

2012 Member Satisfaction Survey Results

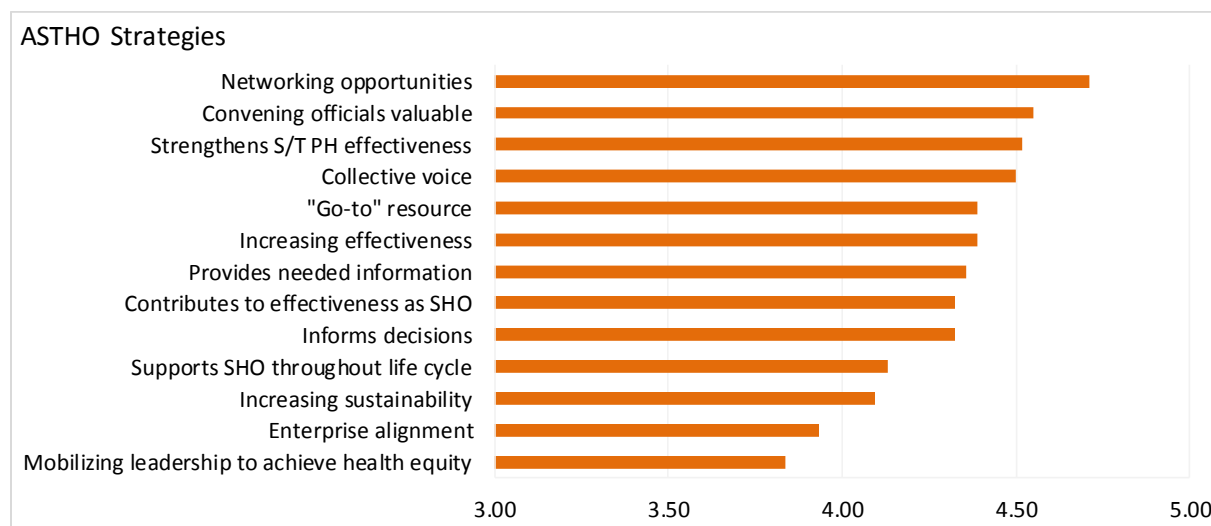
In December 2012, ASTHO surveyed its members, the 59 State and Territorial Health Officials, to determine how satisfied they are with ASTHO. The survey was administered online via Qualtrics with a paper option at the ASTHO Winter Meeting in December. All respondents opted to take the survey online. In total, 31 state and territorial health officials responded, representing a response rate of 53%.

The results indicate a high overall level of satisfaction with ASTHO:

- 94% (n=29) of respondents, when asked whether they would recommend engagement with ASTHO to a new state health official, agreed or strongly agreed that they would.
- When asked to rate the overall value of ASTHO membership on a scale from 1 (Not at all valuable) to 5 (Extremely valuable):
 - The average rating was 4.70 (more than halfway between Valuable and Extremely valuable). This is a notable improvement over the 2011 score of 4.36.
 - On average, the 6 new SHOs (appointed in 2012) rated the value of ASTHO membership as 4.83, a strong improvement over the 2011 score of 4.20.
- 63% (n=19) reported that ASTHO dues were appropriate for the value of ASTHO membership.
 - One respondent (3%) reported that the dues were far too low
 - Ten respondents (33%) characterized them as a little high
 - No respondents characterized them as far too high.

Achieving ASTHO Strategies

ASTHO members indicated their level of agreement with a number of statements derived from items on ASTHO's strategic map. In general, respondents agreed or strongly agreed that ASTHO is achieving its strategic goals. In both 2011 and 2012, ASTHO was perceived to be most effective in providing valuable networking opportunities and least effective in mobilizing leadership to achieve health equity.

