MGS Member Survey 2019 Results  
(closed Oct. 16, 2019)

**Response rate:** survey sent to the membership of 454; 134 responded = 30% response rate

On average, respondents:

- Have been MGS members for 0 - 5 years (66%; **Q1**; N = 134)
- Are professionals (75%; **Q2**; N = 132)
- Joined MGS to (top 5 reasons; **Q3**; N = 133):
  - Receive alerts on events and information in aging (58%)
  - Obtain free CEU’s for webinars (52%)
  - Receive a discount on conference registration (50%)
  - Networking opportunities (48%)
  - Free video recordings of past webinars (40%)
- Are female (86%; **Q17**; N = 132)
- Most likely to work in (top 2; **Q18**; N = 134):
  - SW (28%)
  - Administration/management (22%)
- Are white/Caucasian (90%; **Q19**; N = 133)
- Live in the Twin Cities metro area (69%; **Q20**; N = 126).

**Q4:** What membership benefits do you wish MGS would offer that are not currently being offered? (N = 85)

- Of 85 responses, most said “none” (N = 56; 66%).

  **Networking**
  - More ways to interact with other members virtually
  - Mid-year networking event
  - More in-person educational opportunities
  - Networking events; online meet-ups of journal discussions
  - In-person workshops
  - Social networking opportunities
  - More live meetings
  - Membership directory
  - Longer annual conference that makes it easier and more worthwhile for non-metro people to attend
  - Method/venue for membership to discuss aging issues
  - Caregivers’ blog
  - Yearly forum for seniors to share input
  - More seminars in central MN
  - More workshops, conferences, webinars

- **CEU’s**
  - Easier CEU’s for nurses
  - More CEU and online educational opportunities
  - More CEU’s for webinars
  - CME’s for MD’s
• Advocacy/policy
  o More advocacy information
  o More interpretation of rules, laws, and regulations

• Resources/information
  o Easier access to archives and library
  o Calendar of events focused on aging—primarily research, not social; coordinate with AAA’s
  o More information on healthy aging promotion and prevention strategies that pertain to
    the 75% of older adults who are not frail

• Other
  o Volunteer “head hunter” matching resources
  o Free webinars for all
  o Fellow status
  o Lower conference rate for retirees

Q5: On a 10-point scale where 0 indicates not at all likely and 10 indicates very likely, how likely is it that
you would recommend MGS membership to a friend or colleague? (Net Promoter Score) (N = 128)

<table>
<thead>
<tr>
<th>SCORE</th>
<th>F</th>
<th>%</th>
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<tbody>
<tr>
<td>Detractors (0 – 6)</td>
<td>23</td>
<td>18</td>
</tr>
<tr>
<td>Passives (7 – 8)</td>
<td>30</td>
<td>23</td>
</tr>
<tr>
<td>Promoters (9 – 10)</td>
<td>75</td>
<td>59</td>
</tr>
<tr>
<td>TOTALS</td>
<td>128</td>
<td>100</td>
</tr>
</tbody>
</table>

Net Promoter Score (NPS) = (% promoters - % detractors) = 59 – 18 = 41
NPS can be as low as -100 and as high as +100.
  • A positive (>0) score is considered good
  • +50 is considered excellent
  • +70 is considered exceptional

Q6: How satisfied are you with your membership in MGS? (N = 130)
  • 111 respondents (85%) are very or somewhat satisfied with their membership.
  • 7 (5%) are very or somewhat dissatisfied.

Q7: Outside of MGS, what are your preferred sources for information on aging-related research,
practice, and education? (N = 116)
  • AAA’s
  • AARP – 9
  • Age Friendly Health System (AFHS)
  • AGHE
  • AGS
  • AMA
  • AoA/ACL
  • Alzheimer’s Association – 6
  • American Society on Aging – 12
  • ATRA
  • Blue Zone
  • Care Options Network Newsletter
  • CDC – 2
  • CMCOA
  • CMS
  • CMSA
- CPOM – 2
- Current Awareness in Aging Research e-clippings (Charlie Fiss at UW Madison)
- Disrupt Aging
- Educational Gerontology (journal)
- Ethics
- Facebook groups
- Faith Community Nurse Programs
- Federal sites – 2
- Frameworks Institute
- Gerontological Society of America - 8
- Gerontologist (journal)
- Gerontology Education (journal)
- Leading Age – 6
- Hartford Foundation
- HP 2020 and Rural HP 2020
- International Council on Active Aging
- Leading Age – 6
- Living at Home Network
- LinkedIn networks
- MAAA – 3
- MASS
- Mather Institute
- Mayo Clinic newsletters – 2
- McKnight’s - 2
- Meals on Wheels America
- Medicare.gov
- MN Brain Injury Alliance
- MN colleges
- MN DHS/MN Board on Aging – 11
- MBA Senior Linkage Line
- MHHA newsletters
- MN Home Care Assn
- MNHSWA
- MN Leadership Council on Aging - 3
- MNNHSWA
- MN SW Assn - 2
- MSSA - 2
- NAAAAA – 2
- NACDD
- NAMI
- NASW – 2
- NCEA
- NCOA - 3
- Next Avenue – 3
- NIA
- NIH - 2
- New York Times
- Parkinson’s Foundation
- Partner organizations
- Saging International
- St. Paul Senior Workers - 3
- Senior Workers conference – 2
- State of MN
- Teepa Snow
- University of MN - 6
- University of MN Center on Aging - 2
- University of MN Alumni Assn
- UMRA
- VAN – 2
- William Mitchell School of Law
- YMCA
- Other:
  - Webinars
  - Varied online sources – 13
  - Other professional societies
  - Journals – 17
  - Electronic newsletters – 3
  - List serves - 3
  - Other conferences – 6
  - Mailing lists – 3
  - Community center seminars
  - Community resources – 2
  - Licensing professional associations - 4
  - News feeds – 3
  - Board memberships
  - Other professional aging organizations
Q8: How do you prefer to receive news/announcements from MGS (check all that apply)? (N = 134)
   • Email (N = 130; 97%)
   • E-newsletter (N = 53; 40%)

