

# 2017 Membership Survey Results

A report from Emily Randall, Membership Development Manager

In our 2017 membership survey we invited you to tell us more about your membership experience, what you value, and what we can do to improve.

We would like to say a **huge thank you** to our 490 members who took the time to respond to the survey and share their thoughts, which will influence the development of HA membership over the coming months and years. Thank you for your very valuable feedback.

We conducted this survey in order to:

- Gain a better understanding of the evolving views within our different membership groups
- Ensure that our priorities are in line with the expectations of members

We are still examining the outcomes of this research, but would like to take this opportunity to share some initial results with you.

## Our 2017 survey respondents

Of the 490 members who answered our survey:

### Member categories:



**56%** were from our historian member group



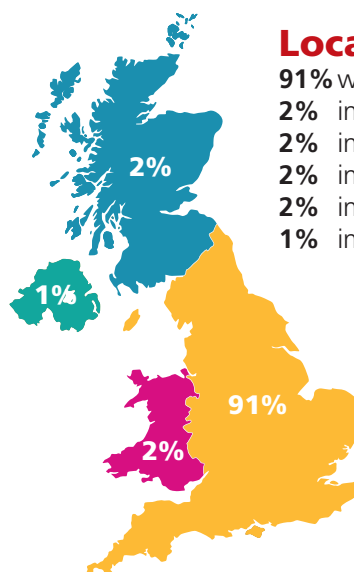
**33%** were from our secondary member group

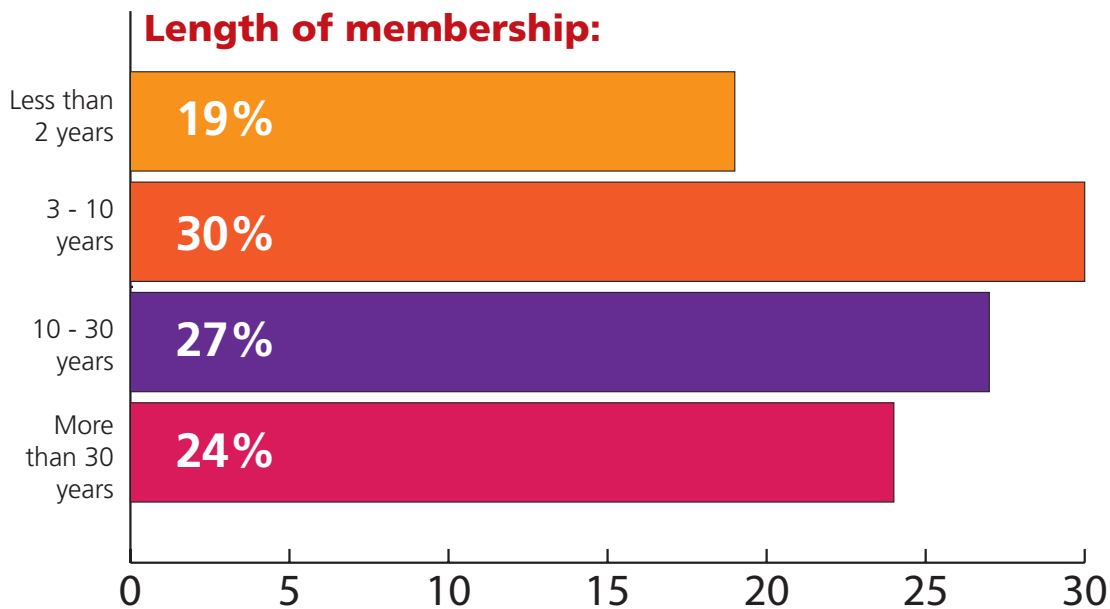


**11%** were from our primary member group.

### Location:

**91%** were based in England  
**2%** in Scotland  
**2%** in Wales  
**2%** in Europe  
**2%** in Rest of World  
**1%** in Northern Ireland