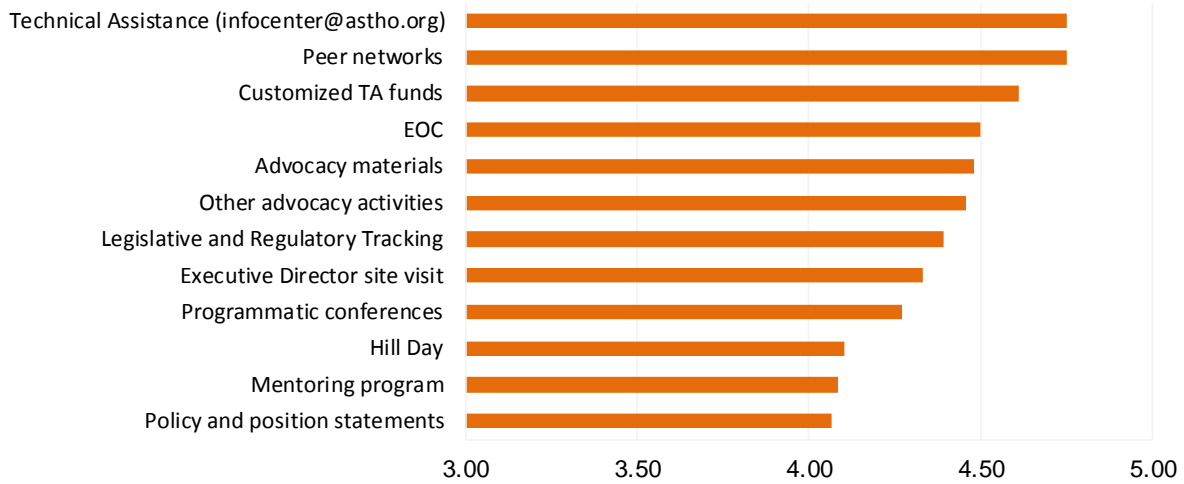


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Products and Services

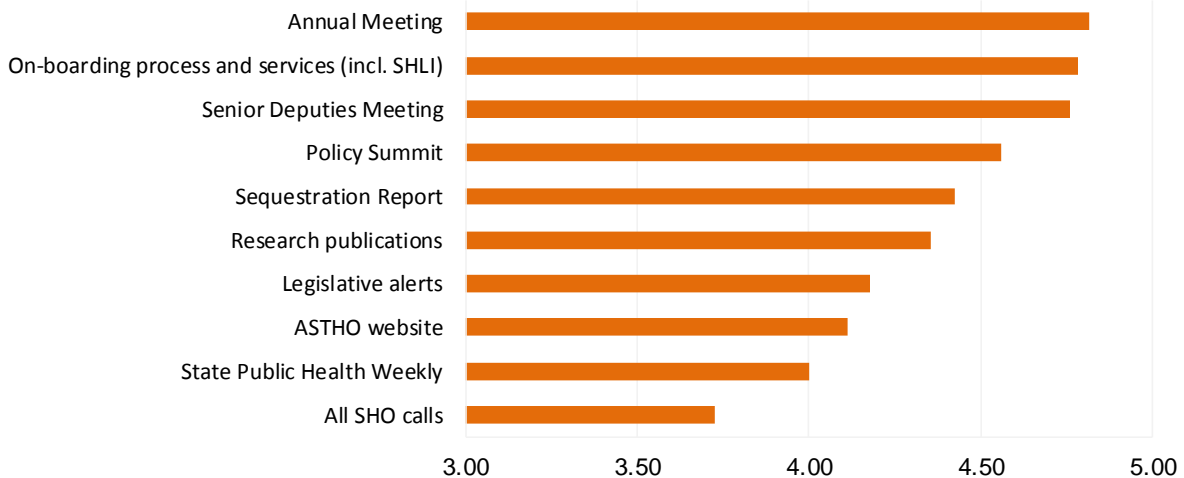
Respondents also assessed the value of selected ASTHO services. These items were rated on a five point scale (1=not at all valuable, 2=of little value, 3=somewhat valuable, 4=valuable, 5=extremely valuable). The highest rated items were technical assistance and peer networks, a service not actually offered to ASTHO members but rather, to their staff.

