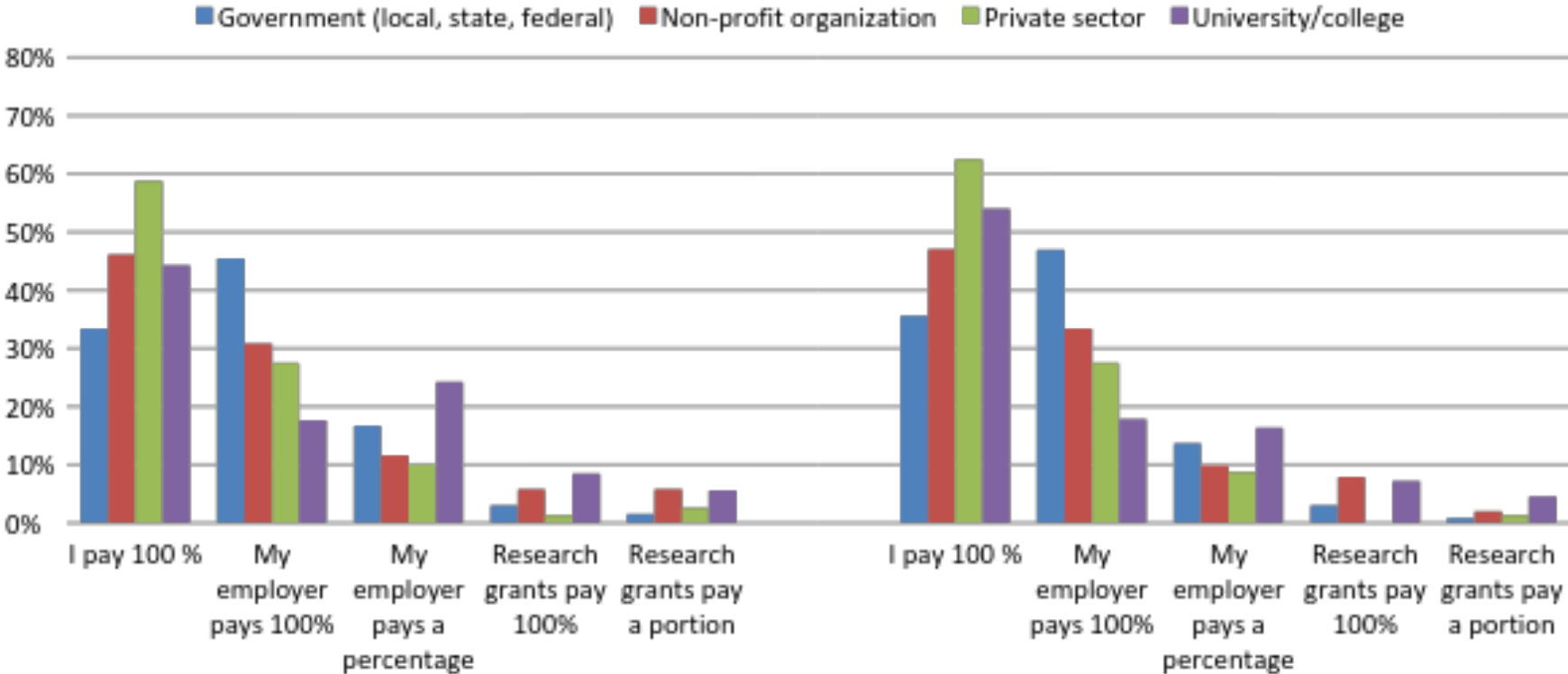
Travel for conferences

Publications

Employer Support

Which of the following best describes how these are most often paid for at your organization/institution:

by Employment Sector
N=1,572



Face-to-face education

Online education



Research often shows a direct correlation between employer support and satisfaction, perceived value, and other important engagement indicators. The reported low level of employer support for AAG’s key stakeholders is surprising and an important trend to monitor and consider in future decision-making around pricing, positioning, and even the dues structure. AAG must demonstrate high levels of sensitivity to cost (e.g., Annual Meeting location), incorporate strong evidence of the ROI or impact of participation, and carefully avoid the perception of “nickel-and-diming” (e.g., the specialty and affinity group add-on dues.)



And while the AAG dues structure could be perceived as highly cost-sensitive since it's based on ability to pay (gross income), it's an uncommon dues structure in the association community and could evoke reactions such as frustration with pay gaps or unfair dues assessments without any correlation to value received. This concern is especially pronounced when considering the dues structures of other associations that AAG members turn to on a regular basis, such as AGU (with its highly innovative and affordable dues model), NCGE (simple, single rate membership) and other associations.

Member Perceptions

Networking and access to meetings are primary drivers in the decision to join, while the Annual Meeting and specialty groups rank highest in importance among AAG's major benefits and services. The Annual Meeting and specialty groups also received the highest opportunity scores.

Decision to Join

Which of the following contributes most significantly to your decision to join/renew membership in AAG?

N=1,587 responses



Decision to Join

Which of the following contributes most significantly to your decision to join/renew membership in AAG?

by Professional Tenure
N=1,451

■ Less than 1 year ■ 1 to 5 years ■ 6 to 10 years ■ 11 to 20 years ■ 21 years or more

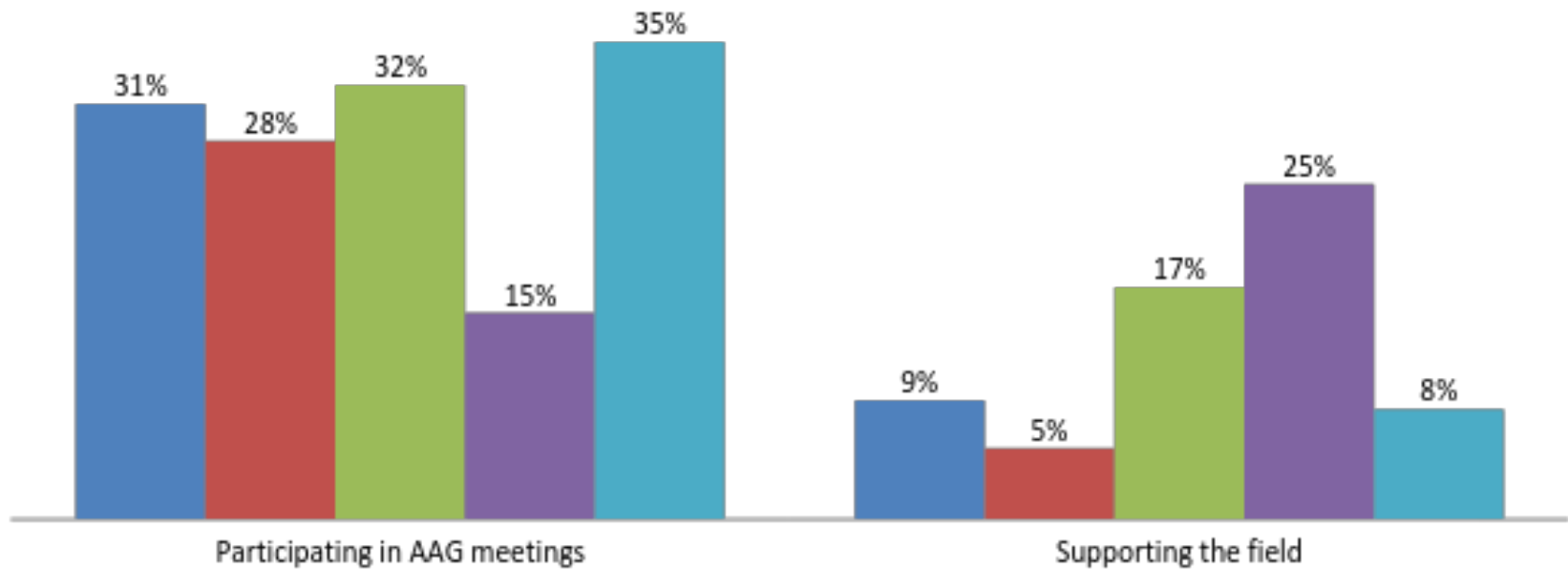


Decision to Join

Which of the following contributes most significantly to your decision to join/renew membership in AAG?

by Membership Category
N=1,587

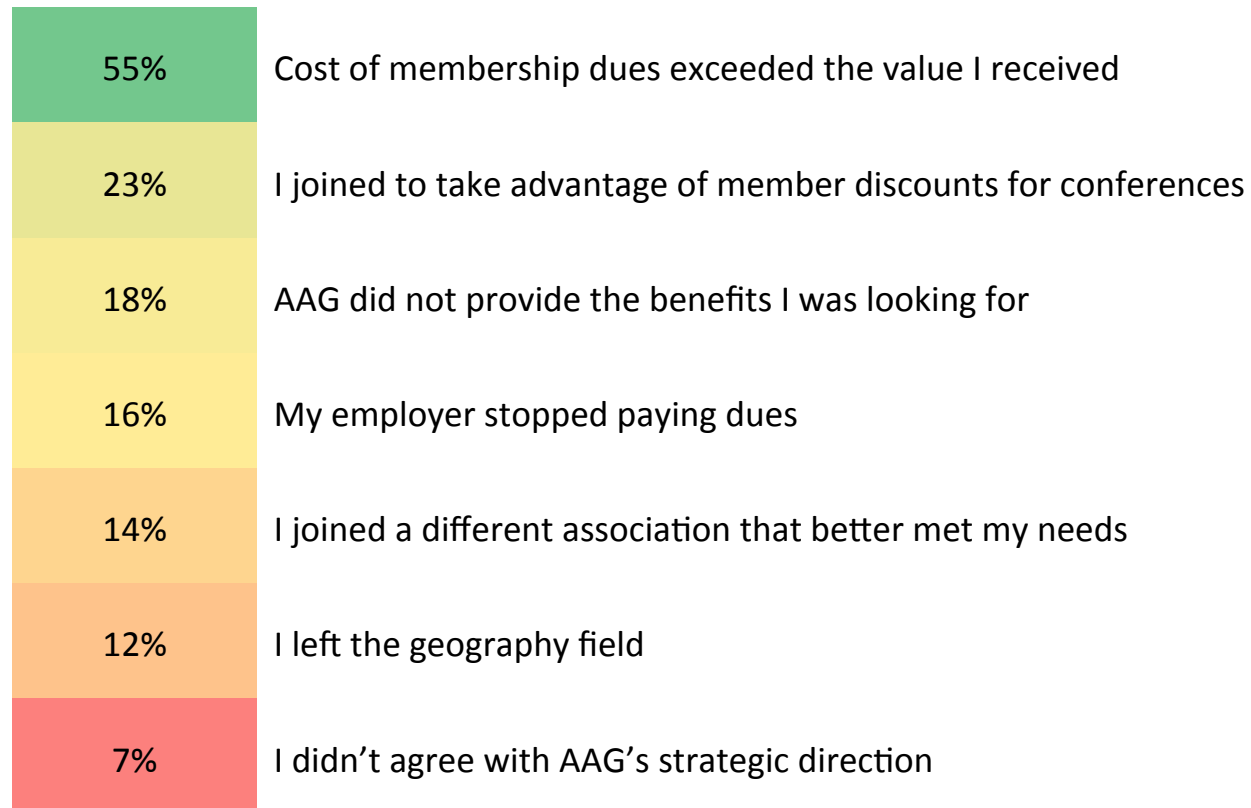
International member International student member Regular member Retired member Student member



Decision to Lapse

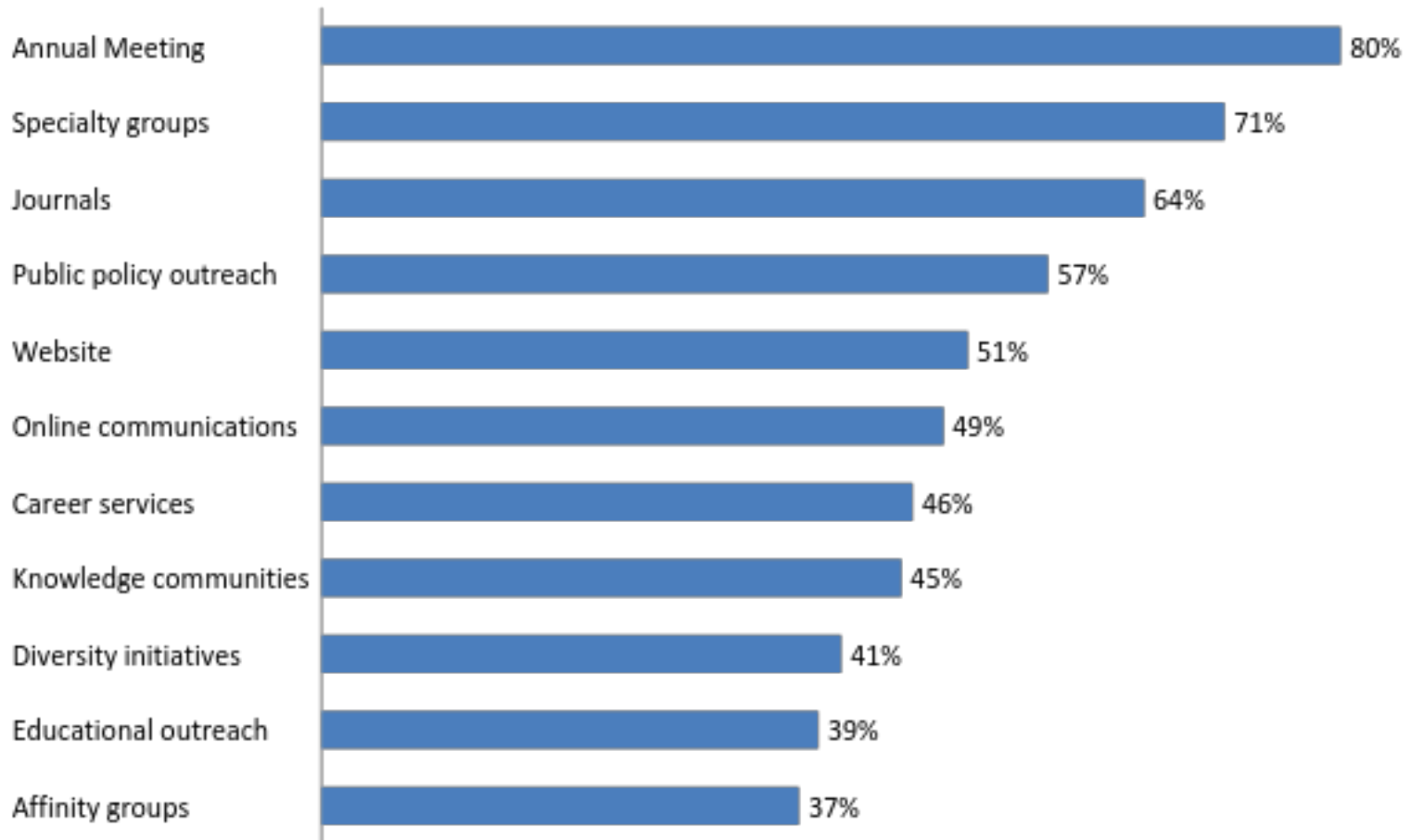
Which of the following factors contributed to your decision to allow your AAG membership to lapse?

N=354



Importance of Benefits/Services

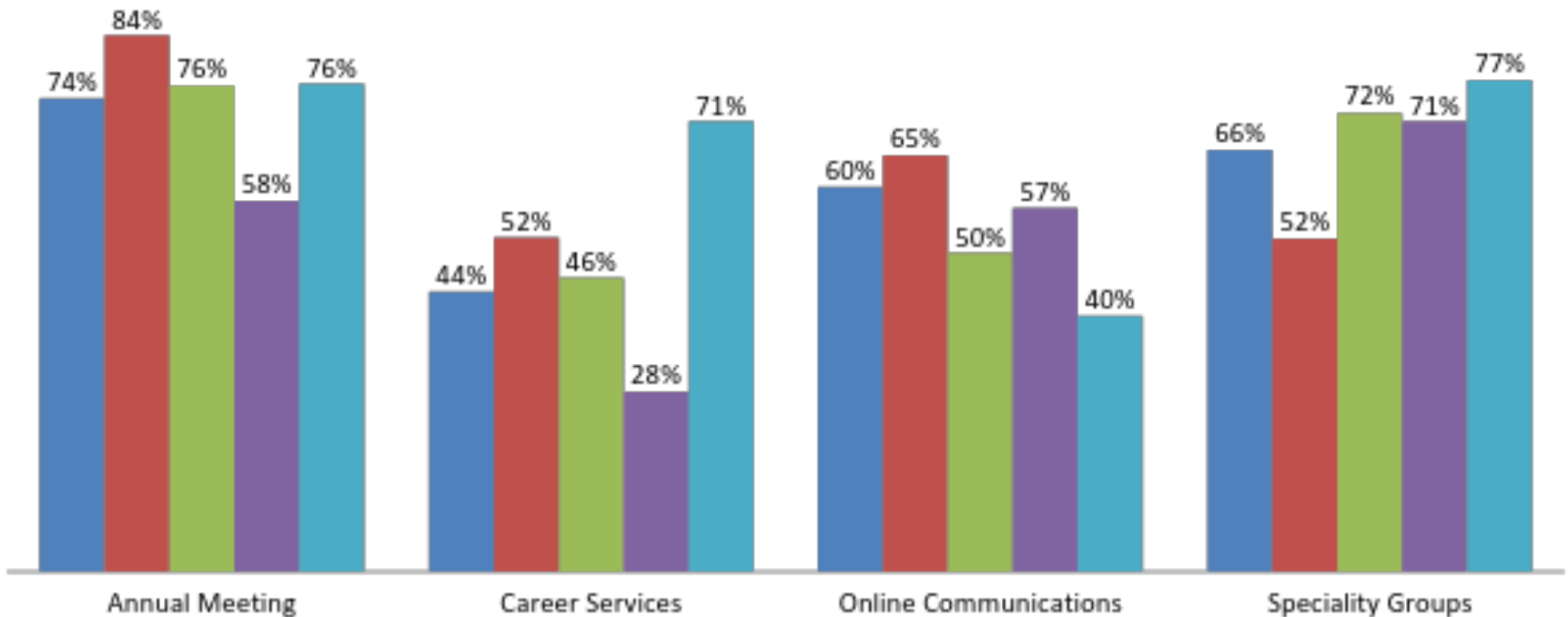
Importance of AAG Benefits and Services
(% extremely and somewhat important)
N=1,515



