Member Services Satisfaction Survey Summary

for
LAI – Ely Chapter

Prepared by
The Center for Governmental Studies

December 2015

Overview and Executive Summary

Introduction

The Membership Committee for the Ely Chapter of Lambda Alpha International (LAI) prepared a survey to learn more about the preferences of members. The results will be used not only to determine programming for 2016, but also to assist the Board of Directors in strategic planning efforts scheduled to take place in January 2016. The survey was sent to 534 members and 153 completed the survey for a 29% rate of return

This survey is focused on the services and programming of LAI-Ely Chapter. The member responses will help to frame professional development opportunities, communication strategies, address technology issues, and provide overall program improvements.

The Survey Tool

The survey was separated into the following sections:

- General Information
- Events
- Membership
- Communication
- Website
- Sponsorship
- Service to LAI-Ely Chapter
- Other Information

Section Results

General Information

Members were asked to provide the length of time they have been a member with LAI-Ely Chapter. Table 1 below shows a breakdown of the responses by percentage and actual number of respondents per category range.

Table 1

Length of Membership with LAI-Ely Chapter	% of Members	Total Responses
1-3 years	33%	49
4-6 years	22%	33
7-9 years	12%	18
10-15 years	15%	22
16 years or more	19%	28

Members were asked to identify the type of entity in which they work. Table 2 below shows a breakdown of the responses by percentage and actual number of respondents per category.

Table 2

Type of Entity	% of Members	Total Responses
Government	15%	23
Non-profit	11%	17
Private Sector (employee)	19%	28
Private Sector (partner/principal/owner/founder)	45%	68
Retired	4%	6
Other	5%	8

The "Other" category consists of the following:

- Consultant
- Consulting part-time
- Consulting for educational institution
- Independent housing consultant
- Private sector as independent contractor
- Retired, working pro bono as president of a non-profit
- Self-employed
- University – education

Members were asked to identify the type of industry(ies) they are in. Members could select more than one industry. Table 3 below shows a breakdown of the responses by percentage and actual number of respondents per category.

Table 3

Industries	% of Members	Total Responses
Real Estate	20%	69
Planning	16%	54
Consultant	12%	42
Development	10%	35
Architecture	8%	26
Design	6%	21
Other	6%	21
Government	5%	18
Law	5%	18
Financial	4%	14
Engineering	4%	12
Academic	2%	8

The “Other” category consists of the following:

- Affordable real estate development
- Appraisal
- Appraiser and consultant
- Economic Development (2)
- Neighborhood Economic Development
- Education
- Environmental
- Environmental professional
- Equity for developers still dong it
- Historic Preservation (2)
- Historic Preservation and Foundation
- If we are not in real estate, what are we in?
- Real estate broker specializing in retail leasing
- Philanthropy (2)
- Public finance
- Transportation (2)
- Transportation planning

Members were asked how long they have been in their current industry. Table 4 below shows a breakdown of the responses by percentage and actual number of respondents per category.

Table 4

Length of Time in Current Industry	% of Members	Total Responses
1-3 years	1%	1
4-6 years	3%	5
7-9 years	3%	5
10-15 years	13%	20
16 years or more	79%	119

Members were asked to identify other organization(s) they are members of. More than one organization could be selected. Table 5 below shows a breakdown of the responses by percentage and actual number of respondents per organization.

Table 5

Organizations	% of Members	Total Responses
Other	52%	61
APA	35%	41
ULI	29%	34
AIA	15%	18
ABA	11%	13
CREW	9%	11
ALA	3%	3
ASLA	1%	1

The “Other” category consists of the following:

- AICP - American Institute of Certified Planners (2)
- American College of Real Estate Lawyers (2)
- American Society on Aging
- Appraisal Institute (3)
- Appraisal Institute, Counselors of Real Estate, Royal Institution of Chartered Surveyors
- Appraisal Institute, Chicago Real Estate Council, Real Estate Investment Association, Realty Club of Chicago. Other members of our firm belong to several other organizations.
- CBA Fla Bar Association
- CBA, ISBA, MMA
- CCIM Institute, Royal Institute of Chartered Surveyors, Counselors of Real Estate
- CCIM, ICSC
- CCIM, SIOR
- Chicago Bar Association
- CIC, HACC
- City Club, NACTO, TRB (CDOT is a member of the latter two organizations, and I, and other staff attend their conferences/annual meetings)
- Counselors of Real Estate (CRE), Appraisal Institute MAI
- Counselors of Real Estate (CRE), ICSC, CoreNet Global, Realty Club of Chicago
- CRE, ACREL
- Economic Club of Chicago
- Home Builders Association
- IAR, NAR, NICAR, CRE
- ICSC (7)
- ICSC, ICMA
- ICSC, National Main Street Center

