Member Needs Assessment

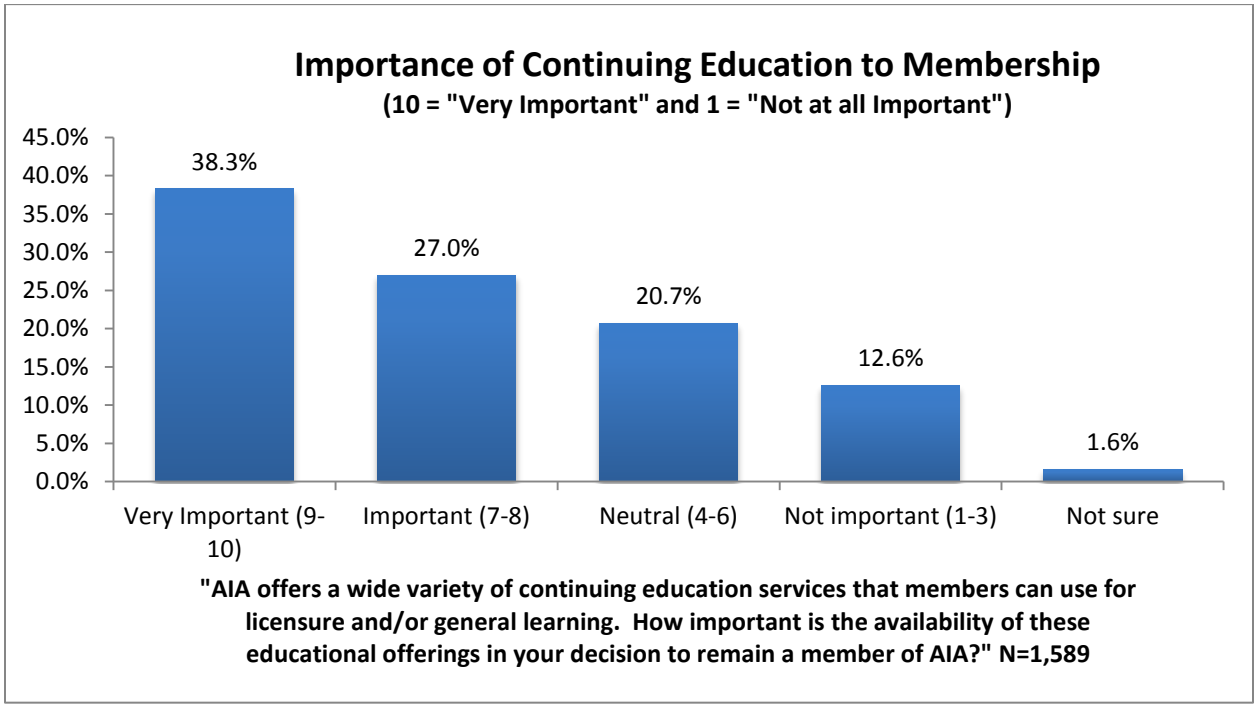
By Ramiro Solórzano

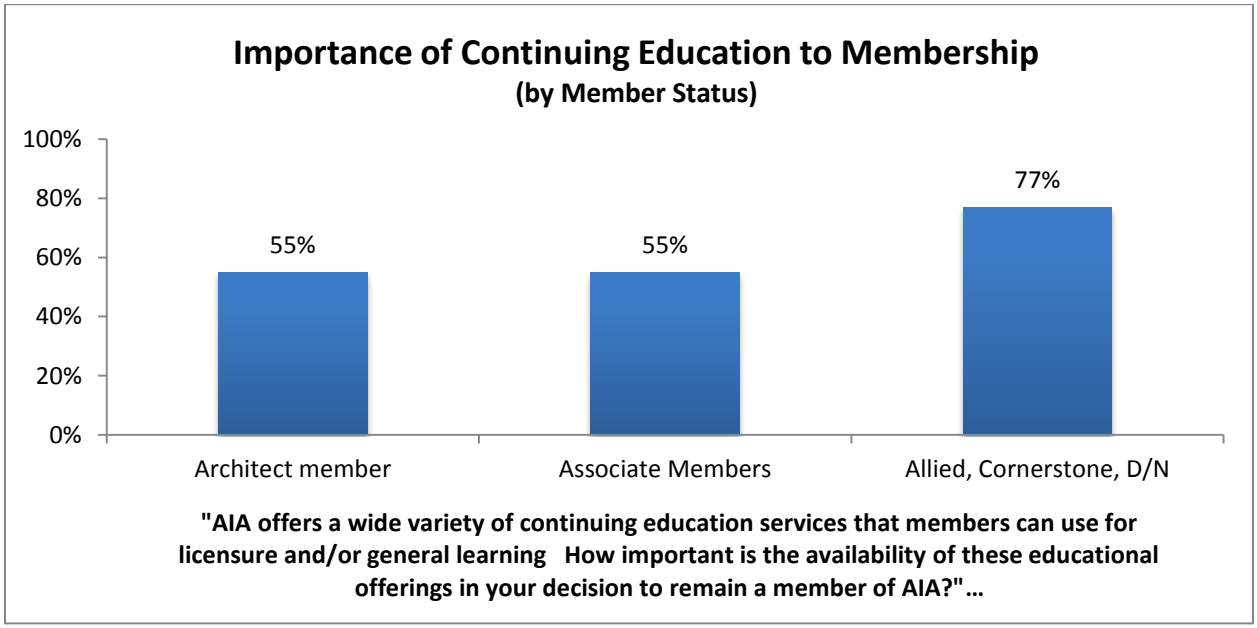
This year we did a Member Needs Survey to get a better understanding of the Continuing Educational needs and the demographics of our membership. I wanted to share our results because this gives all our providers a much better understanding of our members' educational needs. We partnered with McKinley Advisors and surveyed our members, non-members and combined with focus groups here are the general results.

