

NACURH SERVICES & PERFORMANCE ASSESSMENT

2017 DATA REPORT

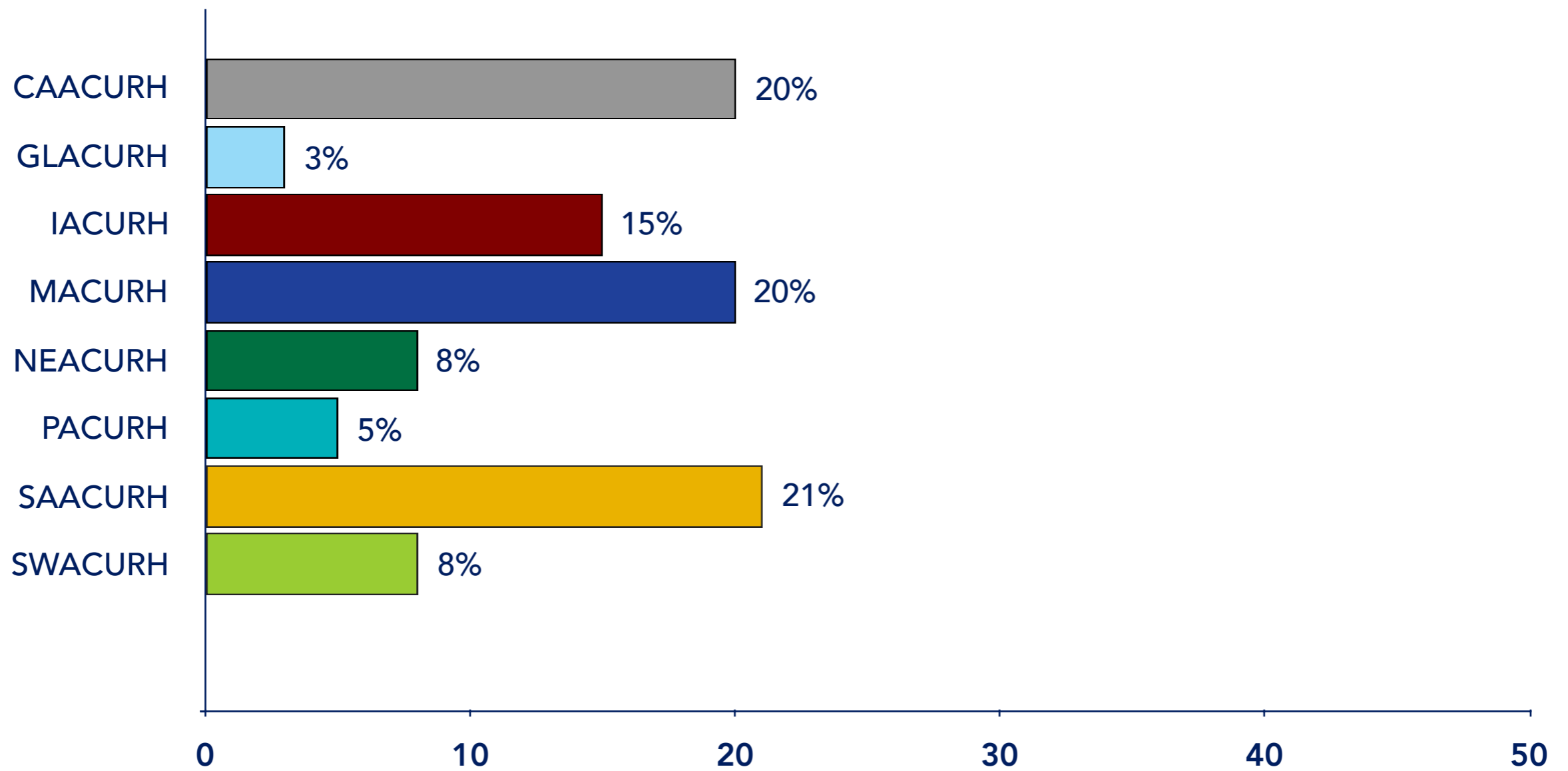


OVERVIEW

- Primary data collection opportunity for NACURH and its entities on services offered
- Feedback gathered from October, 2017 to December 2017
- Statements were presented in the order they are presented here, with the option for respondents to rank the level to which they agreed or disagreed, etc.
- Responses to this assessment could be submitted anonymously, with the option to provide written, open-ended feedback in addition to rankings

REGIONAL RESPONDENTS

Affiliation Year 2015 - 2016

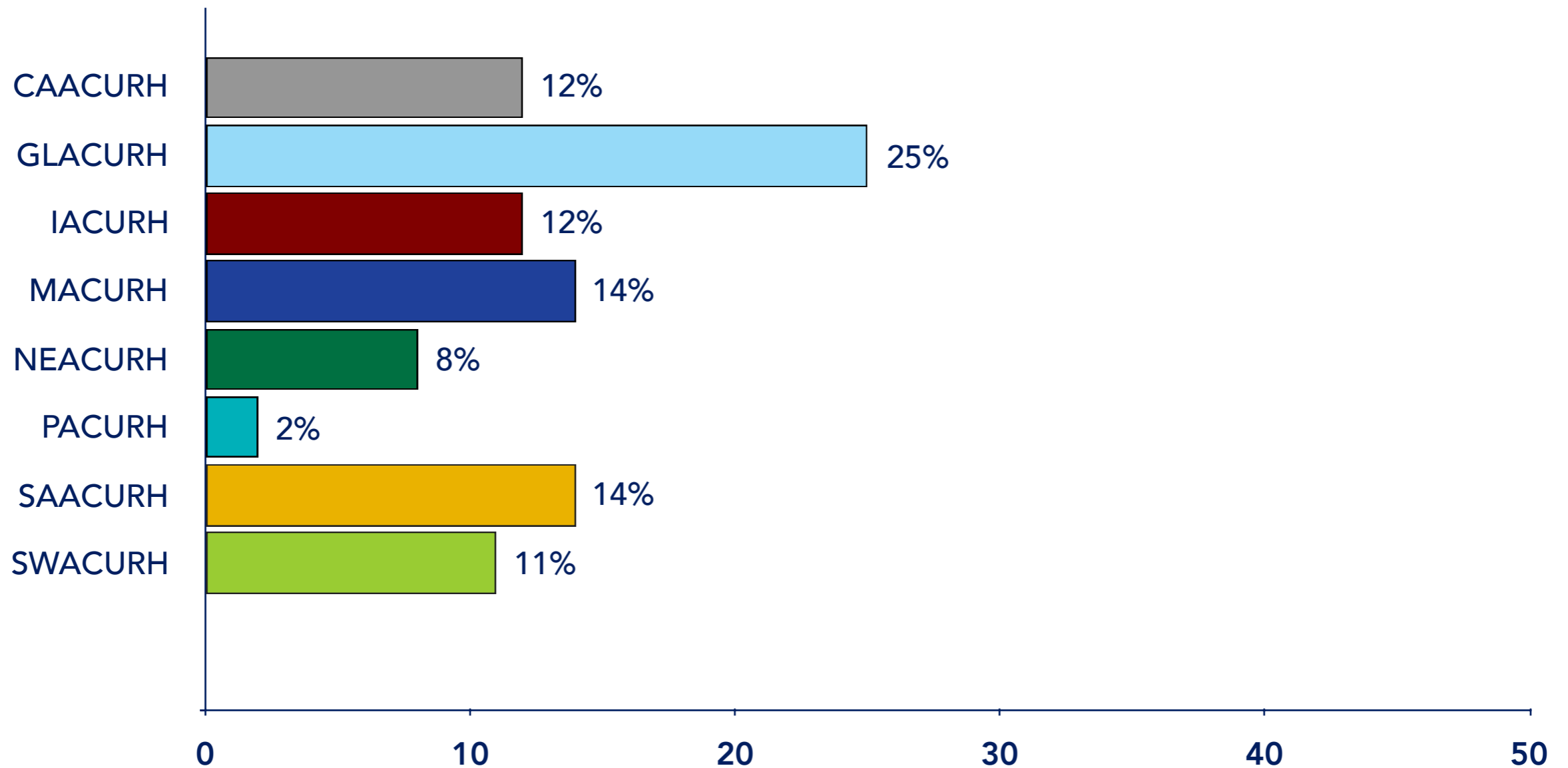


n=144

Percent of total respondents

REGIONAL RESPONDENTS

Affiliation Year 2016 - 2017

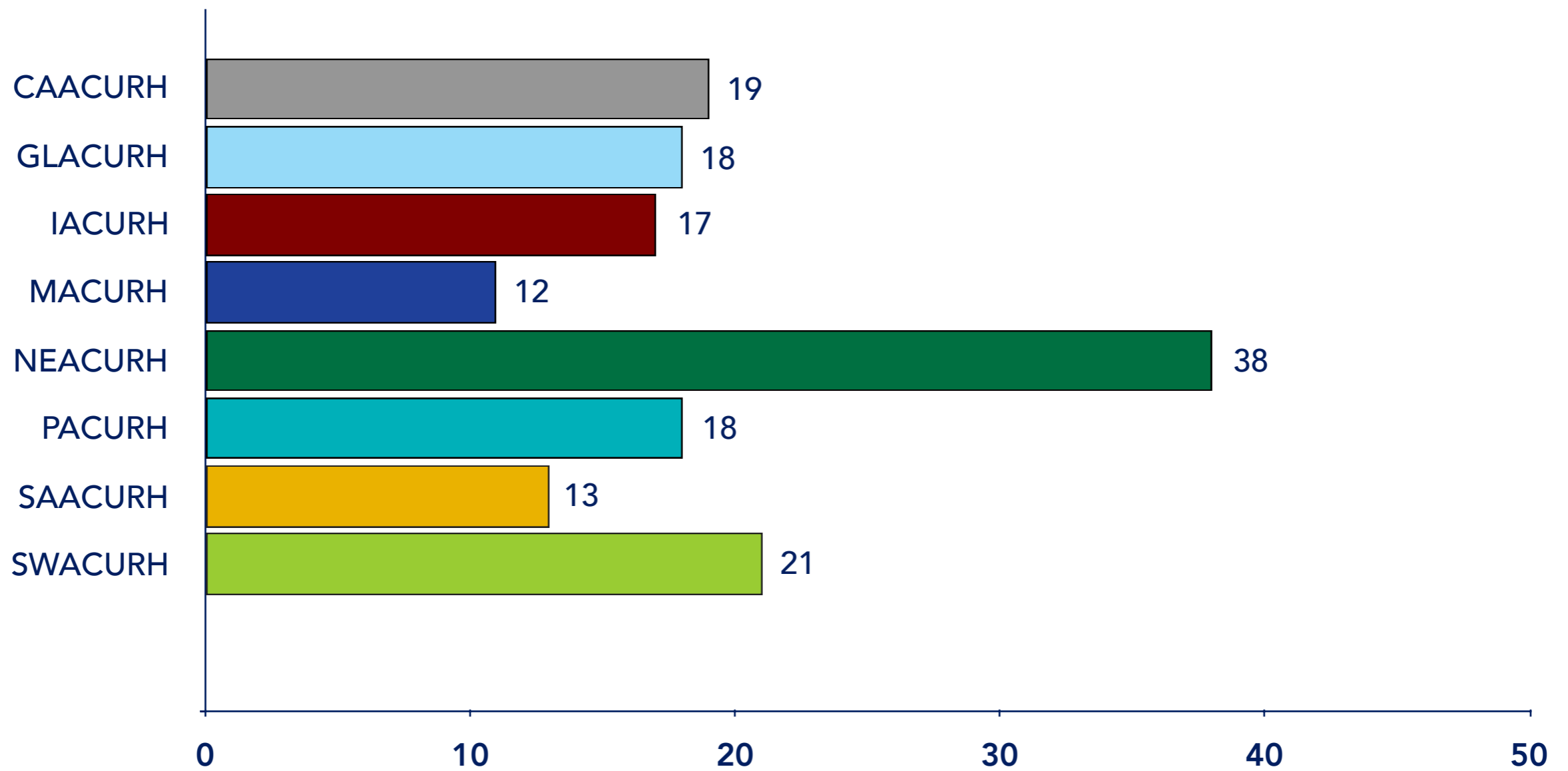


n=189

Percent of total respondents

REGIONAL RESPONDENTS

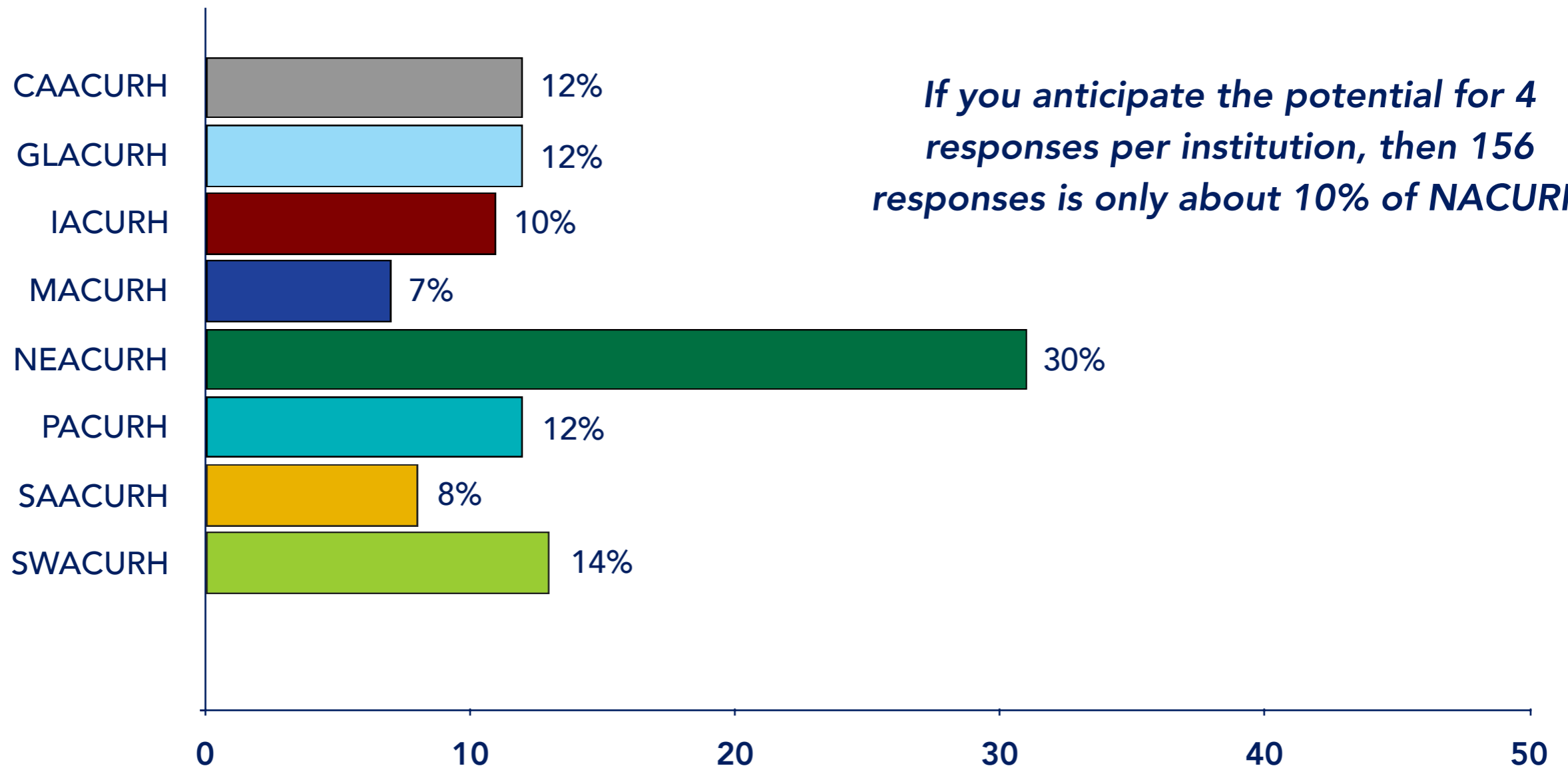
Affiliation Year 2017 - 2018



n=156

REGIONAL RESPONDENTS

Affiliation Year 2017 - 2018

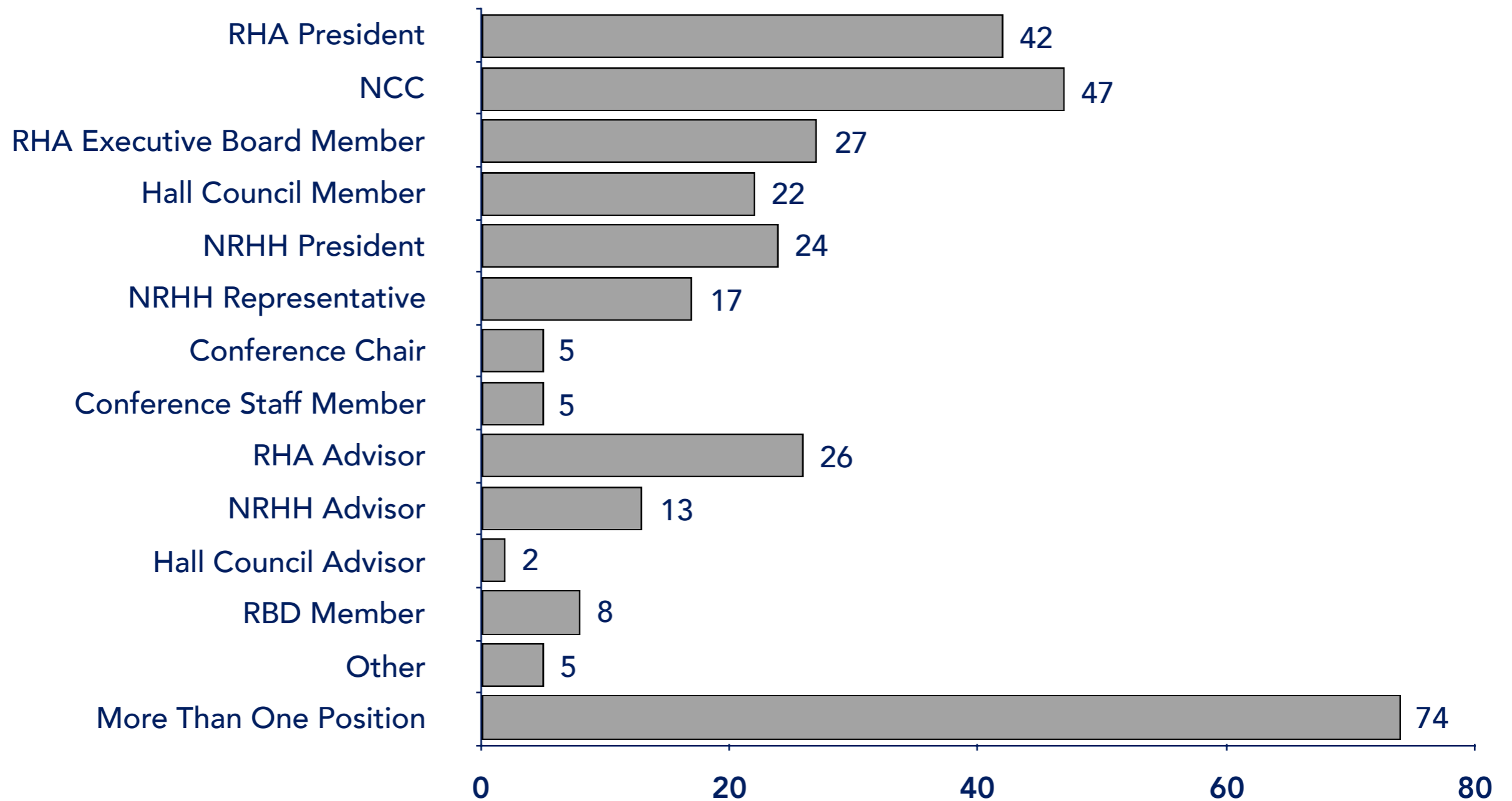


If you anticipate the potential for 4 responses per institution, then 156 responses is only about 10% of NACURH