Importance of AAG Benefits and Services (% extremely and somewhat important)

by Membership Category
N=1,515

■ International member ■ International student member ■ Regular member ■ Retired member ■ Student member





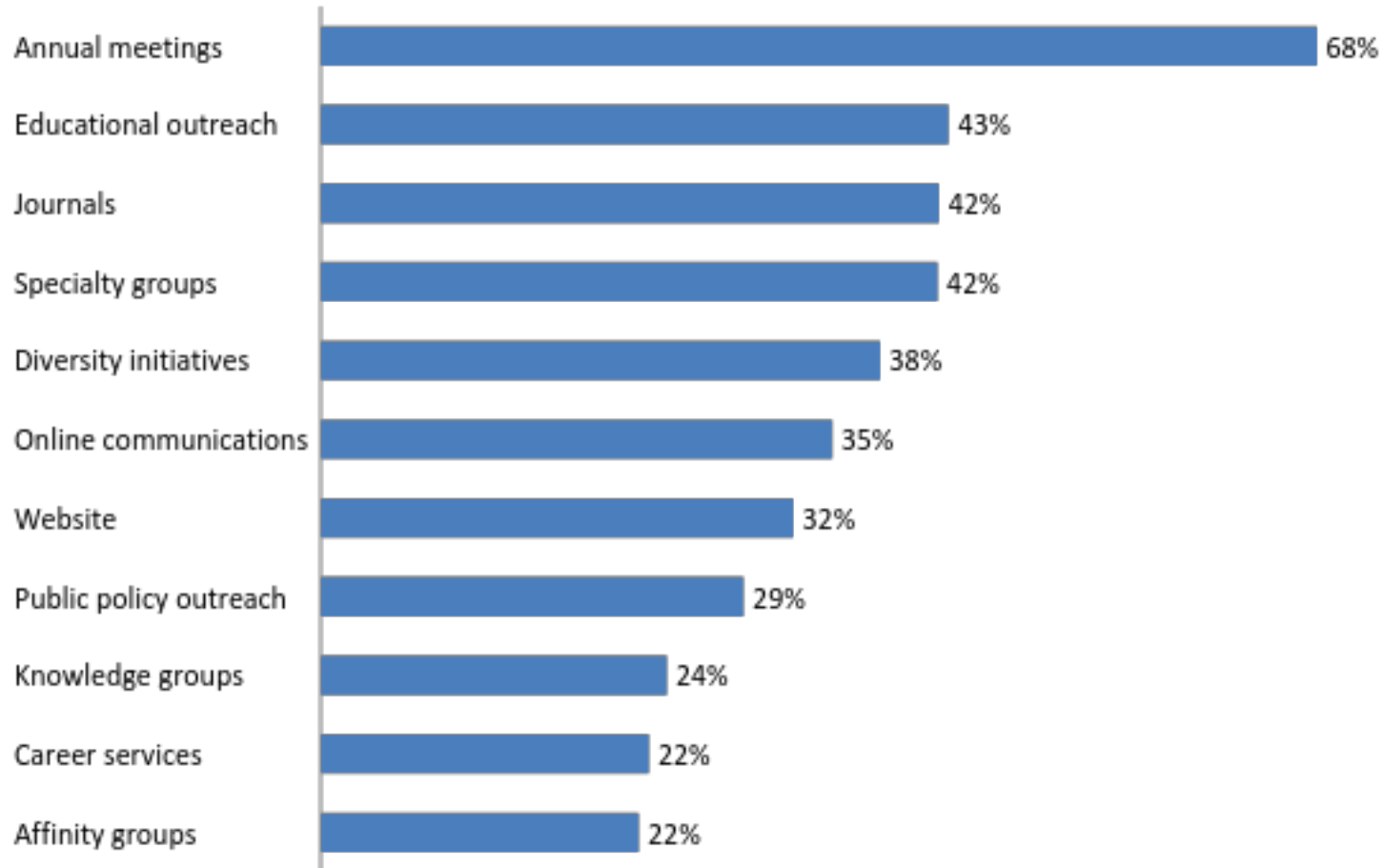
Community is a critical component of the AAG membership value proposition, appearing in the study as a driver in the decision to join. This sense of community is most likely delivered through AAG’s top ranked benefits and services—the Annual Meeting and specialty groups—since they are ideal venues for both face-to-face and virtual community building. Positioning AAG’s resources as a means for accessing peers and thought leaders and highlighting the community aspect of the member value proposition is important to bridge member and prospect expectations with AAG resources.

Satisfaction of Benefits/Services

Satisfaction of AAG Benefits and Services

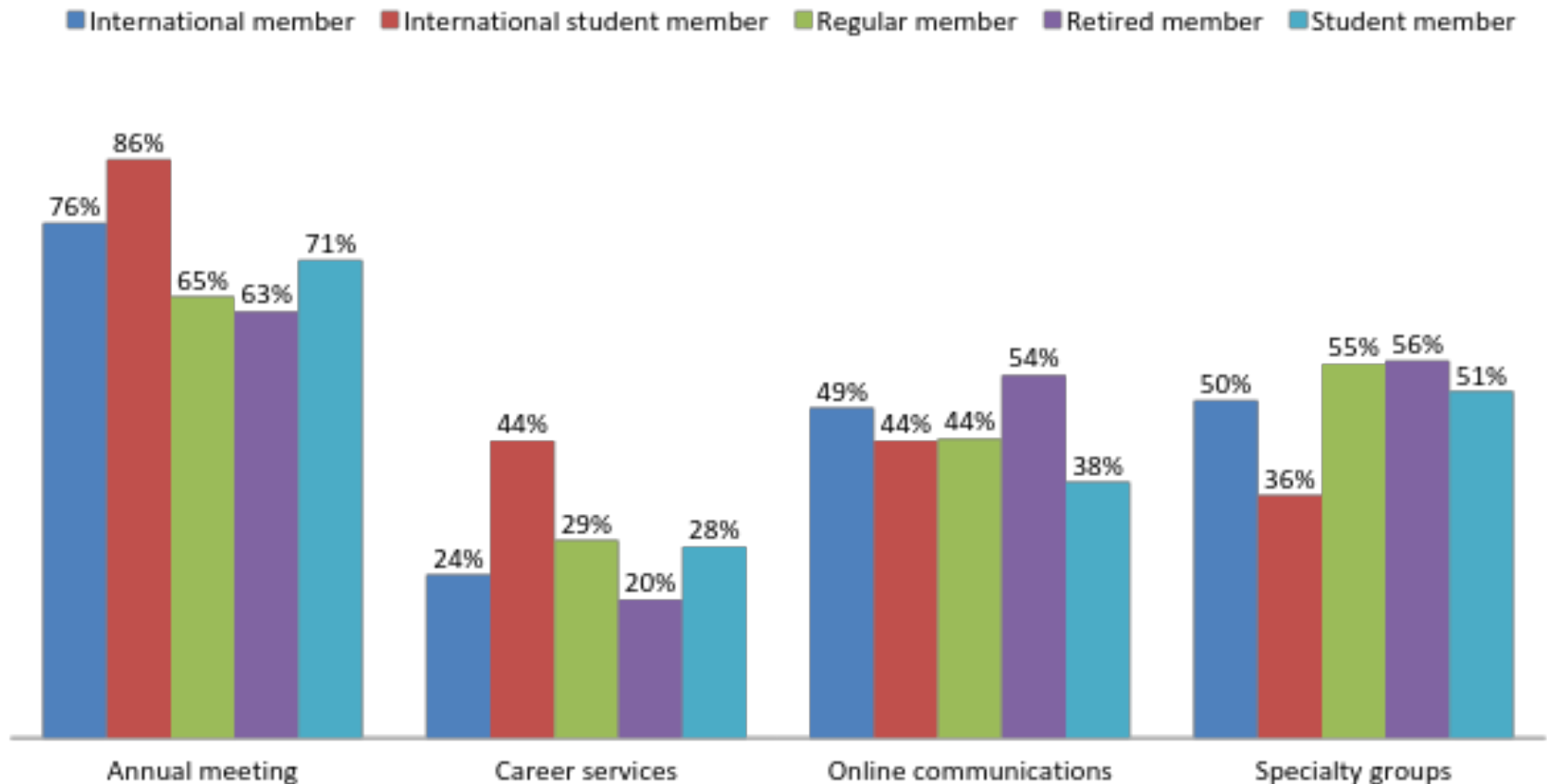
(% extremely and somewhat important)

N=1,445



Satisfaction of AAG Benefits and Services (% extremely and somewhat important)

by Membership Category
N=1,445



Not surprisingly, individuals have different expectations and perceptions of AAG and its benefits and services. Incorporating greater segmentation into communications and ensuring that specific segments can quickly and easily find the resources that are most relevant to them will strengthen the value proposition. (Note: A more detailed summary of the distinct segments is provided on slides 83 -86.)



Opportunity Analysis

Members were asked to rank a series of benefits and services according to their importance and satisfaction on a 10-point scale where 10 represented “extremely important/satisfied” and 1 represented “not at all important/satisfied.”

By using a method of analysis known as the “Opportunity Algorithm,” we can identify the factors where AAG has the greatest opportunity to create value based on expressed member needs.

The analysis is based on the importance/satisfaction questions posed to members in the electronic survey, and the algorithm is expressed as:

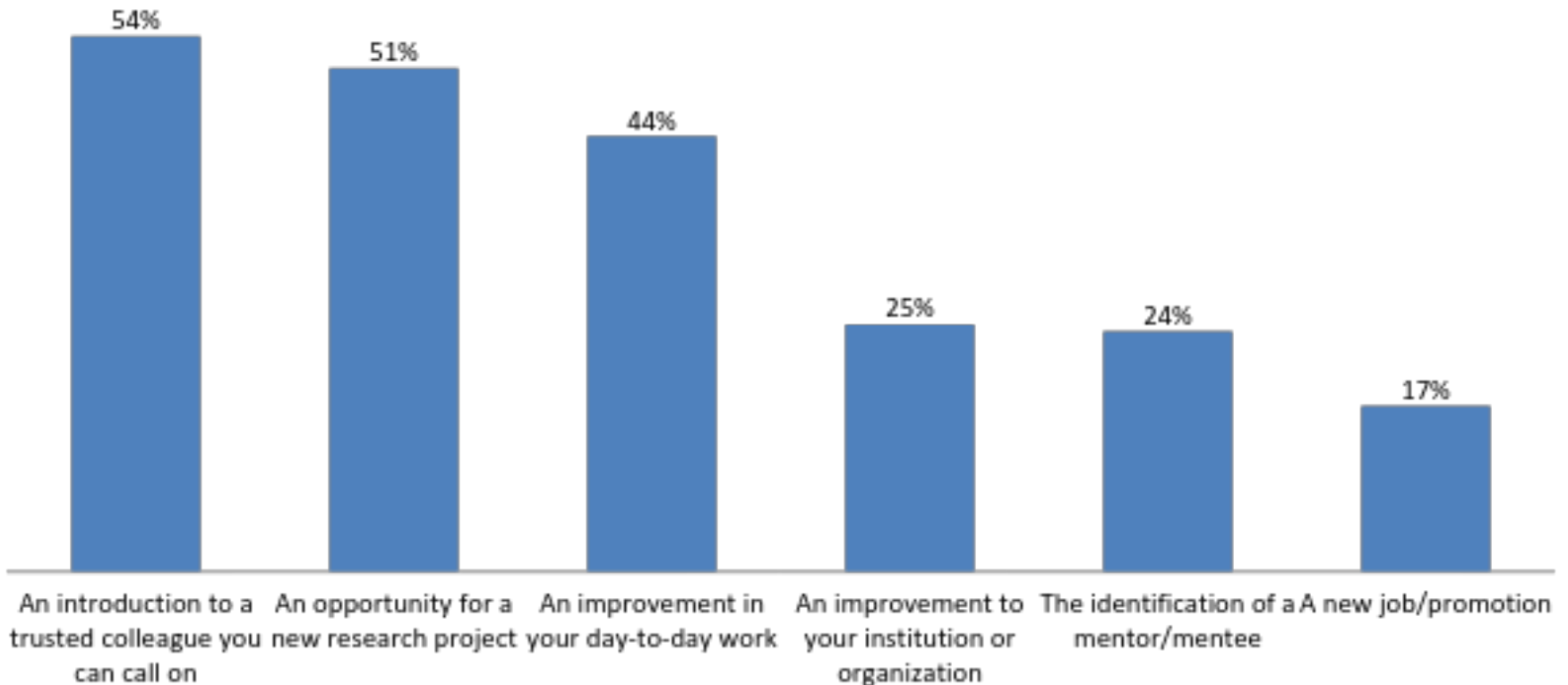
$$\text{Opportunity} = \text{Importance} + (\text{Importance} - \text{Satisfaction})$$

Opportunity Analysis

$$\text{Opportunity} = \text{Importance} + (\text{Importance} - \text{Satisfaction})$$

	Importance	Satisfaction	Gap	Opportunity Score
Annual meeting	4.24	3.82	0.42	4.66
Specialty groups	3.92	3.74	0.18	4.10
Journals	3.78	3.70	0.08	3.85
Public policy outreach	3.57	3.44	0.13	3.70
Website	3.44	3.38	0.06	3.50
Career services	3.33	3.29	0.04	3.37
Online communications	3.36	3.49	0.00	3.36
Knowledge communities	3.34	3.31	0.02	3.36
Diversity initiatives	3.15	3.21	0.00	3.15
Educational outreach	3.13	3.31	0.00	3.13
Affinity groups	3.12	3.29	0.00	3.12

Has your involvement in AAG ever led to:
N=1,191



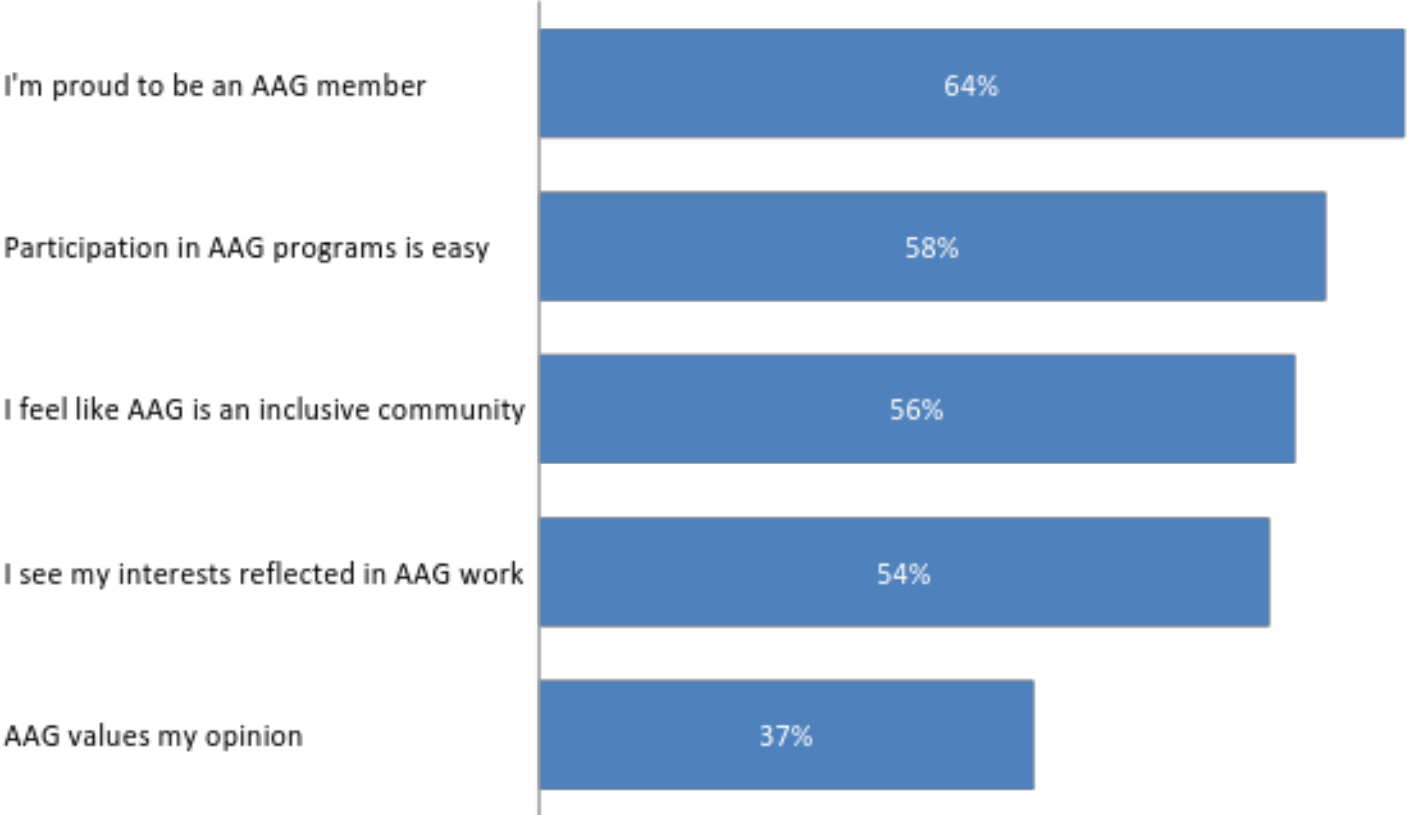


AAG's impact factor is strong, with over 50% of survey participants reporting that they had made a lasting connection with a trusted colleague or gained an opportunity for a new research project as a result of AAG membership. Highlighting the value of participation with evidence or peer testimonials (particularly in relation to top expectations of membership, such as networking) is a way to compel greater involvement.

One in two respondents noted that they perceived AAG to be an inclusive community. Although this number may be lower than ideal, there were no specific audience segments that reported feeling unwelcome. Respondents were less likely to report that AAG valued their opinions.

Perceptions of AAG

How would you rate your agreement with the following statements?
(% Strongly Agree and Agree)
N=1,393 CURRENT MEMBERS



How would you rate your agreement with the following statements?

