

**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
  - More advocacy information
  - More interpretation of rules, laws, and regulations
  
- Resources/information
  - Easier access to archives and library
  - Calendar of events focused on aging—primarily research, not social; coordinate with AAA’s
  - More information on healthy aging promotion and prevention strategies that pertain to the 75% of older adults who are not frail
  
- Other
  - Volunteer “head hunter” matching resources
  - Free webinars for all
  - Fellow status
  - 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)

<b>SCORE</b>	<b>F</b>	<b>%</b>
Detractors (0 – 6)	23	18
Passives (7 – 8)	30	23
Promoters (9 – 10)	75	59
<b>TOTALS</b>	<b>128</b>	<b>100</b>

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)

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| <ul style="list-style-type: none"> <li>• AAA’s</li> <li>• AARP – 9</li> <li>• Age Friendly Health System (AFHS)</li> <li>• AGHE</li> <li>• AGS</li> <li>• AMA</li> <li>• AoA/ACL</li> <li>• Alzheimer’s Association – 6</li> </ul> | <ul style="list-style-type: none"> <li>• American Society on Aging – 12</li> <li>• ATRA</li> <li>• Blue Zone</li> <li>• Care Options Network Newsletter</li> <li>• CDC – 2</li> <li>• CMCOA</li> <li>• CMS</li> <li>• CMSA</li> </ul> |
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- 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
- NAAAA – 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:
  - Earlier morning – 7
  - Late afternoon/evening – 14
  - Can watch recordings – 6
  - 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%)
  - “The technology is reliable and the speakers are knowledgeable.”
  - “I like the current format, frequency and variety of topics.”
- Timing
  - Vary the timing.
  - Vary the time of day when they are offered.
  - Different time
  - Give choice on times
  - Offer them more often.
  - Change times so it is not over dinner.
  - Change the time to morning and not over the noon hour.
  - More times offered
  - Have more.
  - 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)

<b>ZIP CODE</b>	<b>F</b>	<b>%</b>
Twin Cities 7-county region	86	69
Non-Twin Cities	39	31
<b>TOTALS</b>	<b>125</b>	<b>100</b>