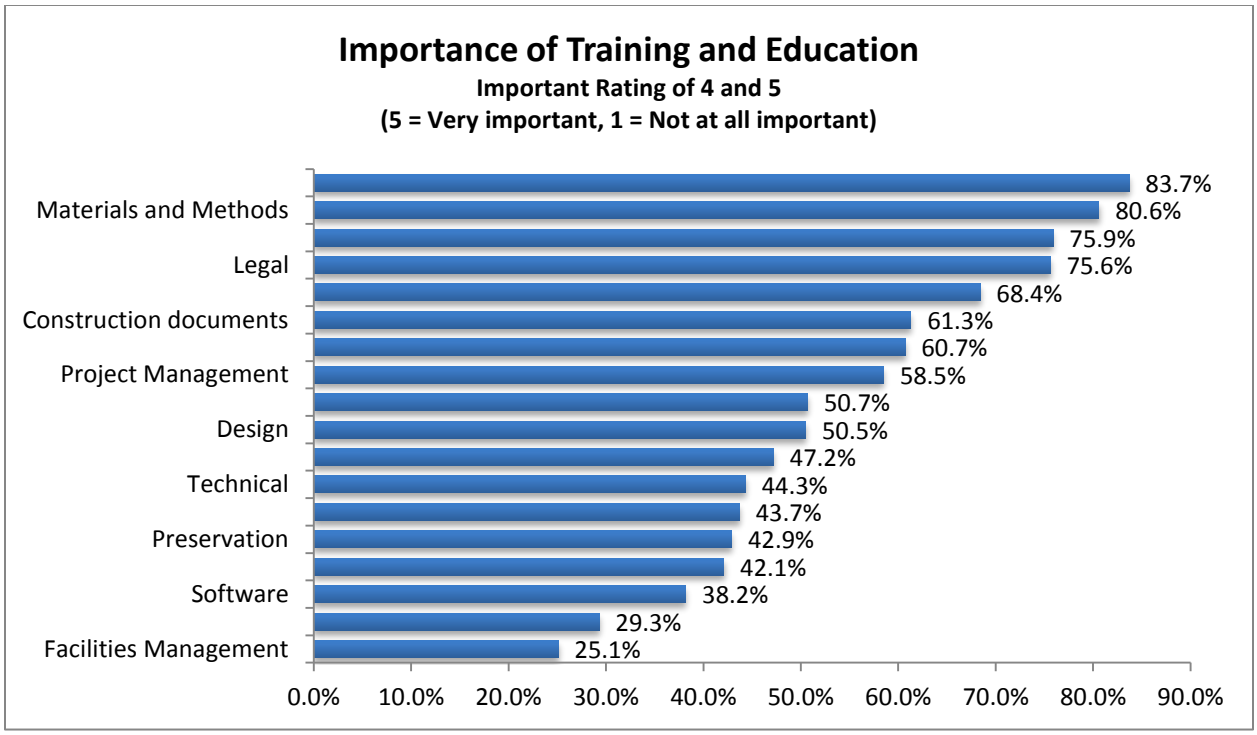
How many years of experience in total do you have in the field in which you are employed?					
	Total	Architect Member	Associate Member	Non-Member	Other*
Less than 1 year	2%	0%	7%	1%	3%
1-3 years	4%	1%	18%	7%	13%
54-6 years	6%	2%	23%	7%	3%
7-10 years	9%	7%	16%	12%	6%
11-15 years	12%	13%	11%	10%	9%
Over 15 years	67%	77%	26%	63%	66%
Not sure	0%	0%	0%	0%	0%

