

2017 OCMA Membership Survey Executive Summary

The following are result highlights from the OCMA Member Survey conducted in late 2017.

The full results of the survey were presented to the OCMA Board at their January 2018 meeting. The full survey can be found on the OCMA website at www.ocmaohio.org.

- 87 OCMA members responded to the survey
- Professional growth and Networking are the two primary motivators for membership in OCMA
- 88% of respondents say OCMA dues are reasonable, 94% report that their employer pays their dues
- Regarding OCMA as the name of the association:
 - 89% agree that the name of the association is reflective of our membership
 - 84% feel that the name of the association is inclusive
 - 91% feel it is appealing
 - 93% report that OCMA is appropriate because it is similar to ICMA
- An Importance / Performance scale was used to determine areas of greatest opportunity are as follows:
 - Advocacy efforts
 - Resources available on the OCMA website
 - Statewide professional development workshops
 - Enhancements to OCMA Annual Conference
- 51% report that the website does a good job of providing information
 - 44% of members say they rarely use website
 - 36% say they only use it sometimes
 - 17% use it regularly
- 79% of members report that they do attend the annual OCMA Conference.
 - Education sessions and professional networking are the primary reasons members attend the event
 - Family obligations and other conflicts are most common reasons 10% of members say they don't attend
 - Public Administration Trends and Leadership & Management topics are most popular keynote themes
- 88% of members prefer to receive communication from OCMA via email
- On the topic of Next Generation Committee efforts:
 - 44% would like to see the creation of leadership programs for up & coming public administrators
 - 21% would like to see continued support for ICMA student chapters
 - 17% are interested in best practices and resources to assist City/County Managers in attracting & retaining talent for their organizations
- The majority of survey respondents:
 - Have been in the profession for more than 20 years
 - Are from southwest Ohio
 - Have been a member of OCMA for 5 years or less
 - Have the title of either City or Village Manager / Administrator
 - Come from organizations with a budget of \$25 million or more