

Member Educational Needs Assessment



Ensure you are providing the most important education and professional development to your members and identify gaps you need to fill.

Recommended every 3 years

WHY

The Importance

HOW

The Approach

WHAT

The Value

- Assess how you are meeting the current educational needs of your members
- Identify any unmet educational or professional development needs of your members
- Enhancing educational offerings to boost engagement and retention rates
- Conduct 1:1 in-depth interviews with members
- Create an online survey using interview results for all members to complete
- Perform a competitive analysis to identify opportunities to provide greater value to members
- Detailed results of the survey
- Analysis of gaps and opportunities by various demographic segments
- Recommendations for improving educational offerings
- Guidance on which educational opportunities to stop and start



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