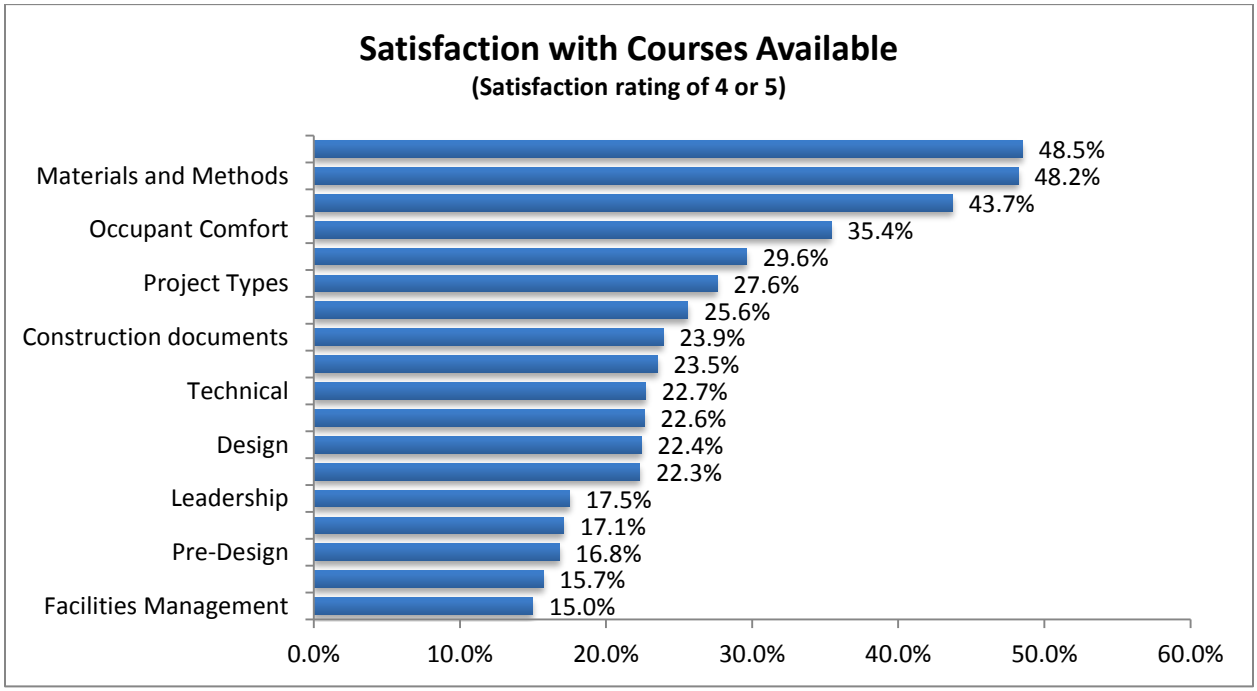
Which of the following best describes your organization's focus?					
	Total	Architect Member	Associate Member	Non-Member	Other*
Architecture – single discipline firm	32%	35%	25%	28%	9%
Architecture – multidisciplinary(with additional design disciplines such as interior design or engineering)	42%	41%	46%	42%	36%
Engineering (with additional disciplines, including architecture)	5%	5%	7%	7%	9%
Interior Design (with additional disciplines, including architecture)	1%	1%	3%	1%	0%
Planning (with additional disciplines, including architecture)	1%	1%	2%	0%	0%
Real Estate	1%	1%	1%	1%	0%
Law	0%	0%	0%	0%	0%
Construction	2%	2%	4%	2%	18%
Public Agency	3%	3%	2%	5%	0%
University/College	3%	3%	3%	3%	6%
Other, (please specify):	9%	8%	8%	11%	21%

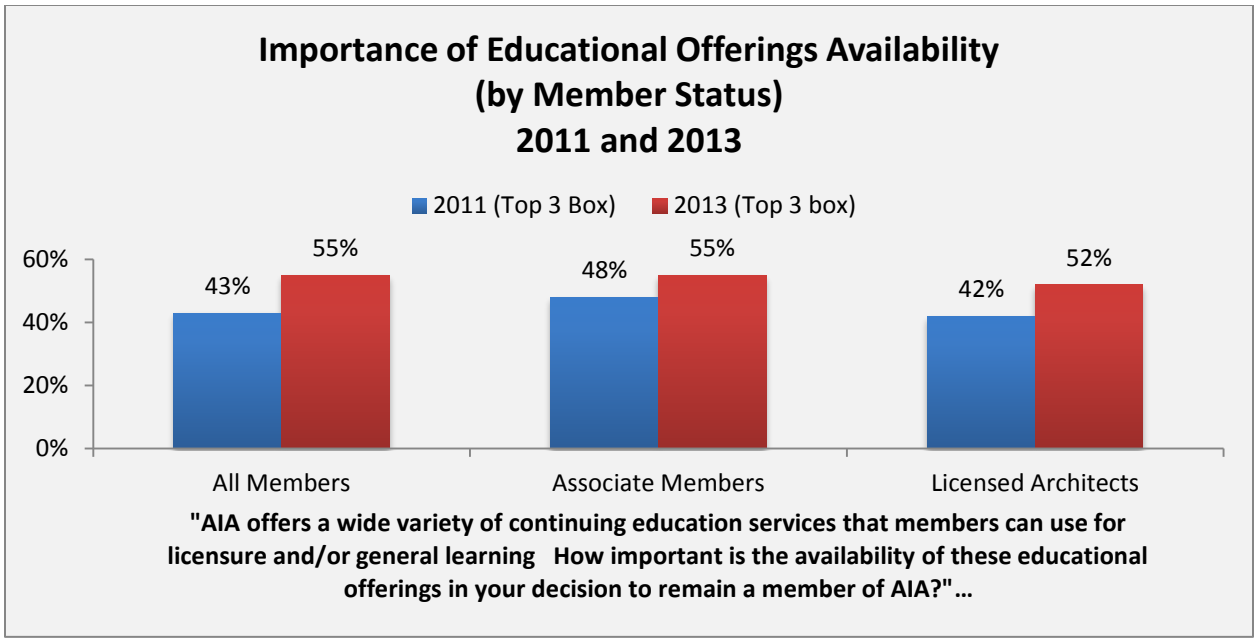
Continuing Education is very important to our membership and non-membership.