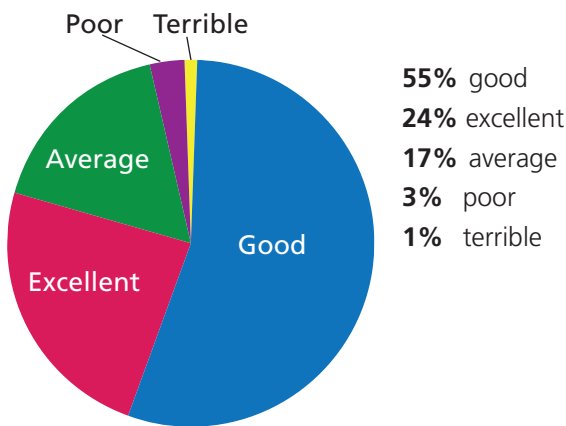




### Membership type:

- 52% individual
- 40% concessionary (retired, unwaged, trainee, NQT and student)
- 11% corporate or school

### The value of membership:



### 'Membership helps me to...'

#### All member types:

- Broaden my historical knowledge and understanding – **85%** agree or strongly agree

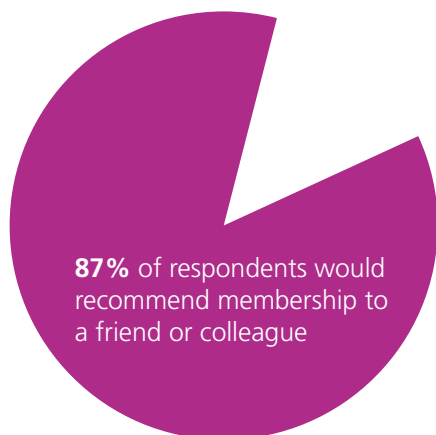
#### From our historian respondents:

- Enjoy exploring the subject – **92%** agree or strongly agree
- Feel as if I'm supporting a cause which is important to me – **83%** agree or strongly agree

#### For our secondary and primary respondents:

- Keep up to date with the latest research and sector developments – **91%** agree or strongly agree
- Improve my practice and pedagogical understanding – **85%** agree or strongly agree

### Recommend to a friend:

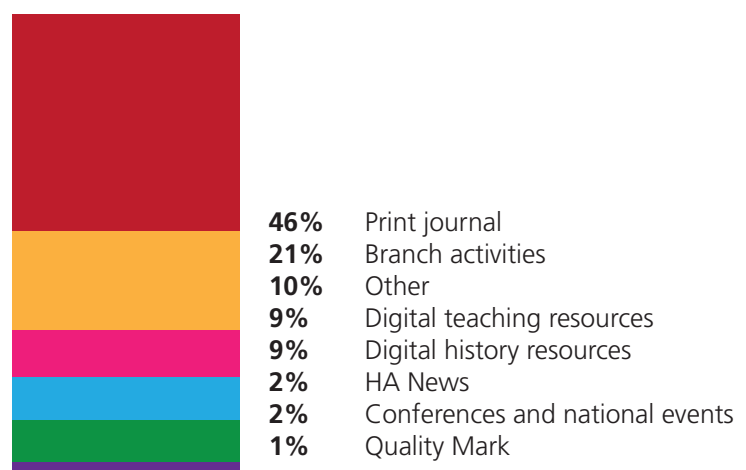


### Your journals:

Many of our core functions and benefits were seen as strengths, particularly the journals:

- Journals are the most frequently used benefit with **74%** referring to them monthly or more often
- They are also the most highly rated benefit with **88%** ranking them as excellent or good

### Which benefit you value the MOST as a member:



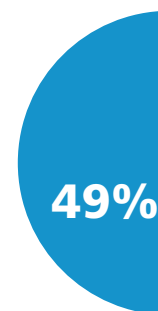
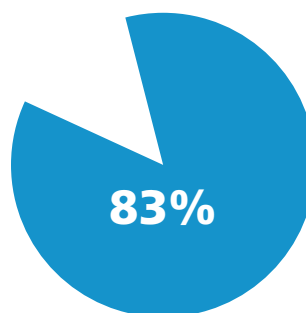
## Your perception of the HA:

Words best used to describe the HA as an organisation:



## Charitable status:

83% are aware that the HA is a registered charity



49% said that the HA's charitable status matters to them

# Our promise to you

As a member of the HA, you're at the heart of everything we do. We're committed to ensuring that you get the most out of your membership, and although we are delighted with the positive feedback we received in the surveys, we have also identified several key areas of dissatisfaction where we recognise that we need to improve and support you better.

