

MCEE MEMBERSHIP SURVEY

Executive summary

- 36% response rate: 27 individuals
- Good mix of levels of experience w/MCEE
But most were in the 0-5 or the 11+ years categories
- Healthy distribution of membership sectors
Represented, & good balance between business
And K-12 educators

3. Do you believe the mission of the MCEE is distinctive & clear?

- 2/3 said very clear/clear

4. How can MCEE be a better advocate for students in ME?

➤ We need

- a clear and aggressive focus
- to communicate a clear message
- to reach out further
- we are on the right track & should "stay the course"

5. Agree that the Prepare Maine initiative will have a strong impact on education reform in Maine?

➤ 70% strongly agree/agree

➤ The campaign will have more impact if:

- We stay on track
- We widen the circle of awareness, involvement, ownership
- We continue to focus our message

6. Agree that the MCEE adequately leverages your contribution (involvement) to further its goals?

➤ 2/3 strongly agree/agree

7. In what area are you most willing to engage to support the work of the MCEE?

➤ About half of respondents willing to do policy

Development, legislative advocacy; communications;

Grassroots engagement

➤ Few willing to do fundraising (4)

➤ "Other" comments theme:

-To achieve more involvement we need to be more clear and specific about areas of the organization's work where we need assistance and personally ask individual members for their help.

8. Which best reflects your experience w/MCEE?

- **75-85% of respondents are clear about the mission, attend events, are well informed about our work, understand the financial reports.**

- **There is a potential for greater capacity if approached strategically**
 - 54% willing to do more if asked
 - meeting attendance, member \$ contributions, fundraising, & volunteer recruitment all need improvement

9. What can the leadership team & staff do to engage members more effectively?

- **Be clearer about the MCEE vision, mission**
- **Develop short term (12-24 month) plans with Annual priorities, objectives, time lines**
- **Be clearer about what our annual plans are with the membership, & be clear & specific in asking members to participate in the work of the organization**

10. To be truly effective, the MCEE should:

- **Improve our financial position**
- **Work with Prepare Maine partners to achieve goals**
- **Develop a strategic plan**
- **Recruit more business members**
- **Under "other" the advice was:**
 - Internal communication and direction from leadership & staff has improved, but needs to continue to do so
 - Be more aggressive in reaching out to seek the involvement of others to achieve our goals.