- ILGL
- Illinois Economic Development Association
- Illinois Housing Council, Affordable Assisted Living Coalition
- IMLA, Chicago Bar Association, IML Home Rule Attorneys Committee
- International Economic Development Association
- ISBA; CBA
- ITE
- Know your Chicago
- Landmarks IL, ChiArchF.
- Landmarks Illinois
- MAI, SRPA, CRE
- Metropolitan Planning Council
- MPC
- MPC; ULI Special committee
- My organization has members in pretty much every organization above. I gave up ULI for Lamda.
- NAR & IFA
- National Main Street Center
- National Trust for Historic Preservation
- NLHA, Executives Club, Council on Foreign Relations
- Others related to historic preservation and national parks
- Realty Club of Chicago
- The Magnificent Mile Association, Women in Retail Leasing
- USGBC (2)
- USGBC CNU
- Women in Planning and Development (3)

Next, members were asked to describe the scope of their business. Table 6 below shows a breakdown of the responses by percentage and actual number of respondents.

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Table 6

Scope of Business	% of Members	Total Responses
Local	28%	42
Regional	37%	57
National	27%	41
International	9%	13

Events

Members were asked to rate events by importance using the following scale:

1 - Not valuable at all
2 - Not very valuable
3 - Valuable
4 - Fairly valuable
5 - Very valuable

The ratings appear in Table 7 below.

Table 7

Events	Rating	Total Responses
Luncheons	4.11	144
Chautauqua	3.27	134
New Member Initiation Banquet	3.52	141
Summer Social or Special Event (The Plant Tour, Detroit Trip, etc.)	3.59	136

The degree of attendance at various events can be seen in Table 8 below by percentage and actual number of respondents.

Table 8

Event Attendance	% of Members		Total Responses
	Yes	No	
Luncheon *(in the past year)*	79%	21%	145
Chautauqua *(in the past year)*	34%	66%	146
New Member Initiation Banquet in the last 3 years	82%	18%	145
New Member Reception in the last 3 years	71%	30%	146
Holiday Party in the last 3 years	61%	39%	142
Summer Site Tour (the Plant tour) or Special Event in the last 3 years	40%	60%	144

Factors affecting attendance at events are shown in Table 9 below by percentage and actual number of respondents.

Table 9

Factors Affecting Attendance at Events	% of Members	Total Responses
Cost	24%	33
Topics not of Interest	38%	53
Location	23%	32
Schedule/Too Busy (Inconvenient Time)	80%	111
Other	11%	15

Members were asked if they would like to have a program at a location other than downtown Chicago. The majority prefer downtown Chicago. See Chart 1 below.

Chart 1

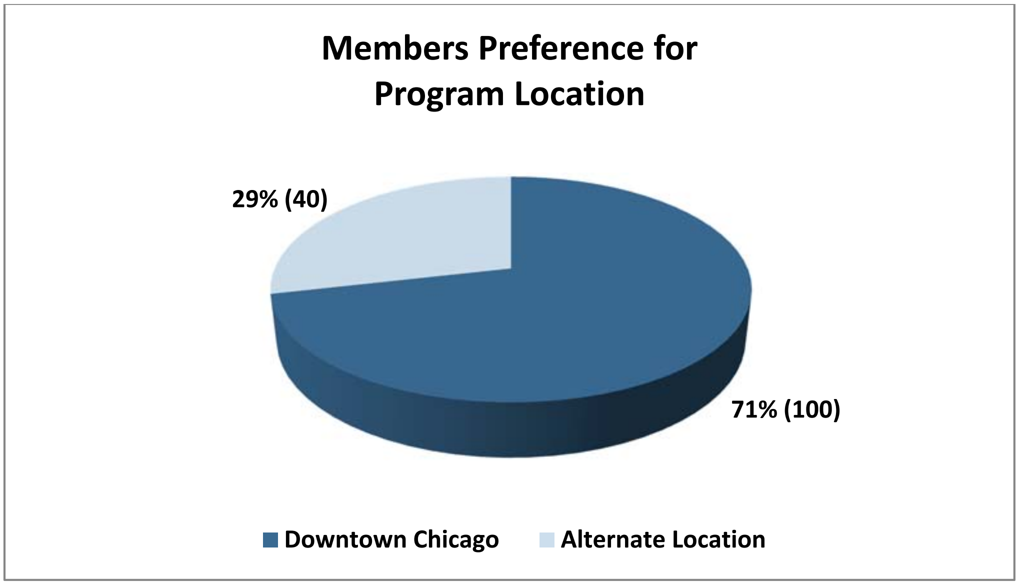


Chart 2 below shows the percentage of members interested in more Midwest city tours similar to the Detroit Tour event this year.