n=156

Percent of total respondents

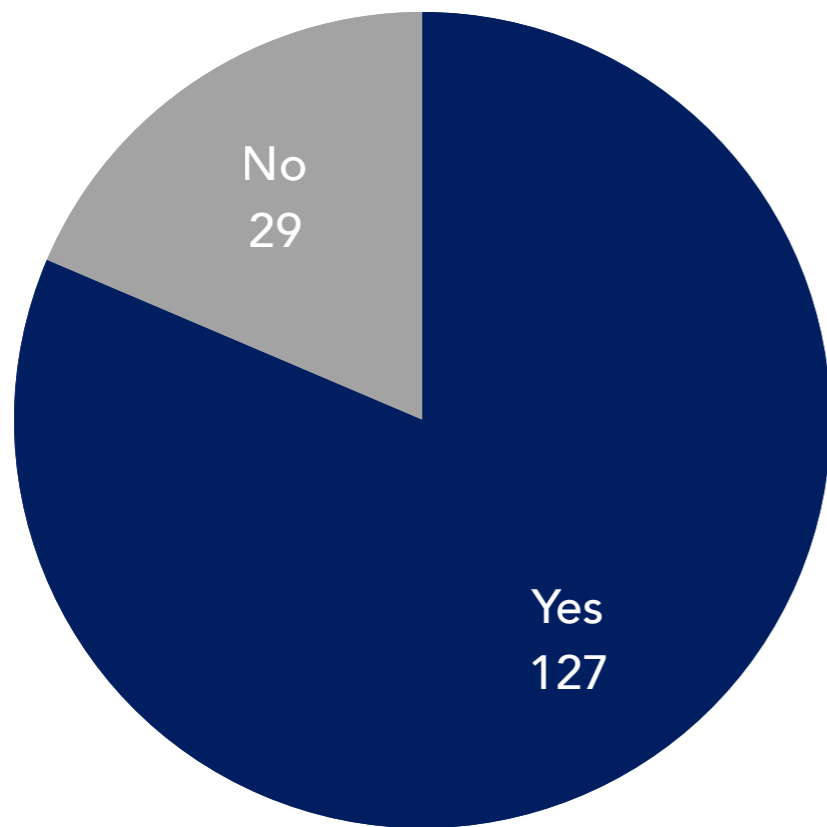
POSITIONAL RESPONDENTS



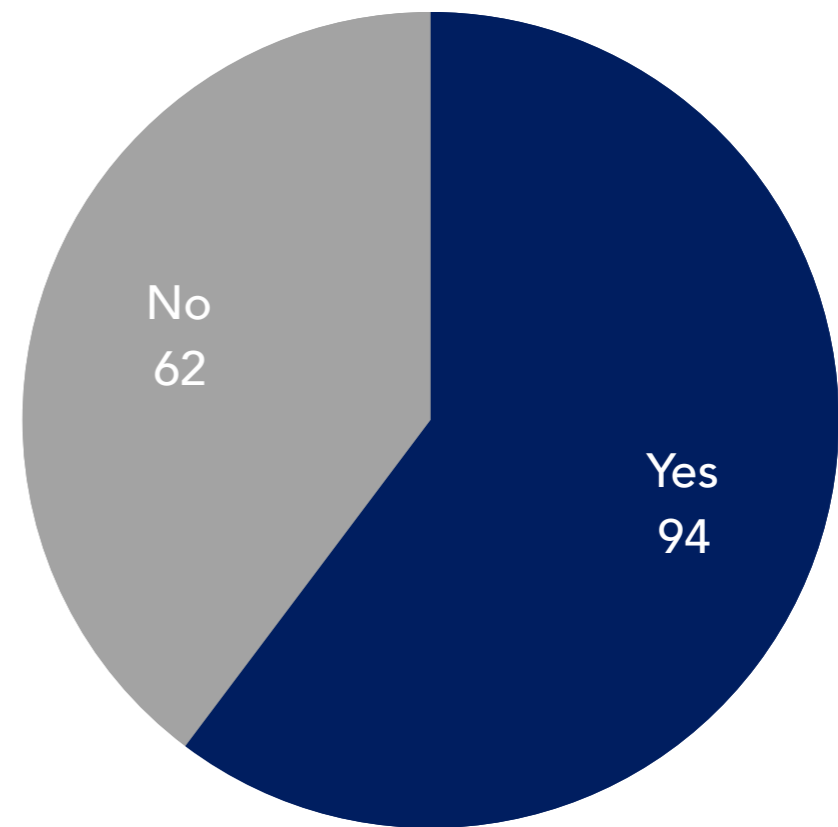
n = 156

NRHH MEMBERSHIP

Does your campus have an NRHH Chapter?



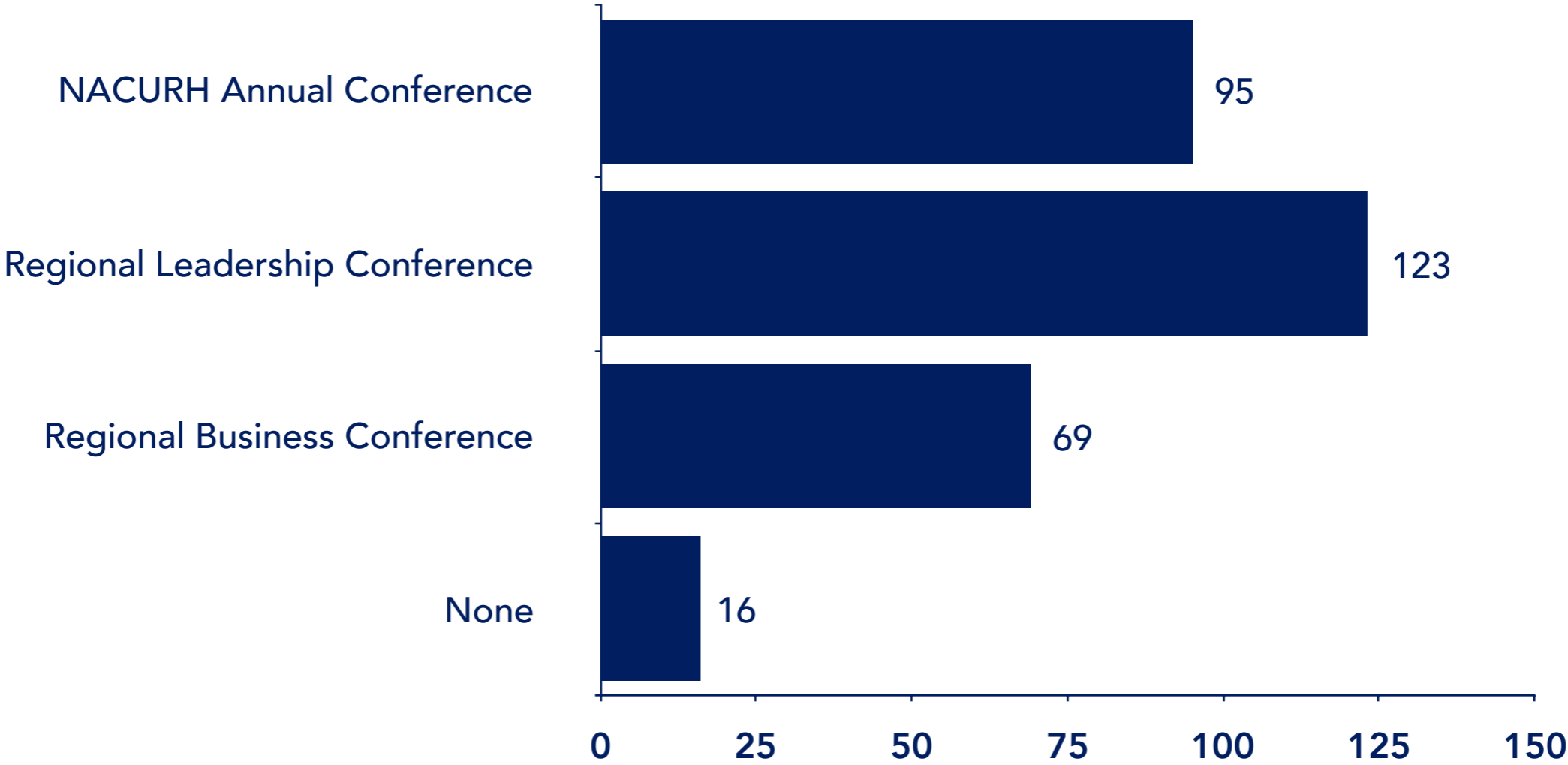
Are you a member of NRHH?



n=156

CONFERENCE ATTENDANCE

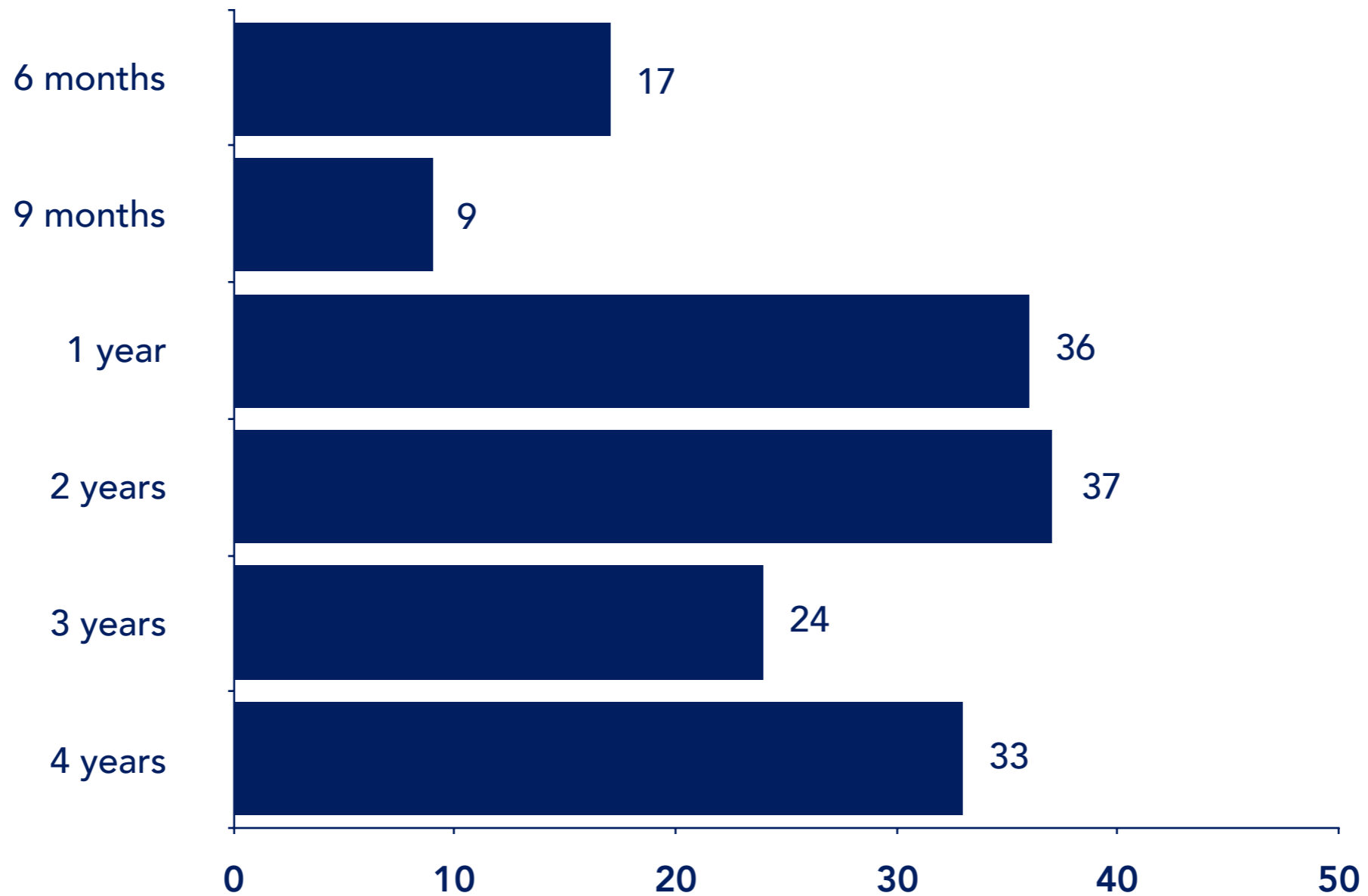
What conferences have you attended in the past 18 months?



n=156

INVOLVEMENT

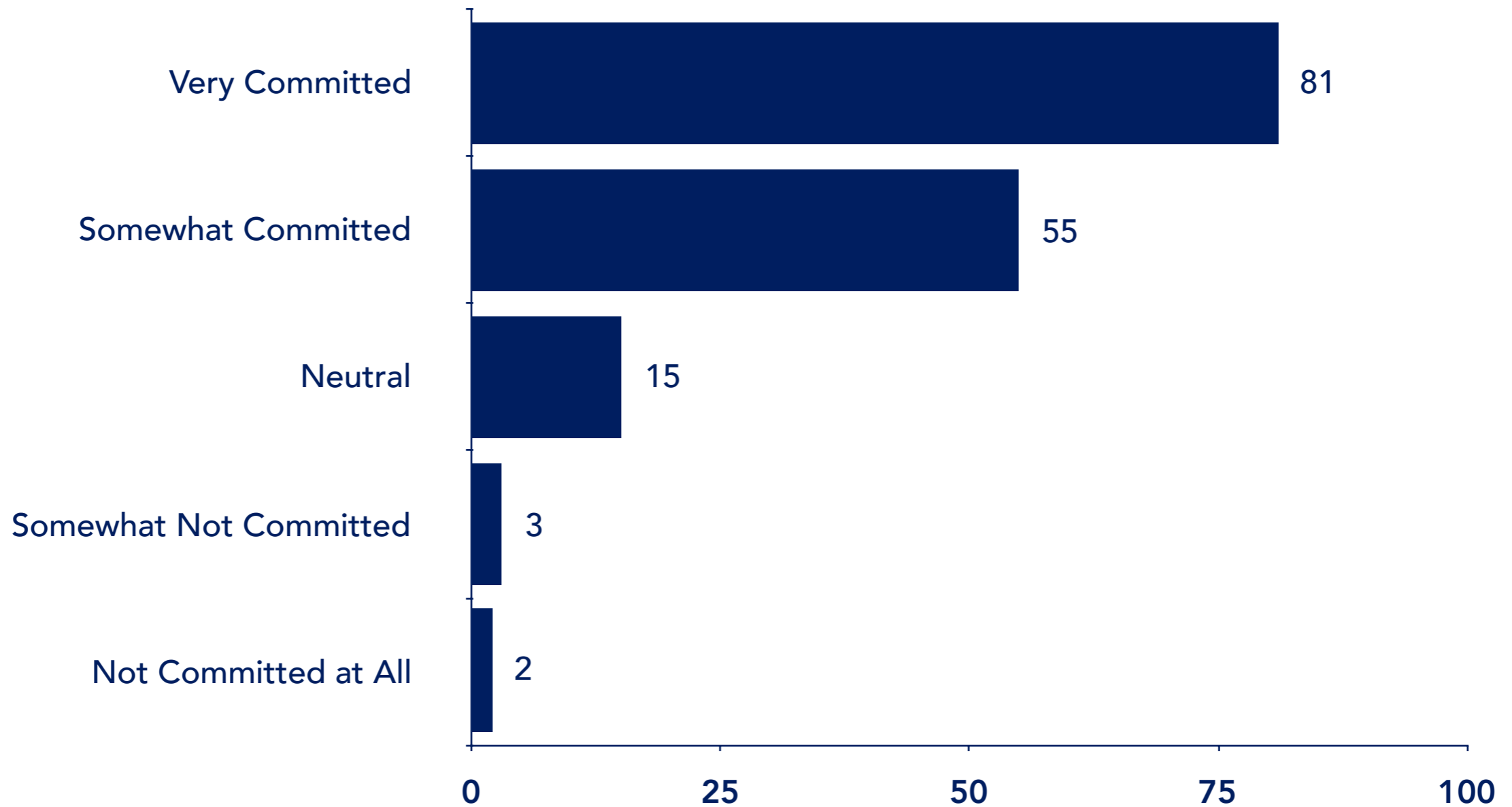
About how long have you been aware of NACURH?



n=156

COMMITMENT

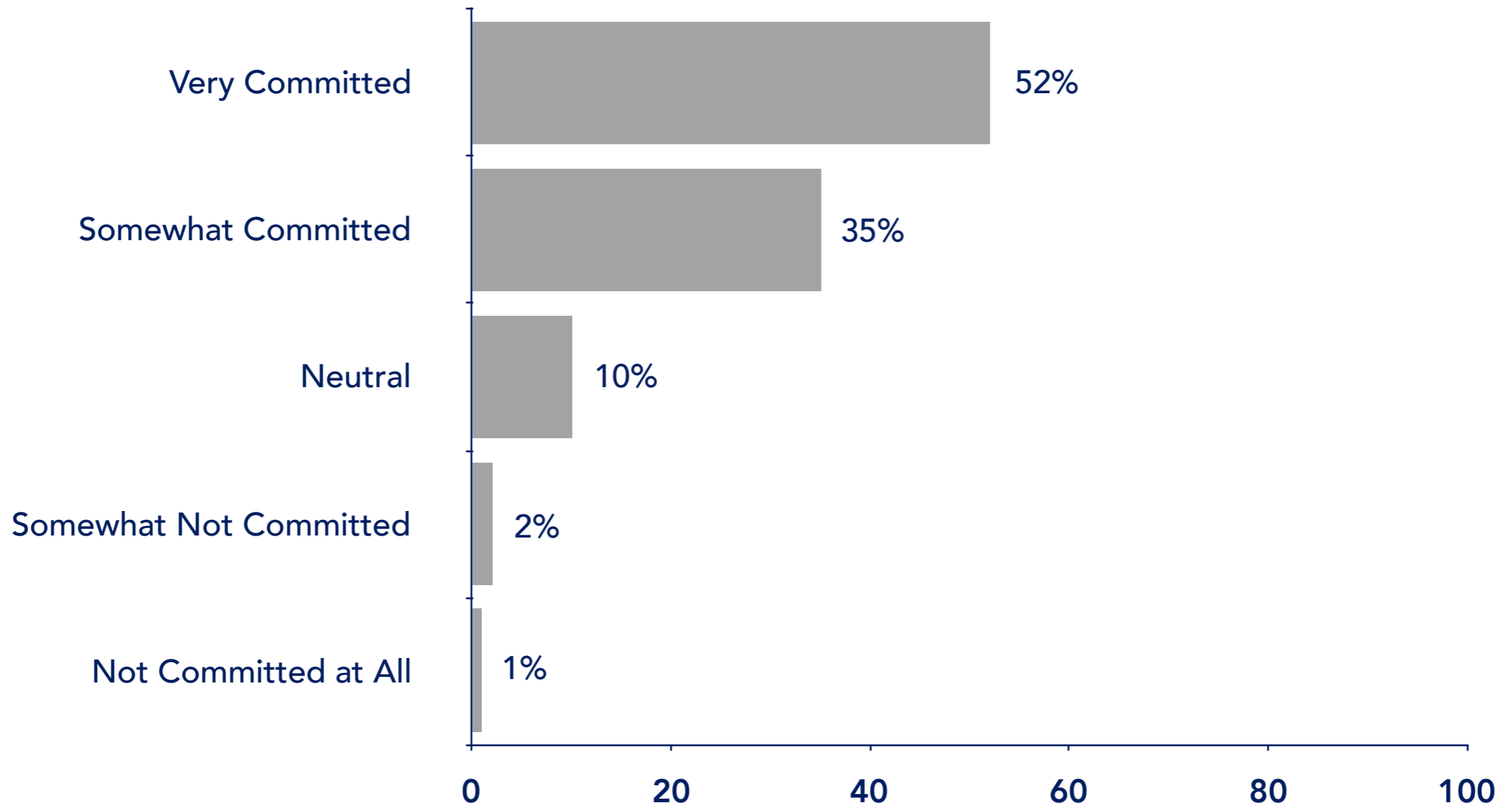
How committed are you to being involved in the future?



n=156

COMMITMENT

How committed are you to being involved in the future?

