

2014 UAA Membership Survey – Summary Results

The USAID Alumni Association sent an email to all registered members in its Constant Contact database in early January 2014 with links to the Annual Membership Survey. There were responses from 124 members, a ____% response rate. 61% of the respondents were from the Washington, DC area; 39% from outside the DC metro area.

Questions focused on the UAA newsletter; UAA website; UAA events; opportunities outside the DC area; participation in UAA priority activities; and general recommendations. This report is organized according to these categories.

UAA Newsletter

Two-thirds of the respondents regularly read the newsletter; another quarter sometimes read it. Upcoming Events, Alumni Profiles and News, Event Recaps, and Committee Updates were the four most cited “favorites.” A significant number of respondents noted that they equally liked “all” parts of the newsletter.

UAA Website

Nearly 80% of the respondents “often” or “sometimes” look at the website – with the vast majority in the “sometimes” category. The favorite website features cited were: Directory; Development Links; UAA News; USAID Staff Movements; and Obituaries.

Several recommendations were made for the website, including (1) addition of UAA committee reports; (2) addition of new policy statements and other significant communications from USAID; (3) addition of an FSN Directory; and (4) addition of posting information to the individual listings in the Directory.

UAA Events

Nearly half of the respondents indicated they participated in UAA events during the prior year. In terms of “interest,” the Annual General Meeting and the DACOR Development Dialogues were ranked the highest by a considerable amount (85% and 73%, respectively, were ranked 4 or 5, the two highest rankings. Next most popular were the Thematic Workshops (e.g., Urban Series), Friday Morning Discussions, and Spring Reception – 50+% of respondents ranked these three events as 4 or 5. The event of “least interest” was the Summer Picnic – 48% marked it 4 or 5; 20% indicated it was of no interest.

In response to question about factors determining decision to attend events, three-fourths of respondents said that “topic” is the most important. Other significant factors were “location” and the “opportunity to see friends.” All other factors were cited by fewer than 10% of respondents.

Opportunities Outside the DC Metro Area

42% of respondents from outside the DC Metro area indicated that they would/might view or listen to presentations on the website.

In response to question about opportunities outside DC Metro area to hear about and discuss international development issues, the two most cited opportunities were: Retired Foreign Service Officer groups in a number of individual states; and the Foreign Policy Association's "Great Decisions" series which is offered by many World Affairs Councils and University Extension Programs around the country.

Note that a couple of members indicated they have taught **adult education classes related to development assistance or USAID**. The UAA might want to share syllabi or encourage a larger number of alumni to seek out this opportunity, especially for those outside the DC Metro area.

Participation in UAA Priority Activities

Individual UAA committees are reviewing the expressions of interest and will be contacting respondents directly. This included offers to volunteer for activities and a number of suggestions on development issues of significant interest.

Others Comments and Recommendations

UAA committees will review all comments and suggestions for potential action or response. **Major suggestions** include the following:

- Many respondents indicated an interest in more information on USAID programs, policies and priorities. This would include attending events in the U.S. at which the Administrator or other senior managers speak – perhaps UAA can get this info from USAID and include in the newsletter.
- Some respondents recommended that UAA do more public outreach and advocacy on development assistance.
- UAA should be proactive in seeking a broader array of alumni, not just those who have retired, but also those who left before reaching retirement age.
- Recommendation that the fee for members outside of DC be the same as those who are overseas.
- Recommendation that UAA re-open discussion with USAID about the possibility of a USAID Retiree badge to facilitate access to USAID offices.