(% Strongly Agree and Agree)

CURRENT MEMBERS

	African American/ Black	Asian/ Pacific Islander	American Indian/ Alaskan Native*	Caucasian/ White	Hispanic/ Latino	Multi-ethnic	Other
	N=48	N=91	N=5	N=841	N=43	N=22	N=38
I'm proud to be an AAG member	81%	73%	40%	65%	60%	59%	72%
I feel like AAG is an inclusive community	65%	62%	60%	57%	53%	36%	53%
AAG values my opinion	59%	47%	40%	36%	33%	36%	38%
I see my interests reflected in AAG work	69%	69%	0%	53%	56%	43%	63%
Participation in AAG programs is easy	67%	64%	100%	63%	55%	65%	61%

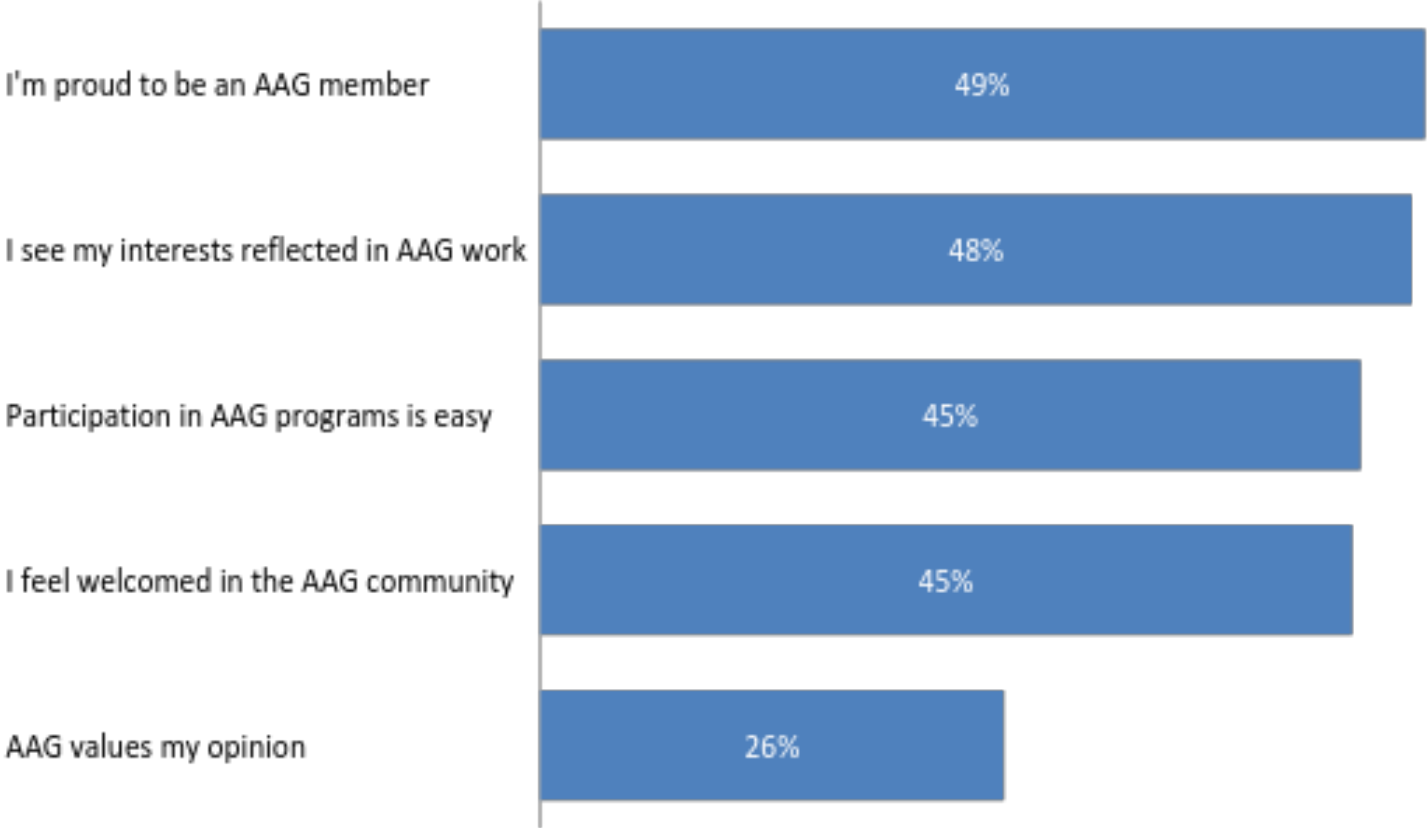
**Low response rate*

How would you rate your agreement with the following statements?
 (% Strongly Agree and Agree)
CURRENT MEMBERS

	LGBTQ	Persons living with disabilities
	N=89	N=49
I see my interests reflected in AAG work	48%	47%
Participation in AAG programs is easy	45%	46%
AAG values my opinion	27%	35%
I feel like AAG is an inclusive community	43%	49%
I'm proud to be an AAG member	56%	63%

Perceptions of AAG

How would you rate your agreement with the following statements?
(% Strongly Agree and Agree)
N=338 FORMER MEMBERS



In a large professional association, members can often feel lost or under-valued. For AAG, where the Annual Meeting represents a major channel for accessing the community but the sheer size could limit interactions, it's important to develop targeted and sustained initiatives aimed at vulnerable segments (new members, first-time attendees, new to the field, non-U.S., etc.) to aid in navigation and engagement. AAG should also consider highlighting key findings from the research study to demonstrate that the association is listening and underscore that the association exists for its members.



Perceptions of AAG

How would you rate your agreement with the following statements?
 (% Strongly Agree and Agree)
PAST MEMBERS

	African American/ Black	Asian/ Pacific Islander	American Indian/ Alaskan Native*	Caucasian/ White	Multi-Ethnic*	Hispanic/ Latino	Other
	N=10	N=25	N=1	N=175	N=3	N=11	N=12
I'm proud to be an AAG member	67%	60%	100%	49%	33%	64%	67%
I see my interests reflected in AAG work	60%	50%	0%	47%	0%	55%	58%
Participation in AAG programs is easy	40%	52%	0%	43%	0%	36%	67%
I feel welcomed in the AAG community	44%	60%	0%	43%	0%	45%	36%
AAG values my opinion	20%	24%	0%	26%	0%	27%	33%

**Low response rate*

Perceptions of AAG

How would you rate your agreement with the following statements?
 (% Strongly Agree and Agree)
PAST MEMBERS

	LGBTQ	Persons living with disabilities
	N=15	N=15
I'm proud to be an AAG member	47%	67%
I feel welcomed in the AAG community	40%	60%
AAG values my opinion	27%	36%
Participation in AAG programs is easy	26%	67%
I see my interests reflected in AAG work	54%	71%

When asked to describe the current and ideal AAG, diversity and inclusivity again appeared as major themes.

The State of AAG

How would you describe AAG as it exists today?

N=877; Random Sample of 100

All encompassing (32%)

Academic (11%)

Community (11%)

Out dated (7%)

Bureaucratic (7%)

Not diverse (4%)

Too large (4%)

How would you describe the ideal role of AAG in the future?

N=817; Random Sample of 100

More diverse (11%)

Show more inclusivity (10%)

Less academic-oriented (8%)

More engaged (8%)

Advocate more (7%)

At the forefront of the field (6%)

More professional development (5%)

Contingent Faculty

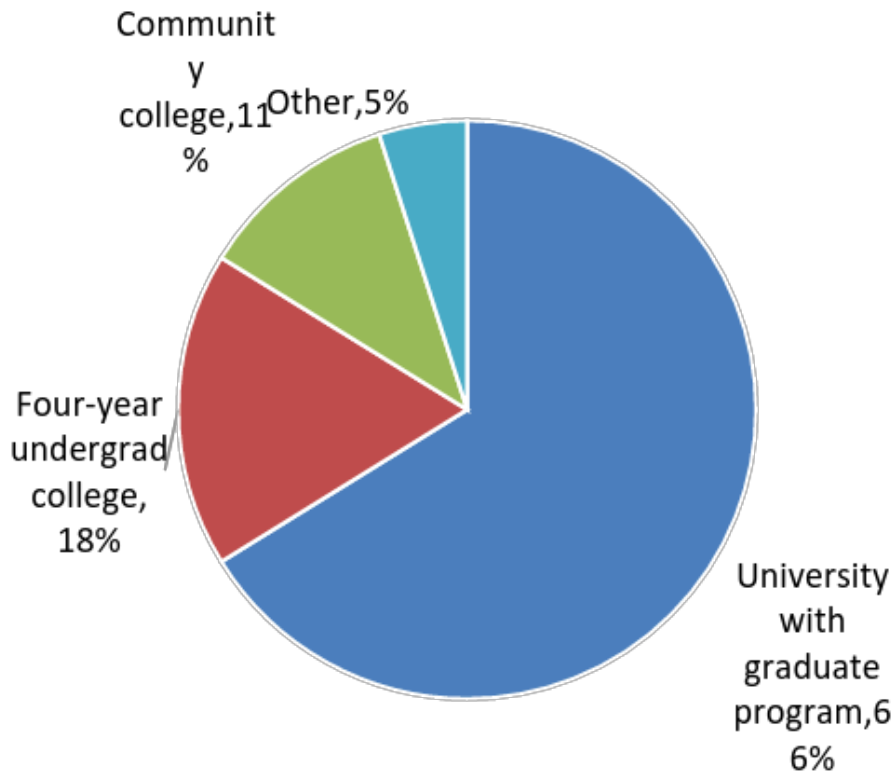
Contingent faculty report holding their positions out of necessity rather than choice, with only one in three respondents participating in a union and many seeking permanent contracts or more formal career support from their institutions. And while the majority of respondents teach at only one institution, compensation for extracurricular activities is low.

Contingent Faculty = Full time, non-tenure track and part-time faculty
N=149; 15% of respondents

Work Setting

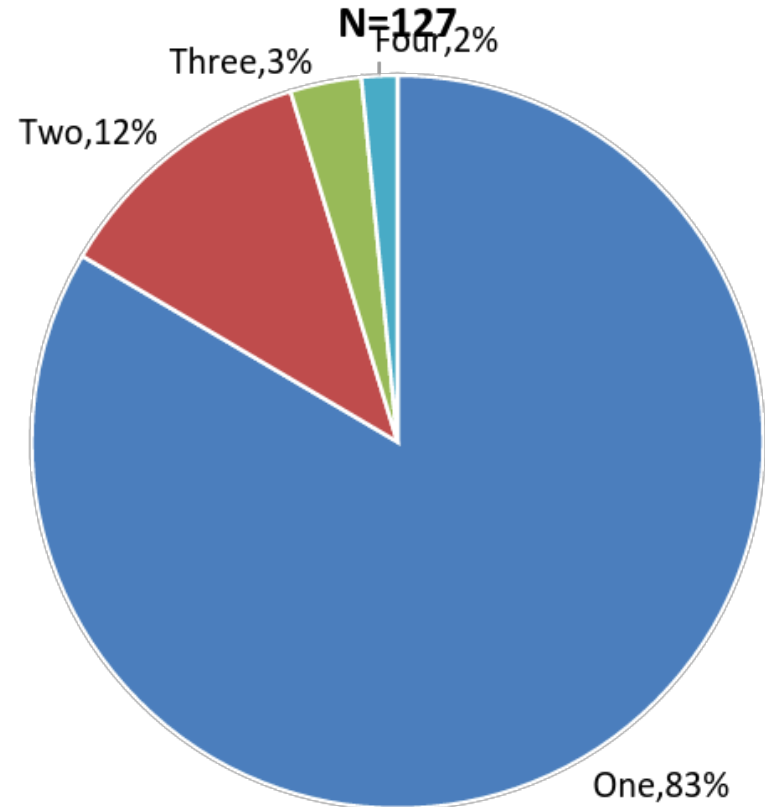
At which types of institutions
do you teach?

N=142



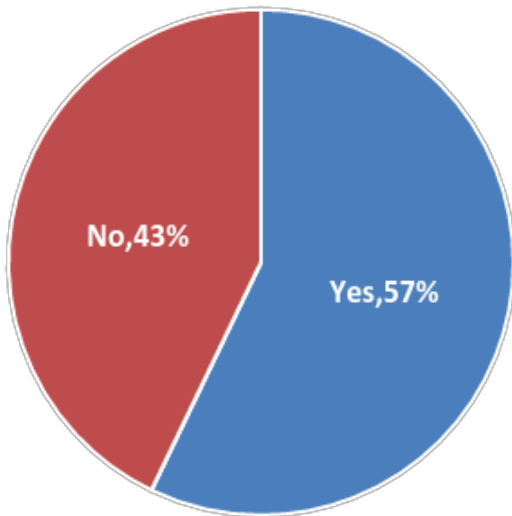
At how many institutions
do you teach?

N=127



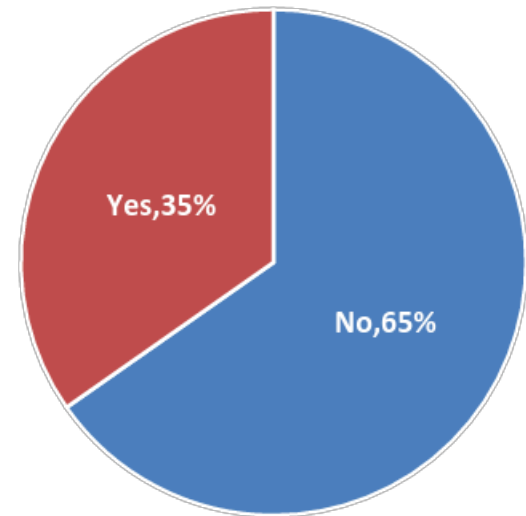
Is the institution at which you teach unionized?

N=126



Are you represented by the union?

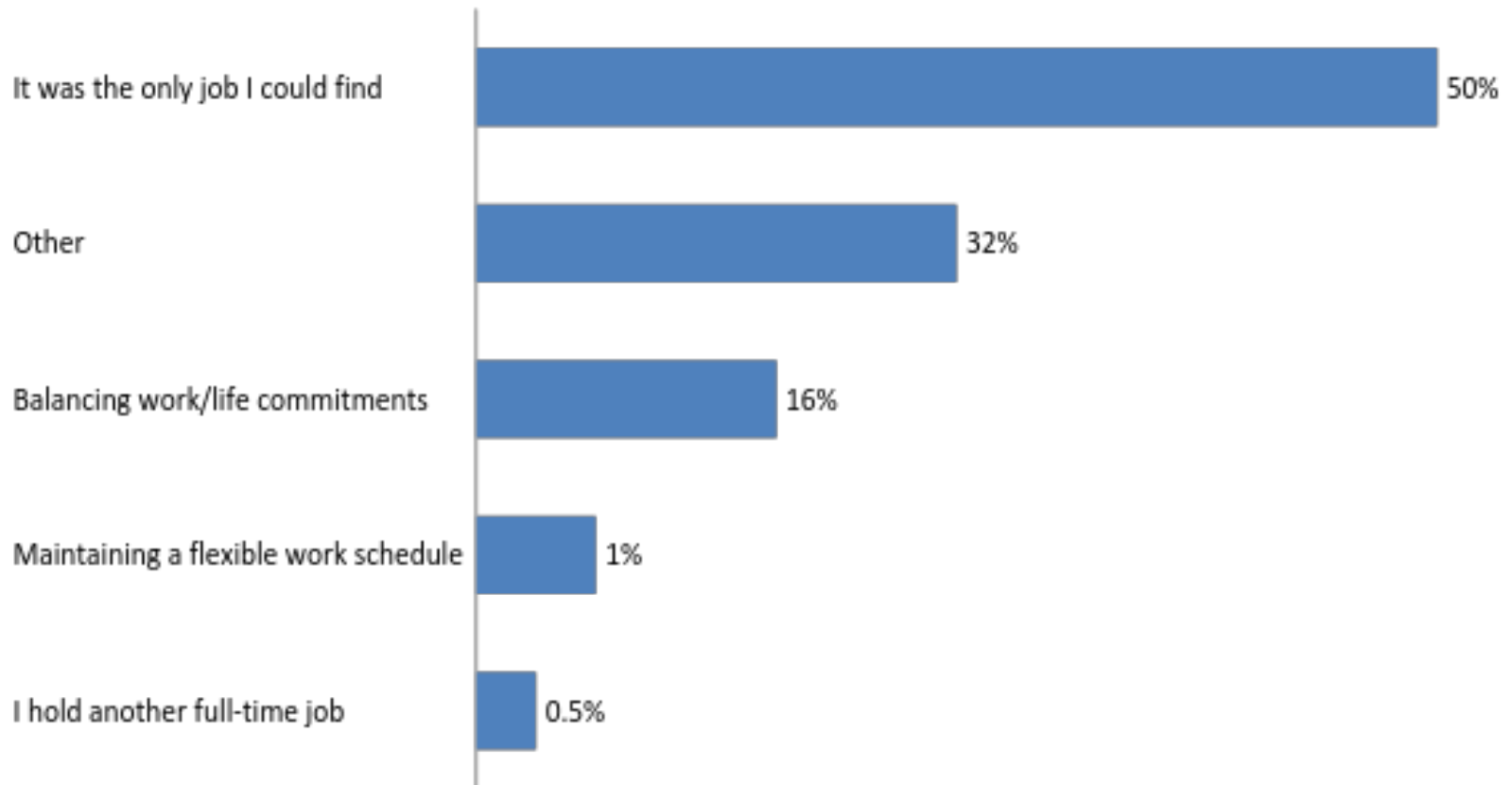
N=121



Decision to be Contingent

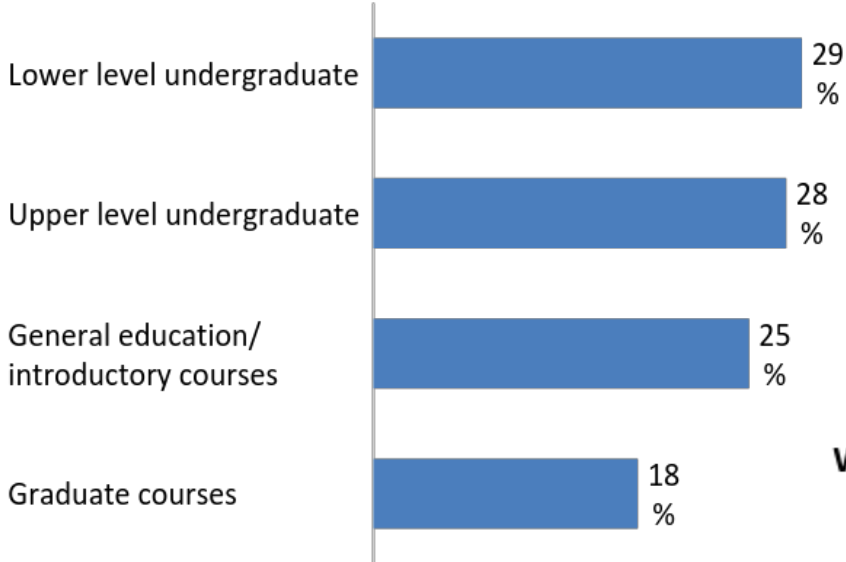
Which of the following has contributed most significantly to your decision to hold a part time position?