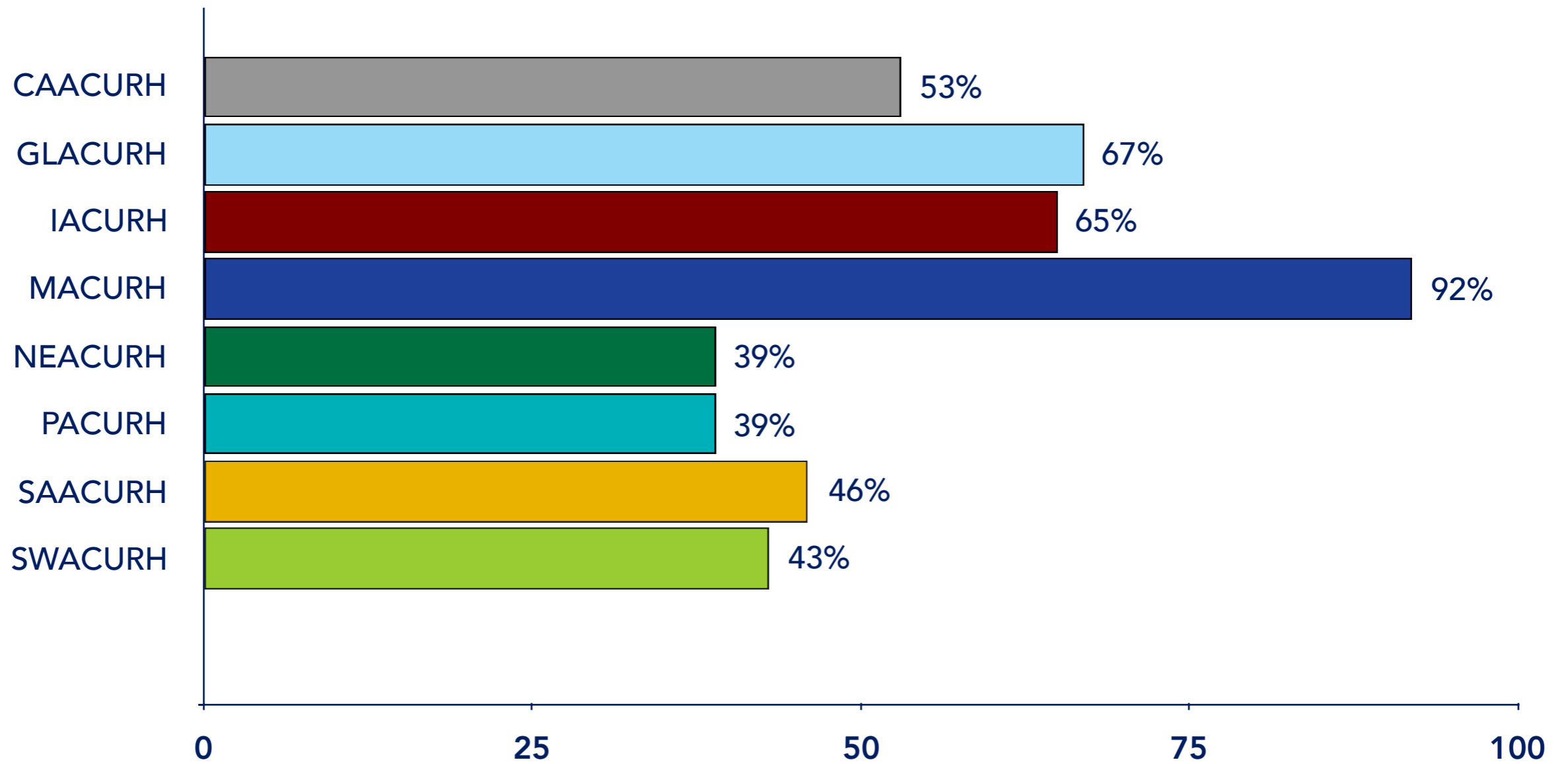


n=156

Percent of total respondents

COMMITMENT

How committed are you to being involved in the future?

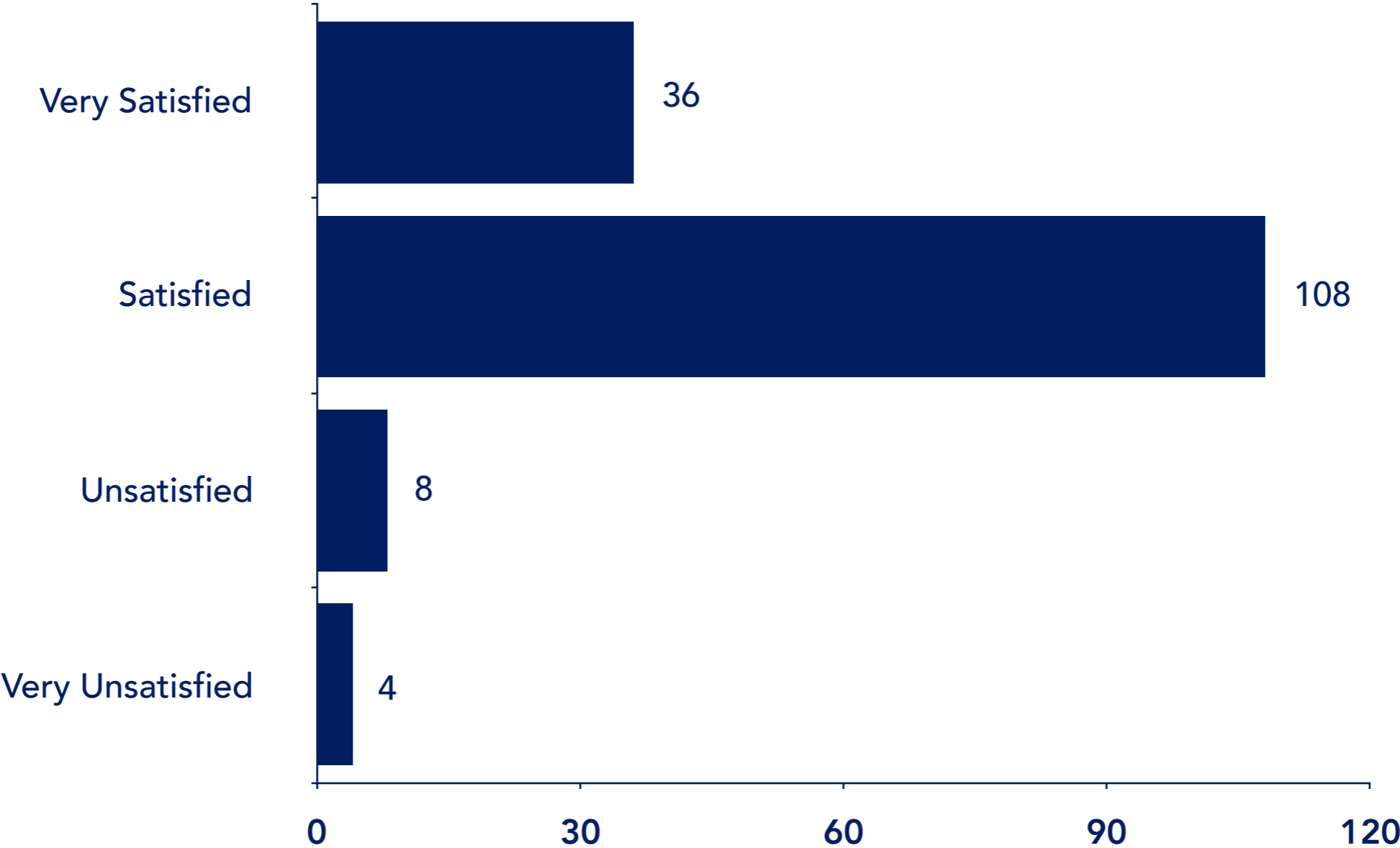


n=156

*Percent of **Very Committed** per region*

SATISFACTION

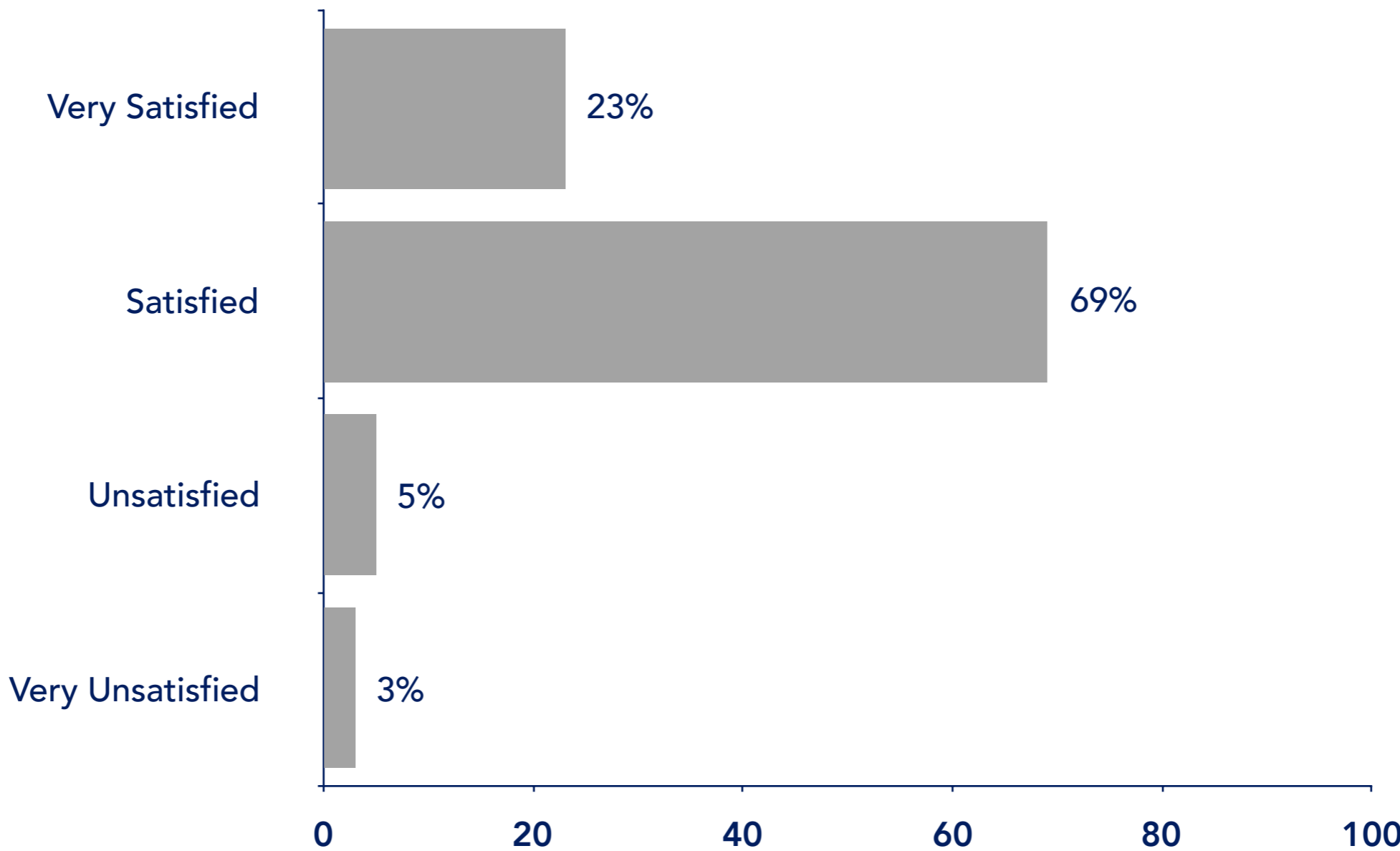
NACURH, Inc.



n=156

SATISFACTION

NACURH, Inc.

