



## **AEG's Needs Assessment: Your survey is on its way**

As you have read recently in these pages of the Insider, the AEG member Needs Assessment process is well underway. Our partners at The Loyalty Research Center have completed their investigative phase, which involved interviews with over 40 stakeholders. Now we need your help.

You will be receiving an email pre-notification from The LRC in the next several weeks that will describe the survey process and what they will be requesting you to do. After that, you will receive an email with a link to the Web-based survey portal. We anticipate that you will be able complete the survey in around 15 minutes. Use this as an opportunity to tell AEG what you need from your professional organization. Now is your chance to really make a difference!

The LRC will kick off the first batch of electronic surveys around the end of February. We have five target groups of people – or target markets – which we identified as being critical to the Needs Assessment data gathering process. These groups include professional members, student members, lapsed members, prospective members and commercial entities. The LRC will be conducting the surveys of each of the five target groups in overlapping waves, so some of you will be notified sooner than others.

We have made every effort to be as thorough as we can through the entire Needs Assessment process, and The LRC will be sending over 13,000 emails and hopefully collecting data from more than 6,500 survey participants. We don't like to make mistakes, but if we somehow miss you on an email survey notice, by all means, let us know. Our aggressive schedule indicates that all the surveys will have been launched by about March 7. Everyone's input is not only solicited but also valued.

We ask that you please participate when you are called upon to do so. Feel free to contact either of the Needs Assessment team leaders, [Deb Green](#) or [Duane Kreuger](#) with any questions or suggestions.