N=32

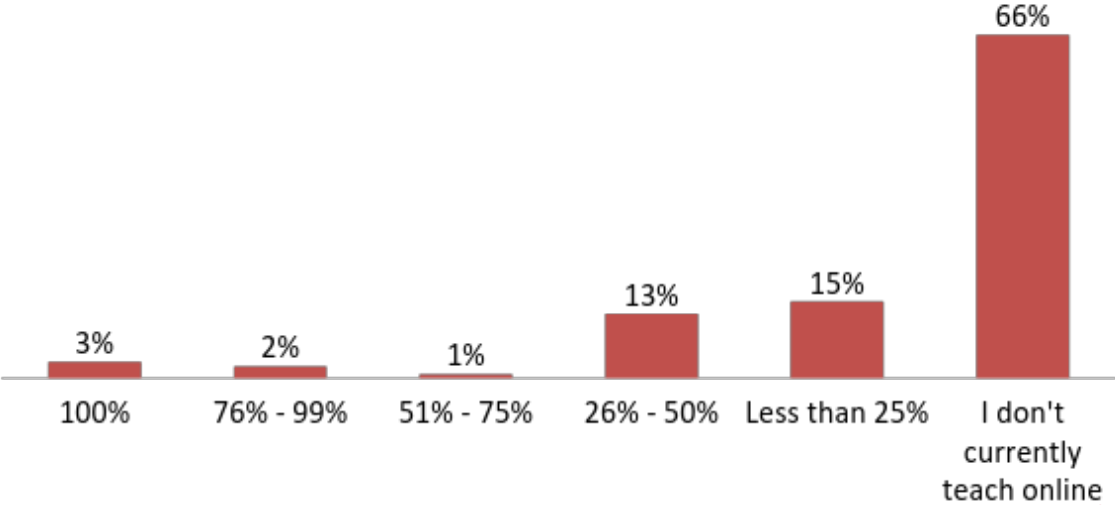


Courses Taught

Which level of courses do you typically teach?
N=280



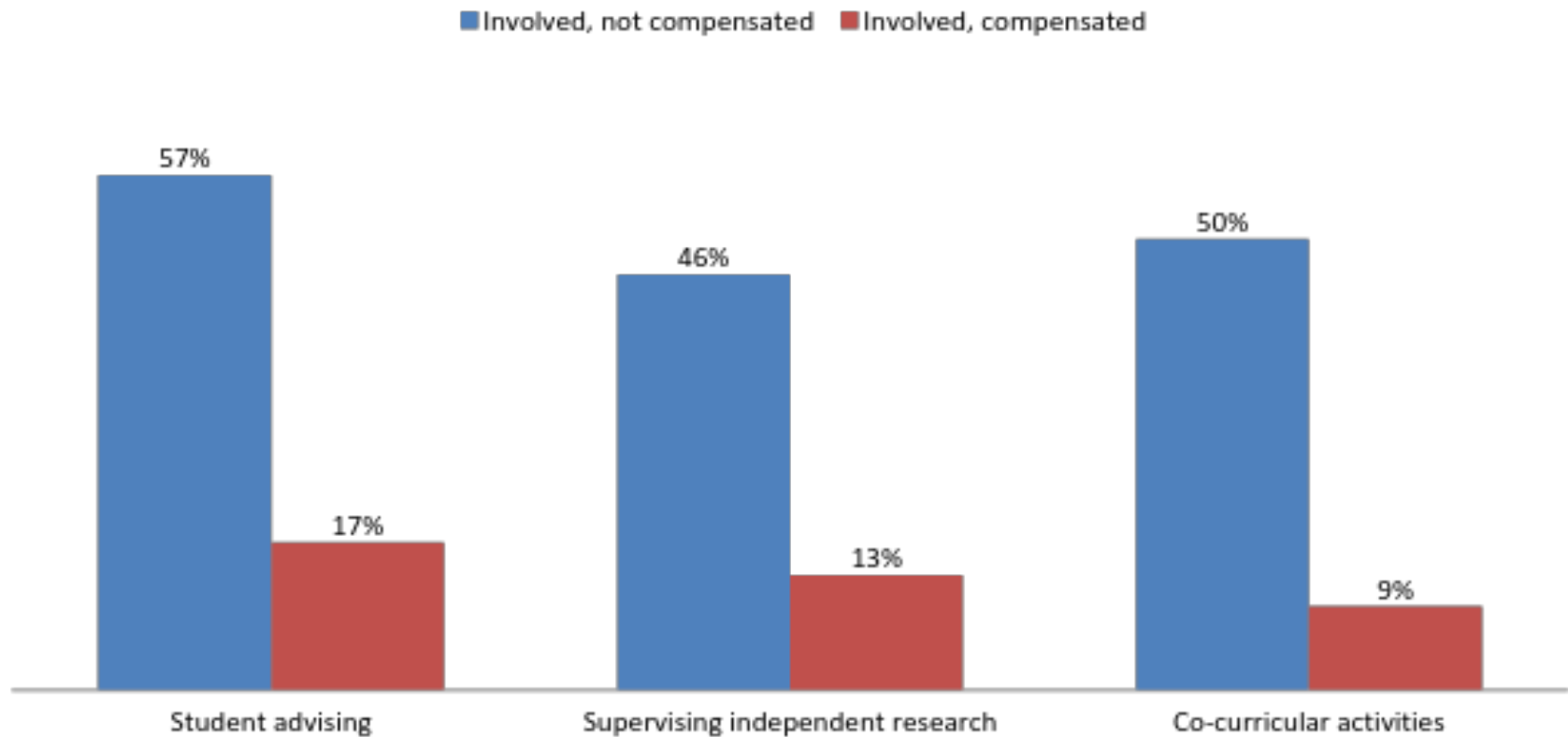
What percentage of time do you spend teaching online courses?
N=128



Extracurricular Activities

Please indicate whether you're involved and/or compensated for the following activities

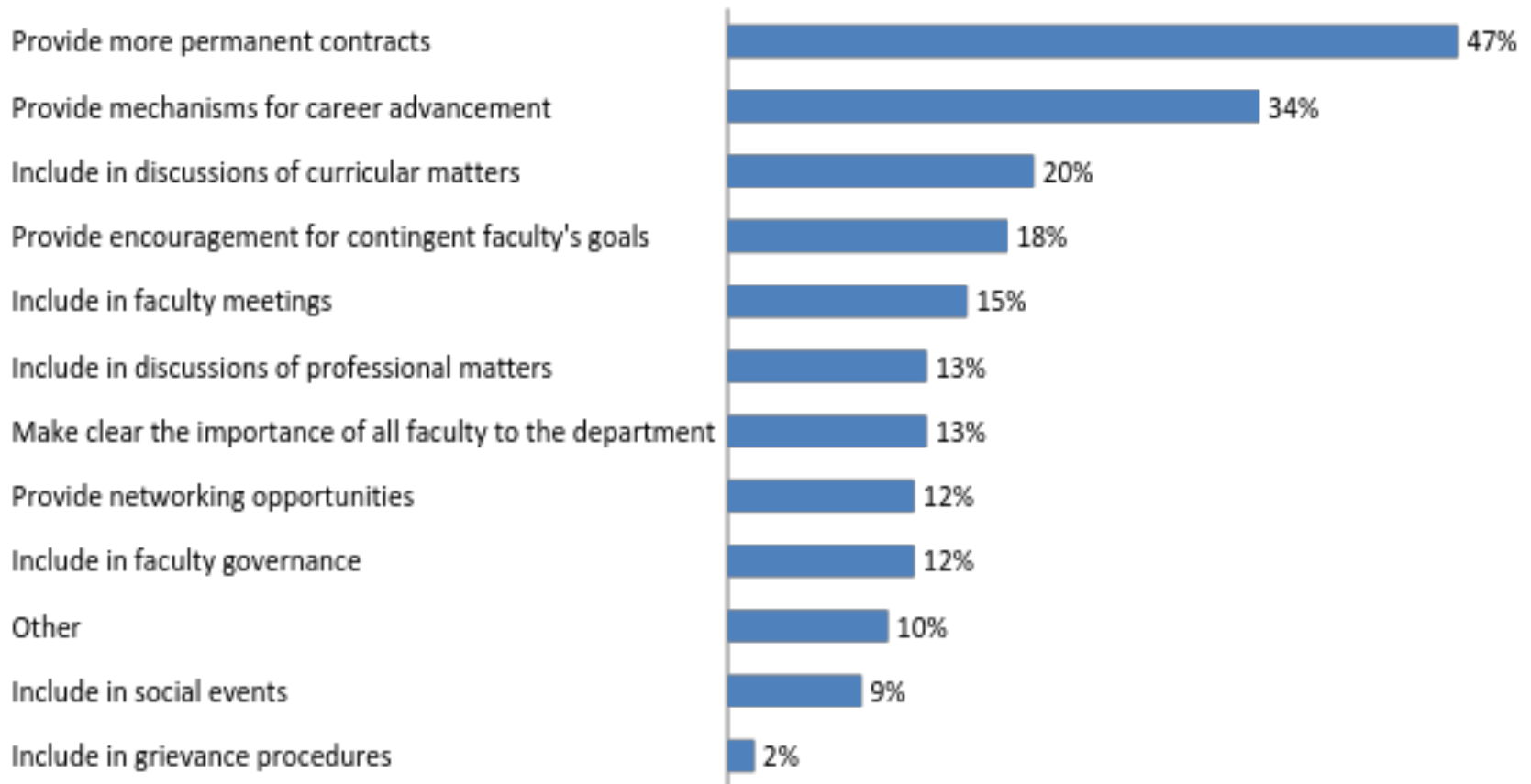
N=244



Contingent Faculty Support

How could the institutions at which you teach better support contingent geography faculty?

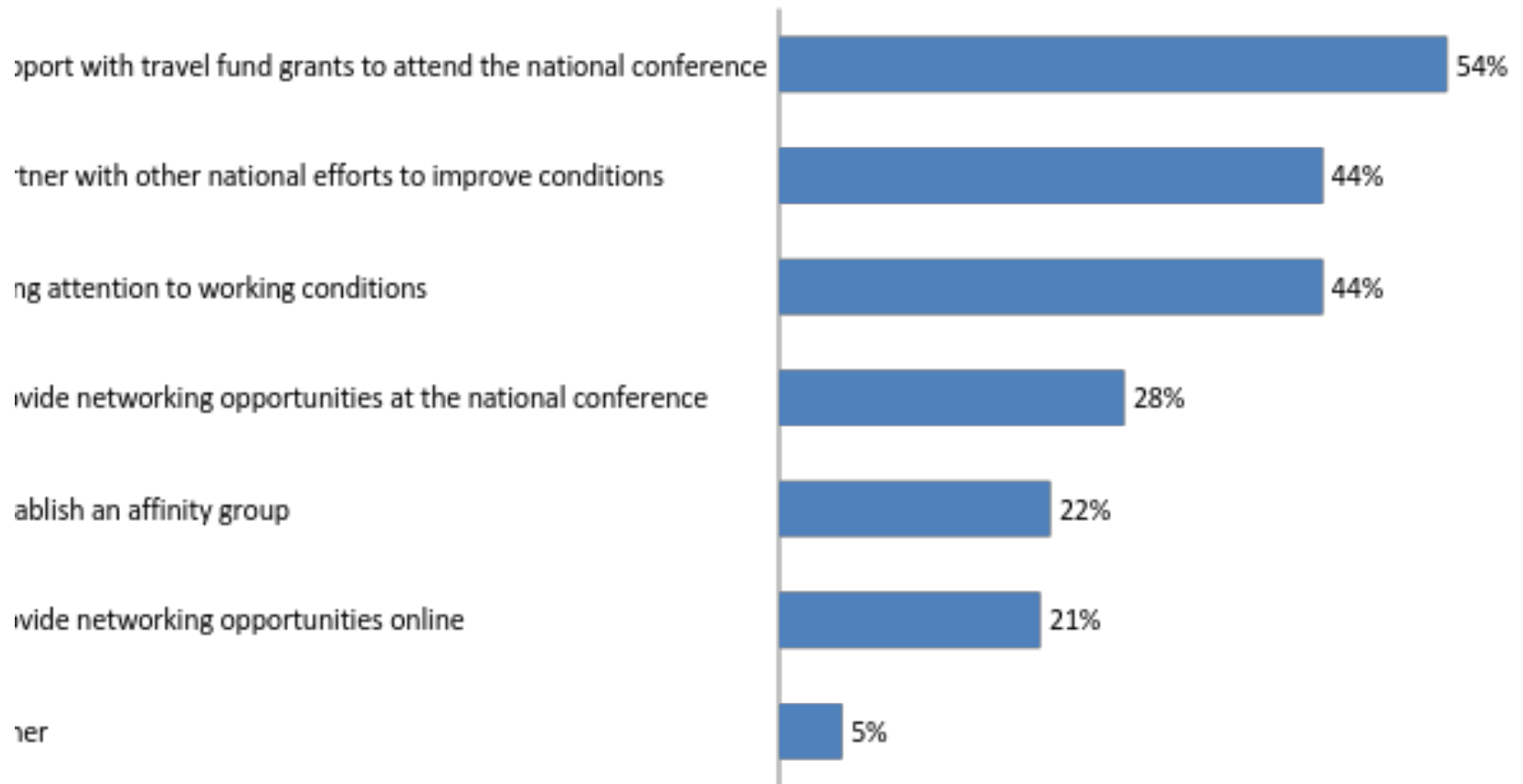
N=117



Contingent Faculty Support

How could the AAG better support contingent geography faculty?

N=118



AAG Marketplace

AAG's audiences have many options when it comes to accessing professional support. And while networking and community are critical drivers in the decision to join and engage, other associations outpace AAG in these areas.

Top resources/organizations you turn to for support
9 most popular answers
N=679

American
Geophysical Union

National Council for
Geographic
Education

American Society of
Photogrammetry
and Remote Sensing

Esri

Urban and Regional
Information Systems
Association

Canadian
Association of
Geographers

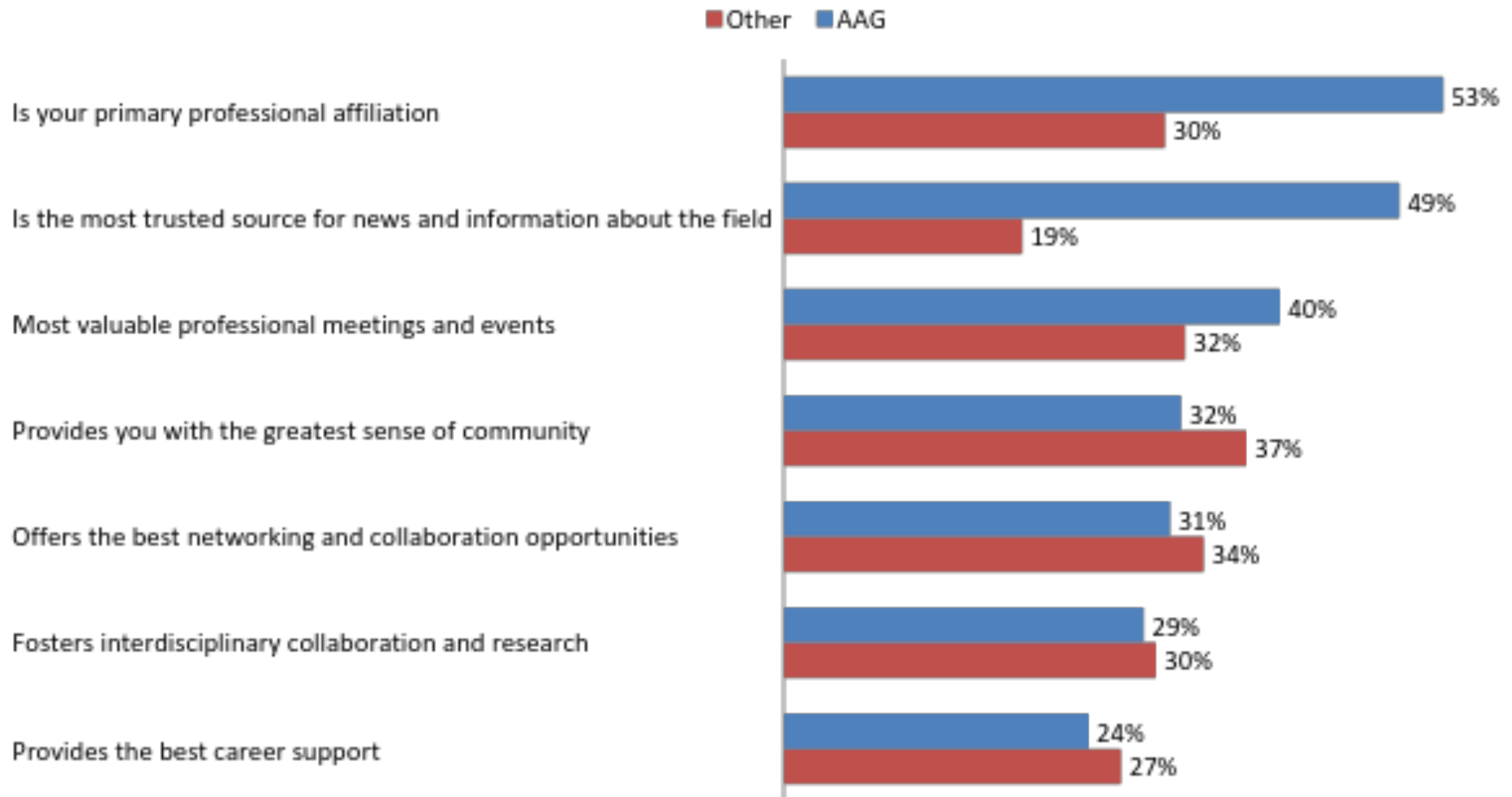
American
Association of the
Advancement of
Science