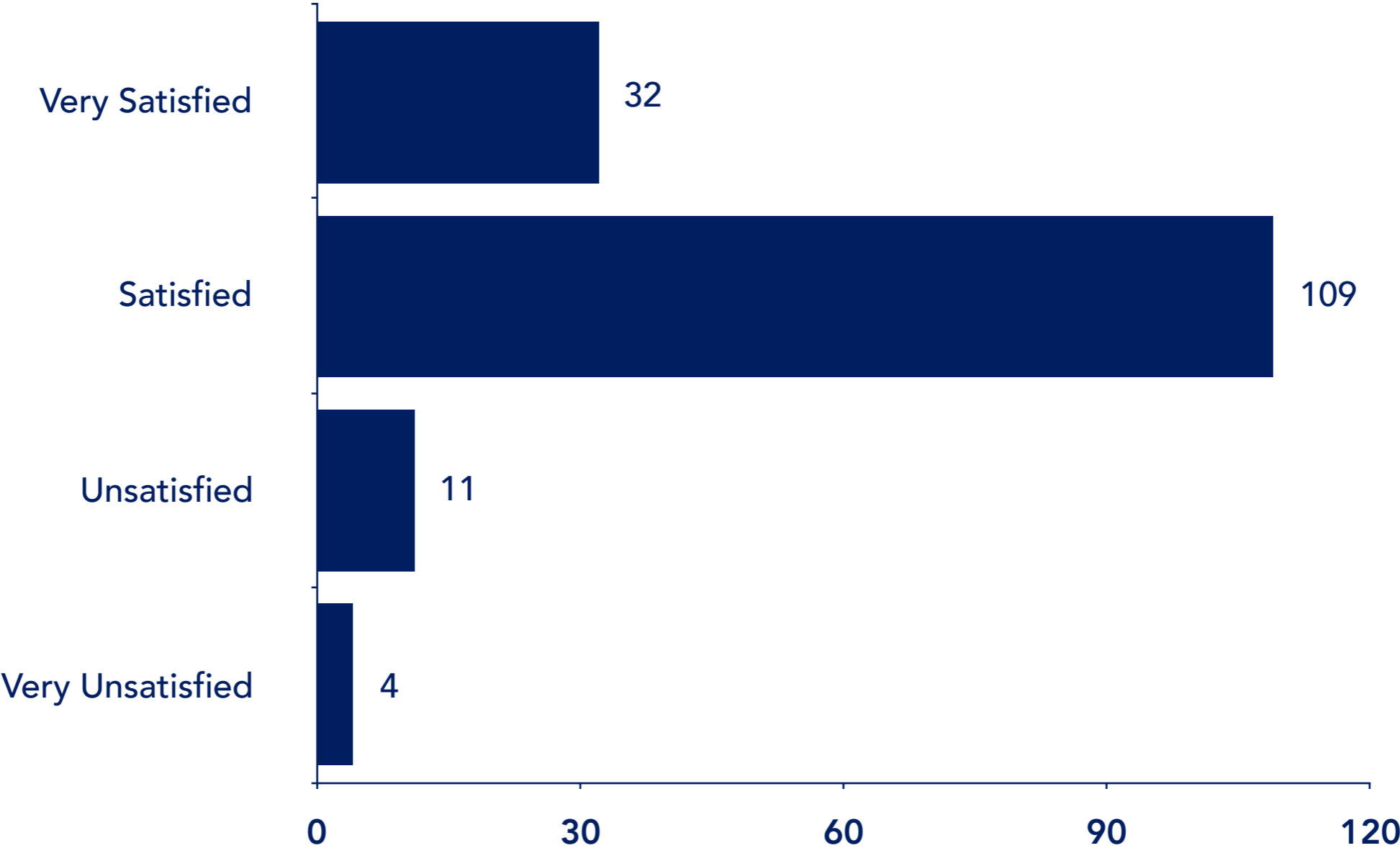


n=156

Percent of total respondents

SATISFACTION

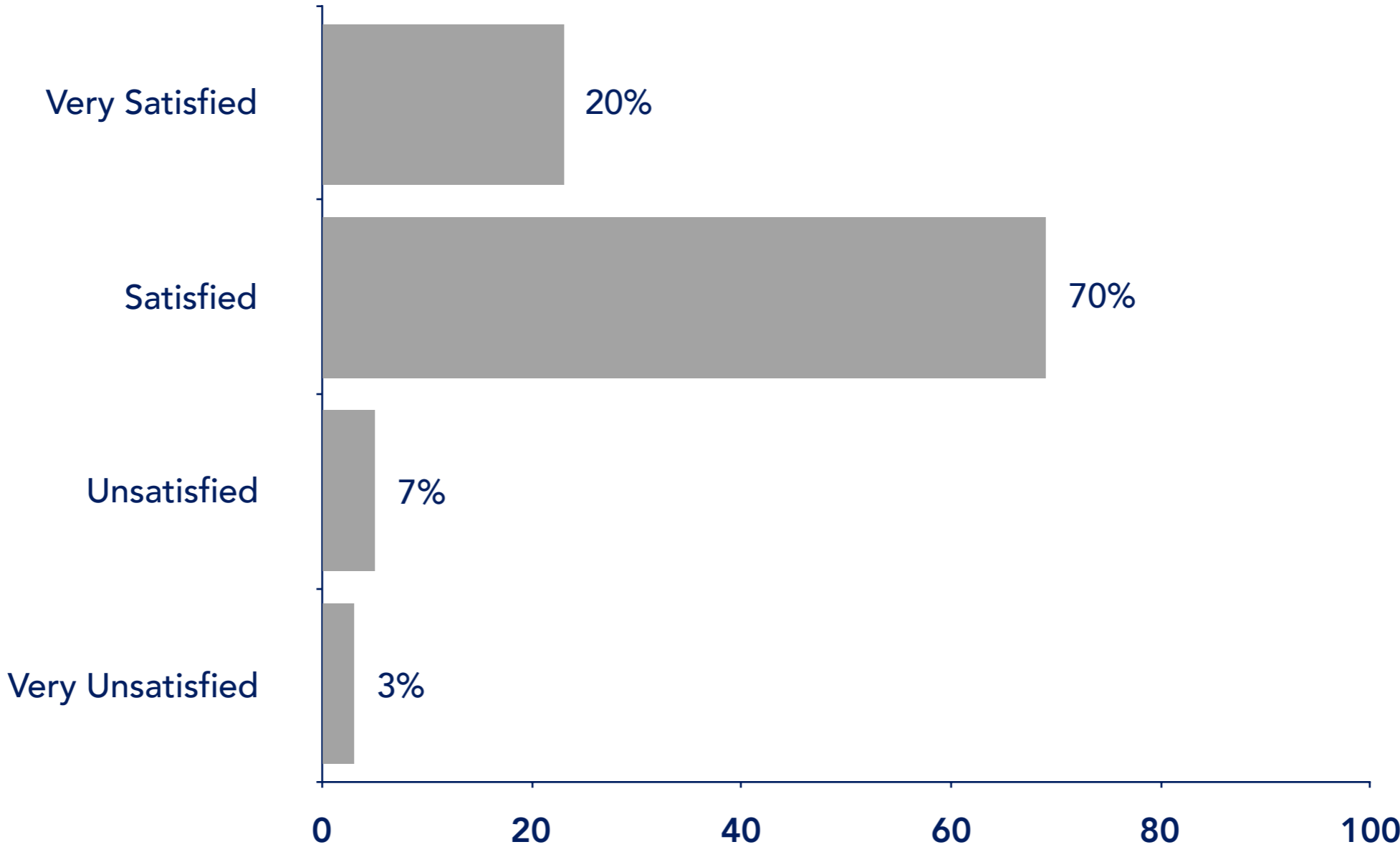
NACURH Corporate Office



n=156

SATISFACTION

NACURH Corporate Office

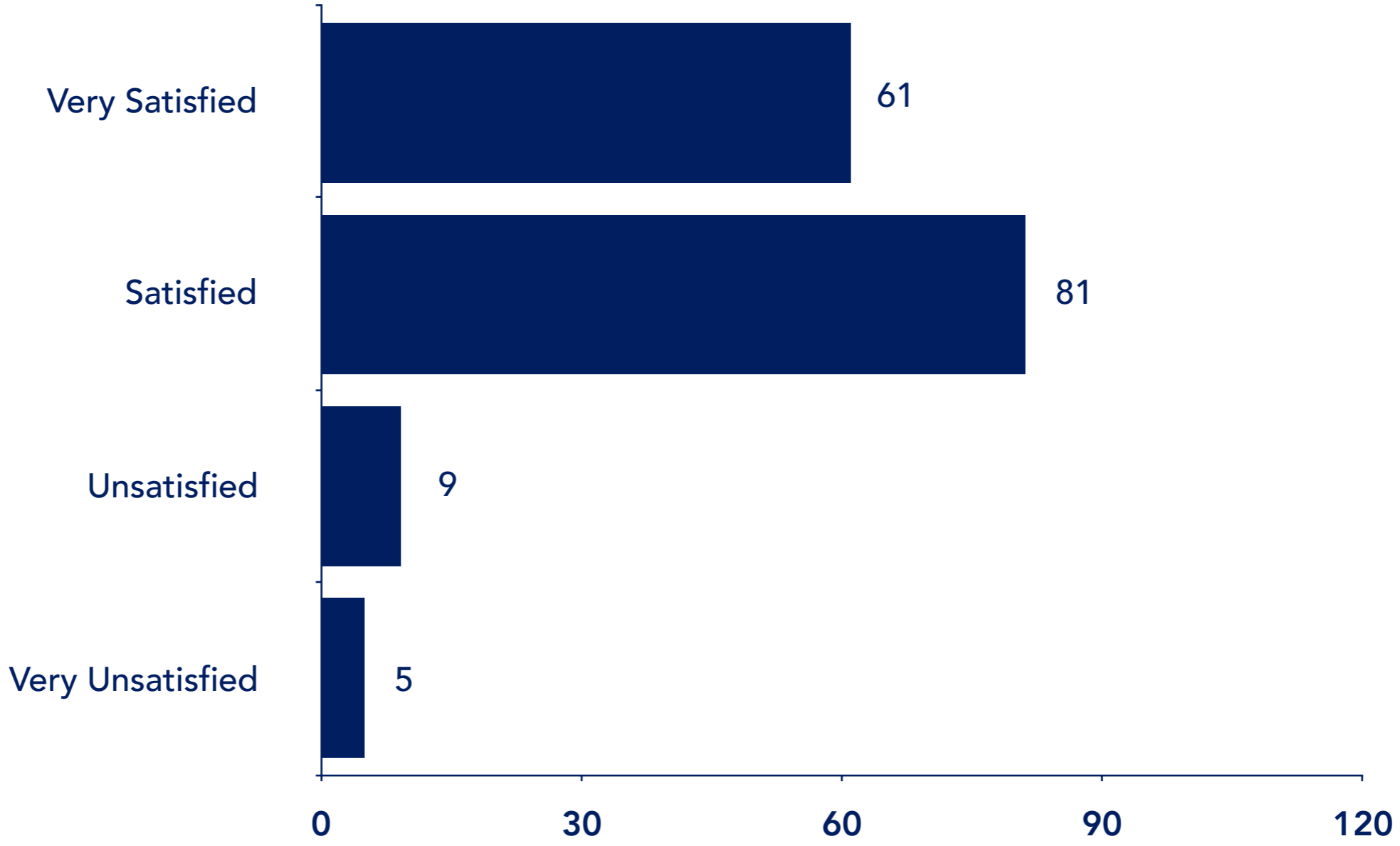


n=156

Percent of total respondents

SATISFACTION

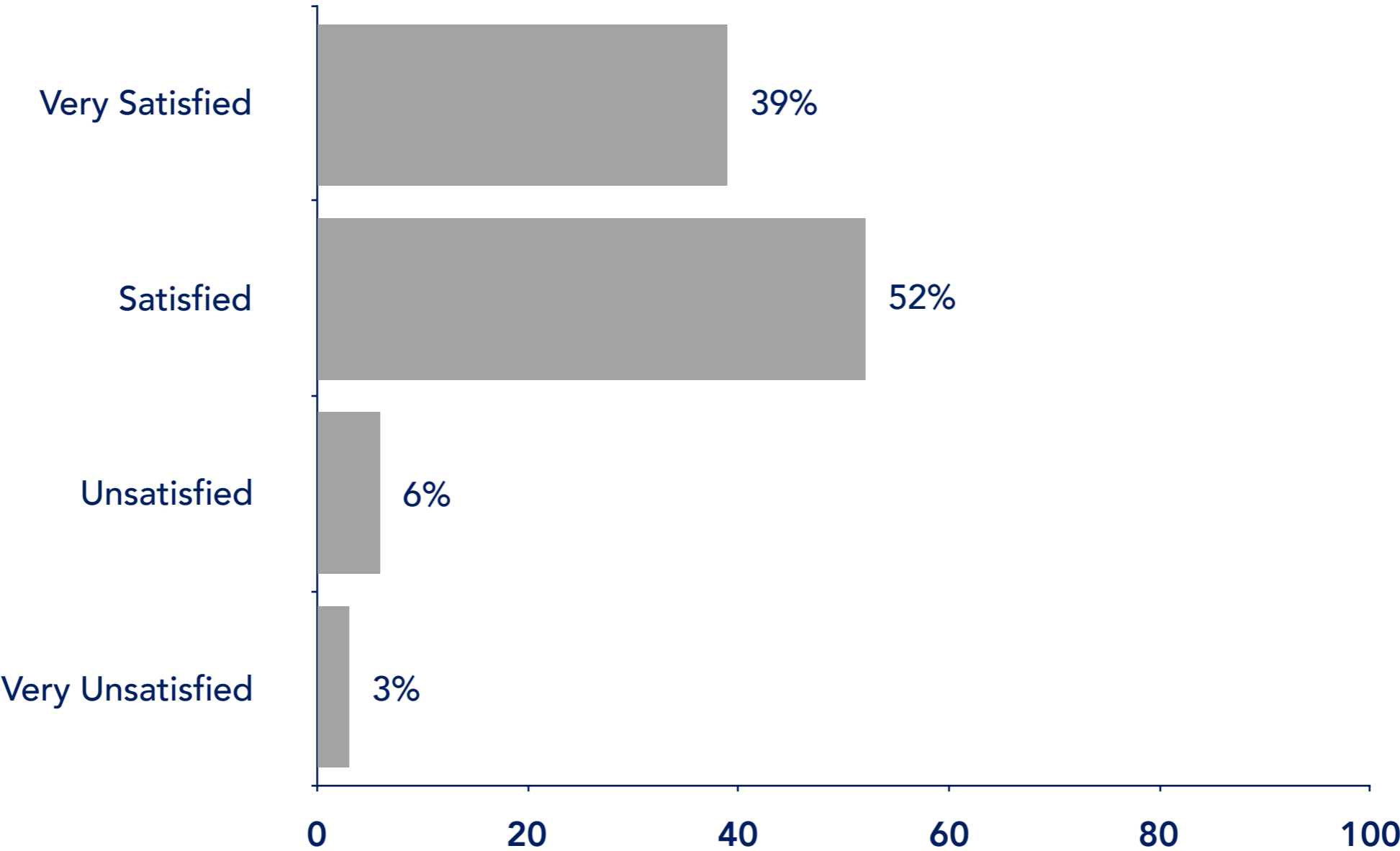
Selected Region



n=156

SATISFACTION

Selected Region

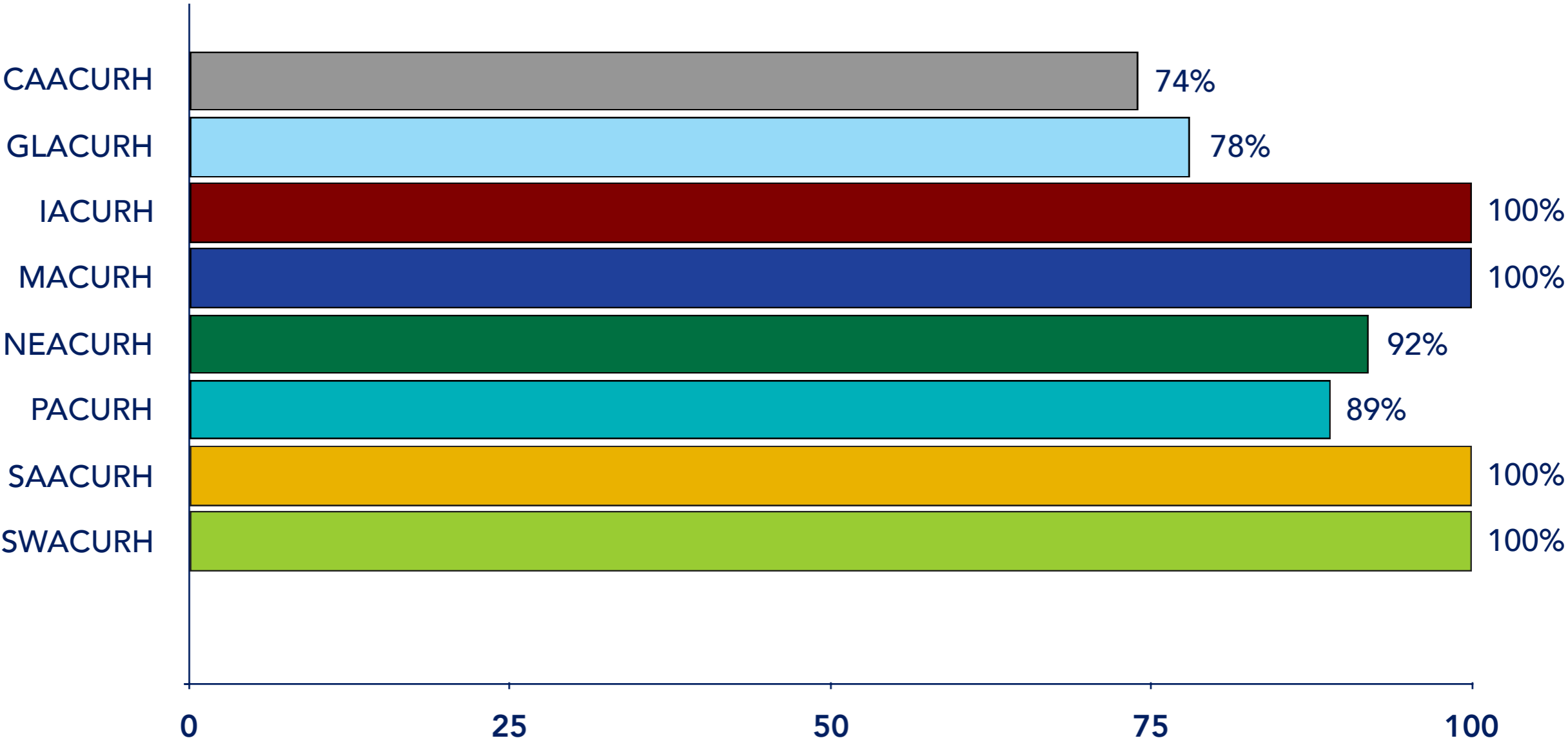


n=156

Percent of total respondents

SATISFACTION

Selected Region

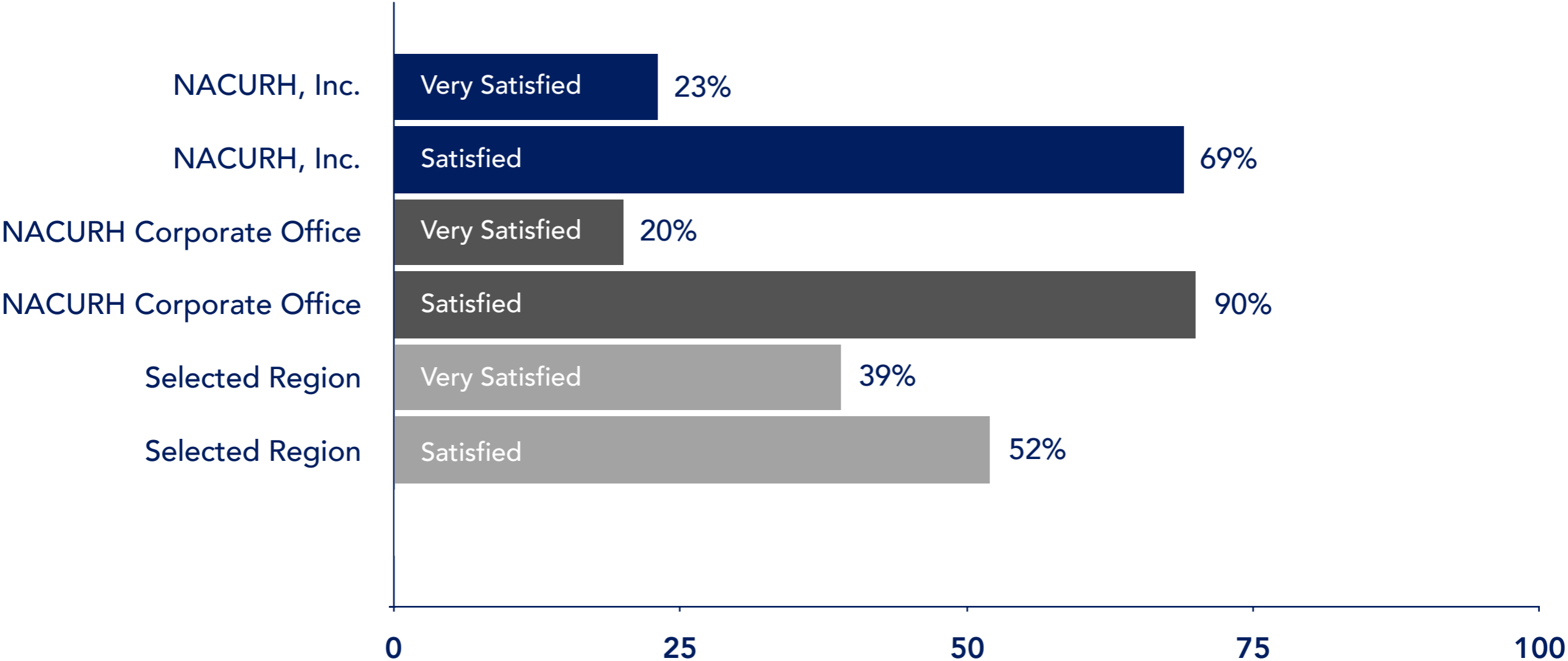


n=156

Percent of Satisfied & Very Satisfied per region

SATISFACTION

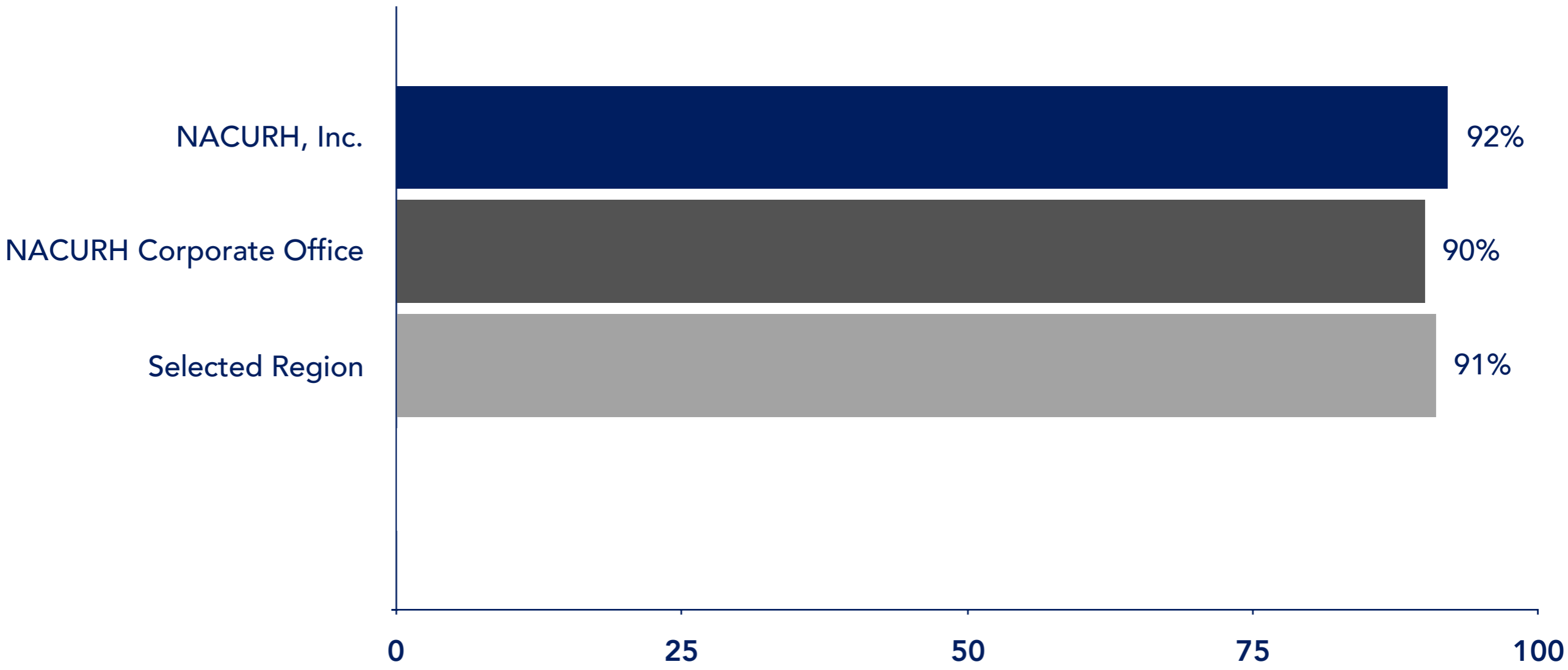
Percent of **Satisfied & Very Satisfied** responses



n=156

SATISFACTION

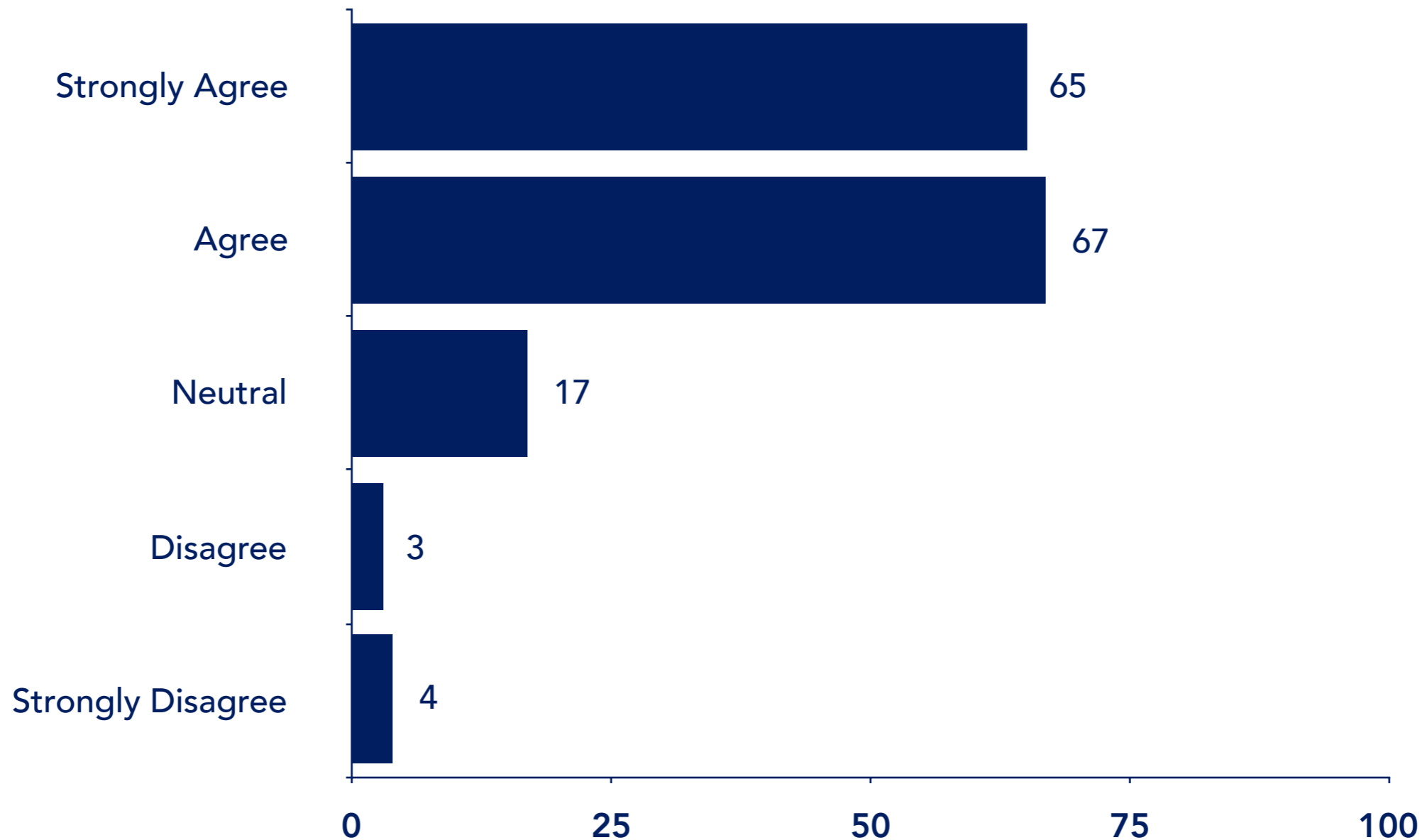
Percent of *Satisfied & Very Satisfied* responses



