



Annual Member Satisfaction Survey 2018 Results

Results Release Date:

January 22, 2019

Thank you survey participants!

On behalf of our staff and Board of Directors, I'd like to thank our member professionals who took time out of their busy schedules to respond to our annual member satisfaction survey.

This survey, now in its fifth year, provides our staff and leadership with a wealth of knowledge and direct feedback on the benefits NCBPA's work to our members and industry. Each year, we process this feedback and analyze it carefully to identify areas that we can improve upon and new opportunities for member services, events and direct member benefits. And, we share this data with our members!

Here are some key results from this year's survey:

- Most important services offered are communications market intelligence, policy and legislation.
- Specialized technical education and communications are wanted, compared to general ones.
- There remains strong support for NCBPA's current strategic plan categories in 2019.
- Webinars and networking events are most desired with little support for an annual conference.
- NCHBA, USGBC and NCSEA are the top organizations members want NCBPA to partner with.
- Members scored us above average in all 8 satisfaction categories with Professionalism and Communications at the top, and action taken on members' needs at the bottom.

In direct response to this feedback, NCBPA's staff and Board of Directors have already begun working on these improvements and additions to our business:

- We are investing more time in our communications and market intelligence work and have adjusted our member e-newsletter to be bi-weekly with more staff and member content.
- Our staff is increasing its work on technical research, communications and events on more specialized topics, industry products and services. To garner additional feedback, we have begun scheduled CEO Roundtable meetings for member companies by trade type.
- We will focus on webinars and technical workshops that offer networking opportunities in place of an annual conference and regional meetings.
- Our Board has begun reaching out to top partner targets to improve collaboration.
- Our staff and Board will initiate new efforts to better understand and act on member needs.

As you can see, direct member feedback provides direct action at NCBPA. But, don't wait until the end of the year to let us know how we're doing or what your company needs! All of our staff welcomes your direct feedback during the year via email, phone or in-person meetings. Remember, we work for you!

Thank you again to the member professionals that responded to this survey. Now that you've seen the results, get ready to enjoy the new benefits and services from NCBPA in 2019 and look for ways to play a leadership role in our bi-weekly newsletter! Let's make 2019 the best for all our businesses!



D. Ryan Miller
Founder & Executive Director

2018 Survey Results

1) Rank the following nine NCBPA member service areas on importance to your company, with one being most important and nine being least important.

1. Communications and Market Intelligence: 3.6
2. Policy and Legislation: 3.7
3. Educational Events: 4.4
4. Industry Protection and Promotion: 4.5
5. Technical Guidance and Support: 5.1
6. Networking Events: 5.3
7. Workforce/Staff Development Opportunities: 5.3
8. Leads and Referrals: 6.4
9. Business Guidance and Support: 6.7

2) What types of benefits, services or resources are you interested in receiving from NCBPA that you don't currently?

Members indicated that they would like to see an increase in available data and technical documents related to building performance and energy efficiency. Additional comments included a desire for more networking and continuing education opportunities, as well as continuing to lobby energy efficiency issues to state legislators.

3) Do you feel that your company receives a return on investment for its membership dues to NCBPA?

66% of respondents indicated that they receive at least some return on investment from paying membership dues to NCBPA. Some respondents believe that membership dues are too expensive for smaller companies and that NCBPA's wide focus on industry issues may not provide as much return to smaller, more specialized companies as it does for larger firms.

4) With your company's membership renewal notification in 2019, companies will choose one category from NCBPA's Strategic Plan to allocate their dues increase to from the options below. What will your company most likely allocate your dues towards in your next renewal?

The two most popular choices were Consumer Education and Policy & Legislation, followed by Workforce Development and Market Valuation. Members expressed an interest in more resources being devoted to marketing and specialized areas of construction.

5) NCBPA's staff and Board of Directors launched a Strategic Plan on March 28th, 2017 to provide new focus and direction to the association's work. Do you still support the current Strategic Plan? If not, what categories should be altered or added?

Members overwhelmingly support the current Strategic Plan. Additionally, members expressed interest in NCBPA focusing on more Consumer Education and Policy and Legislation in 2019.

6) What interest areas of your business do you feel that NCBPA does not currently provide support or resources for but should?

Responses were evenly split between:

- Commercial building performance
- Home health and safety
- Business best practices
- Environmental activity
- Utility rebate and incentive programs
- Energy efficient lighting

7) What types of events would you like NCBPA to offer in 2019?

Members indicated that they would like NCBPA to focus on offering Webinars, Networking Events, Educational Opportunities and Regional Quarterly Meetings. Members also expressed some interest in an annual conference and field-based workshops.

8) NCBPA currently provides a weekly Member E-Newsletter and additional emails announcing important news, events and services. How often do YOU prefer to receive most of your news from NCBPA?

The majority of responses favored a bi-weekly newsletter, which NCBPA has already begun using in January, based on early member response feedback.

9) Rank the following ten industry organizations based on how much you would like NCBPA to work with them on industry issues and potentially offering shared benefits, with one being the most and ten being the least.

1. NC Home Builders Association (State and Local): 3.4
2. US Green Building Council: 4.0
3. NC Sustainable Energy Association: 4.8
4. Green Built Alliance: 5.3
5. ASHRAE: 5.3
6. PHIUS/PHAUS (Passive House U.S.): 5.4
7. Building Enclosure Council (Triangle, other chapters): 6.2
8. USBPA/HPC/BPI (formerly Efficiency First): 6.3
9. Energy Services Coalition of NC: 6.8
10. SCCEBA: 7.4

10) How do you rate your overall level of satisfaction with NCBPA?

Over 70% of respondents are either highly satisfied or somewhat satisfied with NCBPA. One member expressed strong dissatisfaction.

11) Members were asked to rate their satisfaction with NCBPA in several areas, with one being low and five being high (2.5 = neutral).

- Understanding of your company's needs: 2.9
- Action taken to address your company's needs: 3.0
- Quality of member services and benefits: 3.3
- Membership dues price: 3.3
- Quantity of member services and benefits: 3.4
- Reputation in the marketplace: 3.5
- Communications: 4.1
- Professionalism: 4.1

12) How likely is your company to remain a member of NCBPA in the next year or two?

65% percent of respondents are likely to remain a member in the next few years.