Value of Services and Materials



In addition, respondents rated the value of selected publications and events. The ASTHO Annual Meeting, on-boarding services, the senior deputies meeting, and the annual policy summit received the highest ratings. No event or publication received an average rating below 3.5, which represents a score halfway between “somewhat valuable” and “valuable”.

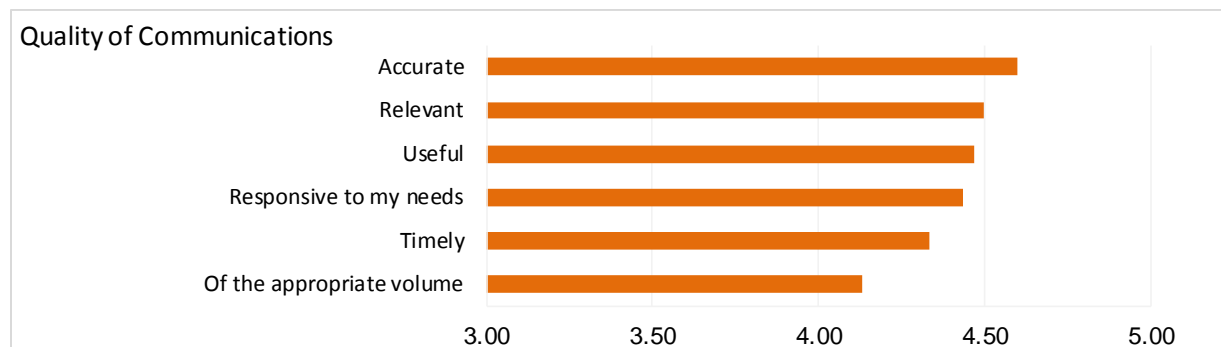
Value of Publications and Events



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Communications

Respondents were asked to indicate the extent to which they agreed or disagreed with the following statements about ASTHO communications. ASTHO sends me information that is accurate/relevant/timely/useful/responsive to my needs/of the appropriate volume.



Governance

Of the 31 respondents, eleven (36%) indicated that they currently serve on the ASTHO board of directors. All eleven respondents either agreed or strongly agreed that the work of the Board is well-integrated with the work of the Executive Director.

Of the 31 respondents, seven indicated that they serve on a policy or standing committee. These seven respondents indicated to what extent they agree or disagree that committees meetings have contributed to fulfilling the committee's responsibilities.

Committee	Number that reported serving on Committee*	Number reporting that committee meetings over the last 12 months have contributed to fulfilling the committee's responsibilities		
		<i>Neither agree or disagree</i>	<i>Agree</i>	<i>Strongly agree</i>
Audit	2	0	2	0
Education	2	0	2	0
Finance	2	0	2	0
Government Relations	5	1	2	2
Awards, Nominations and Membership	0	Not applicable	Not applicable	Not applicable

*The number serving on a policy or standing committee does not equal the sum of the number that reported serving on specific committee as respondents were able to indicate that they served on more than one committee.

Conclusion

ASTHO members were asked to list the three most valuable aspects of their ASTHO membership. Responses were categorized, and the number of responses under each category was counted. The opportunity to **network with peers**, mentioned 23 times, was reported as the most valuable aspect of

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ASTHO membership. **Mentorship and support** (16 mentions), **up-to-date and accurate information** about issues in state public health (11 mentions), **policy development and advocacy** services (9 mentions), and **technical assistance** (7 mentions) that ASTHO provide were also highly valued by members. ASTHO members were also asked to list three ways in which ASTHO can improve its service to members. Members' responses most commonly fell under the categories of **access to resources**, the **all SHO call**, and **improvements to meetings**; each category contained six responses. Suggestions for improving access to resources included posting more resources online and including a summary, removing the password protection from the website, and allowing more time at in-person meetings for sharing of best practices amongst SHOs. Suggestions to improve the all SHO call included sending out materials earlier, following up with a written summary, making the calls shorter, or discontinuing and finding a better way to connect on a regular basis. Suggestions for improving meetings included holding more meetings on the West coast, only allowing members at the Winter Meeting, and more time for networking, leadership development, and problem-focused discussions.