n=156

FREEDOM OF OPINION

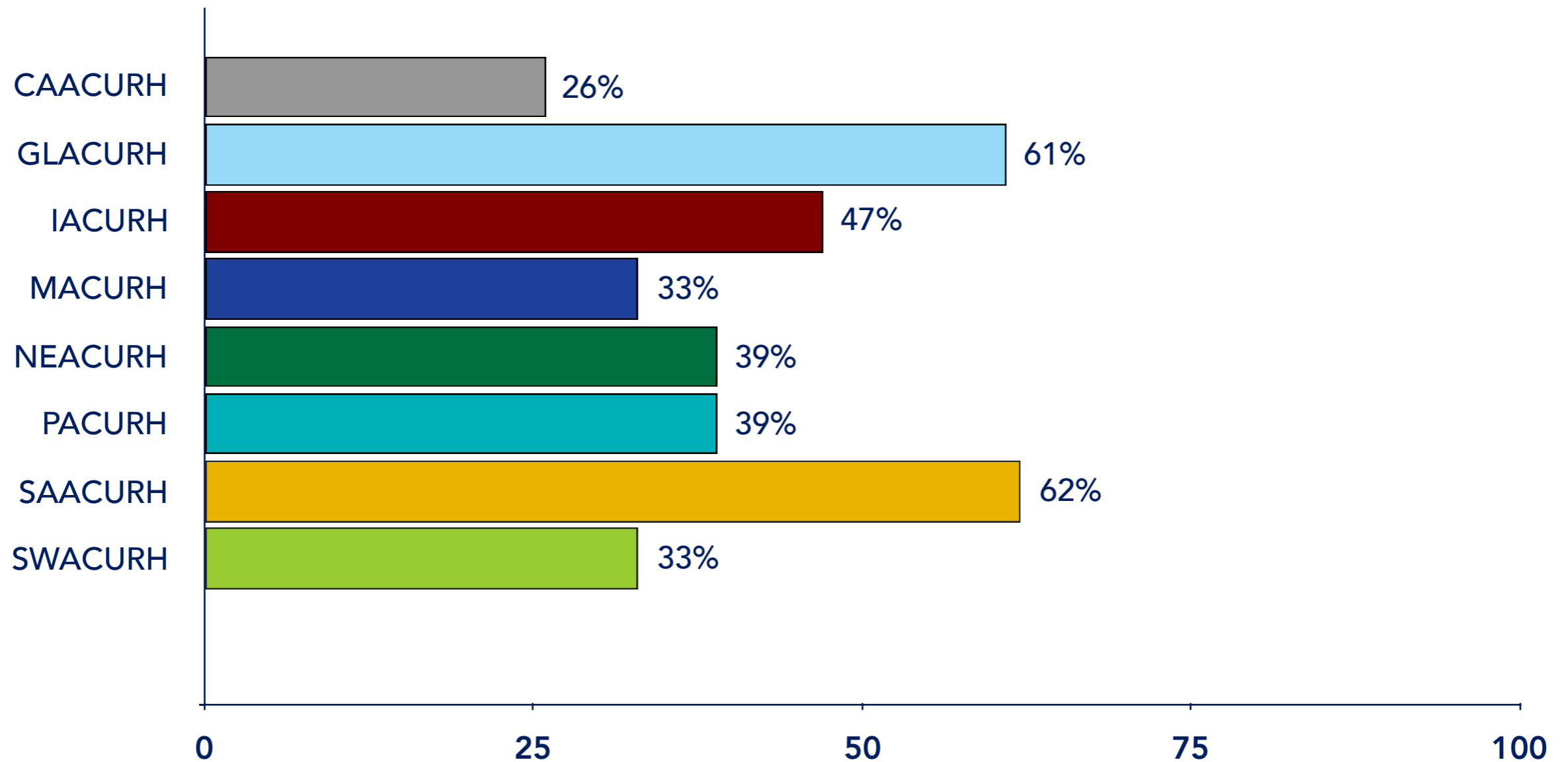
"NACURH creates an environment where I can freely express my opinion"



n=156

FREEDOM OF OPINION

"NACURH creates an environment where I can freely express my opinion"

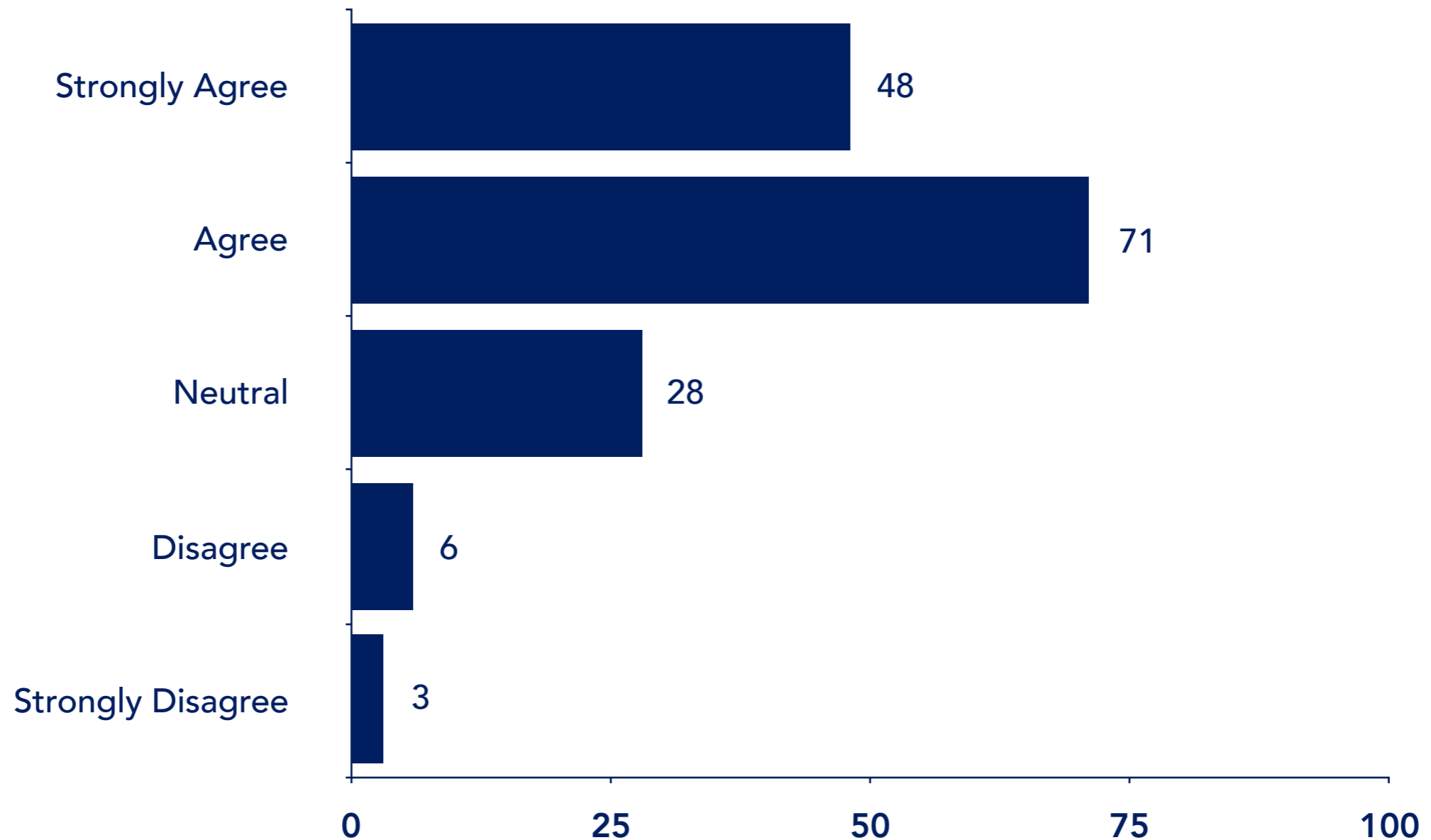


n=156

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

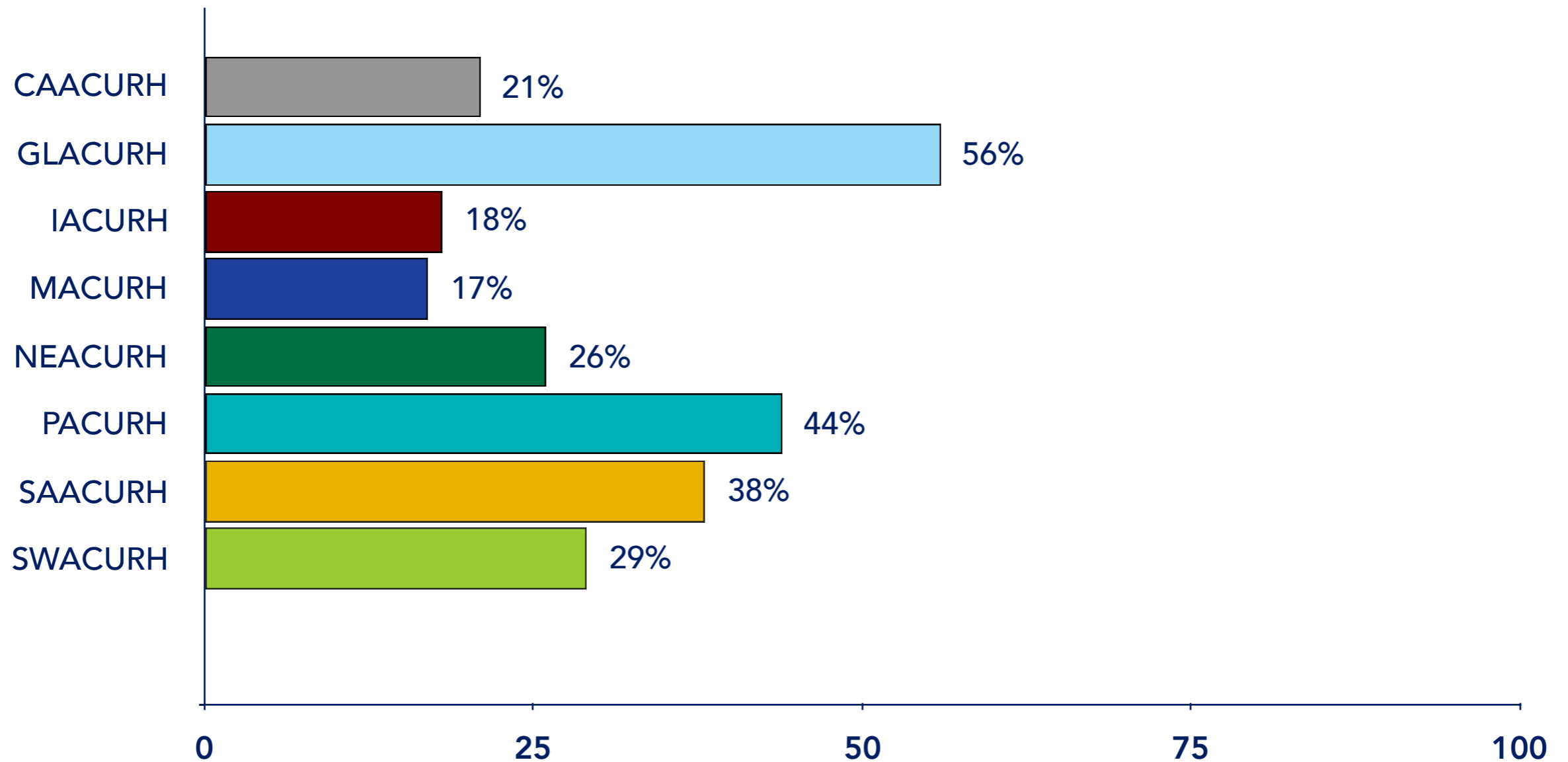
"When I express my opinion, its valued by NACURH"



n=156

FREEDOM OF OPINION

"When I express my opinion, its valued by NACURH"

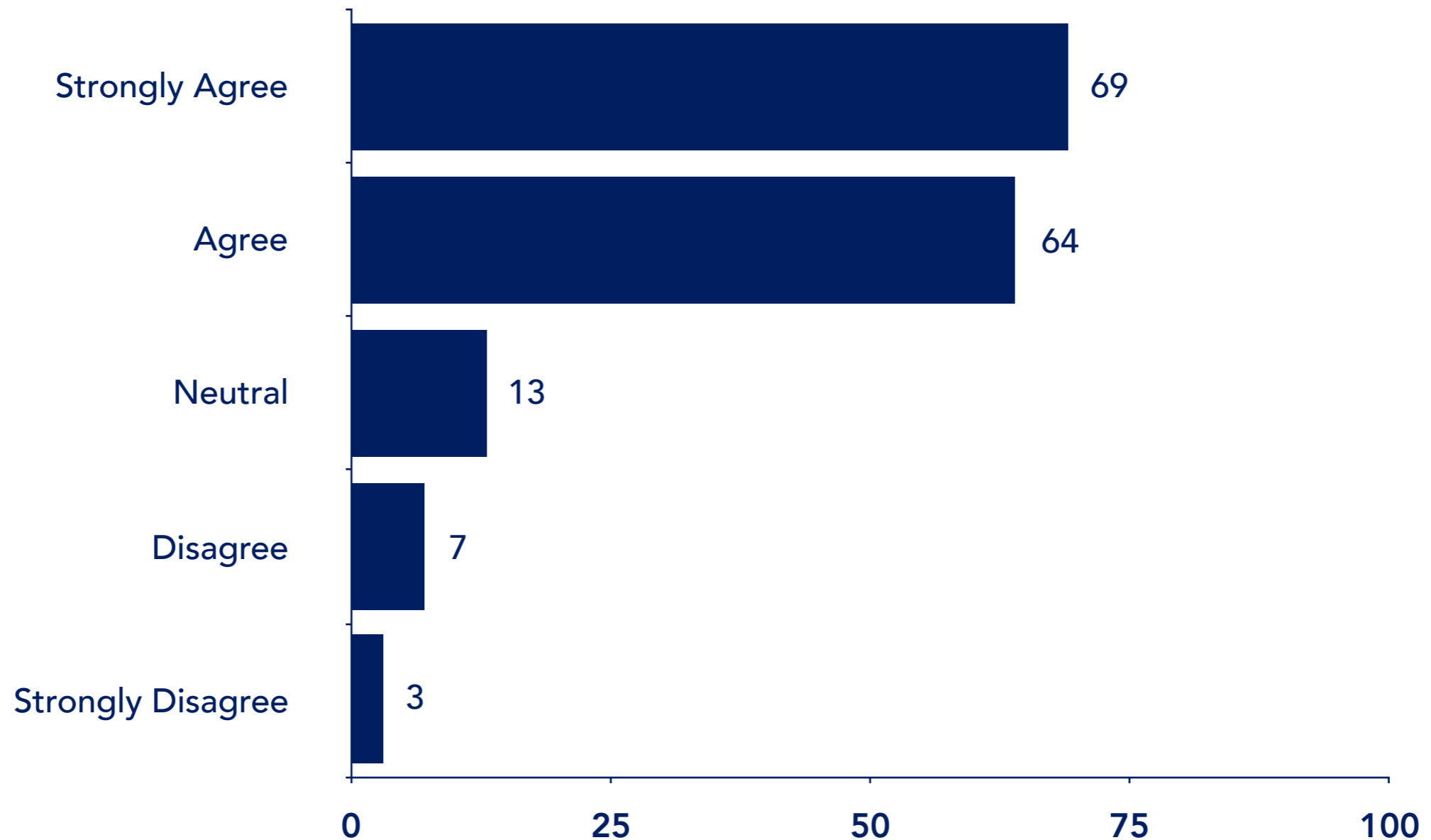


n=156

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

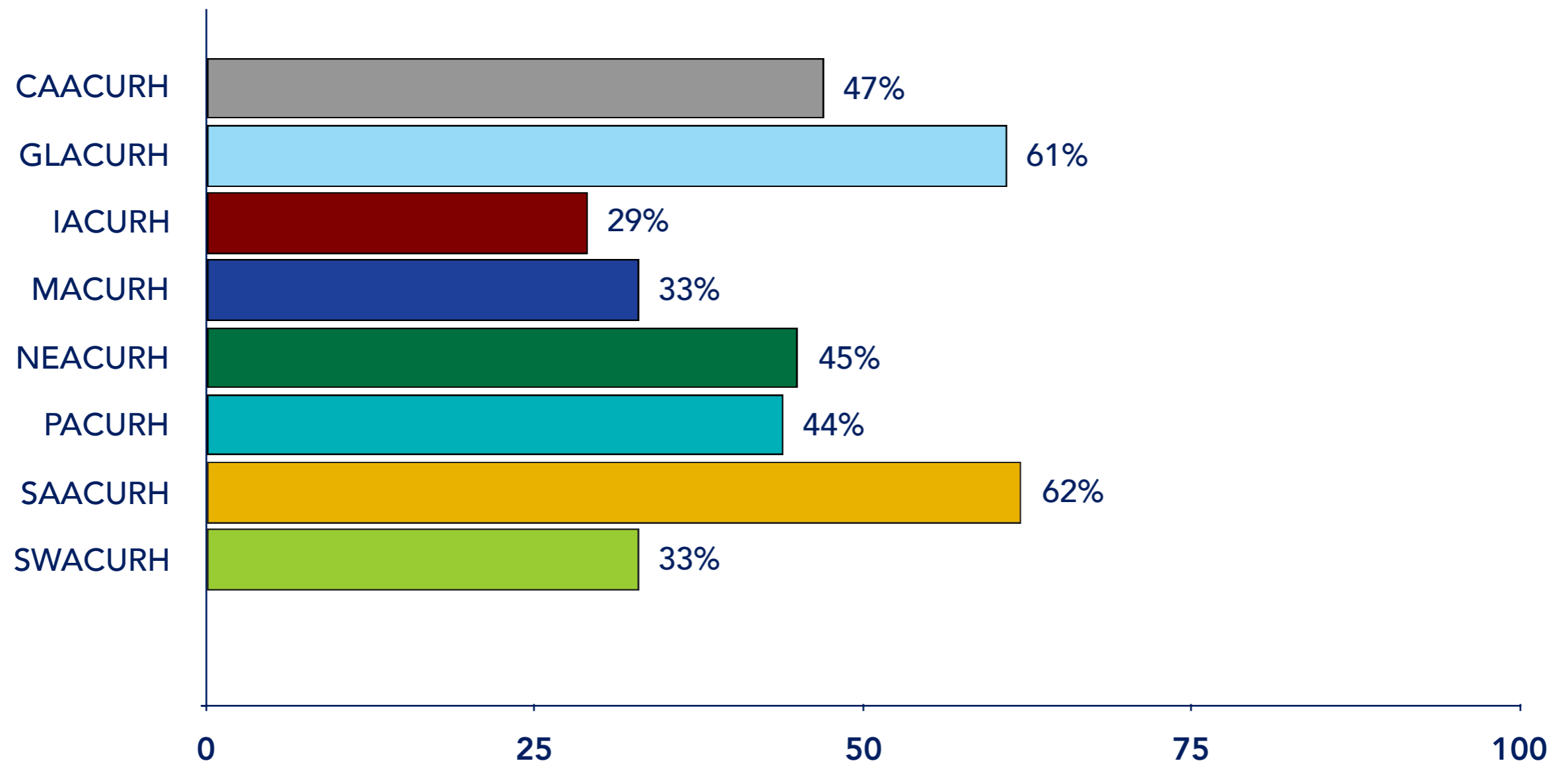
"My region creates an environment where I can freely express my opinion"



n=156

FREEDOM OF OPINION

"My region creates an environment where I can freely express my opinion"

