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2012 WCMA Member Survey Executive Summary
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In late 2011, the WCMA Executive Board distributed a survey to approximately 300 members to receive constructive feedback about membership and state of the profession. With a response rate of just over 50%, we were able to come up with some statistics that will assist in improving the services WCMA can provide to its members. Below is an overview of the 80 pages of responses and comments that were collected.

As the report indicates, the members have benefited and overall there is general positive view towards WCMA and the services it provides. Strategies to improve the WCMA and its level of support to members will be implemented throughout 2012 and beyond in hopes of satisfying some of the opportunities members have brought to our attention.

- 83% were Administrators/Managers
- 84% work for a City, Village or Town.
- Most essential services the WCMA provides are:
  - Website
  - PARC
  - Professional Development
  - Networking Opportunities
- Lowest rated services the WCMA provides are:
  - Meritorious Service Award
  - Years of Service Award
  - Futures Award
  - Outstanding Services Award
- The top three areas of importance are:
  - Professional development
  - Promoting the value of the profession
  - Opportunities to network among members.
- Support Services of WCMA all ranked 'Better than Average'.
- 72% have never served on a Committee before, but 47% indicated they would be interested in getting involved.
- 75% have attended a WCMA Winter/Summer Conference in the past 3 years.
- 35% are planning on retiring in the next 10 years. 30% don't plan on retiring for over 21 years.
- 54% would not like to see a Thursday Night Dinner Awards Banquet at the Summer Conference.
- 89% like that the WCMA Conferences are held Wednesday through Friday.
- 60% are in favor in having joint Conferences with Illinois, Iowa and Minnesota on some basis
- 87% think the WCMA should play a more active role in statewide issues to help education, establish respect and credibility.
- 77% participate in their Regional Meetings.
- Most desirable professional development topics are:
  - Innovation
  - Leadership
  - Performance Measurement
  - Technology
  - Operational Efficiencies
  - Personal Law
  - Best Practices
- One day seminars and webinars are in high demand by members.
- 67% would like WCMA to develop a list of attorneys to assist members.
- 71% are members of ICMA
- 82% are not credentialed managers. Of those that are not currently, 61% said they would eventually like to be.
- PARC is the most used social networking site followed by LinkedIn and Facebook.
- The biggest issues facing their communities are budgets. An overwhelming amount of people said this was their top issue facing their community at this time. Other top issues include a lack of leadership, staffing and the economy.
- The largest issues facing the profession in the State of Wisconsin are divided governments, lack of pay and an overall poor image of public officials.