Chart 2

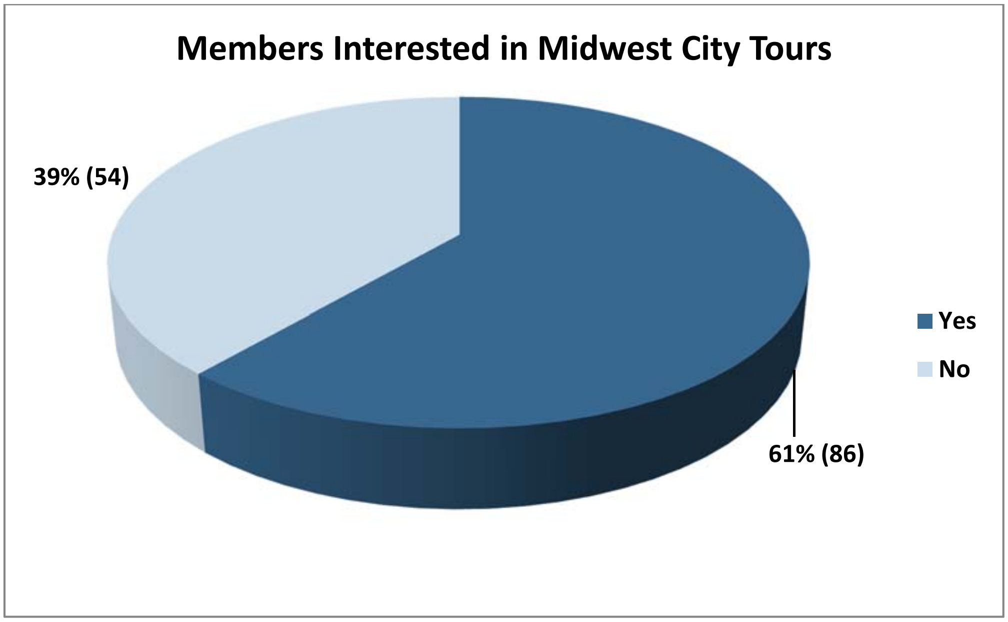


Table 10 below shows how well the members like the current venue for the luncheons (Harry Carey's).

Table 10

Venue	Very Good	Good	Fair	Poor	Very Poor	Total Responses
Harry Caray's	15%	56%	24%	3%	3%	137

Members were asked to indicate their favorite event during the last year. Table 11 shows the results.

Table 11

Events	% of Members	Total Responses
Luncheons	40%	51
New Member Initiation Banquet	28%	36
Summer Social (The Plant Tour)	10%	13
Holiday Party	8%	10
Chautauqua	7%	9
Special Event (Detroit Trip)	7%	9

Membership

Table 12 below shows how the members ***value*** their membership.

Table 12

Membership	Very Good	Good	Fair	Poor	Very Poor	Total Responses
How valued	39%	45%	14%	2%	0%	139

Table 13 below shows how likely members are planning to stay involved during the next three years with the LAI-Ely Chapter.

Table 13

LAI-Ely Chapter	Very Likely	Likely	Unlikely	Very Unlikely	Unsure	Total Responses
Membership	54%	36%	6%	1%	4%	140

Table 14 below shows how accessible the members feel the board and committees are to them. Eighty-four percent indicate the board and committees are accessible.

Table 14

Board/ Committees	Very Accessible	Fairly Accessible	Accessible	Not Very Accessible	Not at All Accessible	Total Responses
Degree of Accessibility	31%	31%	23%	15%	1%	131

Table 15 below shows how important members find the LAI-Ely Chapter is for their career.

Table 15

LAI-Ely Chapter	Very Important	Important	Not Very Important	Not at All Important	Unsure	Total Responses
Degree of Importance to Career	31%	31%	23%	15%	1%	131

Members were asked to indicate what purpose Lambda Alpha serves for them. They could select as many that applied. See Table 16 below.