[Q9: – Q15 pertain to MGS webinars (7 questions)]

Q9: MGS holds free monthly webinars. Have you ever participated in a MGS webinar? (N = 133)
   • Yes (N = 115; 86%)
   • No (N = 16; 12%)

Q10: How often do you use webinar recordings? (N = 132)
   • Somewhat often or not so often (N = 85; 64%)
   • Very often or extremely often (N = 31; 23%)

Q11: Please comment on the frequency of MGS webinars. Are they . . . (N = 130)
   • About right (N = 118; 91%)

Q12: MGS webinars are held at noon on weekdays. Does this time of days usually work with your schedule? (N = 132)
   • Yes (N = 103; 78%)
   • No (N = 28; 21%)
   • Comment:
     o Earlier morning – 7
     o Late afternoon/evening – 14
     o Can watch recordings – 6
     o Have to plan around webinar – 3

Q13: What is your primary motivation to participate in a MGS webinar? (N = 132)
   • Learn more about a particular topic (N = 69; 52%)
   • Earn a CEU . . . (N = 44; 33%)

Q14: What could MGS do to improve webinars? (N = 91)
   • Nothing (N = 55; 60%)
     o “The technology is reliable and the speakers are knowledgeable.”
     o “I like the current format, frequency and variety of topics.”
   • Timing
     o Vary the timing.
     o Vary the time of day when they are offered.
     o Different time
     o Give choice on times
     o Offer them more often.
     o Change times so it is not over dinner.
     o Change the time to morning and not over the noon hour.
     o More times offered
     o Have more.
     o Increase availability
• Offer when we can fit into our schedule.
• “Would it be possible to have several broadcast times on the day of the initial broadcast?”

• Content
  • Add more clinical research, less political/business
  • Continue to bring up a variety of topics; speaker quality is key.
  • Always address collaboration and integration of healthcare, family caregivers, and other topics.
  • “Broaden the topics to include healthy aging promotion and prevention strategies for the large group of community dwelling older adults.”
  • “Use training requirement documents from agency’s such as HUD to help align webinar topics with topics required by licensing or regulatory organizations.”
  • Have some webinars be more discussion-based (or maybe have a follow-up webinar be discussion-based, or have other opportunity for discussion following webinars.
  • Increase the extent to which participants can engage in the discussion.

• Structure
  • Spend less time on CEU info and more time for questions
  • See speaker’s face/picture during presentation
  • Change up the intro

• Other
  • Ask moderator not to announce name of person who submitted question.
  • Encourage presenters to present next step/level at MGS conference.
  • Remember rural people with very limited resources.
  • “Make it easier to get the CEU credit. I’m never sure if I need to complete a pre-test, and if I do where I can find it. It’s hard to find the CEU as well. I usually give up and don’t use the CEU credit at all. De-values the membership.”
  • “IDK if they are recorded and available to watch at a later time, but that might be something that would be helpful.”
  • “Always improve tech quality and eliminate mistakes, tech trouble.”

Q15: As a provider of gerontological education, we are seeking topics and presenters of interest to conference and webinar participants. What topics and/or presenters would most interest you? (N = 101)
  • (Analysis of responses to this question is left to the Research Committee).

Q20: What is your 5-digit zip code? (N = 126)

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<thead>
<tr>
<th>ZIP CODE</th>
<th>F</th>
<th>%</th>
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<tbody>
<tr>
<td>Twin Cities 7-county region</td>
<td>86</td>
<td>69</td>
</tr>
<tr>
<td>Non-Twin Cities</td>
<td>39</td>
<td>31</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>125</strong></td>
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