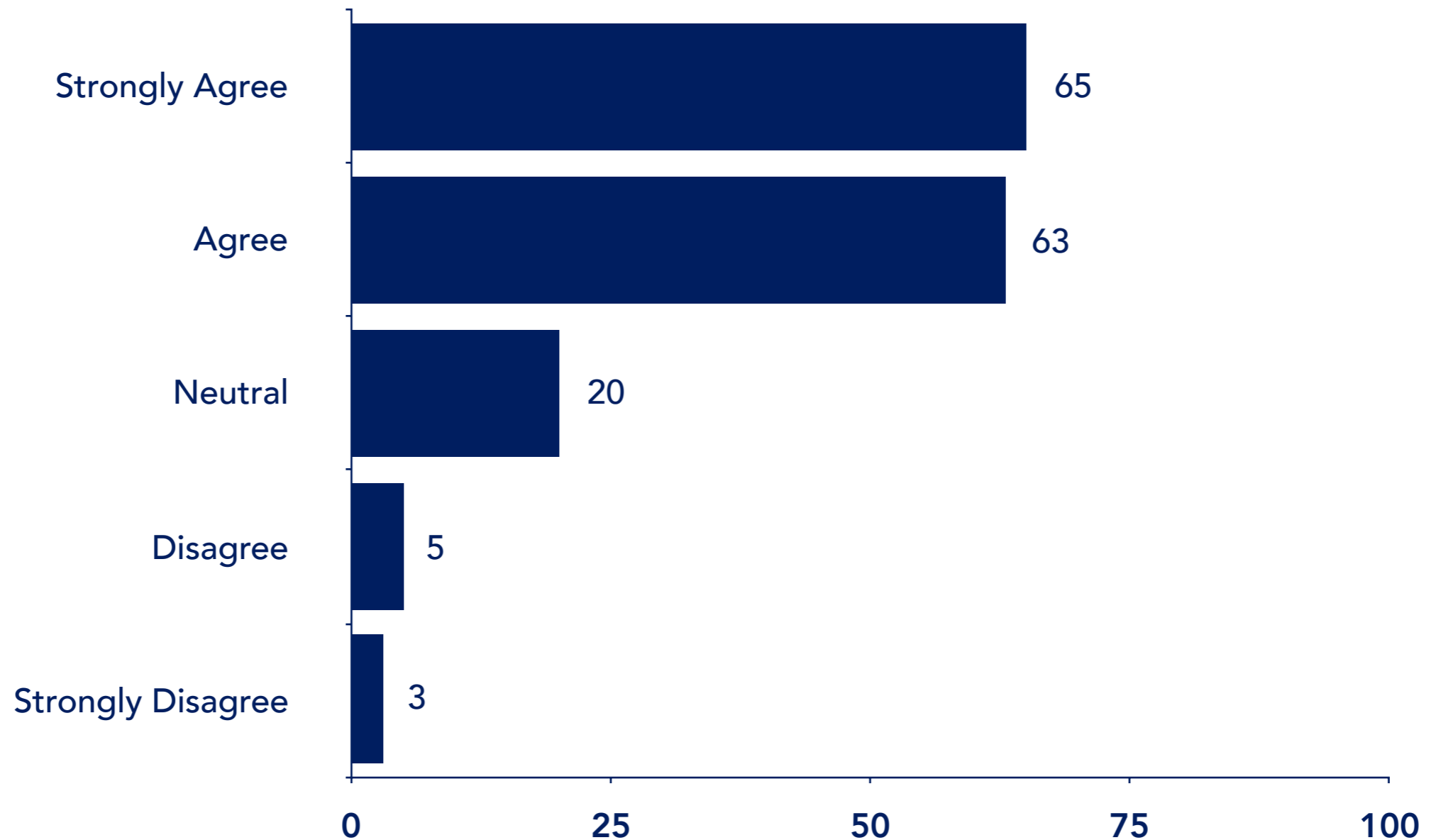


n=156

*Percent of **Strongly Agree** per region*

FREEDOM OF OPINION

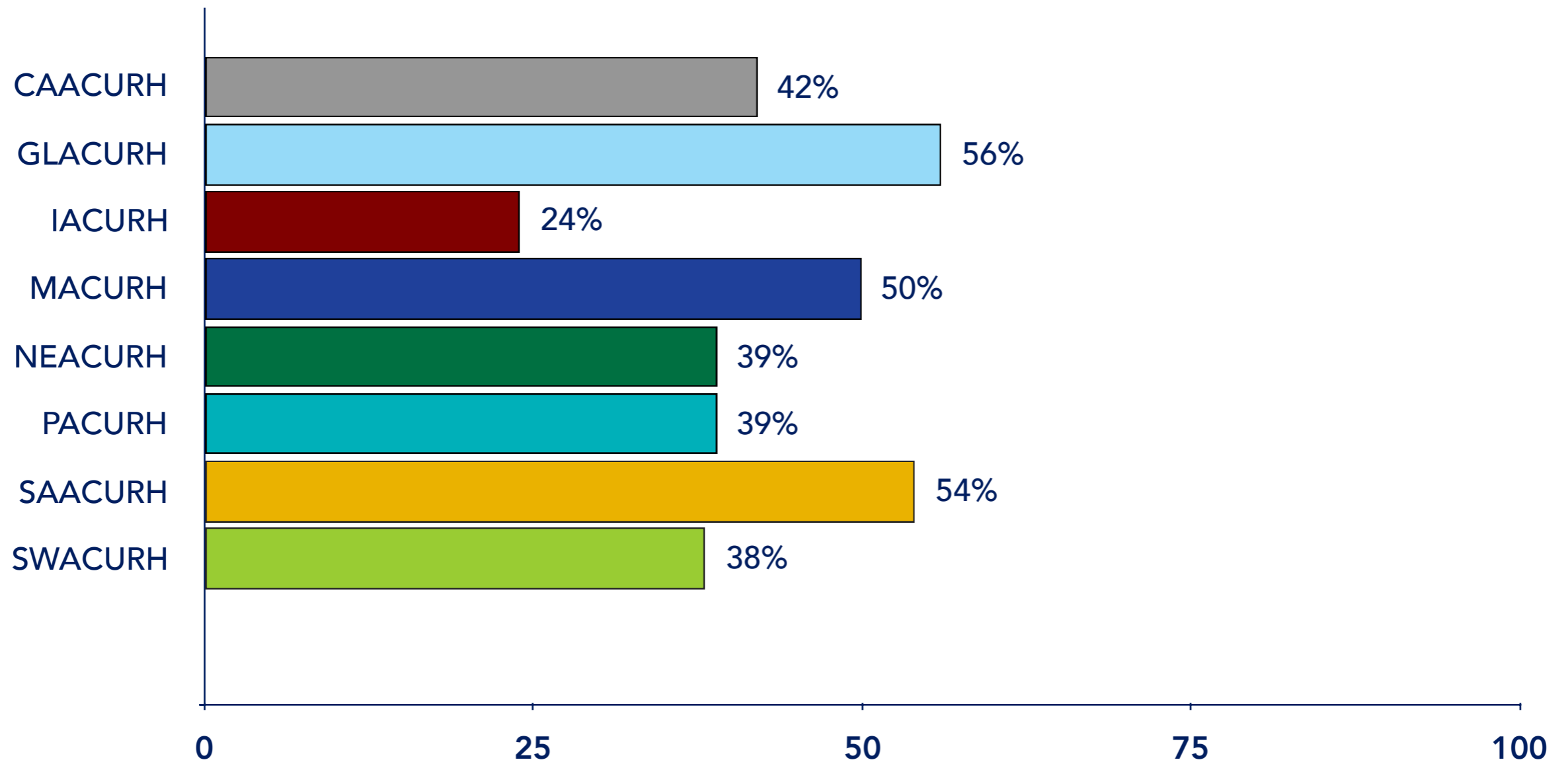
"When I express my opinion, its valued by my region"



n=156

FREEDOM OF OPINION

"When I express my opinion, its valued by my region"

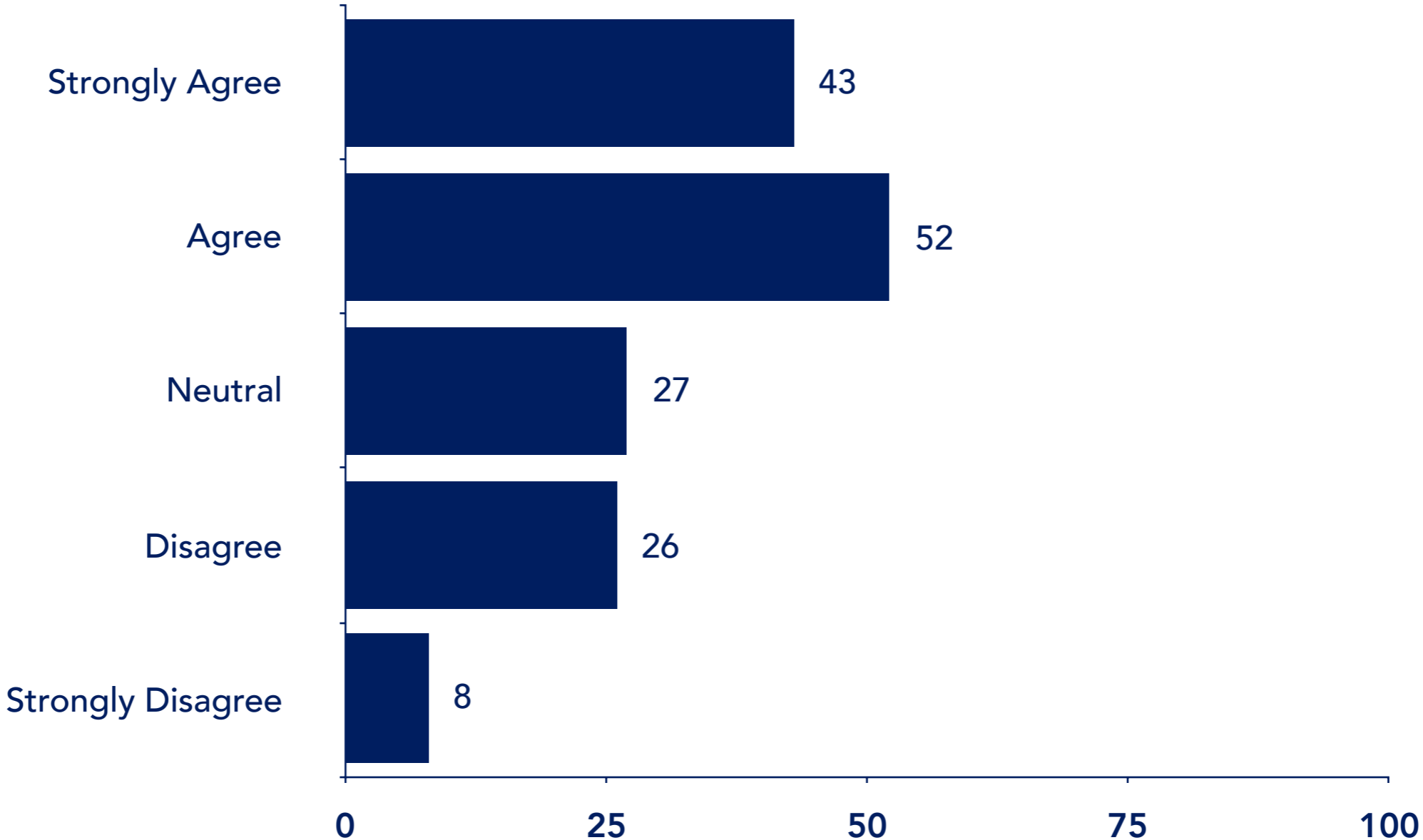


n=156

*Percent of **Strongly Agree** per region*

CONNECTION

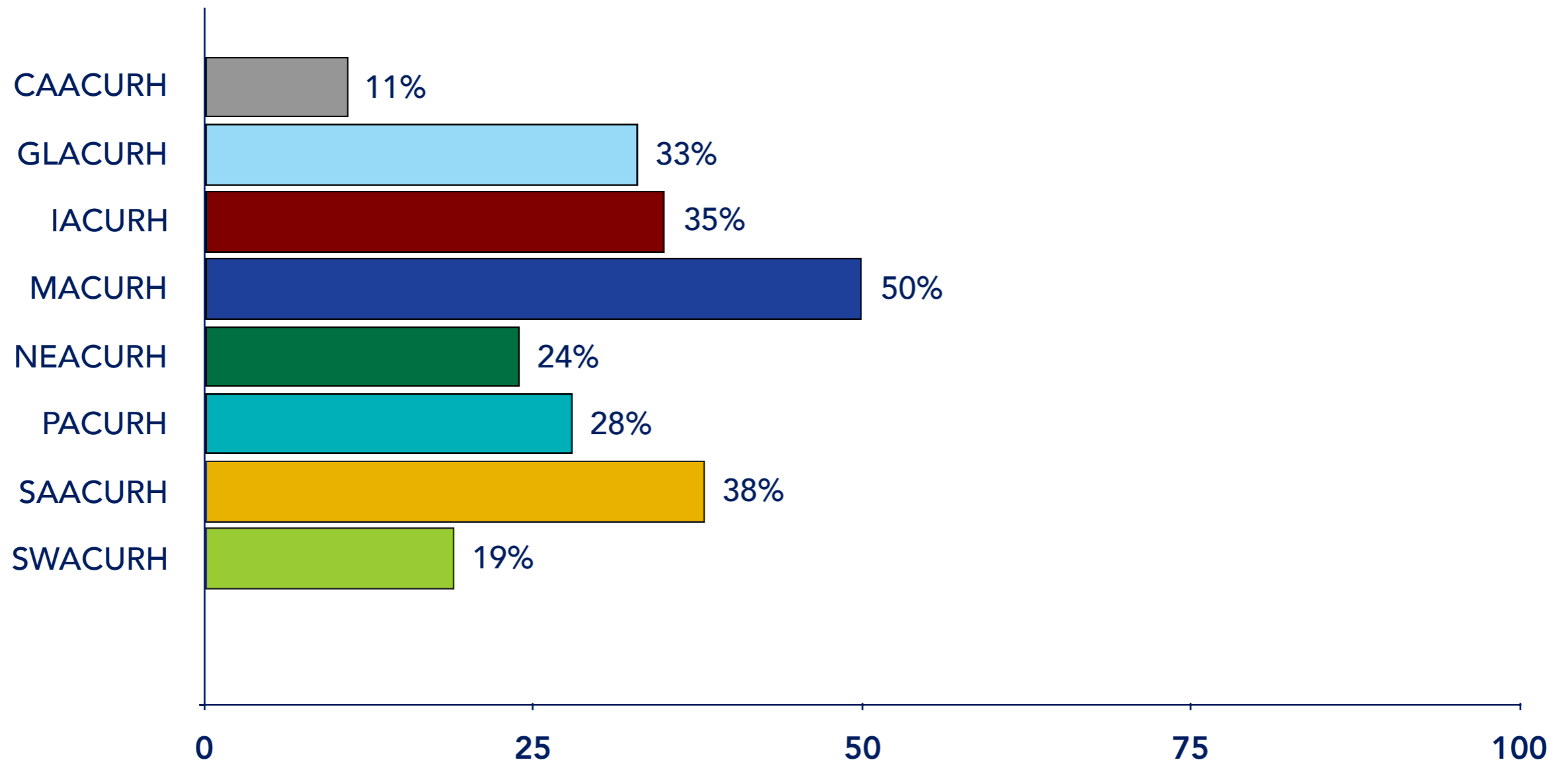
"I feel connected to NACURH outside of conferences"



n=156

CONNECTION

"I feel connected to NACURH outside of conferences"

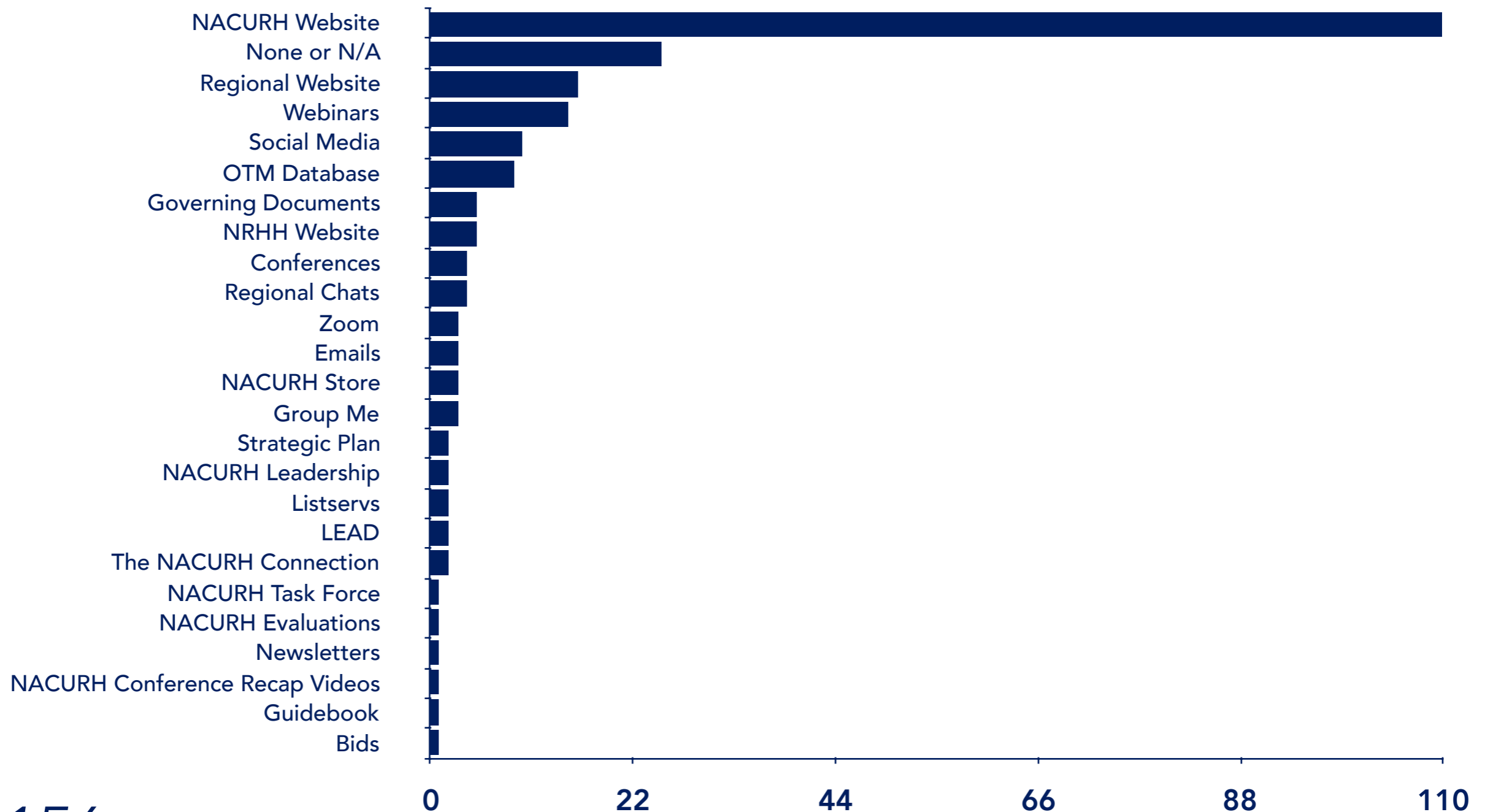


n=156

*Percent of **Strongly Agree** per region*

MEMBER RESOURCES

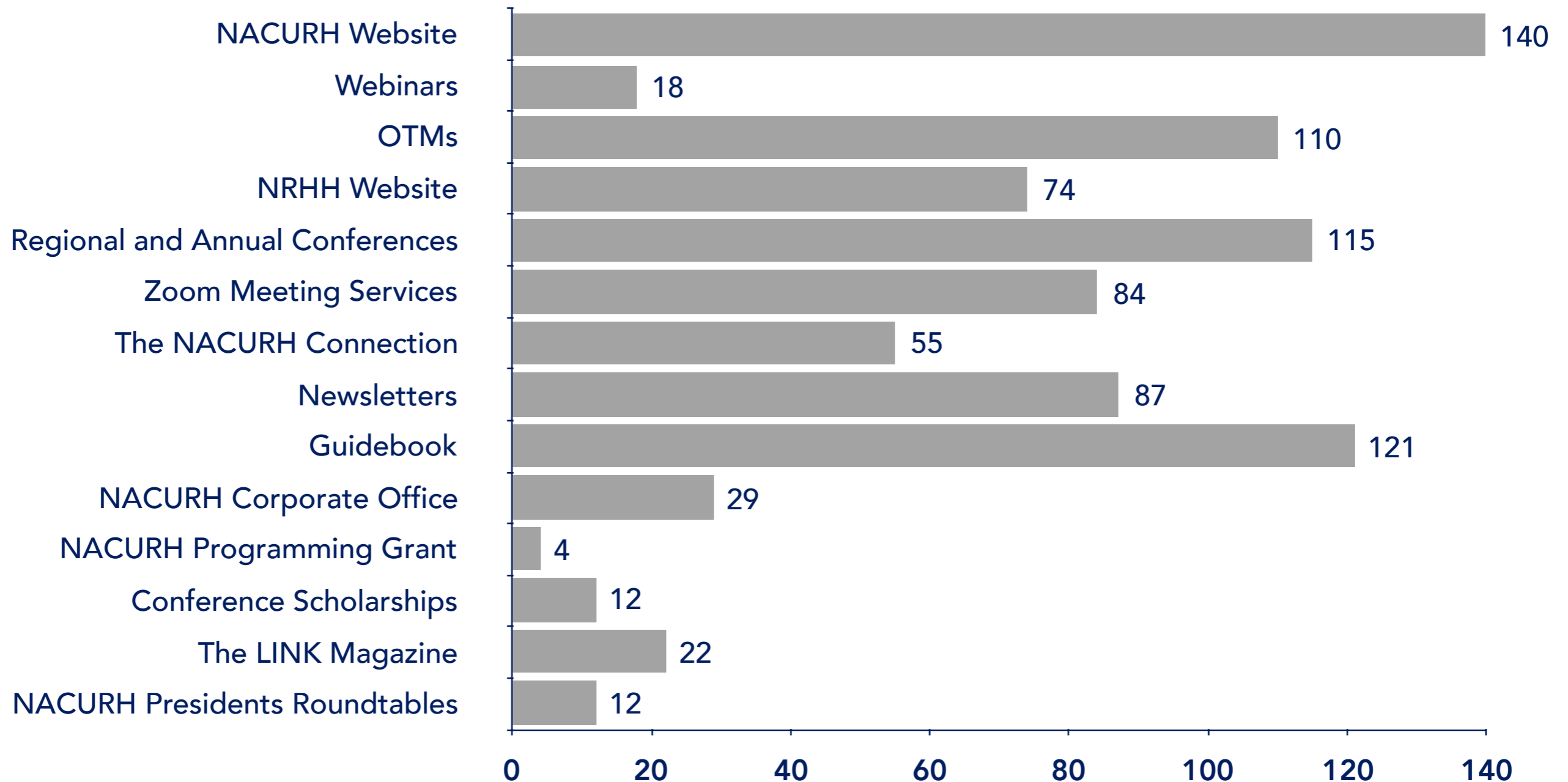
List the NACURH resources you use most often (example - webinars, NACURH website)



n = 156

MEMBER RESOURCES

Which resources have you utilized in the past 12 months?



n=156

MEMBER RESOURCES

How can we improve member services?