Table 16

Events	% of Members	Total Responses
Networking Opportunities	93%	130
Education	71%	99
Resume Builder	22%	31
Other	11%	15

The number of members that have been nominated to the LAI-Ely Chapter over the past five years is shown in Table 17.

Table 17

Number of Members that Have Been Nominated in the Last Five Years	% of Members	Total Responses
0	42%	58
1	17%	23
2	19%	26
3	9%	12
More than 3	14%	19

Communication

Members were asked to provide feedback on the current methods of communication, tools most utilized, and potential improvements. See Table 18 below.

Table 18

Communication Tools	% of Members	Total Responses
Website	3.02	129
E-blasts/Emails regarding current events (recent)	3.96	126
Keynotes	3.07	126
Online Membership Directory	3.39	127
LinkedIn	2.66	126

Table 19 below shows how the members rate the information contained in e-blasts/emails.

Table 19

Electronic Communication	Very Good	Good	Fair	Poor	Very Poor	Total Responses
Content	27%	58%	14%	1%	0%	129

Members were asked to provide feedback on the degree of frequency of receiving e-blasts/emails. The majority indicated they are receiving an appropriate amount of electronic communication. See Table 20 below.

Table 20

Frequency of Electronic Communication	% of Members	Total Responses
Too many e-blasts/emails	5%	6
Appropriate amount of e-blasts/emails	86%	112
Not enough emails/e-blasts	5%	7

Table 21 below shows how frequently members access the LAI-Ely Group on LinkedIn.

Table 21

Ely Chapter Website	Daily	Weekly	Monthly	Never	Total Responses
Degree of Frequency	1%	3%	21%	75%	132

Members were asked if an LAI-Ely Group would be added to other types of social media, how many would access it on the different social media types. Table 22 below shows the percentage of members that would view the group on particular social media sites.

Table 22

LAI-Ely Group	Facebook	Twitter	Instagram	Other	Total Responses
Degree of Frequency	54%	23%	15%	38%	82

Website

Members were asked to rate the current Ely Chapter website. See Table 23 below.

Table 23

Ely Chapter	Very Good	Good	Fair	Poor	Very Poor	Total Responses
Website	7%	55%	34%	3%	1%	118

For those who use the Ely Chapter website, Table 23 below shows how often the members access this website.

Table 23

Ely Chapter Website	Daily	Weekly	Monthly	Never	Total Responses
Degree of Frequency	0%	2%	69%	30%	125

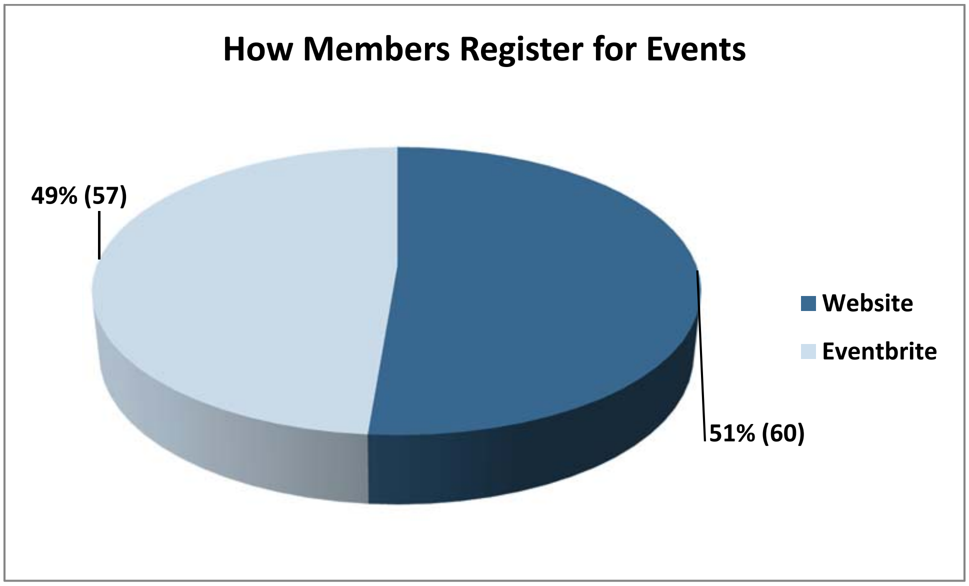
Members were asked to give the main purpose for visiting the Ely Chapter website. The main reason was to see event information. See Table 24 for a complete breakdown.

