



MRPA Membership Survey Key Findings

Who Responded

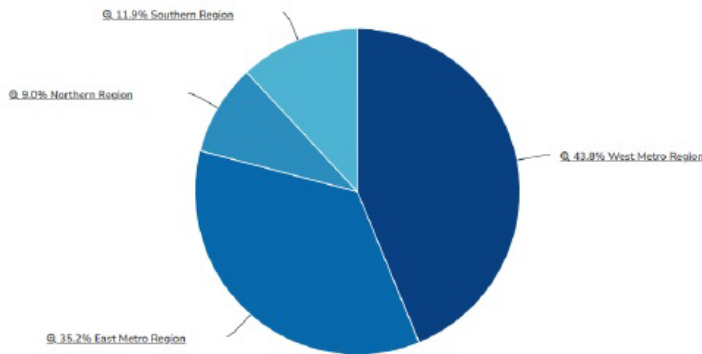
We asked for members' input, and you responded in record numbers!

We want to share a high level overview of the membership survey's key findings.

There were **242 members or a 42% overall response rate** to the membership survey.

This response rate exceeded the minimum industry benchmark of 10% for association surveys of this kind

GEOGRAPHIC REGION/COUNTY



Net Promoter Score

MRPA's overall NPS score is 41.4.

The NPS benchmark for associations ranges from the high teens to low 20s. MRPA's NPS score is well above average for associations, and indicates that a high percentage of respondents are satisfied with MRPA membership and more likely to promote the association to those not currently engaged.

Top 5 Benefits Based on Importance

- Educational content / training
- Networking opportunities
- Career resources
- Public policy / advocacy
- Volunteer leadership opportunities

Perceptions About MRPA

- 77% indicate MRPA is their "go-to" source for educational content and trainings
- Slightly more than one-half (57%) agree/strongly agree that MRPA reflects a culture of DEI. One-fourth have no opinion.
- Three-fourth or more of all respondents agree/strongly agree that MRPA provides them with a sense of community
- Effectively represents the interests of parks and recreation through legislative advocacy
- Serves as a source for information that impacts the field.

Top 5 Challenges Facing Parks and Recreation

- Attracting talent for seasonal/part-time positions
- Government budget cuts/restrictions
- Attracting new talent into the field
- Work/Life balance
- Accessibility/Inclusion for people in the community

Membership Review: Key Findings

Members' Input: Strengths

- Educational content/training/professional development opportunities
- Networking opportunities
- Career resources (job postings)
- MRPA provides a sense of community
- Effective legislative advocacy
- Annual Conference
- Information; keeping informed
- Targeted programming, trend forecasting, online resources
- Learning about what others in the state are doing

Membership Review: Key Findings

Members' Input: Areas for Improvement

- Cliques feeling and sense of favoritism/hard to get involved/some suggest the culture is not as friendly as it once was.
- Awards and recognition program/same people getting recognized
- Time spent on recreational sports and tournament programming
- Vocal minority drawing focus away from majority needs
- Don't get much out of membership other than conference
- Heavy emphasis on sports, not so much on communication, and legislative prowess
- In-person meetings/social events centered in metro area/too far to travel

Future Considerations for Benefits/Resources to Add Value

Professional Development	Networking	Communication/Marketing	Education/Training/Innovation	Advocacy/Outreach
<ul style="list-style-type: none"> • More education/training • More virtual programming (reduce cost for travel & time) • Focus on leadership training • External subject matter experts to facilitate training/speak at conference • Shadowing Programs (<i>learn about other P&R roles</i>) 	<ul style="list-style-type: none"> • More opportunities for "meet-ups" year-round • Dedicated social media groups • Round-table discussions 	<ul style="list-style-type: none"> • Promote association resources, activities – some are not aware of all MRPA has to offer • More promotion of the field • More social media engagement • Tools to help local entities promote their programs • Resource page on website (<i>hot topics, trends</i>) • Legislative Updates 	<ul style="list-style-type: none"> • More DEI focused content • Trendy and innovative content – "need to move forward" • Training in mental health issues • Customer service and facility management • Podcasts/video links • Toolkits (budget templates, sponsorship packets, grant writing, etc.) 	<ul style="list-style-type: none"> • Promote importance of Parks and Recreation • Help with funding • Increase efforts to bring more people into field, generate interest at high school level • Increase diversity opportunities • Advocate for employment programs • More support for smaller municipalities • Help with referee shortage