American
Meteorological
Society

American
Geographical Society

Marketplace

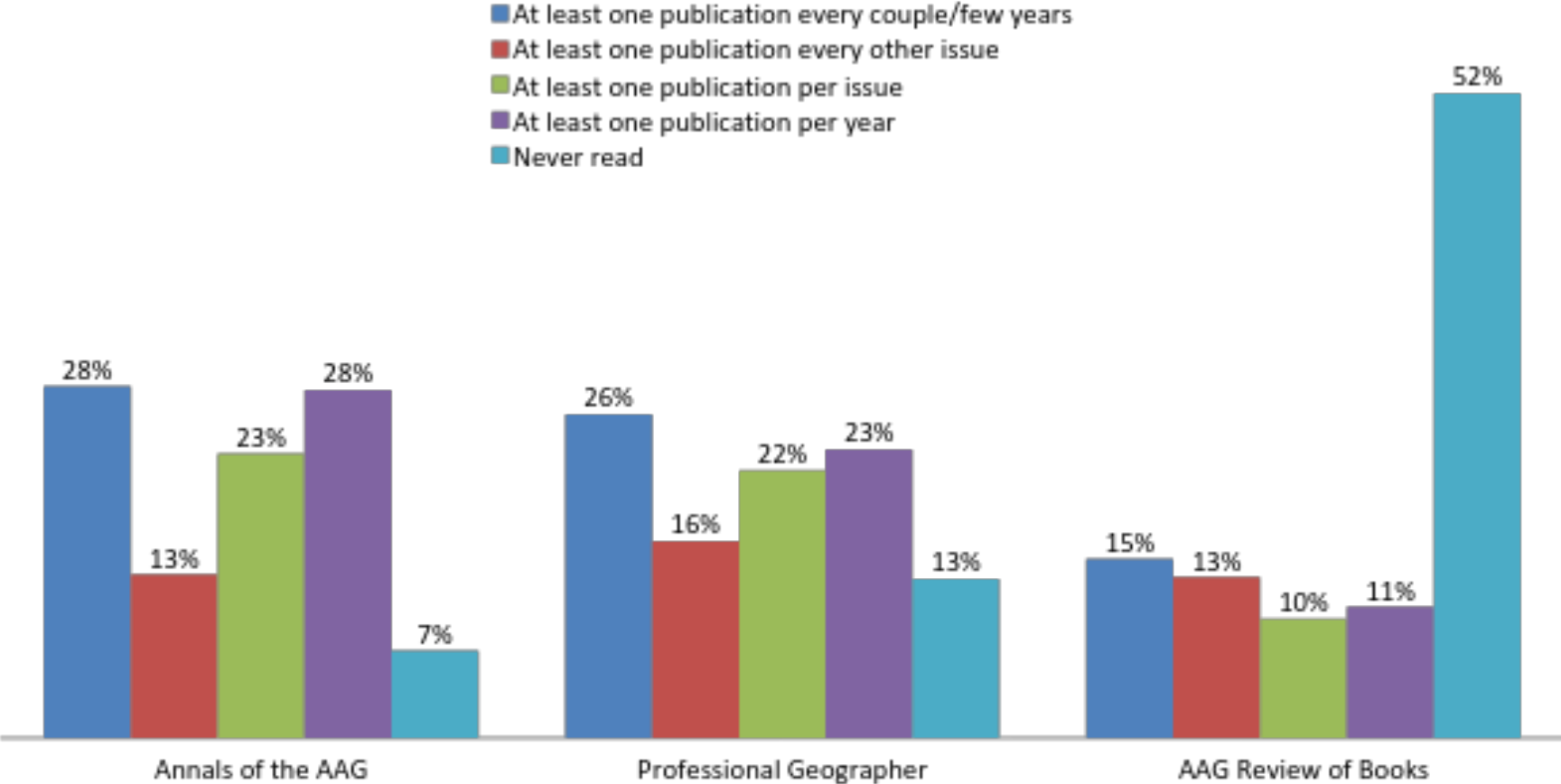
Do you consider AAG or another organization to be the best provider of the following:
N=1,557



AAG Journals

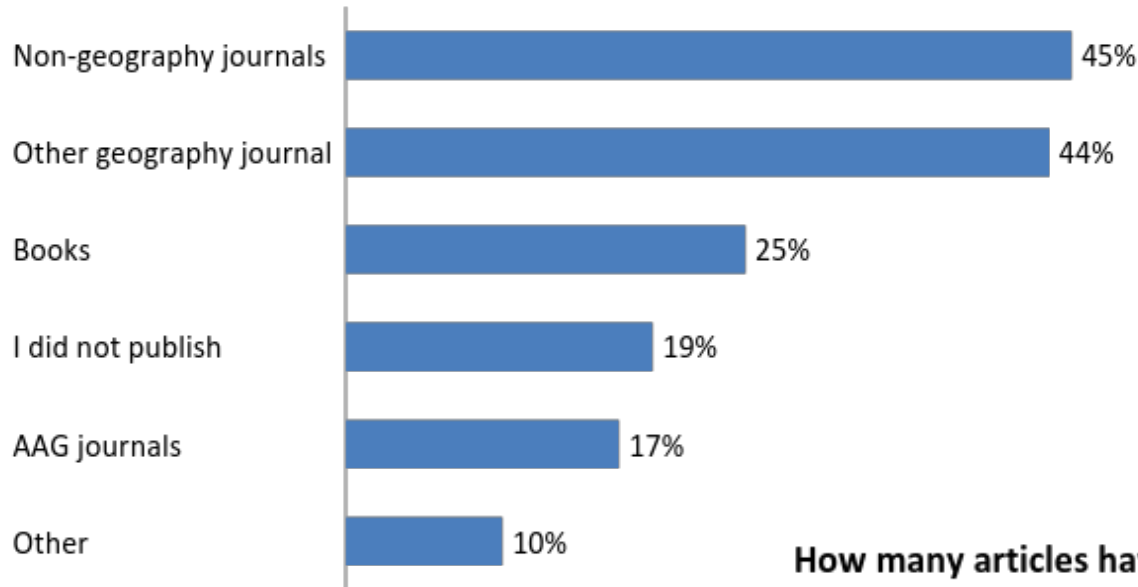
Journal Readership

How often do you typically read articles in the following journals?
N=1,563



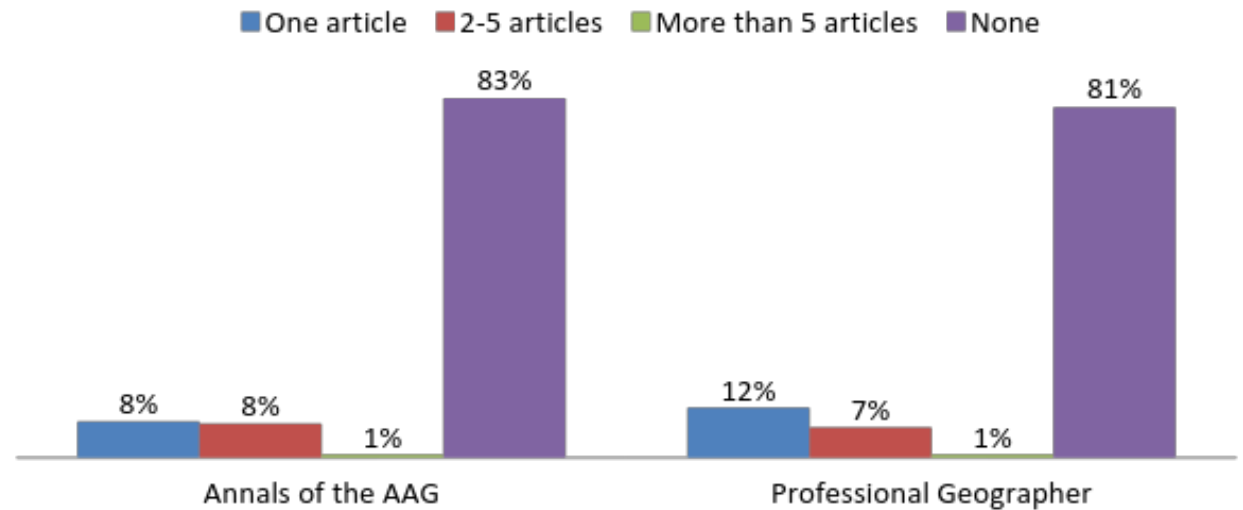
Where did you publish your graduate research?

N=1,190



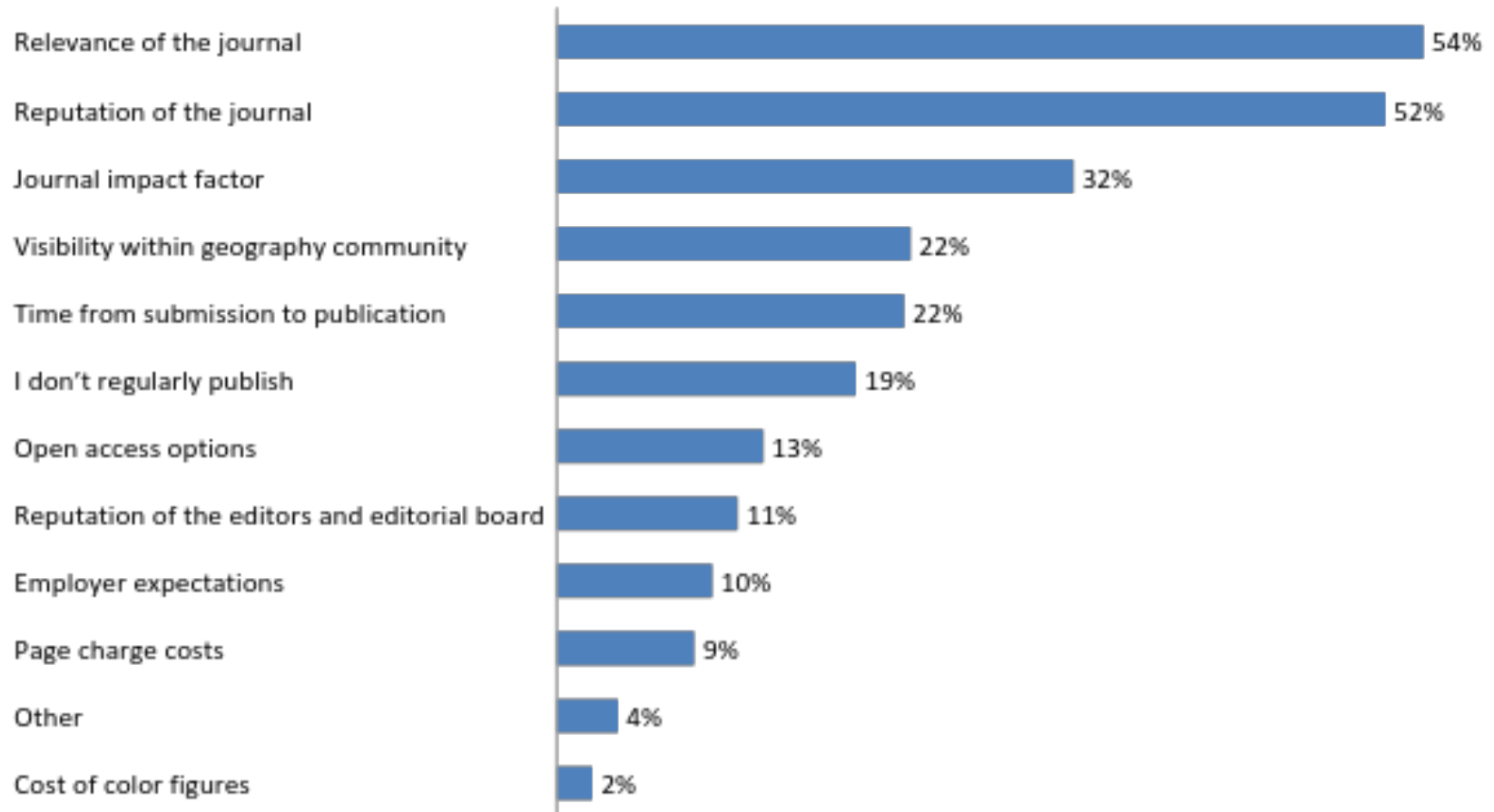
How many articles have been published in the following:

N=1,510



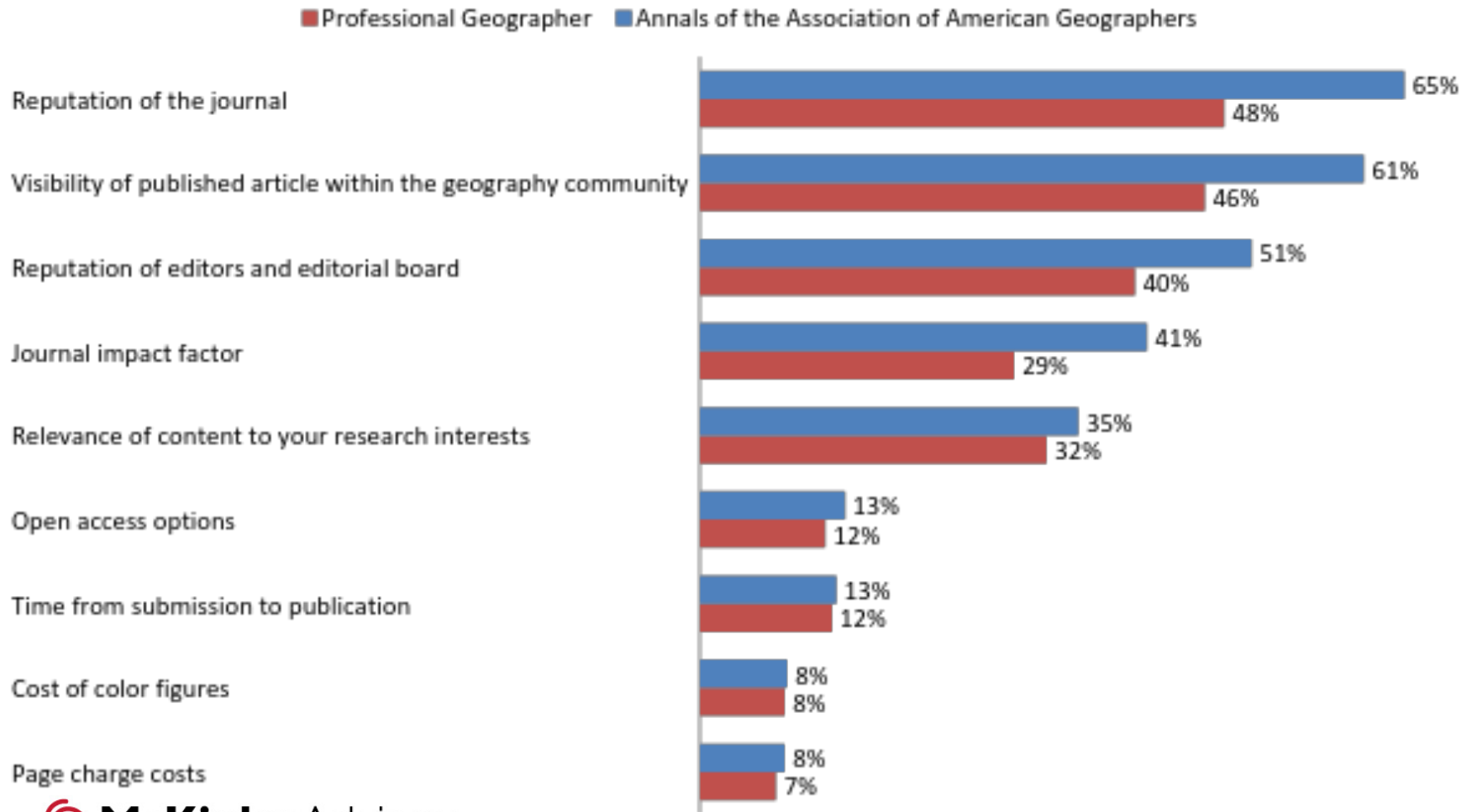
Which of the following factors are most important when considering journals for manuscript submission?

N=1,527



Satisfaction with Journals

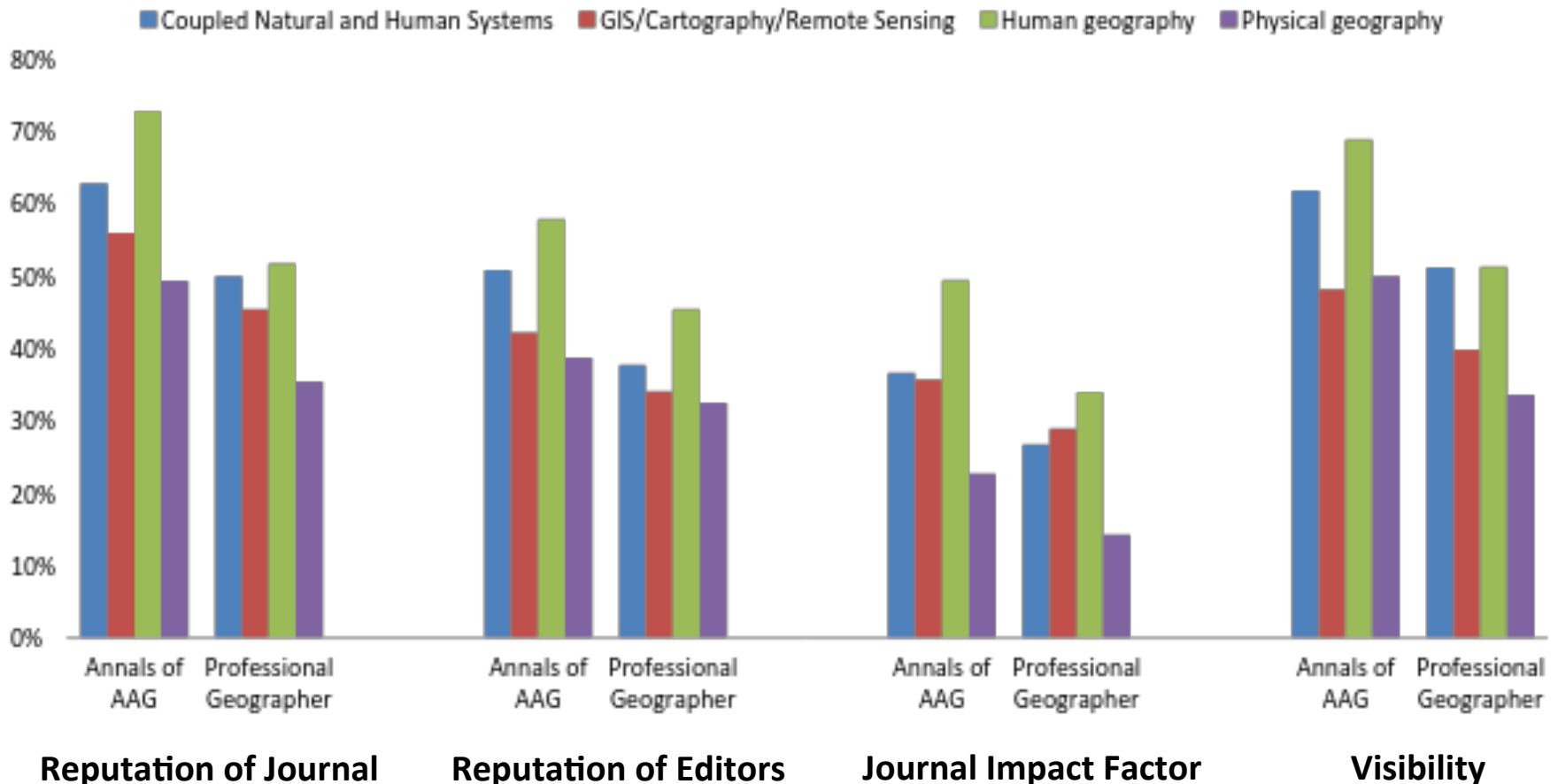
Level of satisfaction with the following aspects of AAG journals
(% very satisfied and satisfied)
N=1,125