Table 24

Frequency of Electronic Communication	% of Members	Total Responses
Event Information	65%	76
View Member Information in Directory	19%	22
Information about LAI-Ely Chapter	9%	10
Other	4%	5
View News Section	3%	4

For registering for events, members use the website and Eventbrite on almost an equal basis. See Chart 3 below.

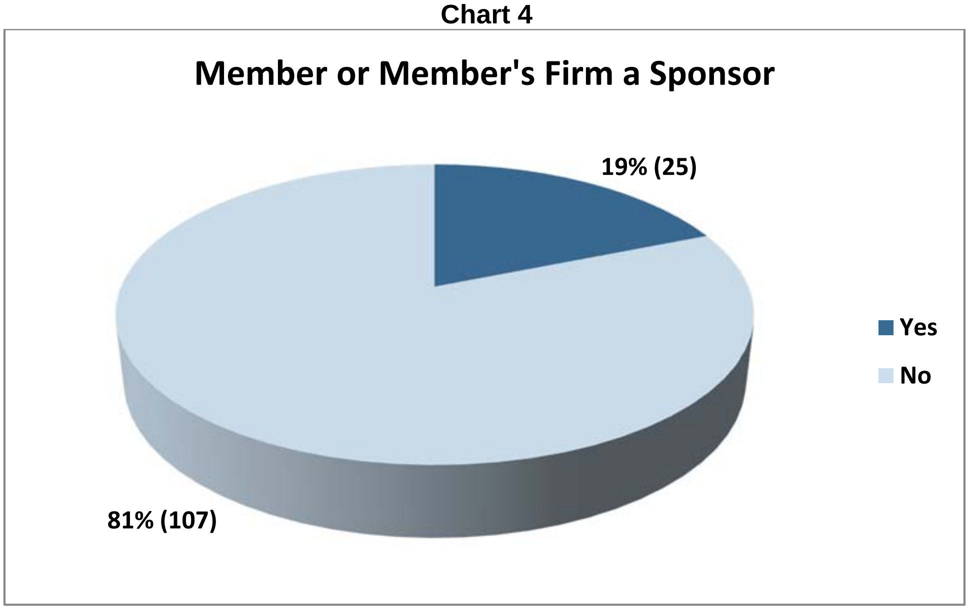
Chart 3



Sponsorship

Chart 4 below shows about 19% (25) members/members' firms are currently a sponsor of LAI-Ely Chapter.

Chart 4



For those who indicated they are a current sponsor or their firm is, Table 25 shows at what sponsorship level.

Table 25

Sponsorship Level	% of Members	Total Responses
Platinum	5%	1
Gold	45%	9
Silver	50%	10

Service to LAI-Ely Chapter

Table 26 below show the percentage of members ***currently serving*** on a committee or the board.

Table 26

Group	% of Members		Total Responses
	Yes	No	
Ely Committee	26%	74%	122
Ely Board of Directors	20%	80%	126

Table 27 below show the percentage of members ***interested in serving*** on a committee or the board.

Table 27

Group	% of Members		Total Responses
	Yes	No	
Ely Committee	43%	57%	113
Ely Board of Directors	20%	80%	106

Thirty-four percent (42) members are interested in ***learning more*** about serving on an Ely Committee.

Members were asked to provide the biggest challenge their company or industry is facing. Their responses are listed below.

- Lack of younger entry level people who can write well and think analytically.
- Political influences of next presidential election
- Municipal budgets
- For our firm, entering markets where we have limited experience, but the skills and knowledge to excel. For the industry, a city government that seems to do everything it can to stifle development and growth, and a state government that is profoundly dysfunctional and lacking effort to find common goals.

- Lack of human capital to achieve our full vision.
- Oversupply of service providers and attempt of consumers to commoditize services offered.
- Budget cuts to communities; federal regulation.
- Significant reduction in resources from City, State and Federal sources.
- Budget cuts and impacts on planning.
- Delivering high quality legal services at a responsible cost.
- Staying ahead of the curve and winning work.
- Cost of construction; lack of skilled construction tradesmen.
- Shortage of skilled labor (architects, engineers).
- Hiring quality people.
- Chicago economy
- Diversification
- Economic downturn...
- Remaining afloat.
- Biggest concern for the next 3-5 years is the impact of interest rates on operating income when financing rates start to increase.
- Continue to build network and opportunities for work.
- State budget mess, which is restricting flow of dollars to municipalities and causing many to hold off on starting new projects given revenue uncertainty.
- Growing the practice.
- Less planning work.
- Attracting/keeping talent.
- Funding, fund raising, adequate staff skills.
- Attaining new clients. (2)
- Meeting the housing needs for low income Chicago residents.
- Lack of funds for affordable housing and the resistance of suburbs to allowing workforce or affordable housing.
- Affordable real estate.
- Too many municipalities in northeast Illinois.
- Consolidation of companies in our field that kills the competitiveness of midsize and smaller architectural firms.
- Federal legislation
- Change, rapid change.
- Lack of current information and transparency.
- As a new firm, I am currently focused on professional growth and providing quality services.
- Lack of funding and no positive long-term vision.