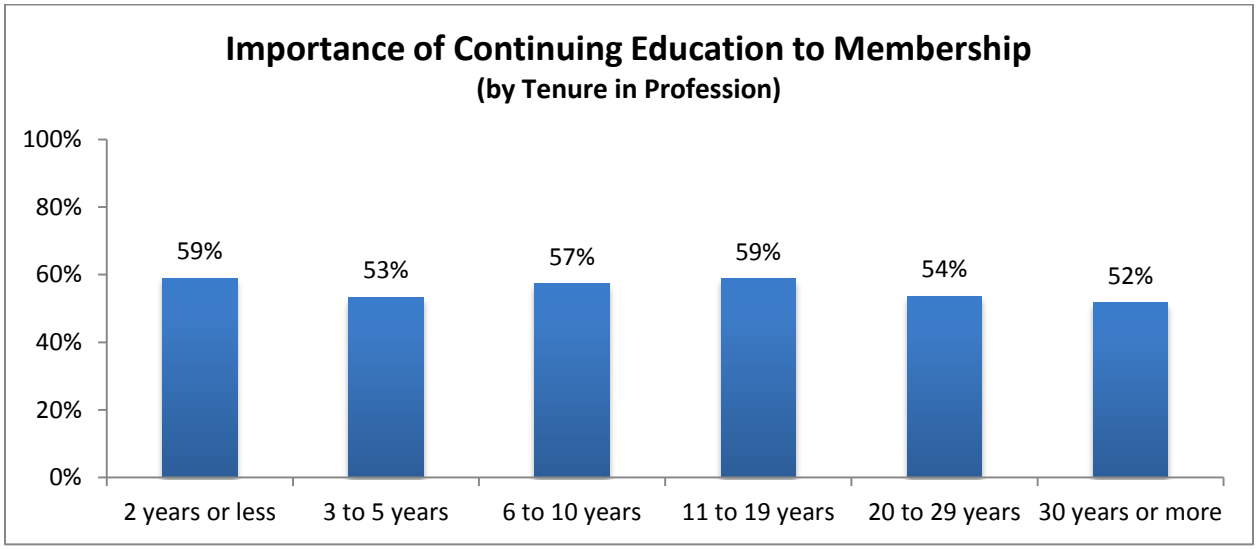


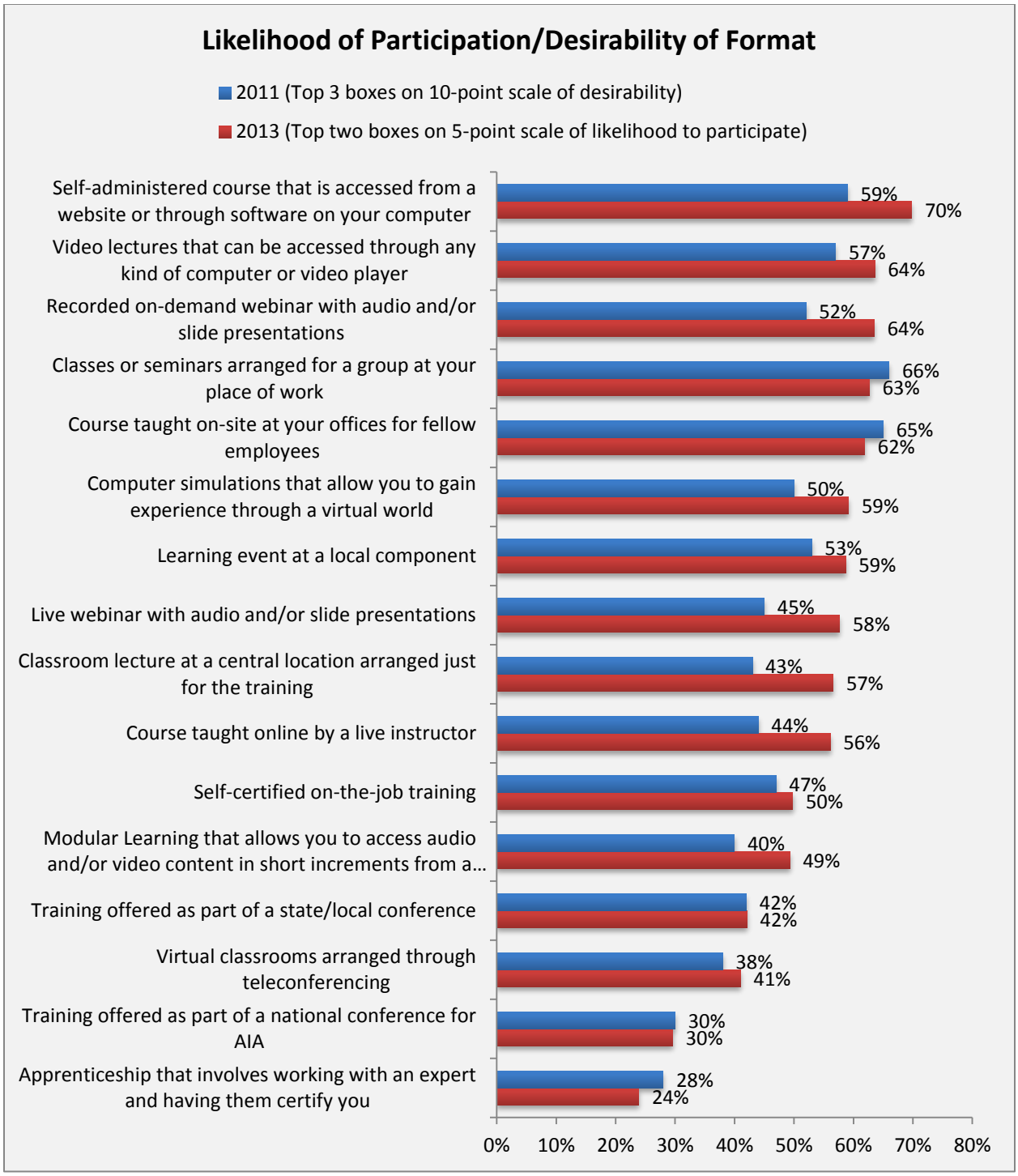


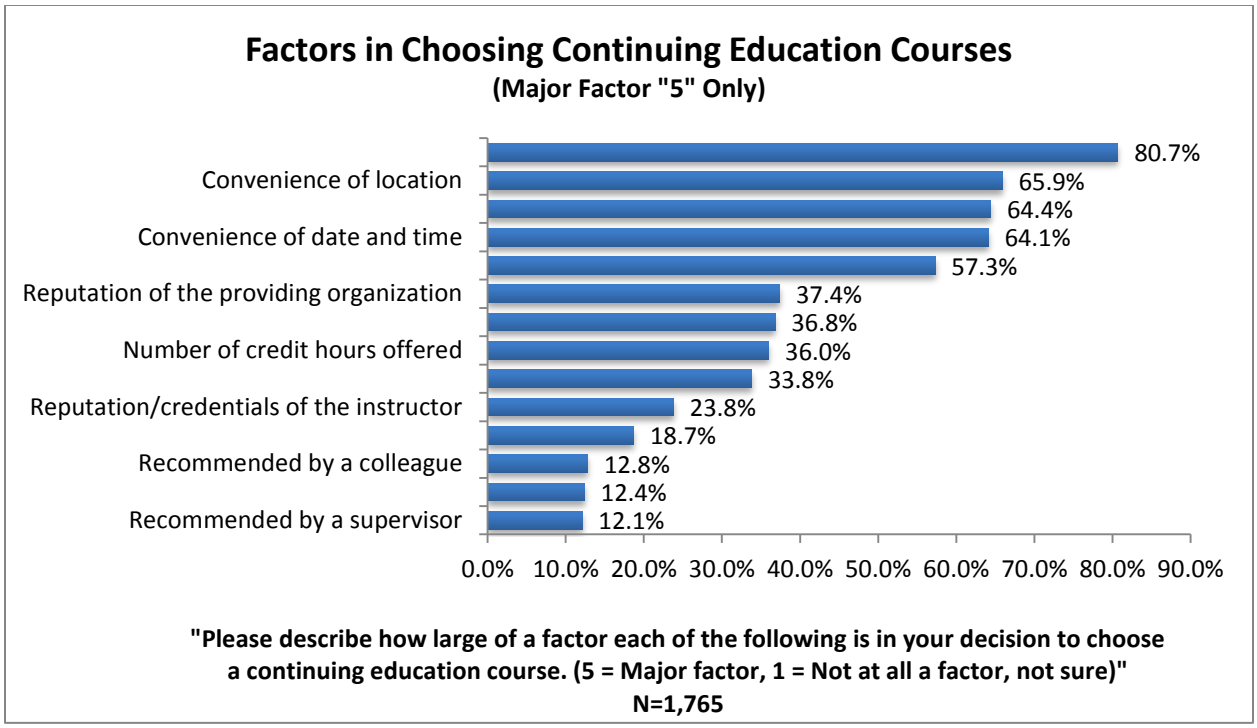

Importance of Training and Education
Important Rating of 4 and 5
(5 = Very important, 1 = Not at all important)
Materials and Methods
Legal
Construction documents
Project Management
Design
Technical
Preservation
Software
Facilities Management
83.7%
80.6%
75.9%
75.6%
68.4%
61.3%
60.7%
58.5%
50.7%
50.5%
47.2%
44.3%
43.7%
42.9%
42.1%
38.2%
29.3%
25.1%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%
70.0%
80.0%
90.0%