"Streamlining the website to be easier to find content! Specifically regional websites."

"Provide more help to institutions affiliating for the second year because it's the first time you have to complete the full affiliation process."

"I would like to feel my NACURH involvement on my campus. Besides conference, I never see or hear much from NACURH besides online."

"I think that we can continue to improve member services by communicating services to our member schools and explaining **how they can be helpful** to institutions. NACURH offers so many services and I think it is important that member institutions understand all the resources that are associated with being a part of NACURH."

"Do something meaningful."

By understanding what members are looking for from these services.

You can improve member services by continuing the great things and watching out for smaller schools and individuals falling on the wayside.

I was unaware the corporate office had any impact on me.

n=156

PERCEIVED VALUE

Why does your institution affiliate with NACURH?

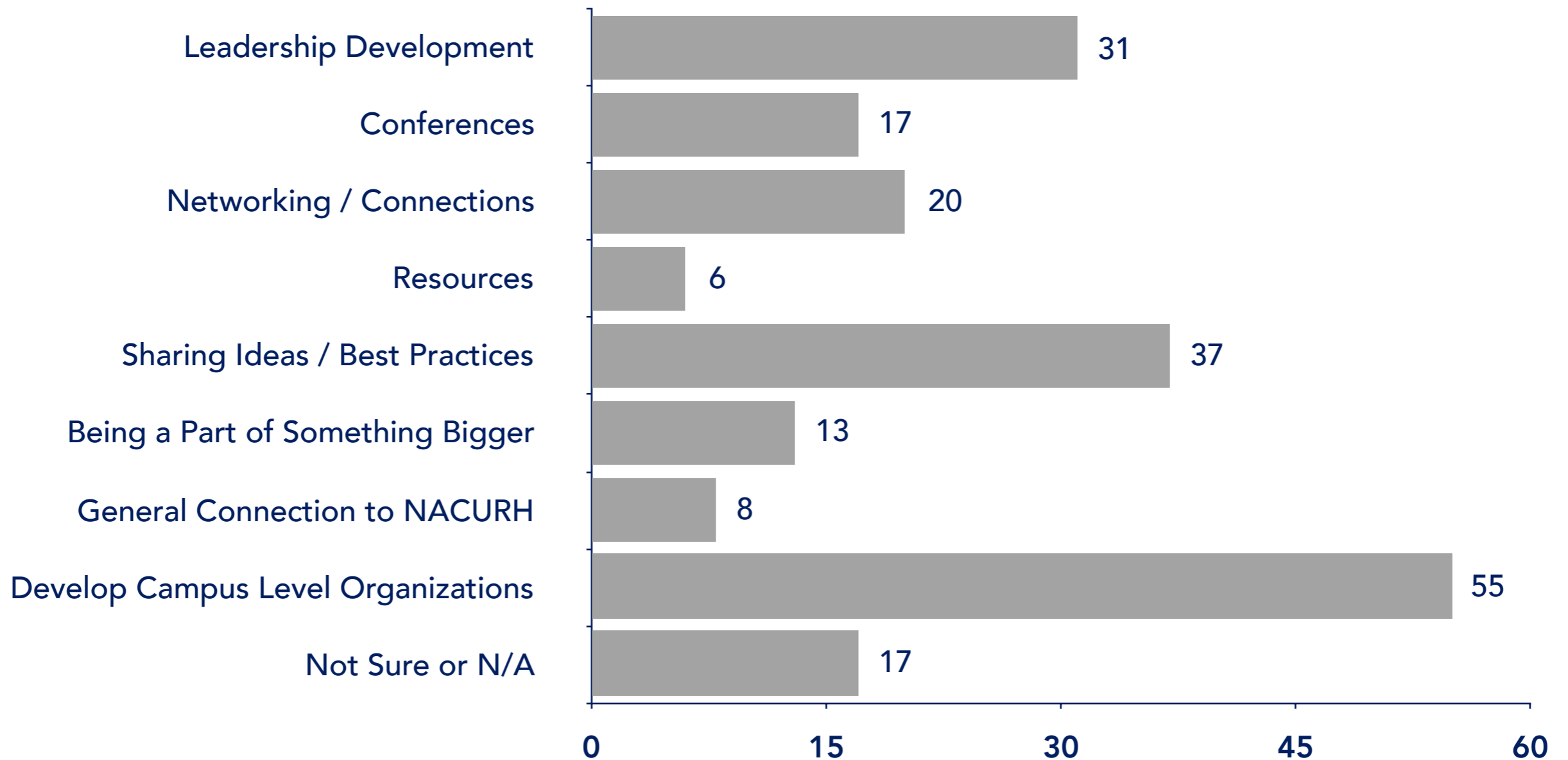


n=156

Based on coded open-ended responses

IMPACT

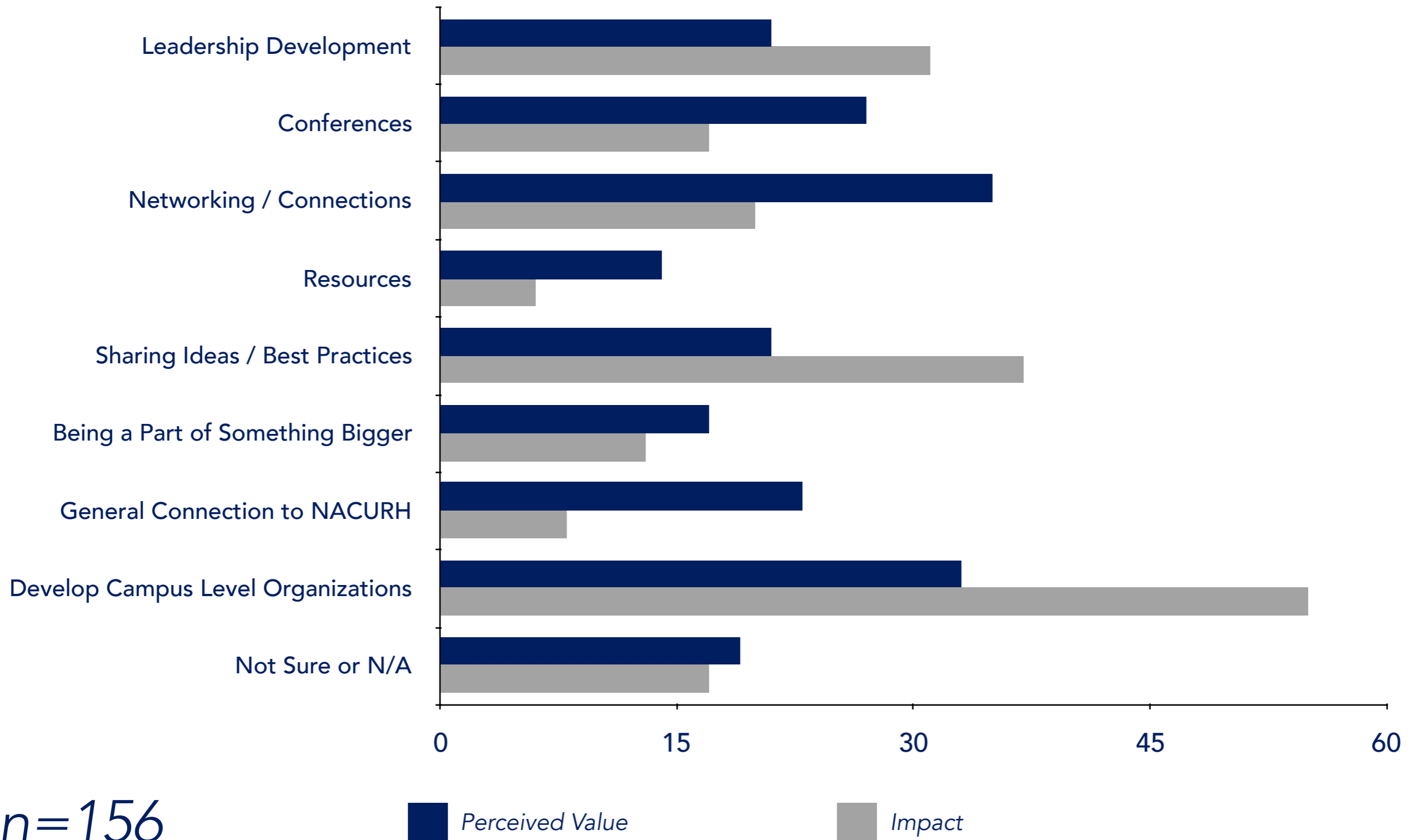
How has being a member of NACURH impacted your institution?



n=156

Based on coded open-ended responses

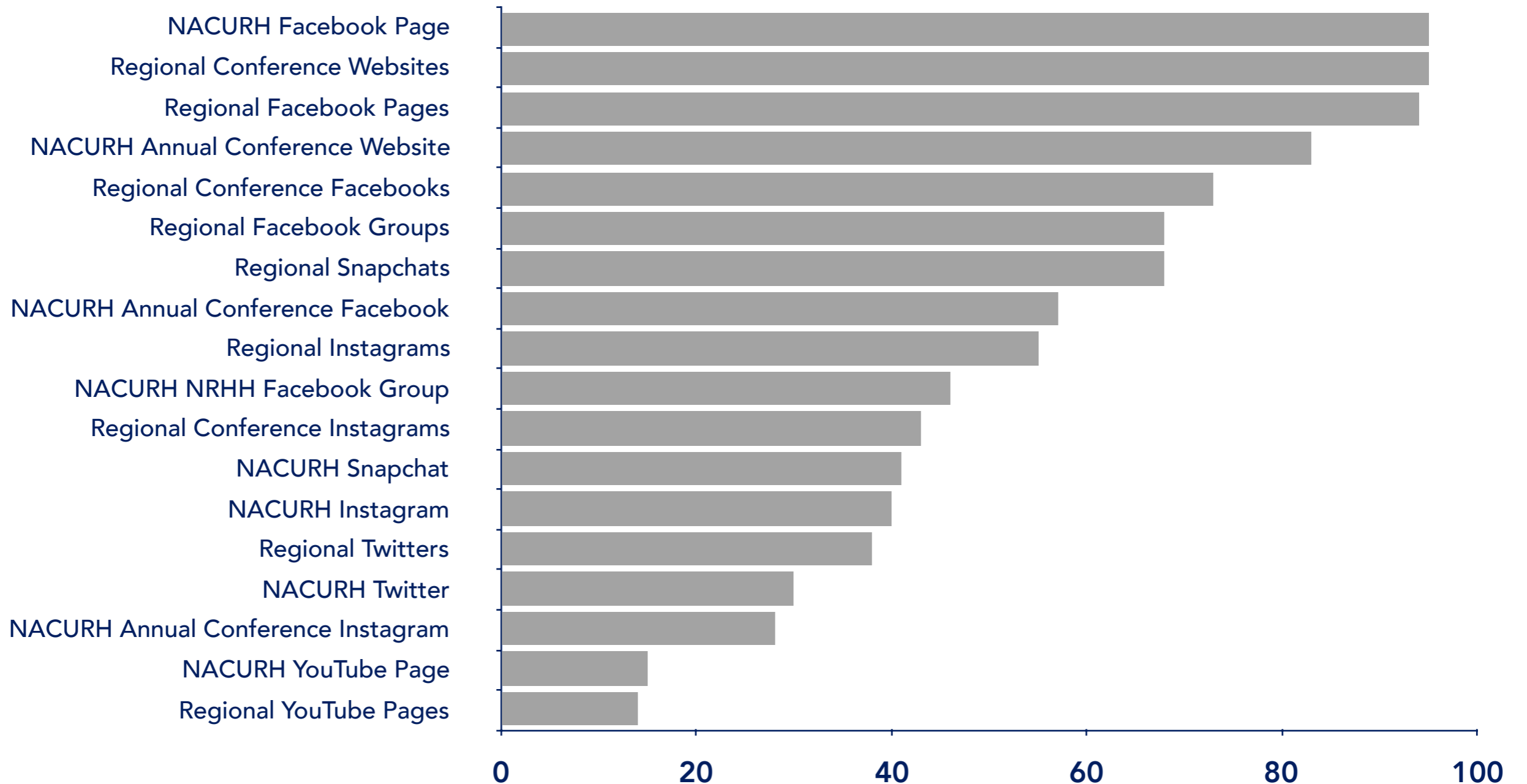
PERCEIVED VALUE VS. IMPACT



n = 156

SOCIAL MEDIA

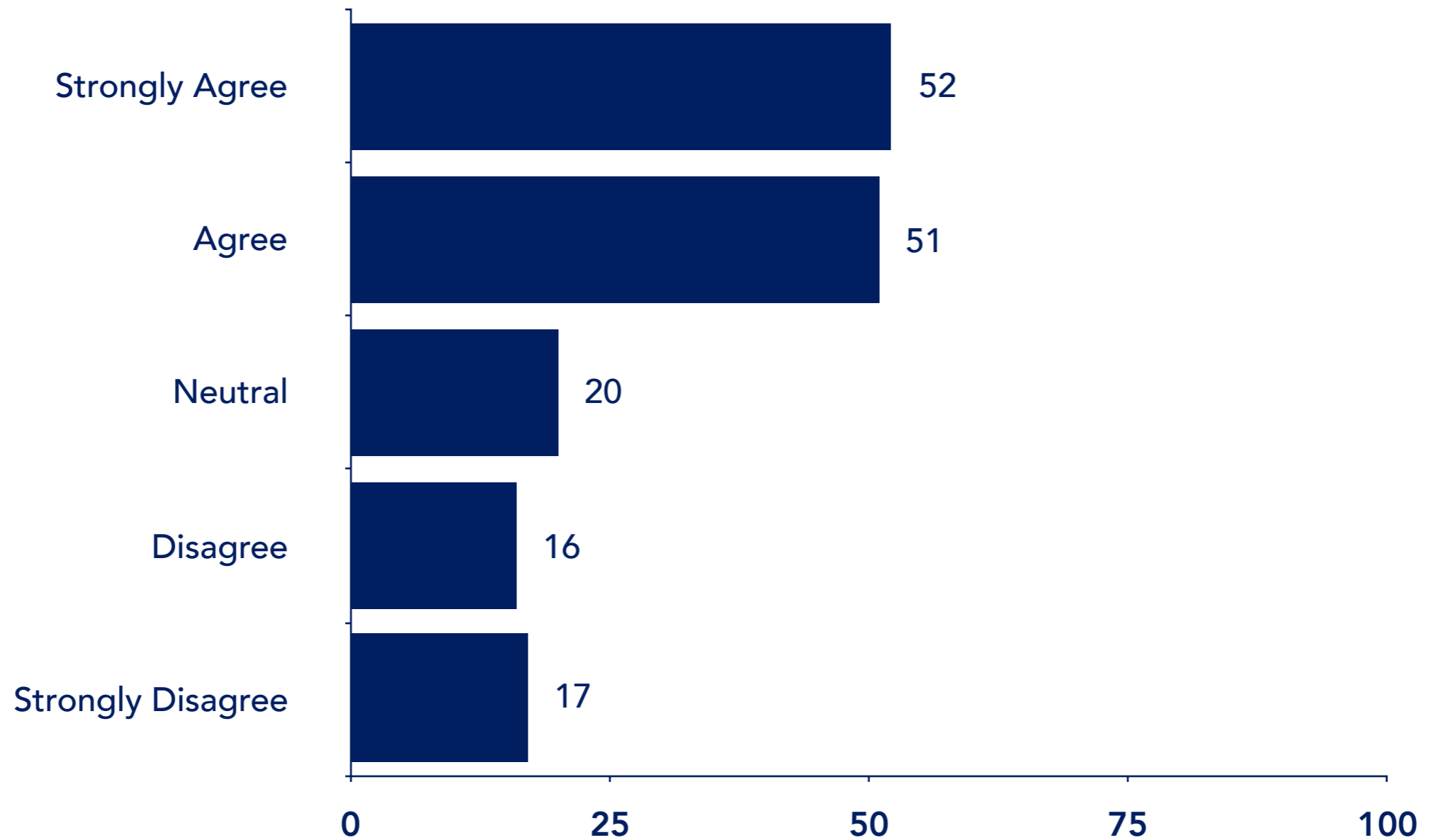
In which ways are you connected to NACURH's social media platforms?



n=156

COMMUNICATION

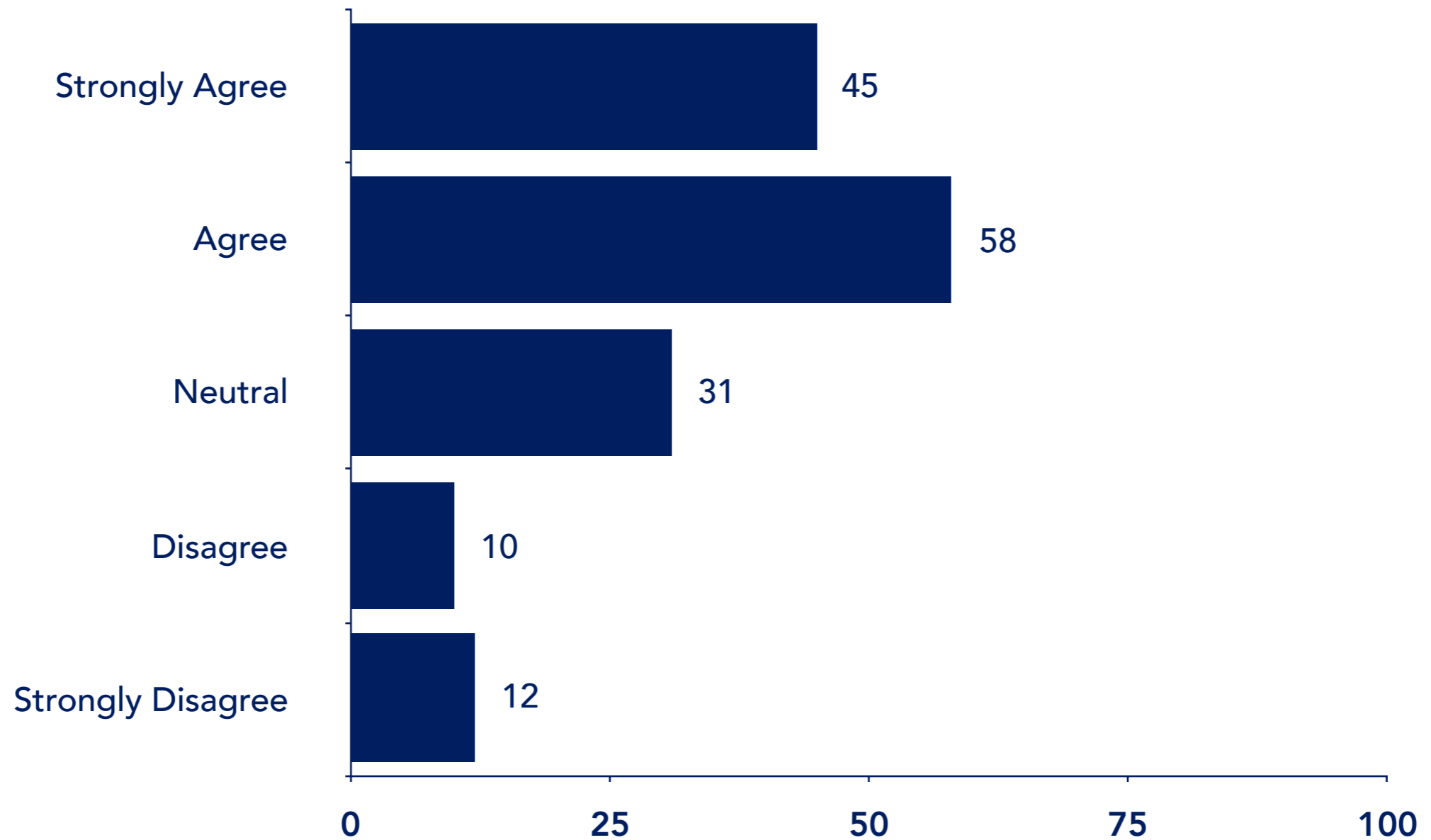
"My region effectively sends emails to inform me of information"