- Infrastructure funding in Illinois.
- I'm in regional planning, so I would say sufficient federal, state, and local funding for necessary infrastructure to support land use goals. Also, at the regional scale, there is not always buy-in to the need to prioritize projects.
- Retail is changing dramatically and so too is retail leasing.
- Making the forest preserves of Cook County as cool as the lakefront; convincing people they should value and support this amazing asset which contributes so much to the region's quality of life.
- Banks are broken, politics is diseased, fiscal holes debilitating to any "vision".
- Rapid change. (2)
- Technology changes
- Explaining change is not a bad thing to the local community/neighborhood that were working in.
- Lack of funding and the downsize of government.
- Declining student populations.
- Growth
- Challenging retail climate for suburban downtowns.
- Building name recognition.
- Slow recovery of city and state economy from recession as compared to other areas.
- The changing nature of retail - shopping, delivery, and consumption patterns... sales tax being local governments' biggest revenue driver
- Continued flow or projects and engagements
- Diverse funding for capital projects.
- Not sure there's just one - several of equal importance.
- Marketing product.
- It seems like people may be losing interest in sustainability.
- Leadership
- Sharing of information regarding common issues and problems.
- Stability (or lack thereof) in the Illinois economy.
- Funding of real estate deals.
- Decreasing revenues
- Project finance
- Access to capital for small businesses.
- Nothing at this time

Members were asked to provide what the biggest concern is of their clients/customers. Their responses are listed below.

- Stability of the economy. (5)

- Another economic crash or bubble.
- Worries about global economy in light of recent world events.
- State of economy for real estate development.
- State funding
- Revenues, given state budgets and other fiscal pressures.
- Budgets
- Future budget issues.
- State budget...or lack of one.
- Usually budget and deadlines.
- Money.
- Money, money, money.
- Time and money.
- Inflation and tepid employment growth that impacts household formation.
- Lack of financial incentives to assist with adaptive reuse and reuse of existing buildings.
- The rapid change to the real estate industry as a result of technology. This is both a significant concern and opportunity for clients.
- Finding jobs
- Uncertain tax climate in Illinois; cost of construction.
- Failure of real estate industry here to respond positively
- Raising funds to make budgets.
- When is the next '08 going to happen?
- Changing consumer behavior due to continued pressure on household income.
- Value
- Will housing in the suburbs ever come back?
- Overbuilding and taxation
- Cost of construction
- Interest rates, government regulations affecting the building industry.
- Industry is viewed as a commodity; no differentiation.
- Housing affordability
- Return on tax investment.
- My clients are all interested in getting good value for the money they spend.
- Federal legislation
- Change, rapid change.
- Cost continues to be a factor, but it seems to be taking a back seat to quality service, to which we are focused.
- Service

- Looming tax increases with diminishing staffing and programs.
- Infrastructure funding in Illinois.
- Bricks and mortar vs. onlline shopping and rental rates.
- Financial sustainability
- Cost of services
- The role of government to increase the quality of life.
- Finding a suitable labor pool.
- Project success at every major milestone - zoning approval, financial, cost, construction, inspection, occupancy and leasing
- Balancing quality and cost
- Lack of coherent public planning and leadership.
- Suburban downtowns lack entertainment options other than restaurants, and also increasingly lack popular soft goods retailers due to the influence of malls and the internet. While restaurants are great in the evening, how do we foster interest and activity during the daytime hours?
- Our "clients" are those least able to advocate for themselves - the poor. Tied to the previous response - the continuing loss of financial sources to provide housing and services to an expanding population of individuals, families in need. Already, many of the social services required have been cut or drastically reduced. Not sure what this will mean if certain housing subsidies are cut. Elimination of housing and other subsidies will create problems for everyone - beyond just those populations we serve.
- Not enough time, not enough money, not enough strategic planning.
- Funding resources
- Access to capital, navigating government, taxes, attracting customers.
- Increased taxes