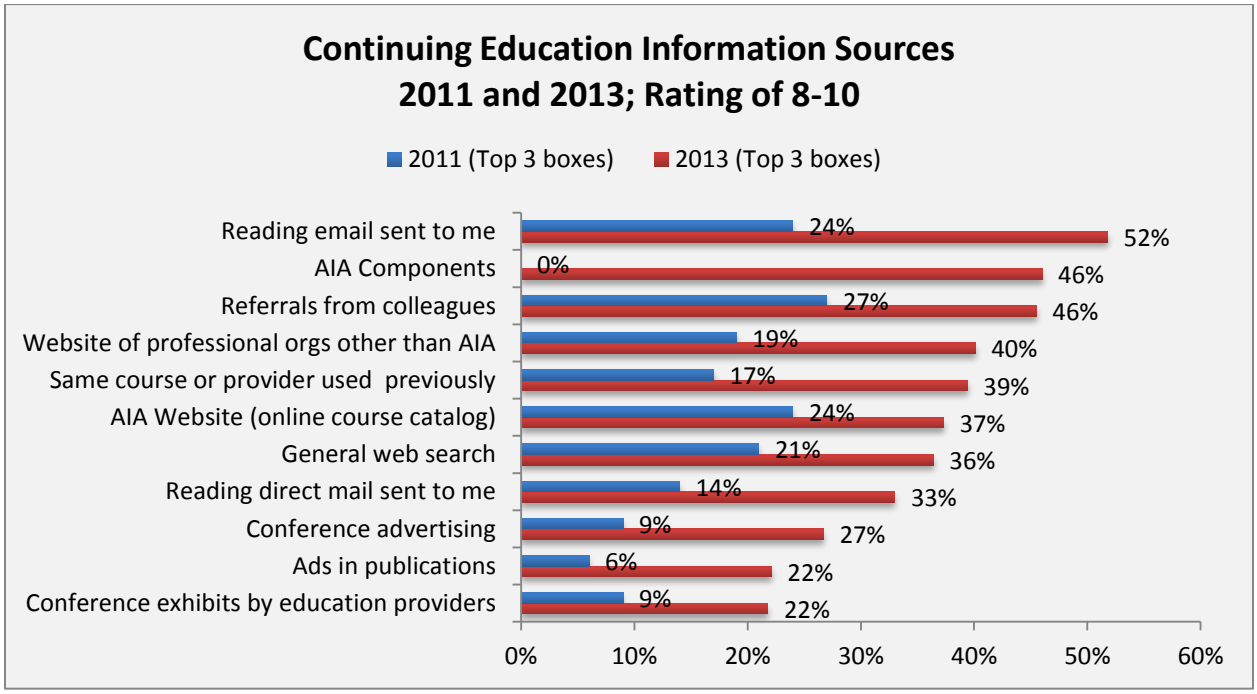

Satisfaction with Courses Available
(Satisfaction rating of 4 or 5)
Materials and Methods
Occupant Comfort
Project Types
Construction documents
Technical
Design
Leadership
Pre-Design
Facilities Management
48.5%
48.2%
43.7%
35.4%
29.6%
27.6%
25.6%
23.9%
23.5%
22.7%
22.6%
22.4%
22.3%
17.5%
17.1%
16.8%
15.7%
15.0%
0.0%
10.0%
20.0%
30.0%
40.0%
50.0%
60.0%

