

MPACE Asked Their Members To Tell Leadership What's Important to THEM!
January 2008

In January 2008, we asked MPACE members to rank the things that are important to them joining their professional organization or renewing their membership. We based our survey questions on those asked in the project by the American Society of Association Executives *Decision to Join* study in 2007. 25% of our members answered the survey. To make our 2007-2008 Board of Directors nervous, we asked them the same questions, asking them to rank what they think is important as they plan for MPACE. We compare them here to the general membership.

**1. What do you think are the MOST important functions of a professional college recruiting association like MPACE?
(Members were asked to pick 3 choices. The percentages are those that ranked the choice in their top 3)**

GENERAL MEMBERSHIP

Connecting practitioners in the field to each other/networking	85.2%
Providing training/professional development to members	84.4%
Creating and disseminating standards of practice/benchmarking	56.3%
Providing timely info about the field to members	32.6%
Providing technical and resource info to members	30.4%
Representing the field to the public	5.9%
Providing certification opps for members	5.2%

BOARD

Connecting practitioners in the field to each other/networking	86.7%
Providing training/professional development to members	86.7%
Creating and disseminating standards of practice/benchmarking	46.7%
Providing timely info about the field to members	33.3%
Providing technical and resource info to members	33.3%
Representing the field to the public	6.7%
Providing certification opps for members	6.7%

2. How IMPORTANT were the following personal benefits in your decision to join/renew your membership in MPACE? (5 was the highest; 1 the lowest. The percentage shown represents those answering either 4 or 5)

GENERAL MEMBERSHIP

Professional development opportunities	94.9%
Opportunities to network with other professionals, from both colleges & employers	91.9%
Access to the most up-to-date info available in your field	76.3%
Readily available contact info for school and employer members	65.2%
Access to career info and employment opps	45.2%
Opportunities to gain leadership exp	37.0%
Access to products, services and suppliers to the profession	31.1%

BOARD

Opportunities to network with other professionals, from both colleges & employers	100.0%
Professional development opportunities	80.0%
Access to the most up-to-date info available in your field	73.4%
Readily available contact info for school and employer members	73.3%
Opportunities to gain leadership exp	73.3%
Access to career info and employment opps	40.0%
Access to products, services and suppliers to the profession	20.0%

3. How IMPORTANT were the following benefits to your field or profession in your decision to join/renew your membership in MPACE or recommend to a colleague?

(5 was the highest; 1 the lowest. The percentage shown represents those answering either 4 or 5)

GENERAL MEMBERSHIP

Providing benchmarking standards or guidelines that support quality	76.3%
Gathering & publishing data or trends in the field	72.6%
Maintaining a code of ethics	66.0%
Attracting and supporting competent people into the field	64.4%
Supporting student education and entry into our field	43.0%
Promoting greater public awareness of contributions in the field	40.0%
Providing awards or recognition for excellence in the field	28.9%
Certifying those that meet critical competency standards	25.9%

BOARD

Providing benchmarking standards or guidelines that support quality	80.0%
Attracting and supporting competent people in the field	80.0%
Maintaining a code of ethics	53.4%
Gathering & publishing data or trends in the field	46.7%
Providing awards or recognition for excellence in the field	40.0%
Promoting greater public awareness of contributions in the field	33.4%
Supporting student education and entry into our field	33.3%
Certifying those that meet critical competency standards	26.7%

**4. What do you think the top three CHALLENGES that face the college recruiting community?
(Members were asked to pick 3 choices. The percentages are those that ranked the choice in their top 3)**

GENERAL MEMBERSHIP

Shrinking budgets with more responsibilities	61.5%
Keeping pace with technology	47.4%
Inadequate recognition of the value delivered by the profession within the schools/employers	41.5%
Rapidly changing, difficult-to-predict market conditions or trends	35.6%
Keeping up with new info in the field	29.6%
Achieving high-quality outcomes	20.7%
Lack of public awareness of our field	19.3%
Inadequate supply of capable professionals	17.0%
Technology replacing practitioners	10.4%
Inadequate supply of support personnel	8.9%
An expanding body of knowledge	8.1%

BOARD

Shrinking budgets with more responsibilities	53.3%
Rapidly changing, difficult-to-predict market conditions or trends	53.3%
Inadequate recognition of the value delivered by the profession within the schools/employers	40.0%
Keeping up with new info in the field	33.3%
Inadequate supply of capable professionals	26.7%
Keeping pace with technology	26.7%
Achieving high-quality outcomes	20.0%
Inadequate supply of support personnel	20.0%
Lack of public awareness of our field	13.3%
Technology replacing practitioners	6.7%
An expanding body of knowledge	6.7%