Satisfaction with Journals

Level of satisfaction with the following aspects of AAG journals
(% very satisfied and satisfied)

By Primary Focus
N=1,125

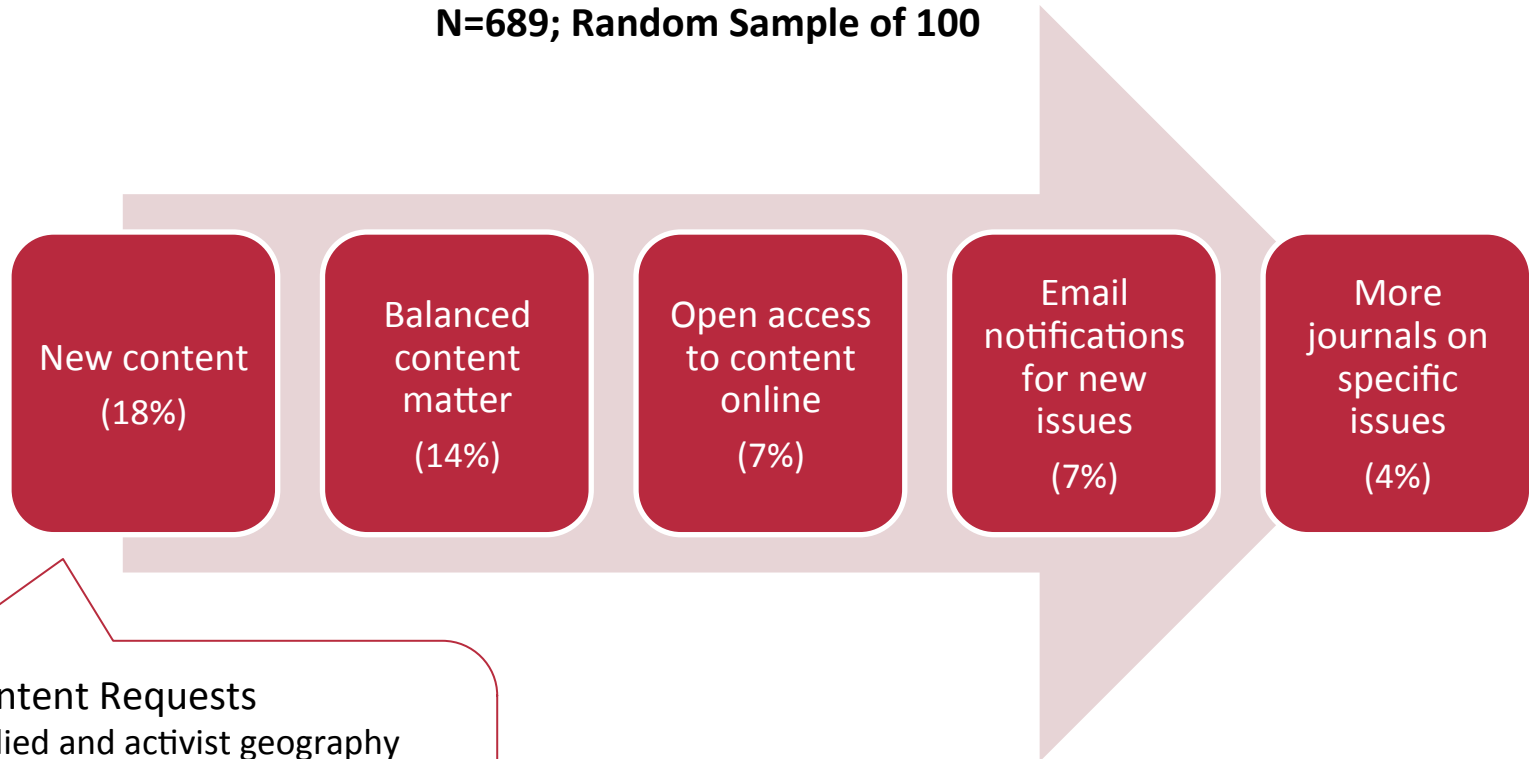


Satisfaction with Journals

What single change would make AAG journals more valuable to you?

(5 most popular answers)

N=689; Random Sample of 100



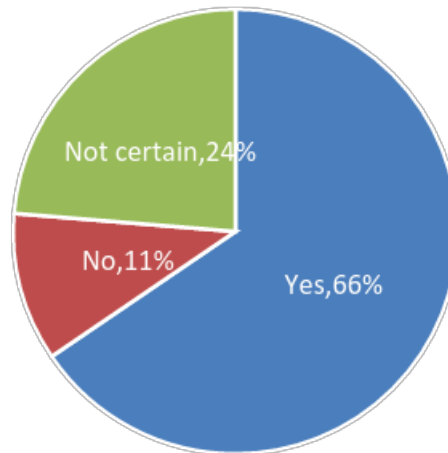
Top Content Requests

- Applied and activist geography
- Public policy and management
- Industrial/commercial geography
- Physical/Environmental geography
- Social geography

New Journal

Do you support the addition to the AAG journal suite of a new interdisciplinary journal?

N=1,420



“AAG is a community of geographers, while there are plenty of relevant journals on environmental change already”

“AAG should try to increase the impact factor of current AAG journals”

“I would worry that yet another journal could dilute and segregate the overall human-environment core of the field”

“Interdisciplinary is very important to promote the development of the discipline”

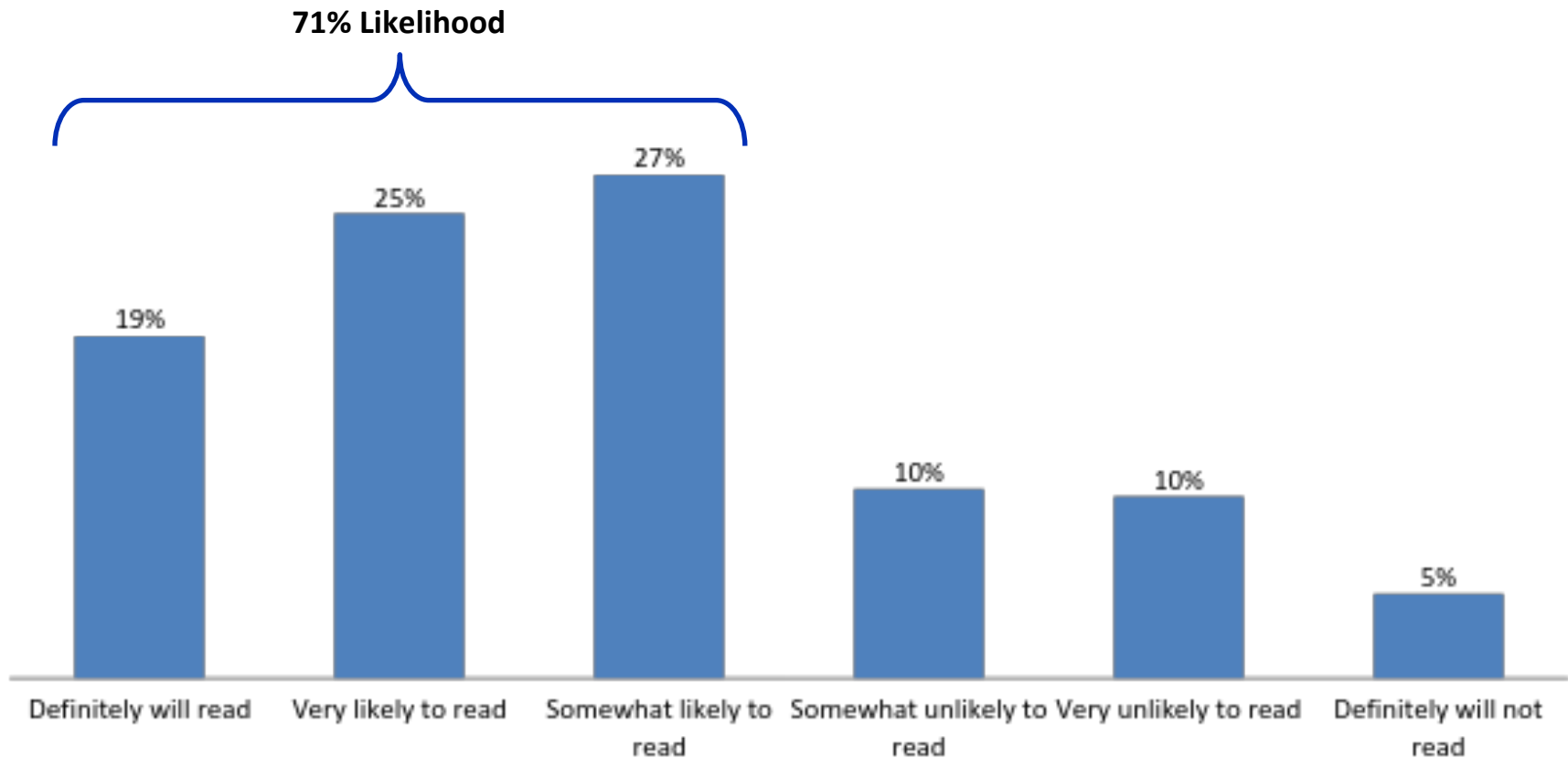
“AAG Journals are of high quality a new addition will be welcome”

“Campuses are losing interest in geography but gaining interest in interdisciplinary environmental programs, so this proposal matches that trend”

“Geography should claim its place at the forefront of environmental research”