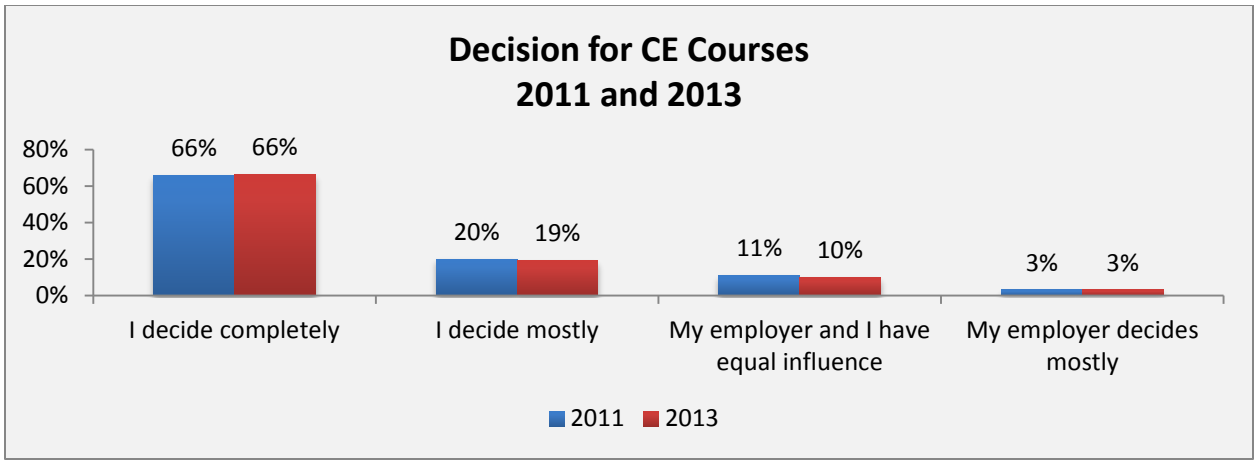

Importance of Educational Offerings Availability
(by Member Status)
2011 and 2013
2011 (Top 3 Box)
2013 (Top 3 box)
60%
40%
20%
0%
43%
55%
48%
55%
42%
52%
All Members
Associate Members
Licensed Architects
"AIA offers a wide variety of continuing education services that members can use for licensure and/or general learning How important is the availability of these educational offerings in your decision to remain a member of AIA?"...

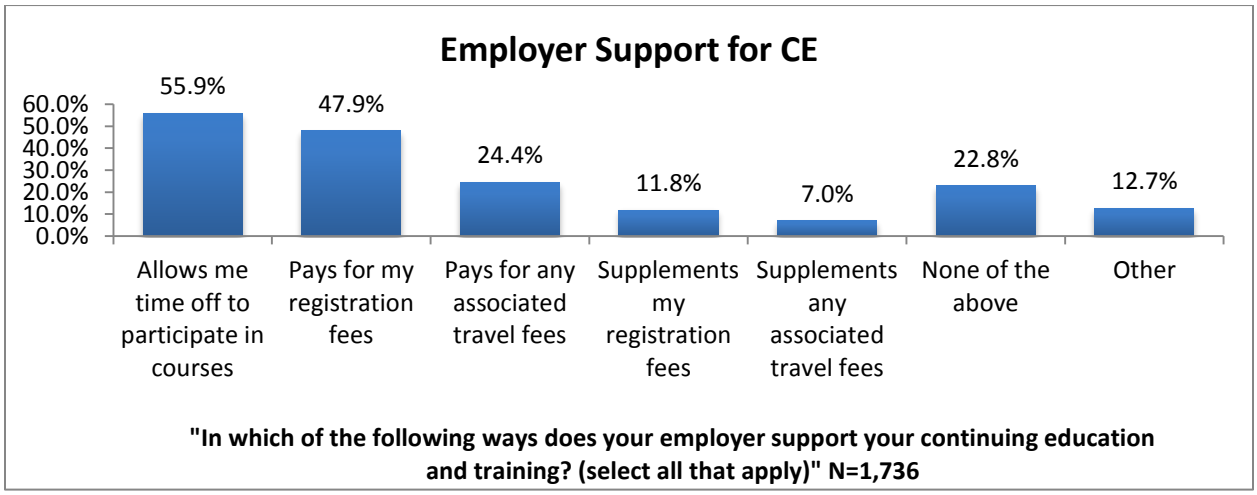

Importance of Continuing Education to Membership
(by Tenure in Profession)
100%
80%
60%
40%
20%
0%
59%
53%
57%
59%
54%
52%
2 years or less
3 to 5 years
6 to 10 years
11 to 19 years
20 to 29 years
30 years or more

