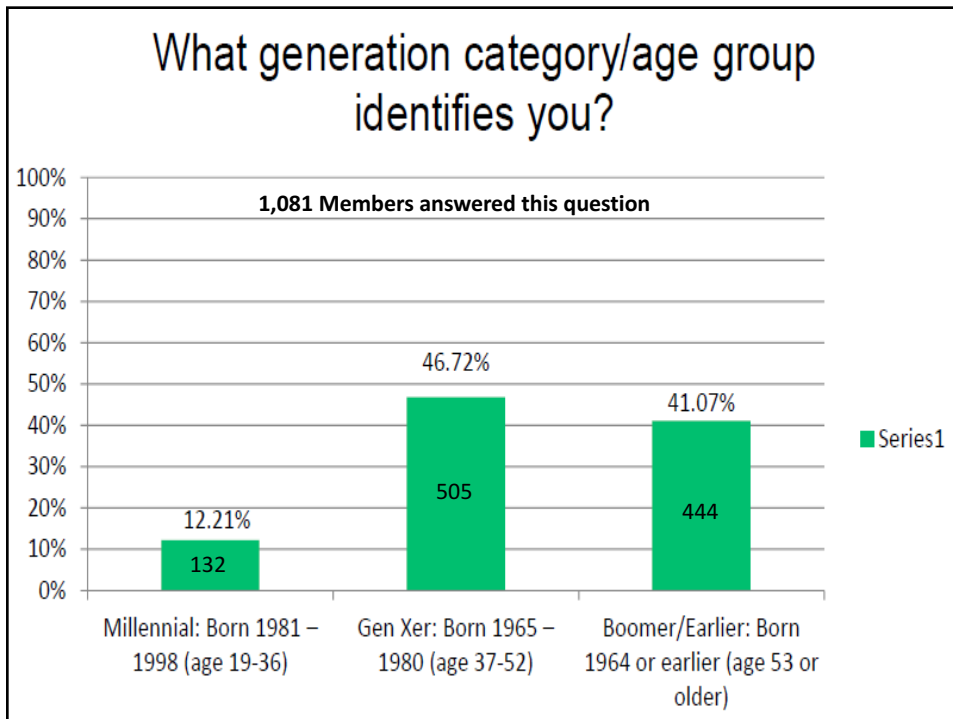




MICHIGAN SCHOOL BUSINESS OFFICIALS

Member Engagement Survey Results



#3 What do you consider to be the top benefits of MSBO? Check all that apply.

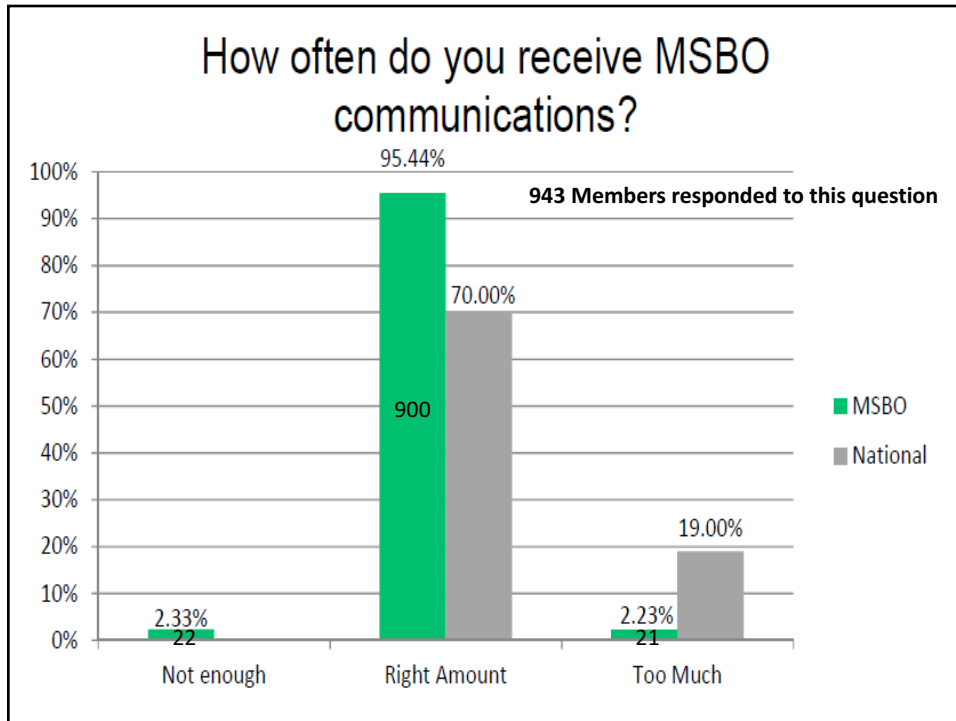
Top 5 Benefits							
Total Responses		Millennials: Born 1981 - 1998 (age 19-36)		Gen Xers: Born 1965 - 1980 (age 37-52)		Boomers or Earlier: Born 1964 or earlier (age 53 or older)	
MSBO %	National %	MSBO %	National %	MSBO %	National %	MSBO %	National %
Conferences & Workshops/ Training 82	Conferences & Workshops/ Training 59	Conferences & Workshops/ Training 79	Job Opportunities 50	Conferences & Workshops/ Training 81	Information 50	Conferences & Workshops/ Training 83	Code of Ethics 48
Information 74	Information 58	Certification Program 75	Code of Ethics 47	Information 76	Code of Ethics 48	Information 73	Information 47
Networking (Professional) 66	Socializing (Personal) 54	Networking (Professional) 74	Conferences & Workshops/ Training 46	Certification Program 66	Certification Program 47	Networking (Professional) 65	Certification Program 36
Certification Program 66	Networking (Professional) 51	Information 71	Certification Program 46	Networking (Professional) 66	Networking (Professional) 46	Certification Program 63	Networking (Professional) 36
Advocacy 34	Advocacy 48	Job Opportunities 30	Networking (Professional) 43	Advocacy 33	Job Opportunities 46	Advocacy 41	Socializing (Personal) 30

