



Survey Results

Summary

CUaware sent out a survey to our subscribers in late November and a reminder in early December. We had a good response rate, enough to be confident in using these numbers to help inform our 2013 agenda. Responders skewed towards experienced credit union professional (10+ years), and the majority work for State Employees' or Coastal. Responses were overwhelmingly positive, agreeing that CUaware had made them more aware of the CU movement and has helped make an impact in their career. To improve, the responders suggested more structured CUaware events.

Key Findings

- 1) On the question of whether CUaware events proved to be useful to the responders' professional careers:

Type of Event	Responders who Agreed or Strongly Agreed	Responders who Disagreed or Strongly Disagreed
Monthly Networking Series (CUSocials)	77.1%	5.7%
Speaker Series (A Night with Jim Blaine/CU All-Star Panel)	83.3%	0.0%
N.C. Credit Union League Annual Meeting Young Professionals Track	50.0%	4.2%

Recap: All responders agreed that CUaware events made a positive impact in their professional careers, with the Speaker Series clearly the most impactful. *Note: It is believed the demographics of the responders lead to the significantly lower percentage for the YP track.*

- 2) On the question of what CUaware increased responders awareness of:

Suggestions	Responders who Agreed or Strongly Agreed	Responders who Disagreed or Strongly Disagreed
The role credit unions play in society	78.4%	5.4%
The rich heritage of credit unions	66.7%	5.6%
The types of people who enjoy working at credit unions	97.3%	0.0%
The opportunities within credit unions	63.9%	5.6%
The educational opportunities available	65.7%	2.9%

Recap: Responders agreed that CUaware increased their awareness of all five key areas. However, the outlier result is the 97% agreeing on increased awareness of the people who work for credit unions indicates that we have work to do increasing awareness in the other four areas.

3) On the question of how CUaware can improve:

Suggestion	Responders who Agreed or Strongly Agreed	Responders who Disagreed or Strongly Disagreed
Have more Speaker Series events	77.1%	2.1%
Vary event locations	67.4%	6.1%
Increase networking opportunities	68.1%	2.1%

Recap: Looking just at the suggestions that rate as neutral, we see that the majority of responders would like to have more Speaker Series events, varied locations and increased networking opportunities.

2013 Response:

- Looking at these responses and the suggestions, a common theme is increased structure and learning opportunities within CUsocials. We will have an increased budget and structure for the CUsocials. These meetups will also regularly take place in the Triangle and Triad.
- The Speaker Series events were the most popular and effective events we have put on. We agree, and plan on increasing our yearly average by 300%. We will hold three Speaker Series Events next year, as well as another big event celebrating cooperatives in October.
- CUaware will also introduce a special lunch for Young Professionals focused on developing their toolkit for advancing their careers in credit unions.
- We will have increased volunteer opportunities in 2013, as well. We will have two CUaware Volunteer Coordinators to help facilitate the increased demand: Karita Robins will continue doing a fantastic job for the Triangle, and Carla Kimel will be joining the team for the Triad.
- Finally, we will have a committee of CUaware volunteers focused on improving the YP track. The NC Credit Union League is already working hard to improve over a very successful year in 2012, and have already secured the services of the dynamic Brent Dixon, a Filene partner and owner of the [Habdash](#).

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