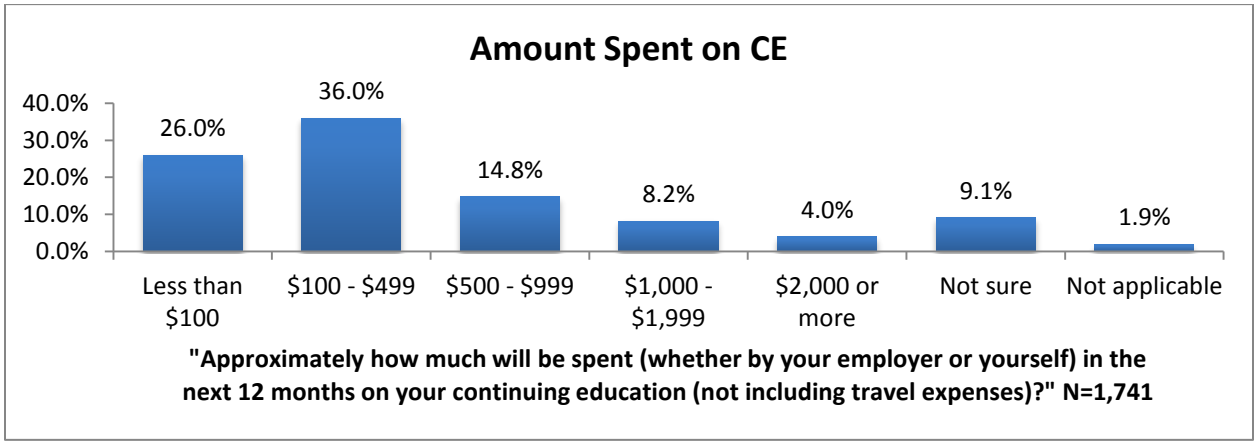

Likelihood of Participation/Desirability of Format
2011 (Top 3 boxes on 10-point scale of desirability)
2013 (Top two boxes on 5-point scale of likelihood to participate)
Self-administered course that is accessed from a website or through software on your computer
59%
70%
Video lectures that can be accessed through any kind of computer or video player
57%
64%
Recorded on-demand webinar with audio and/or slide presentations
52%
64%
Classes or seminars arranged for a group at your place of work
66%
63%
Course taught on-site at your offices for fellow employees
65%
62%
Computer simulations that allow you to gain experience through a virtual world
50%
59%
Learning event at a local component
53%
59%
Live webinar with audio and/or slide presentations
45%
58%
Classroom lecture at a central location arranged just for the training
43%
57%
Course taught online by a live instructor
44%
56%
Self-certified on-the-job training
47%
50%
Modular Learning that allows you to access audio and/or video content in short increments from a…
40%
49%
Training offered as part of a state/local conference
42%
42%
Virtual classrooms arranged through teleconferencing
38%
41%
Training offered as part of a national conference for AIA
30%
30%
Apprenticeship that involves working with an expert and having them certify you
28%
24%
0%
10%
20%
30%
40%
50%
60%
70%
80%


Factors in Choosing Continuing Education Courses
(Major Factor "5" Only)
Convenience of location
Convenience of date and time
Reputation of the providing organization
Number of credit hours offered
Reputation/credentials of the instructor
Recommended by a colleague
Recommended by a supervisor
80.7%
65.9%
64.4%
64.1%
57.3%
37.4%
36.8%
36.0%
33.8%
23.8%
18.7%
12.8%
12.4%
12.1%
0.0% 10.0% 20.0% 30.0% 40.0% 50.0% 60.0% 70.0% 80.0% 90.0%
"Please describe how large of a factor each of the following is in your decision to choose a continuing education course. (5 = Major factor, 1 = Not at all a factor, not sure)"
N=1,765


Continuing Education Information Sources
2011 and 2013; Rating of 8-10
2011 (Top 3 boxes)
2013 (Top 3 boxes)
Reading email sent to me
AIA Components
Referrals from colleagues
Website of professional orgs other than AIA
Same course or provider used previously
AIA Website (online course catalog)
General web search
Reading direct mail sent to me
Conference advertising
Ads in publications
Conference exhibits by education providers
24%
52%
0%
46%
27%
46%
19%
40%
17%
39%
24%
37%
21%
36%
14%
33%
9%
27%
6%
22%
9%
22%
0% 10% 20% 30% 40% 50% 60%


Decision for CE Courses
2011 and 2013
80%
60%
40%
20%
0%
66%
66%
20%
19%
11%
10%
3%
3%
I decide completely
I decide mostly
My employer and I have equal influence
My employer decides mostly
2011
2013


Employer Support for CE
60.0%
50.0%
40.0%
30.0%
20.0%
10.0%
0.0%
55.9%
47.9%
24.4%
11.8%
7.0%
22.8%
12.7%
Allows me time off to participate in courses
Pays for my registration fees
Pays for any associated travel fees
Supplements my registration fees
Supplements any associated travel fees
None of the above
Other
"In which of the following ways does your employer support your continuing education and training? (select all that apply)" N=1,736


Amount Spent on CE
40.0%
30.0%
20.0%
10.0%
0.0%
26.0%
36.0%
14.8%
8.2%
4.0%
9.1%
1.9%
Less than $100
$100 - $499
$500 - $999
$1,000 - $1,999
$2,000 or more
Not sure
Not applicable
"Approximately how much will be spent (whether by your employer or yourself) in the next 12 months on your continuing education (not including travel expenses)?" N=1,741

To summarize our membership demographics are across the board. From our licensed architects, associate members and young architects to our allied Design Professionals all see the value and significance of your Continuing Education courses.

Top three topics that our members seek for their Continuing Education needs are Materials and Methods, legal and construction documents. Our members also are satisfied with the availability of course topics such as Methods and Materials, Occupant comfort, and Project types. The importance of Continuing Education offerings has increased since 2011.

In comparison to adult learning trends since 2011 there has been an increase of desirability of web based format distance education for learner convenience. However, there is still increase preference of face-to-face class setting. Another factor in which our members choose your courses is convenience and location. A majority of our members decide completely on the courses that they attend.

I would like to thank McKinley Advisors for their research and their contribution to this article as we work together to get you the results of our member needs.