How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

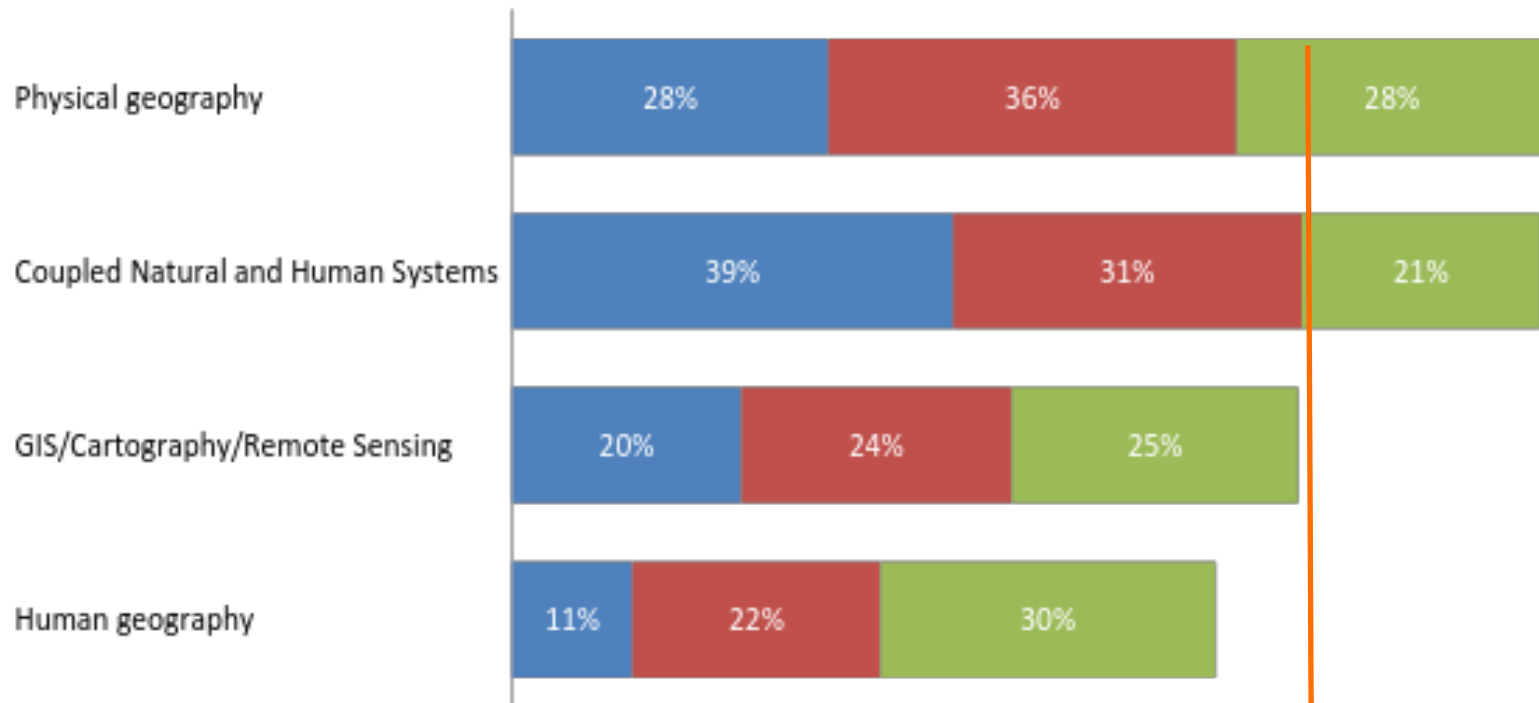
N=1,418



How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

by Primary Focus
N=1,326

■ Definitely will read ■ Very likely to read ■ Somewhat likely to read

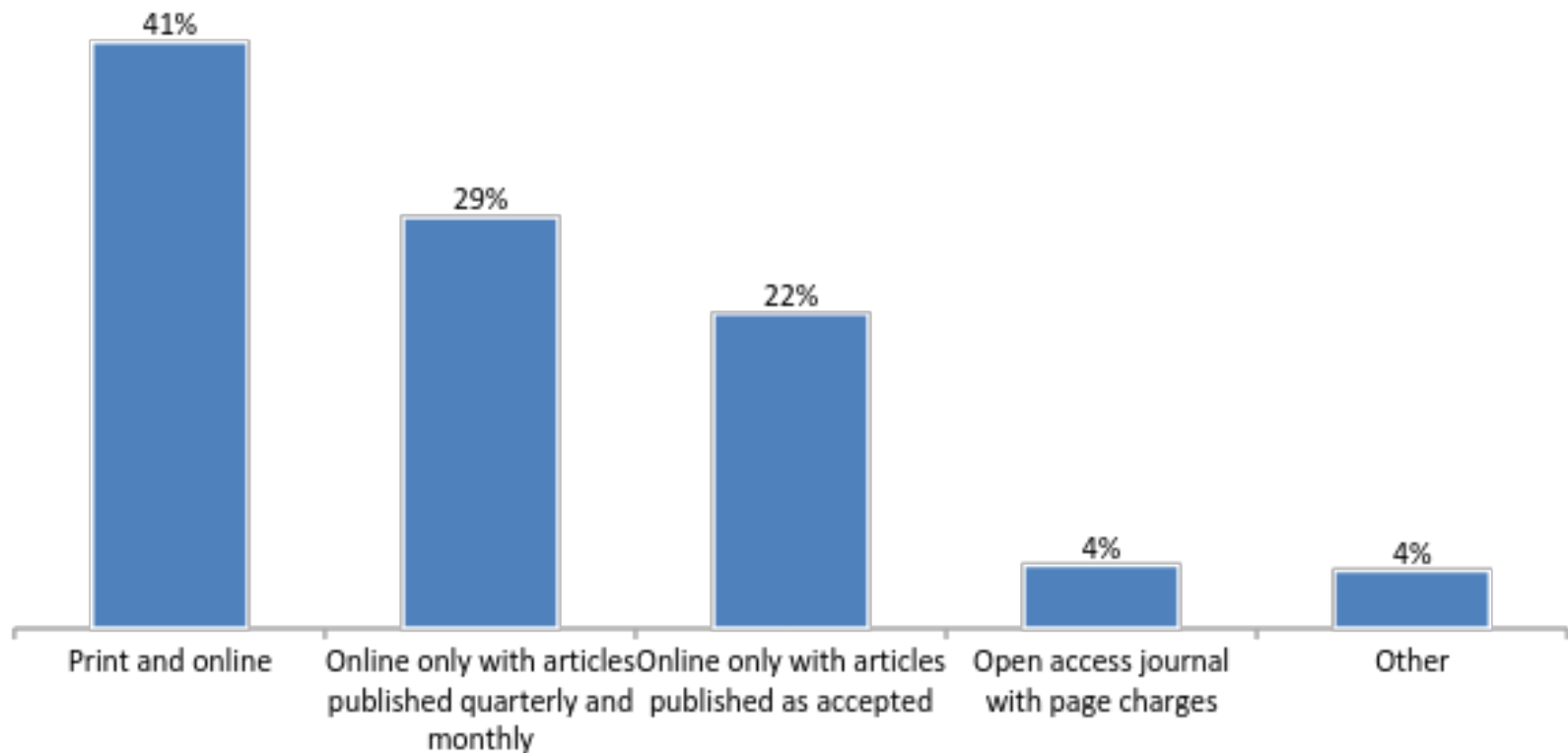


Overall average 71%

New Journal

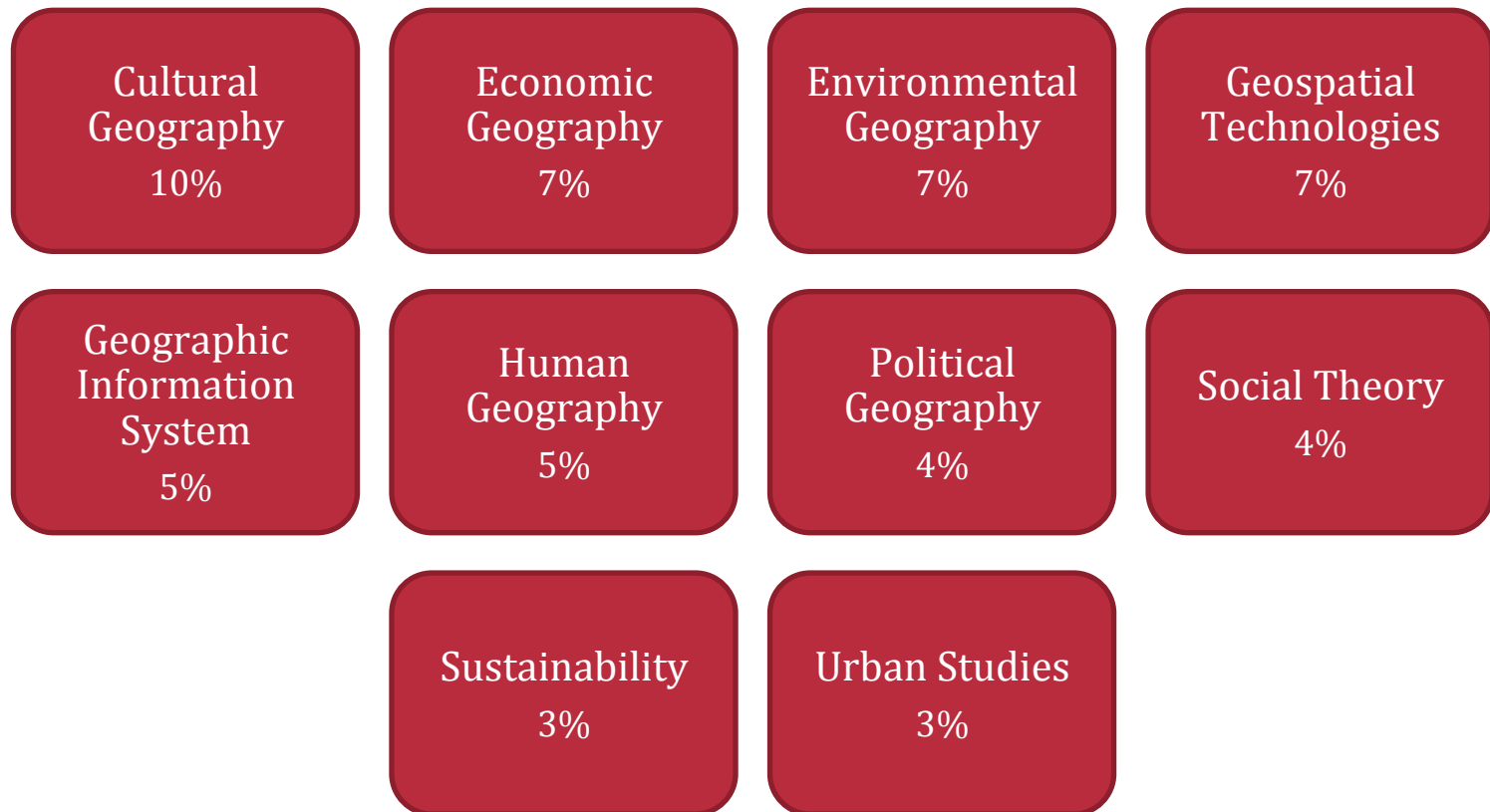
If the proposed journal goes forward, which of the following would you recommend for a journal format?

N=1,335



In what areas besides environmental change/physical geography should the AAG consider introducing a new journal?

**10 most popular responses
N=459; Random Sample of 100**

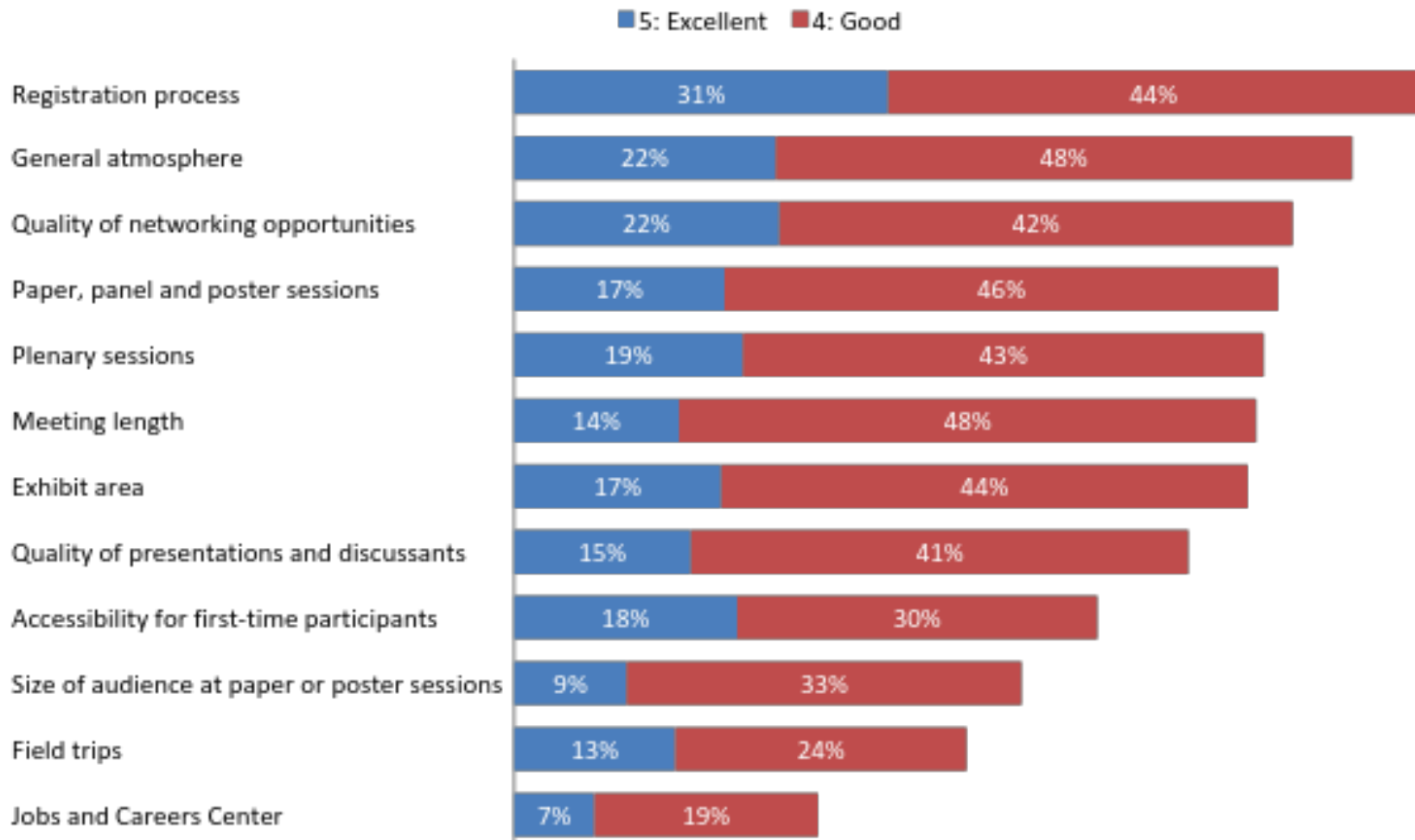


Annual Meeting

While the Annual Meeting ranks high in value and satisfaction, there are some opportunities to improve the experience for key segments (new members and new to the profession) and perhaps focus on more innovative and forward-focused content.

Annual Meeting

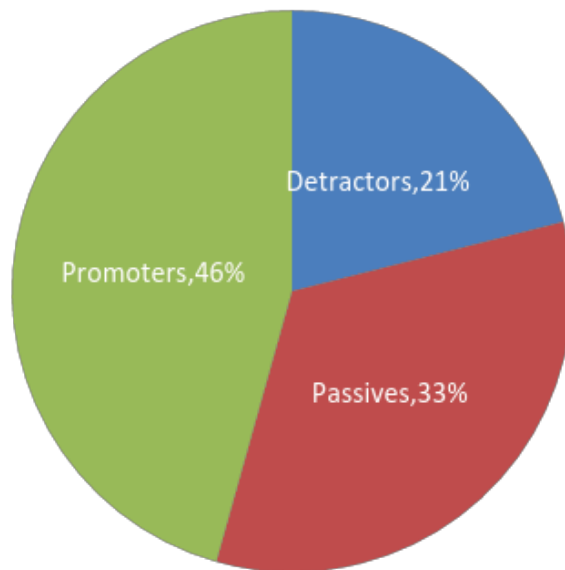
Please rate the following AAG Annual Meeting programs and services
N=1,171



Annual Meeting

How likely would you be to recommend the AAG annual meeting?

N=1,201



NPS = 25

Which words would you use to describe the annual meeting?

N=1,180

Five Most Cited Words

Academic	35%
----------	-----

Broad	29%
-------	-----

Collegial	22%
-----------	-----

Diverse	19%
---------	-----

Educational	18%
-------------	-----

Five Least Cited Words

Responsive	1%
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Narrow	1%
--------	----

Visionary	1%
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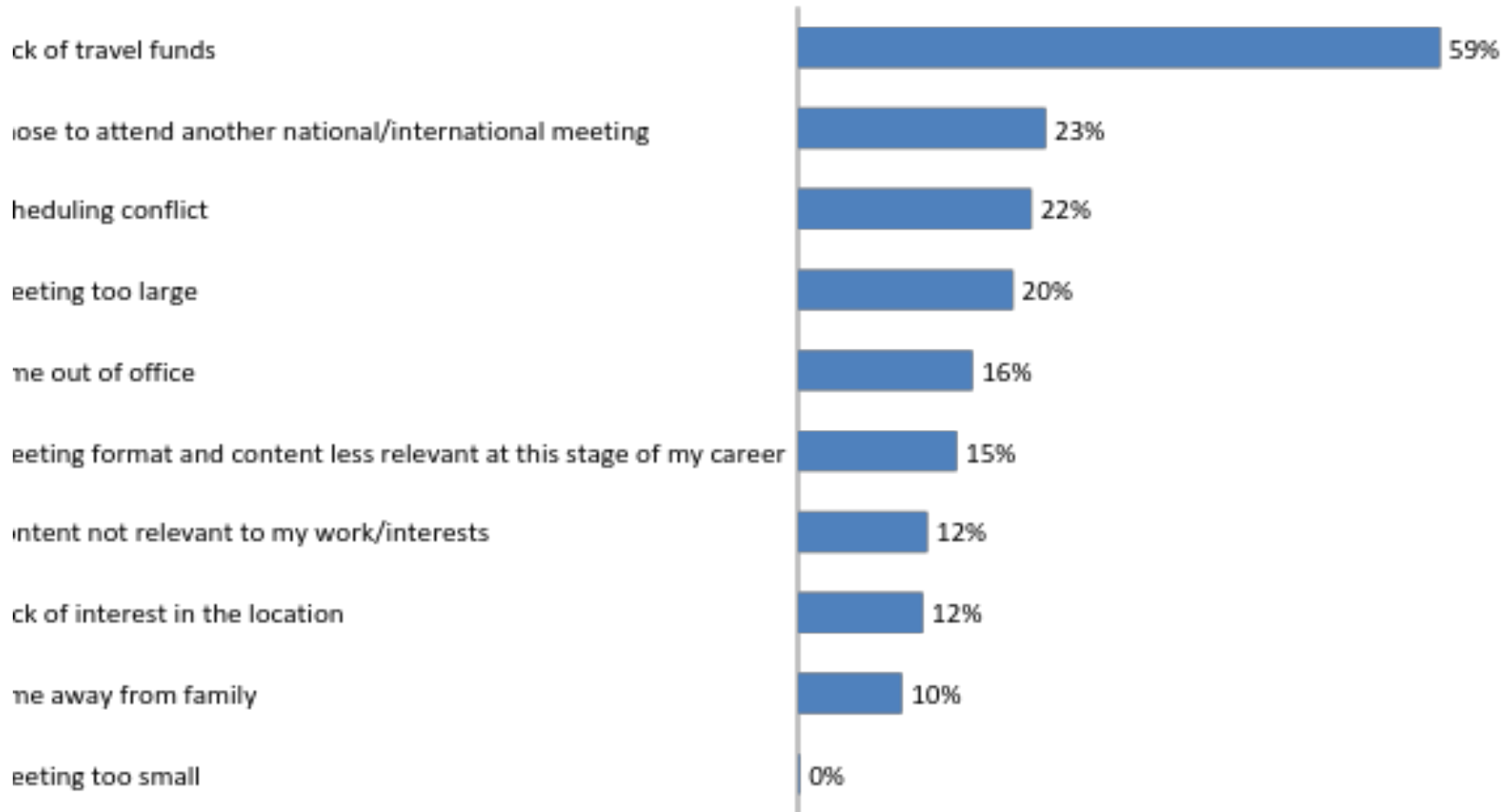
Leading	2%
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Innovative	3%
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Barriers to Attending

Please select the primary reason you haven't attended the AAG annual meeting more frequently.

N=977



Member Profiles

Membership Tenure

	<1 year	1-2 years	3-5 years	6-10 years	11-15 years	16-20 years	20+ years
% Value > Cost	31%	28%	23%	16%	14%	10%	29%
Net Promoter Score	8	13	16	17	13	4	45
Top Reason to Join	Participate in meetings						
Most Important Benefit	Annual Meeting						
Most Satisfied Benefit	Annual Meeting				Specialty groups		
% AAG Primary Professional Org.	16%	31%	37%	48%	61%	64%	63%
% Would Read New Journal	38%	28%	25%	24%	32%	25%	22%
% Promoters of Annual Meeting	10%	23%	29%	33%	30%	34%	43%

Employer Sector

	University / College	Government	Private Sector	Non-Profit
% Value > Cost	20%	26%	17%	33%
Net Promoter Score	20	8	7	-2
Top Reason to Join	Participate in AAG meetings	Stay informed about the latest developments in the field		Participate in AAG meetings
Most Important Benefit	Annual Meeting		Journal	Annual Meeting
Most Satisfied Benefit	Annual Meeting			
% AAG Primary Professional Org.	49%	26%	24%	24%
% Would Read New Journal	73%	65%	63%	71%
% Promoters of Annual Meeting	22%	18%	16%	23%

Member Type

	Regular Member	Student Member	International Member	Retired Member
% Value > Cost	18%	21%	36%	47%
Net Promoter Score	18	20	14	49
Top Reason to Join	Participate in meetings		Stay informed about the latest developments in the field	Support the field
Most Important Benefit	Annual Meeting			Specialty group
Most Satisfied Benefit	Specialty groups	Annual Meeting		
% AAG Primary Professional Org.	55%	37%	21%	53%
% Would Read New Journal	72%	73%	73%	76%
% Promoters of Annual Meeting	33%	26%	23%	34%

Primary Focus

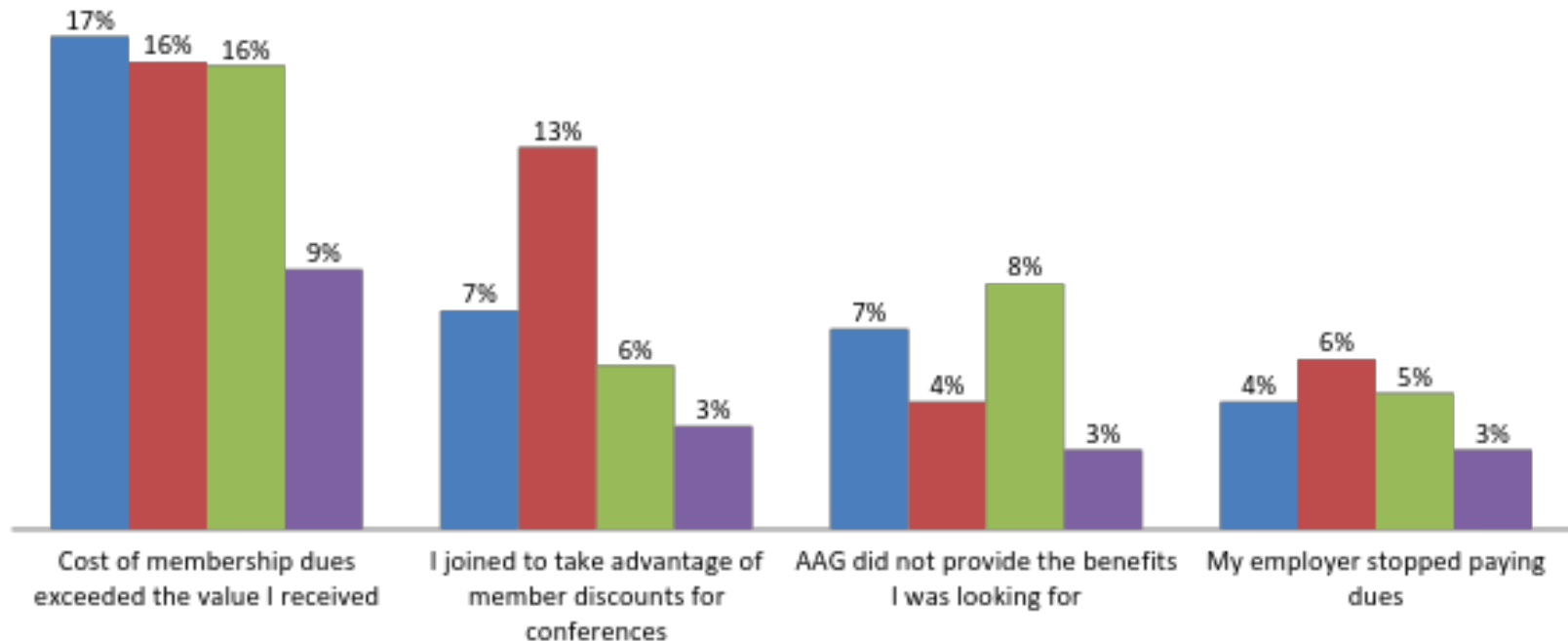
	Human Geography	Physical Geography	GIS, Cartography, Remote Censing	Coupled Natural and Human Systems
% Value > Cost	23%	17%	26%	23%
Net Promoter Score	25	12	20	31
Top Reason to Join	Participate in meetings			
Most Important Benefit	Annual Meeting	Specialty groups	Annual Meeting	
Most Satisfied Benefit	Annual Meeting	Specialty groups	Annual Meeting	Specialty groups
% AAG Primary Professional Org.	56%	56%	43%	57%
% Would Read New Journal	62%	92%	70%	91%
% Promoters of Annual Meeting	41%	28%	33%	38%