Benefits in the question not included above as top 5:
 Mentoring
 School Business Solutions: Products and Services
 Volunteering

#4 How do you view MSBO (your association)? Check all that apply.

Top 5 Views				
Total Responses		Millennials: Born 1981 - 1998 (age 19-36)	Gen Xers: Born 1965 - 1980 (age 37-52)	Boomers or Earlier: Born 1964 or earlier (age 53 or older)
MSBO %	National %	MSBO %	MSBO %	MSBO %
Promote the profession 66	Voice of the profession 70	Promote the profession 76	Promote the profession 60	Promote the profession 70
Responsive to members 60	Focused on the right issues 69	Efficient with resources 65	Responsive to members 58	Good value for the membership fee 66
Good value for the membership fee 60	Responsive to members 68	Responsive to members 62	Efficient with resources 55	Responsive to members 62
Efficient with resources 58	Inclusive of different age groups 68	Focused on the right issues 61	Focused on the right issues 55	Voice of the profession 62
Focused on the right issues 58	Efficient with resources 61	Voice of the profession 55	Good value for the membership fee 55	Focused on the right issues 61

Items included in the question but not included in the top 5:
 Has something for everyone
 Innovative
 Inclusive of different opinions
 Offers a unique set of benefits and services



6. What information is most important to you? Check all that apply.

Top 5 Most Important Information			
Total Responses	Millennials: Born 1981 - 1998 (age 19-36)	Gen Xers: Born 1965 - 1980 (age 37-52)	Boomers or Earlier: Born 1964 or earlier (age 53 or older)
MSBO %	MSBO %	MSBO %	MSBO %
Conferences, workshops/ trainings 76	Conferences, workshops/ trainings 87	Conferences, workshops/ trainings 72	General updates 84
General updates 75	Certification classes 74	General updates 68	Conferences, workshops/ trainings 78
State legislative and regulatory information 67	General updates 70	State legislative and regulatory information 60	State legislative and regulatory information 76
Certification classes 54	State legislative and regulatory information 61	Certification classes 53	Certification classes 48
Industry news 41	Industry news 44	Industry news 40	Industry news 40

Items in the question not selected in the top 5:
 Committee and regional meetings
 Job opportunities
 MSBO business solutions: products and services

7. What are your preferred communication methods for receiving information? Check all that apply.						
Top 5 Preferred Communication Methods for Receiving Information						
Total Responses	Millennials: Born 1981 - 1998 (age 19-36)		Gen Xers: Born 1965 - 1980 (age 37-52)		Boomers or Earlier: Born 1964 or earlier (age 53 or older)	
	MSBO %	National %	MSBO %	National %	MSBO %	National %
Email updates 86	Email updates 89	Email updates 58	Email updates 81	Email updates 61	Email updates 92	Email newsletters 61
Email newsletters 62	Email newsletters 63	Email newsletters 46	Email newsletters 58	Website 55	Email newsletters 67	Email updates 60
Website 34	Job-specific listservs 31	Website 46	Website 33	Email newsletters 50	Website 37	Website 49
Job-specific listservs 32	Website 29	Direct mail 40	Job-specific listservs 29	Direct mail 38	Job-specific listservs 35	Direct mail 38
Direct mail 6	Direct mail 10	Job-specific listservs-Mobile website-Text message 37	Mobile website 8	Job-specific listservs 34	Direct mail 5	Job-specific listservs 20

Items in the question not included in the top 5:
 Phone call
 Social networking sites
 Text messages