n=156

COMMUNICATION

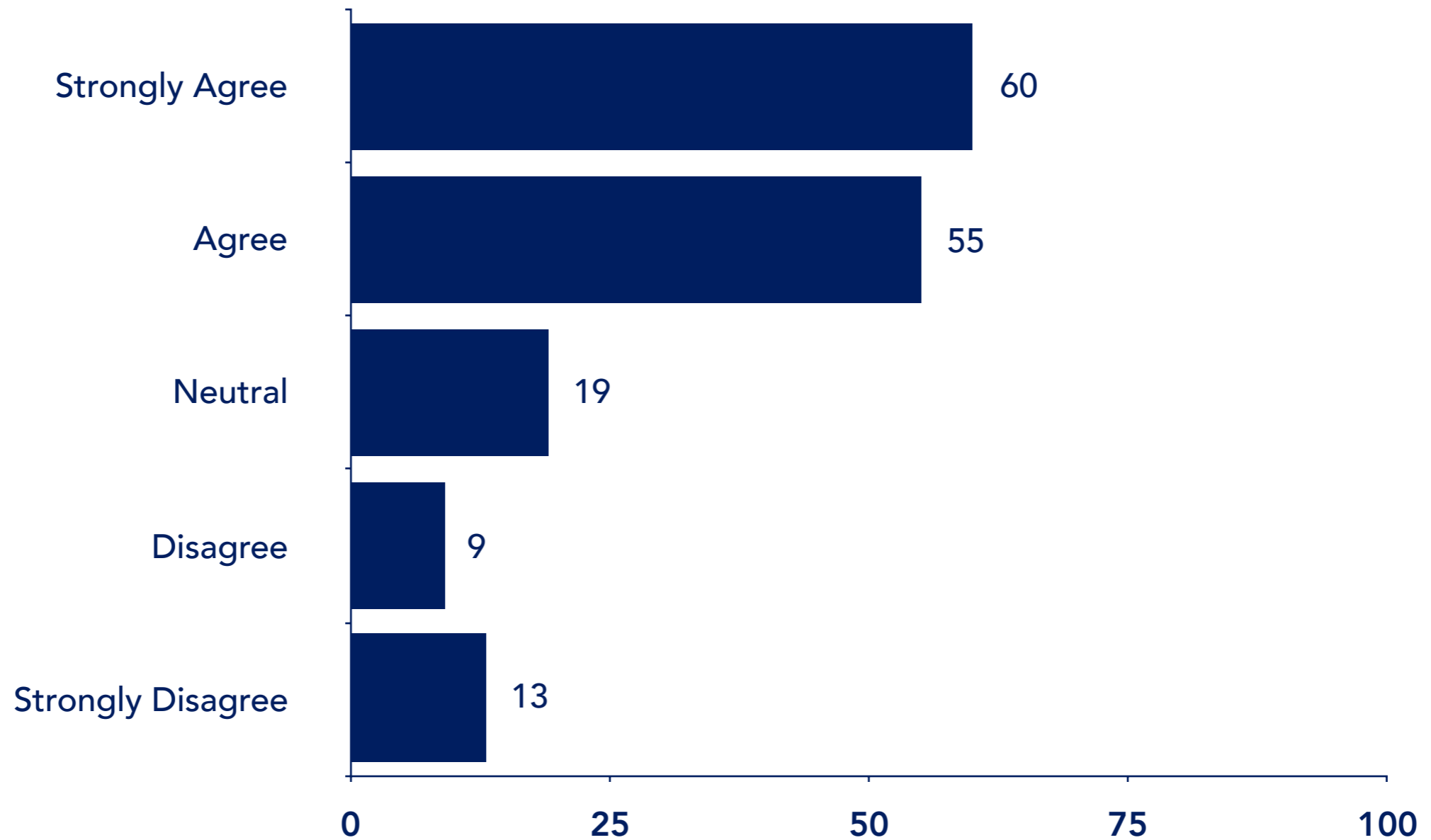
"I actively read all emails from my region"



n=156

COMMUNICATION

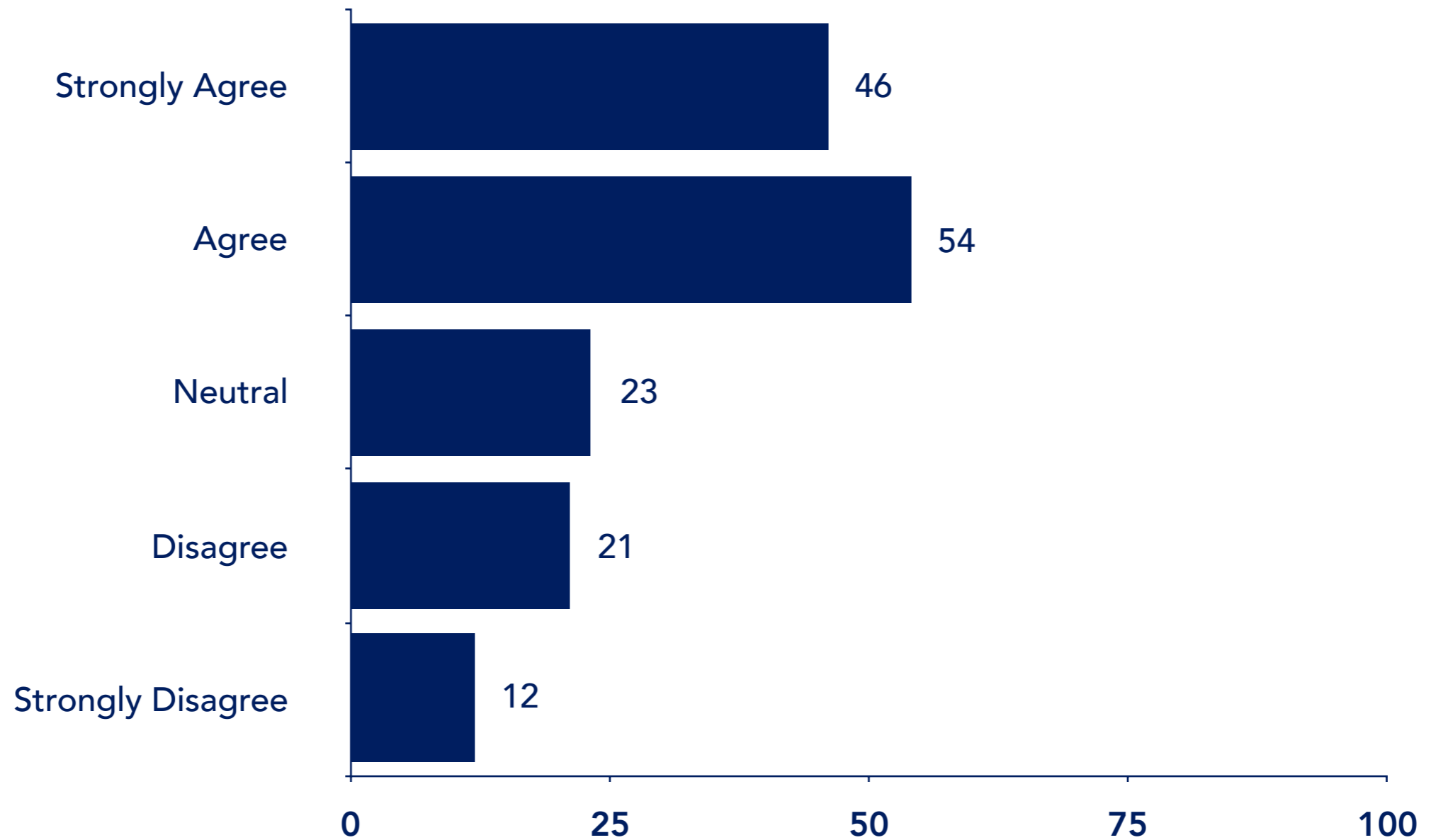
"I both see and know what my region's brand is"



n=156

COMMUNICATION

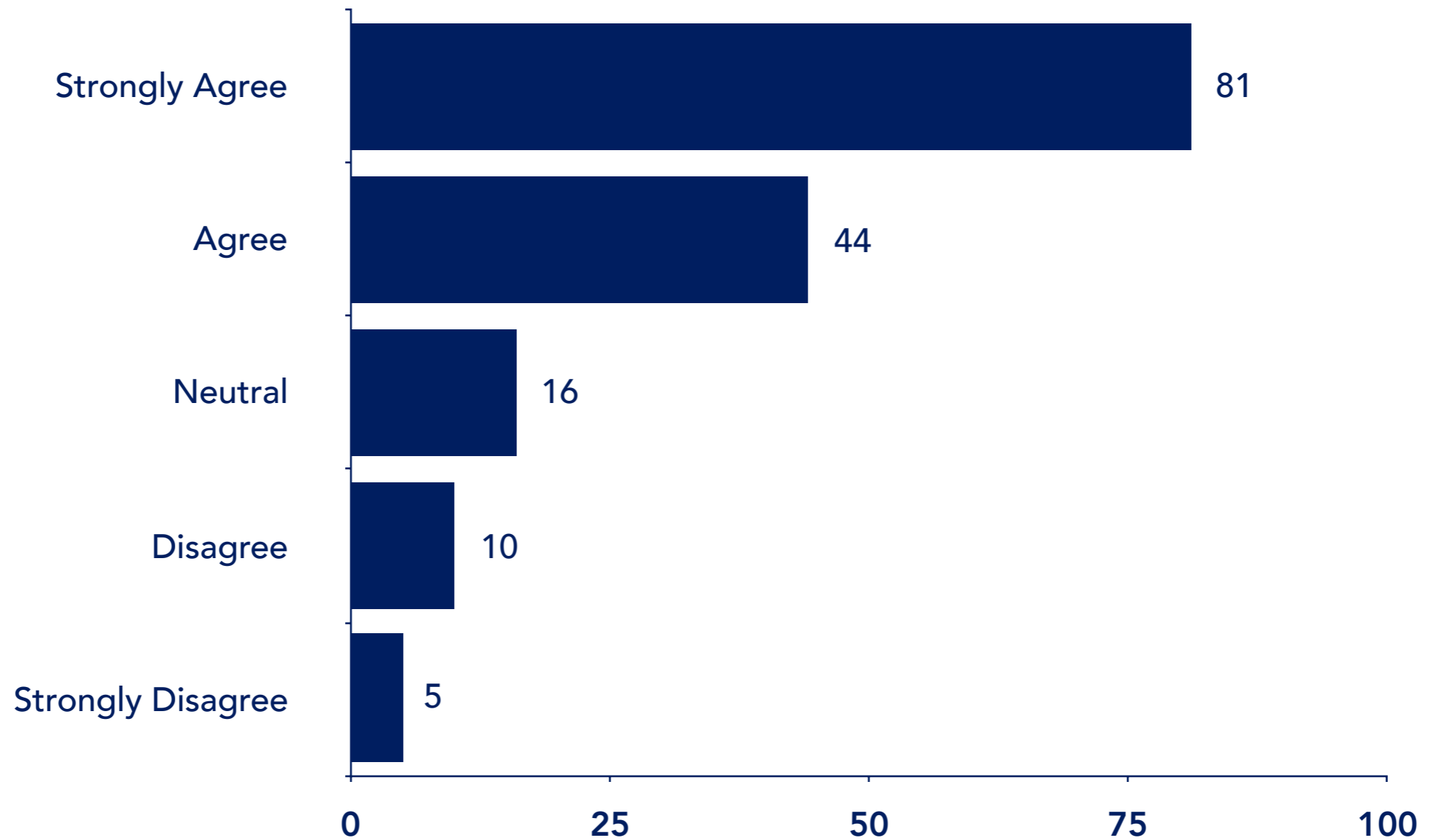
"I both see and know what NACURH's brand is"



n=156

COMMUNICATION

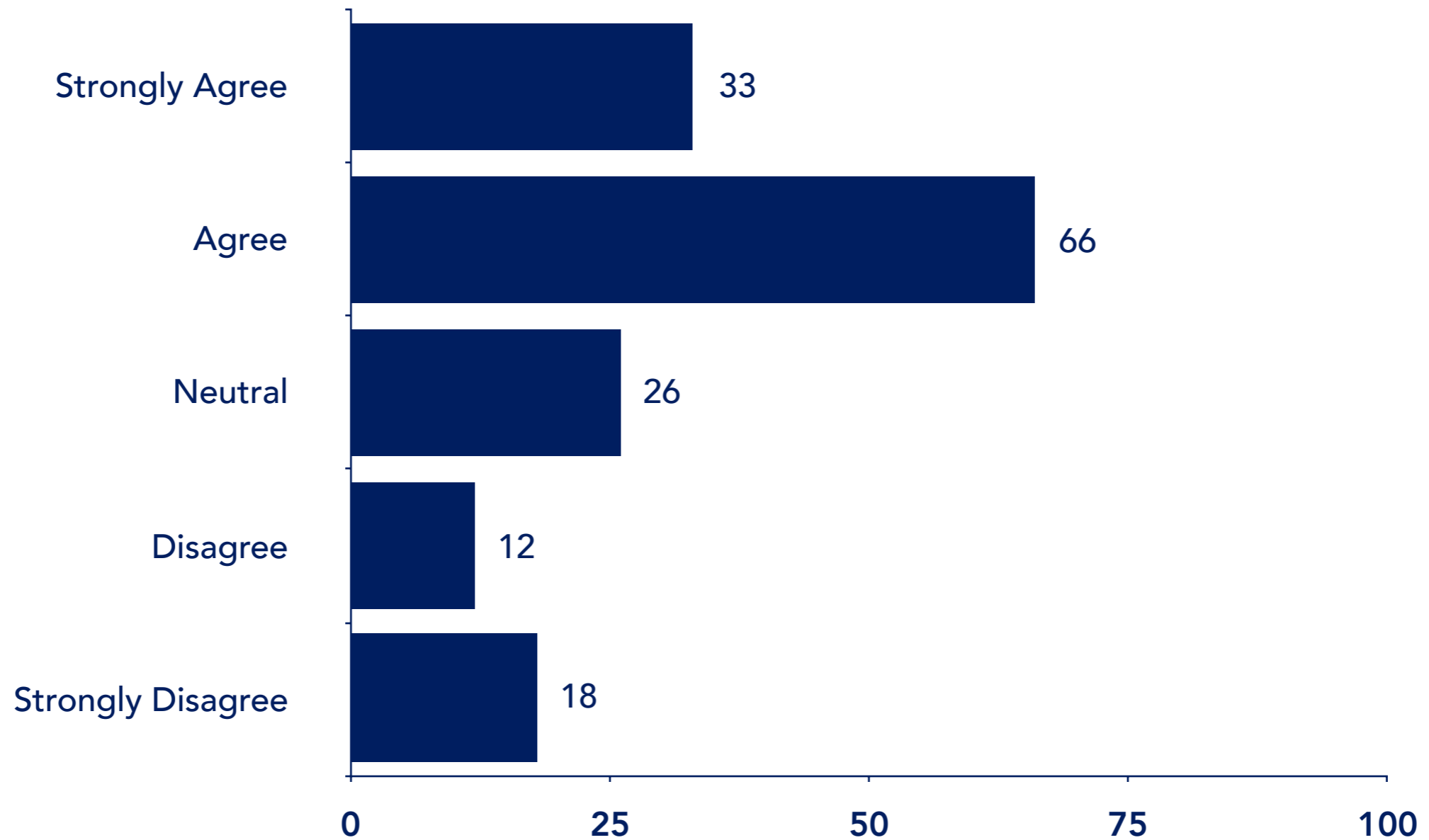
"Guidebook is useful at conferences"



n=156

COMMUNICATION

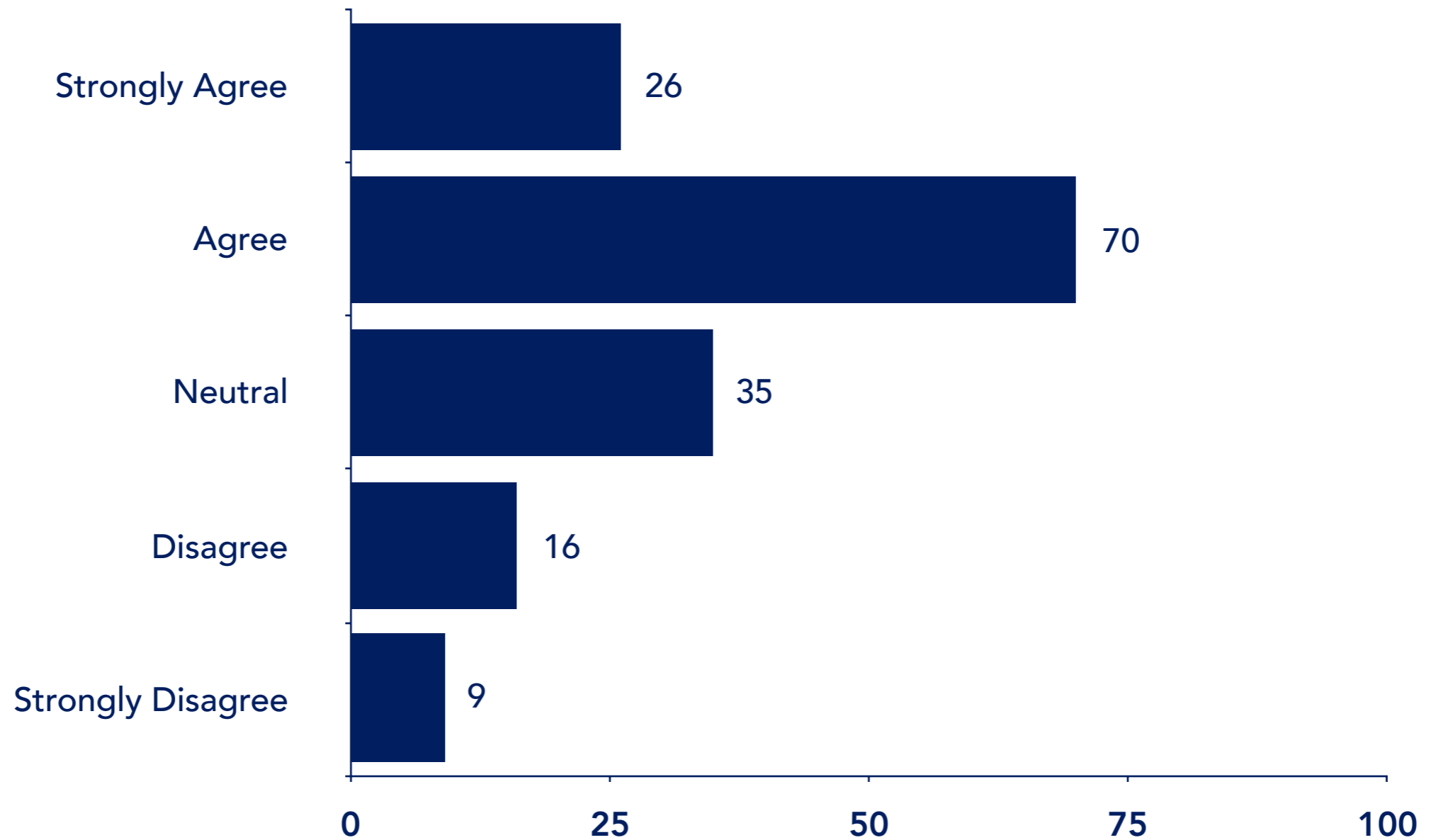
"It is easy to find information on my region's website"



n=156

COMMUNICATION

"It is easy to find information on the NACURH website"



n=156

FUTURE CONSIDERATIONS

- Higher response rates
- Prioritizing the NSPA and other assessment opportunities
- Balancing NSPA with regional assessment cycles / NACURH common assessment
- Opportunities to collect feedback on the 2018-2021 NACURH Strategic Plan
- Data driven decisions, aligning regional priorities with regional feedback

QUESTIONS?

EMAIL NAA@NACURH.ORG