Decision to Lapse

Which of the following factors contributed to your decision to allow your AAG membership lapse?

by Employment Sector
N=354

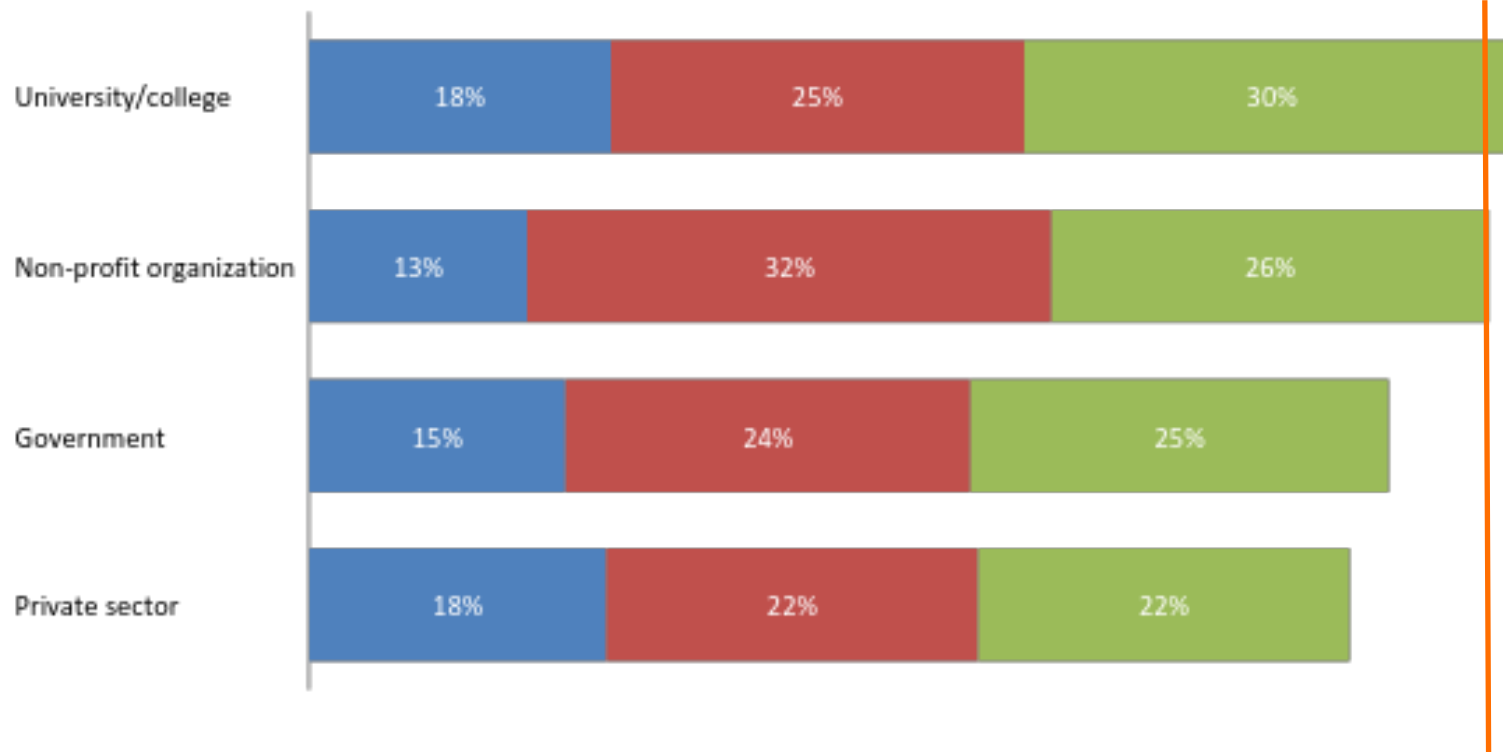
■ Government ■ Non-profit organization ■ Private sector ■ University/college



How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

by Employment Sector
N=1,349

Definitely will read Very likely to read Somewhat likely to read

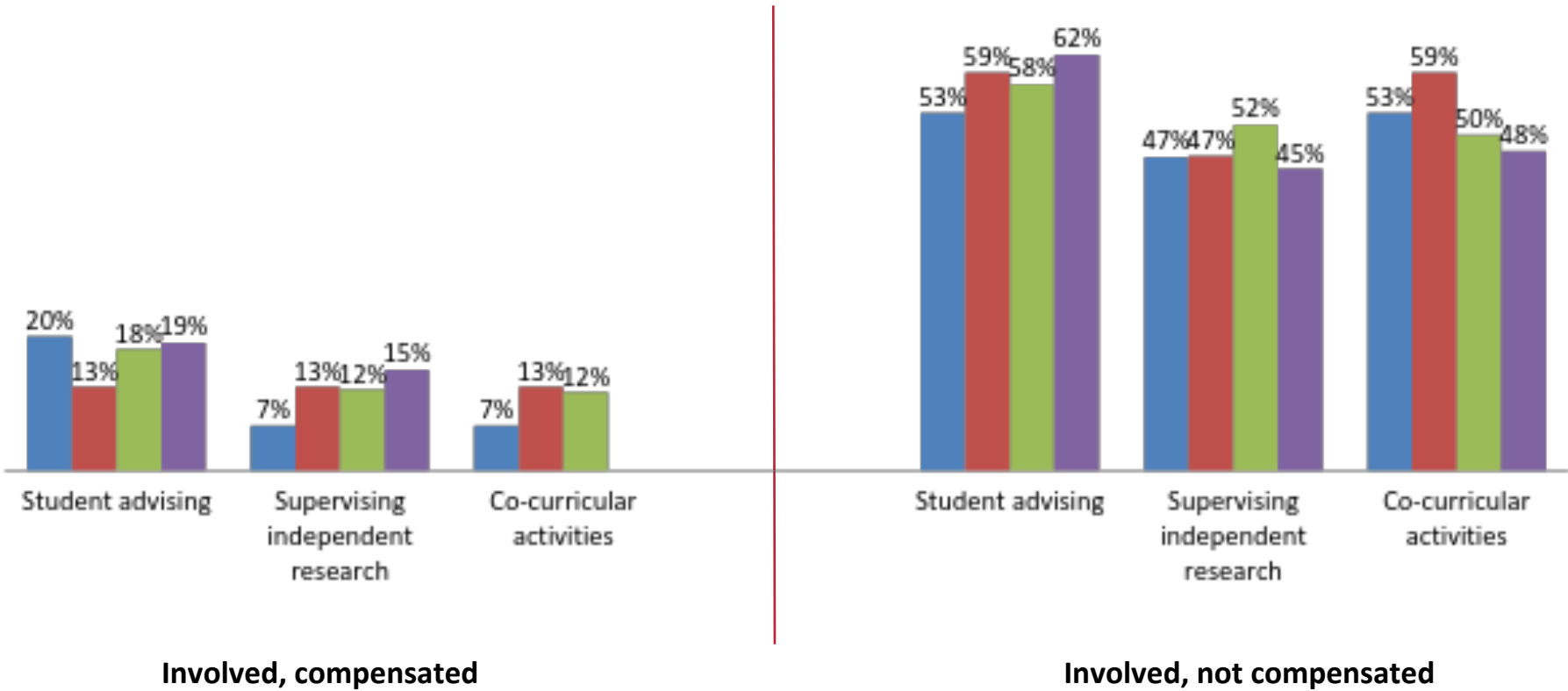


Overall average 71%

Extracurricular Activities

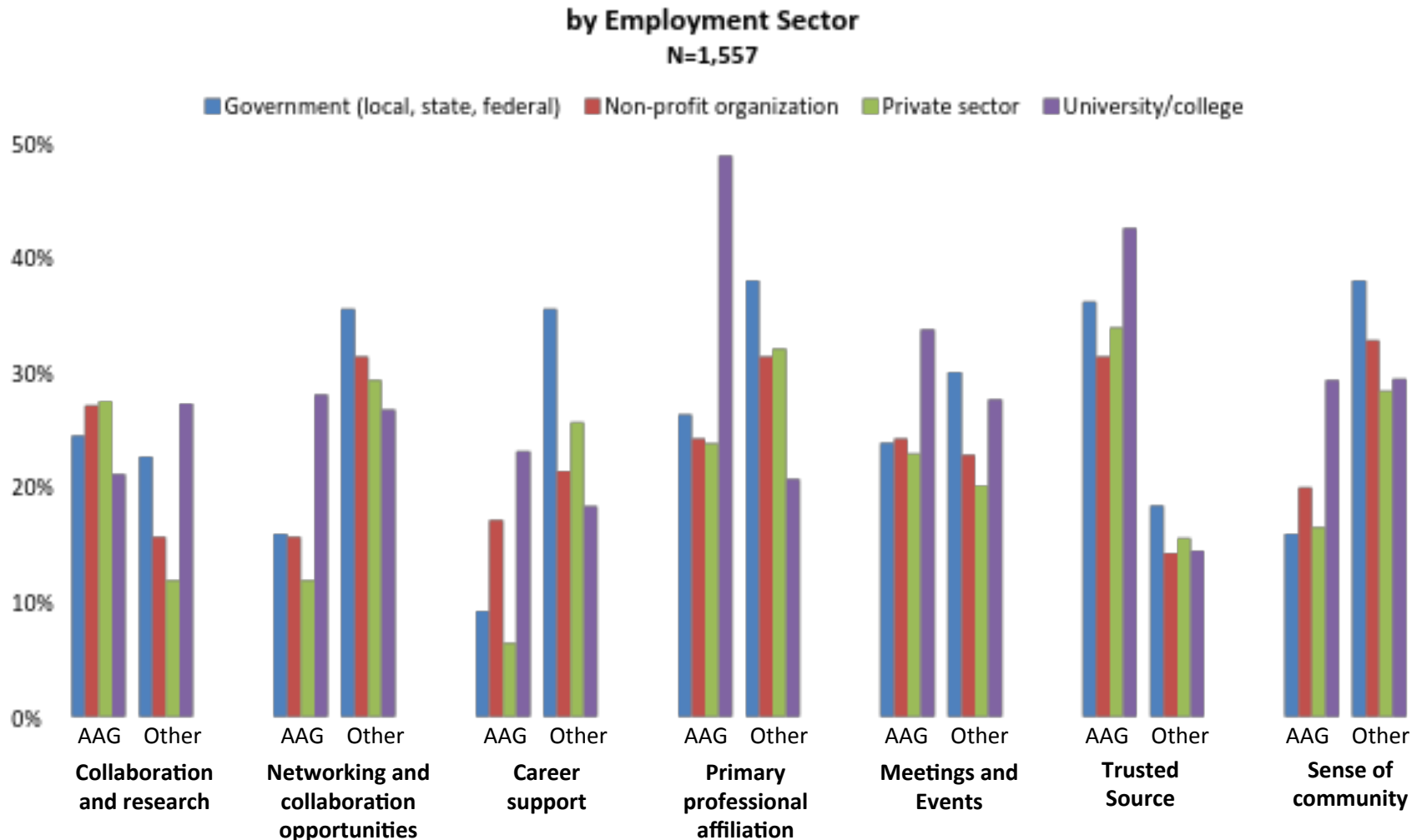
Please indicate whether you're involved and/or compensated for the following activities
by Professional Tenure
N=199

■ 1 to 5 years ■ 6 to 10 years ■ 11 to 20 years ■ 21 years or more



Appendix

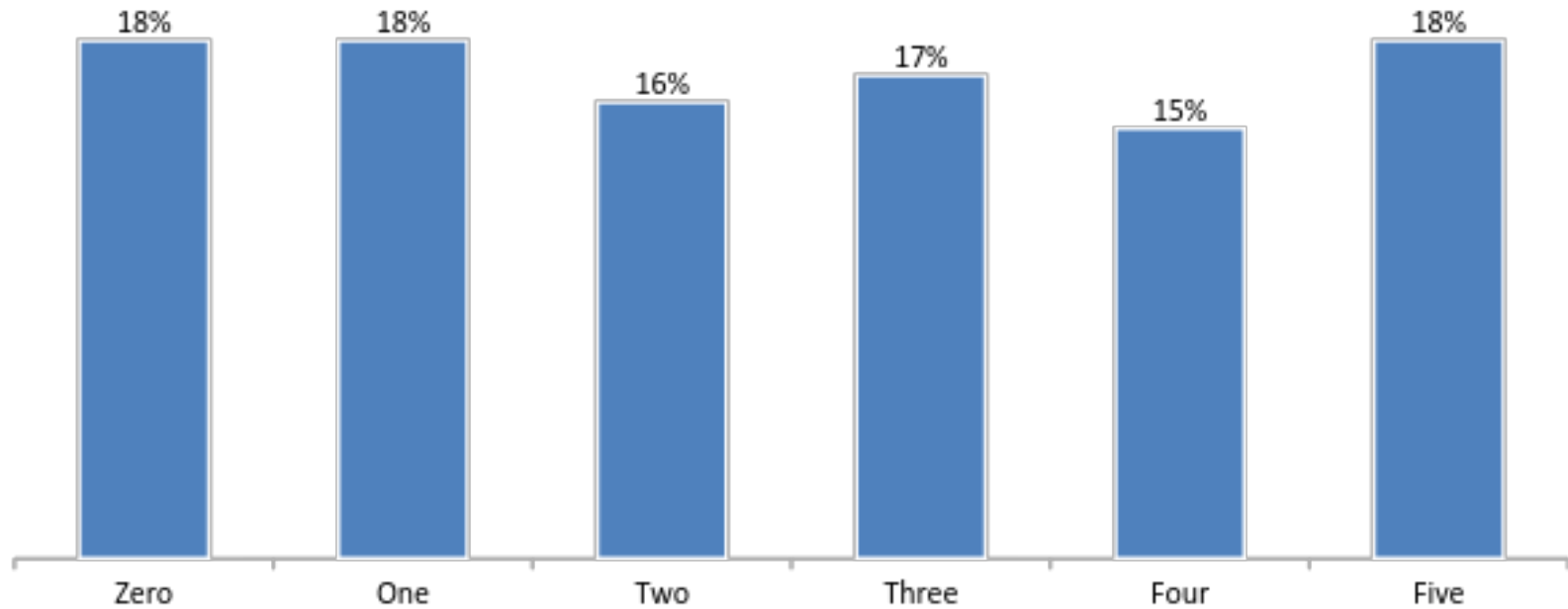
Do you consider AAG or another organization to be the best provider of the following:



Annual Meeting

Approximately how many times have you attended AAG's annual meeting?

N=1,479

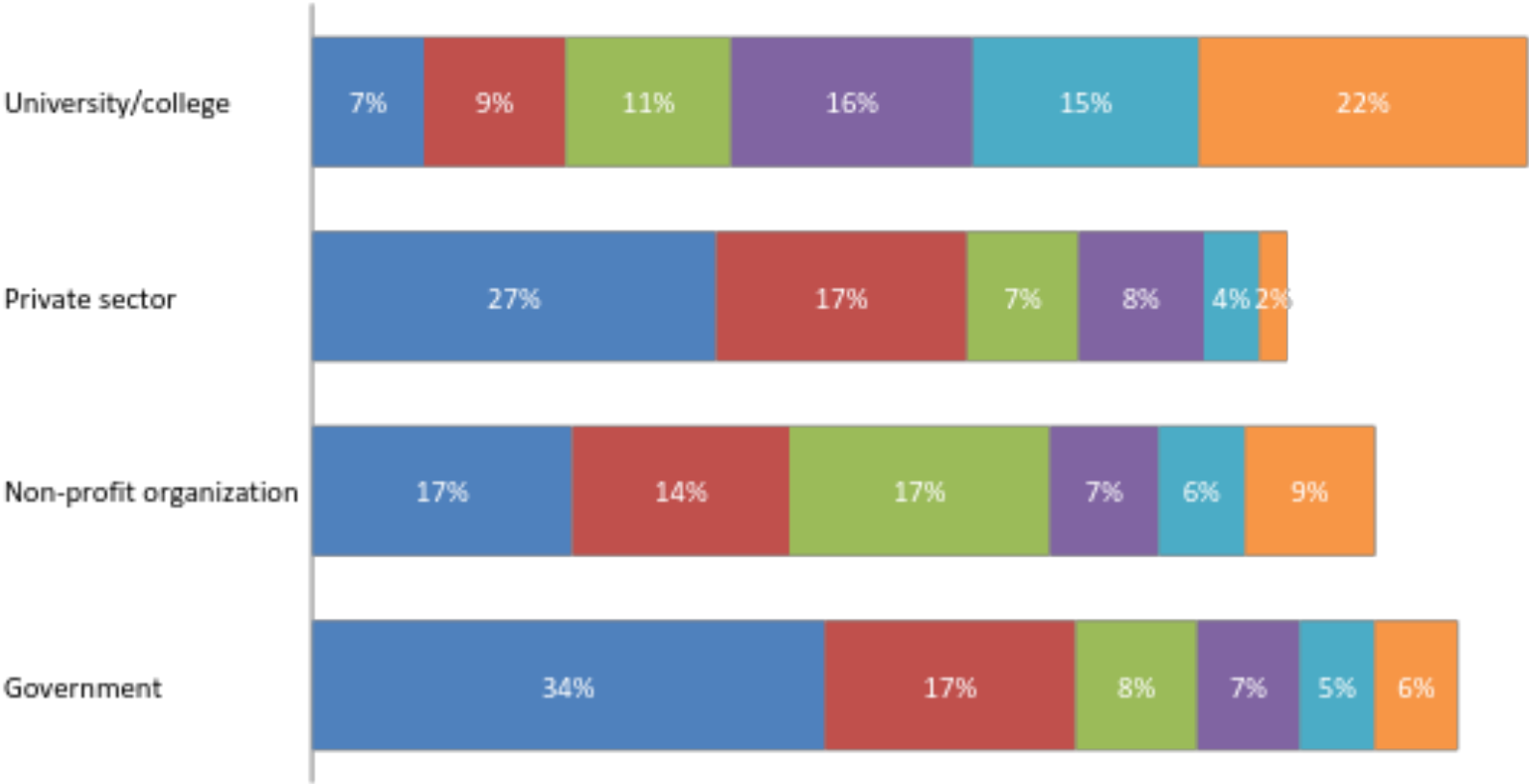


Annual Meeting

Approximately how many times have you attended AAG's annual meeting?

by Employment Sector
N=1,479

Zero One Two Three Four Five



Barriers to attending

Please select the primary reason you haven't attended the AAG annual meeting more frequently?

