

# **SACSA Membership Survey 2015**

---

**Submitted  
June 1, 2015**

Prepared by:  
SACSA Research & Assessment Committee

## **CONTRIBUTORS TO THIS REPORT**

Data collection, analysis, and report preparation have been conducted by the following committee members:

### SACSA Research & Assessment Committee

Mary Alice Varga, Chair, University of West Georgia  
Bonnie Daniel, University of Tennessee Martin  
Vaishakhi Desai, Agnes Scott College  
Jake Gross, Kennesaw State University  
Dametraus Jagers, University of Tennessee, Knoxville  
Thomas Newsome, Mesalands Community College  
Brian Samble, University of Tennessee, Knoxville  
Gina Sheeks, Columbus State University  
Ben Stubbs, University of West Florida

## **CONTACT INFORMATION**

Mary Alice Varga, Ph.D.

Assistant Professor, College of Education

University of West Georgia

1601 Maple Street

143 Education Annex

Carrollton, GA 30118

(678) 839-6092

[maryv@westga.edu](mailto:maryv@westga.edu)

## **ACKNOWLEDGEMENTS**

We would like to thank the SACSA Executive Council for providing a year-long SACSA membership incentive encouraging survey participation.

## EXECUTIVE SUMMARY

The purpose of this survey was to better understand the organizational benefits and aspects SACSAs value and utilize. The survey was sent via email to 638 registered SACSAs members. Members were offered the incentive option to enter a drawing to win a free year-long SACSAs membership after completing the survey.

The survey asked members which SACSAs benefits they utilized. Members were also asked to rank benefits and list benefits they would like SACSAs to add. Specific questions regarding use of the SACSAs website were also included. The SACSAs Serves Committee and the Research and Assessment Committee included questions pertinent to the specific benefits they provide. Finally, members were asked questions concerning the reasons they belong to the organization, along with what they would like SACSAs to improve on for the next decade. This summary provides an overview of responses, followed by specific responses to each question.

A total of 188 survey responses were started and 129 surveys were completed. Responses were submitted predominately by mid-level professionals (35%, n = 44), entry-level professionals (18%, n = 23), and senior student affairs officers (13%, n = 16) with varying years of experience in students affairs. Most members (31%, n = 38) were first year SACSAs members and identified as white (76%, n = 96), African American or Black (21%, n = 26), female (57%, n = 71), and male (41%, n = 51).

The top SACSAs benefits members reported utilizing were 1) the *College Student Affairs Journal*, 2) SACSAs-lets, 3) webinars, and 4) access to job postings. When asked to rank SACSAs benefits most valuable to members, the top ranked benefits included: 1) the *College Student Affairs Journal*, 2) access to job postings, 3) SACSAs-lets, and 4) webinars.

Members also indicated they would like to see additional benefits including more webinars; more programs and professional development opportunities for senior student affairs officers; and more promotion of the benefits SACSAs provides (members indicated they were not aware of many of the SACSAs benefits).

More than half of members (65%, n = 89) visit the SACSAs website once a month or less. While half of members reported only accessing the website for conference information (58%, n = 72), others access the website for other reasons, such as information about institutes, job postings, specific committee information, and the *College Student Affairs Journal*. When asked what services would cause them to visit the website more, members expressed interest in more webinar information, more resources that could be used in daily work (current issues, legal issues, trend reports, etc.), and job postings.

Almost half of members (47%, n = 62) reported that attending the SACSAs Conference was very important to them. A total of 8% of members (n = 10) also indicated that participating in a service project during the conference was very important to them. Both active and passive projects were of interest to many members. Overall, most members felt service was important to their professional development.

When asked about interest in connecting with other SACSA members engaging in research and assessment work, the majority of members (76%, n = 98) expressed interest. Specific interests included making connections with members engaging in research work (9%, n = 12), assessment work (15%, n = 19), and both research and assessment work (52%, n = 67). Most members (76%, n = 98) also expressed interest in more assessment and research activities, such as a monthly newsletter, Twitter Talks, Ask An Expert, etc.

Members noted many reasons why they joined SACSA. Reasons included networking with other professionals in the Southeast, professional development opportunities, and to attend the annual conference. Numerous members described SACSA as a “family” or “home”. More than half (65%, n =82) said they were likely to continue their SACSA membership for the next 1-3 years.

Aspects members would like SACSA to improve on in the upcoming decade included more involvement from professionals at the mid-level and senior level, more events and a year-long presence throughout the year, improved communication, increased involvement with committees, and providing more information and facilitating discussion around issues and best practices within the field.

## **Recommendations**

The SACSA Research and Assessment committee provides the following recommendations for consideration:

1. Increase awareness of the benefits provided to SACSA members.
2. Continue providing networking opportunities for members.
3. Enhance involvement from members at the mid-level and senior level.
4. Establish a year-long organizational presence.
5. Share additional resources pertaining to issues and best practices in the field.
6. Offer additional webinars.
7. Provide active and passive service opportunities at the annual conference.
8. Initiate more research and assessment activities.
9. Connect members interested in research and assessment work.