



THE AEG INSIDER

March 6, 2013

AEG's Needs Assessment: Survey deadline March 14

The AEG Needs Assessment Surveys for Members and Students were launched on Thursday, Feb. 28. Please take just a few minutes to complete the survey, and you don't have to do it all at once. You can start the survey and then save it to finish at a later time. We anticipate that you will be able to complete the survey in around 15 minutes. Your opinions counts, and your participation is key to our future success.

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 AEG's next round of strategic planning will be modeled on the results of this Needs Assessment. If you did not receive the email link or you misplaced it, just send us an email at info@aegweb.org, and we'll take care of it for you.

The Loyalty Research Center kicked off the first batch of electronic surveys on Feb. 28. 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 the remaining surveys are scheduled to launch this Thursday, March 7.

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.