To address your concerns and to ensure that the HA develops in the right direction, we have developed the following initial action plan:

### Supporting you better regionally and digitally...

#### You said:

- You would like to see new local branches where none exist, and for current branches to be better supported
- For those involved in primary and secondary education, you found CPD activities too London-centric and would benefit from tailored support which you can access locally
- You would like us to provide digital resources when you are unable to access events locally

#### We will:

- Look at strategies to extend and reinforce our local branch network across the UK
- Seek to develop regional support networks for branches and facilitate greater inter-connectivity between branches to share best practice
- Increase the profile of branch activities through different communication channels
- Look at developing regional 'HA champions' to provide localised support and advice
- Develop CPD activities in more diverse regions across the UK
- Make better use of interactive resources such as podcasts and videos to connect you remotely with HA events
- Further explore the use of webinars and remote e-learning to provide support for our members regionally, nationally and globally

### Increasing awareness and accessibility of your membership benefits...

#### You said:

- You are not always aware of the membership benefits that are on offer to you
- Where you are aware of the benefits, you do not always have the time or knowledge to make best use of them

#### We will:

- Publish short guides on 'making the most of your membership'
- Send out updates when new membership resources are published
- Send out practical and digestible bite-size resources for 'little and often' engagement
- Improve the search function and navigation

	<ul style="list-style-type: none"> <li>You find digital resources on the website difficult to find or use effectively</li> <li>Supporting the HA's charitable mission through your membership is important to you, but you are not always aware of how this is carried out</li> <li>For those involved in primary and secondary education, you would like to see more resources with an immediate practical application</li> </ul>	<ul style="list-style-type: none"> <li>of our website to ensure you can find the resources you need quickly and with ease</li> <li>Do more to let you know how we are using our funds to support history</li> <li>Review the accessibility and format of the subscription journals</li> </ul>
<p><b>Enhancing opportunities to get involved and connect with other members...</b></p>	<p><b>You said:</b></p> <ul style="list-style-type: none"> <li>You are not always aware of available opportunities to volunteer and get involved</li> <li>You do not always feel that membership helps you to connect and share insights with other members</li> <li>You do not always feel a sense of belonging as a member of the HA</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>Better publicise opportunities to volunteer for branches, contribute to journals and events, and participate in competitions</li> <li>Share stories from a range of existing volunteers and members to inspire and build a community ethos</li> <li>Explore the possibility of online history and teaching forums through our website or social media channels</li> <li>Further develop the use of guest and featured blogs</li> <li>Seek to facilitate more casual attendee-led events for peer-to-peer knowledge and insight-sharing</li> </ul>
<p><b>Personalising your experience...</b></p>	<p><b>You said:</b></p> <ul style="list-style-type: none"> <li>You would like to see your membership benefits developed further according to your needs</li> <li>You would benefit from a greater tailoring of communications to receive information that is relevant to you</li> <li>You would like to see a more balanced approach to our work supporting the individual and the profession</li> </ul>	<p><b>We will:</b></p> <ul style="list-style-type: none"> <li>Review our membership categories and benefits, with your feedback, to ensure that you're getting what's relevant to you</li> <li>Develop the communications you receive at each stage of your membership journey</li> <li>Implement a new membership e-bulletin with exclusive content and offers</li> <li>Continue to develop our membership database which enables us to use your information more effectively, and provide you with a tailored experience</li> <li>Develop our communication preferences which empower you to determine what information you receive</li> <li>Provide more opportunities for feedback</li> </ul>

### **An ongoing conversation**

This plan is a working document which will evolve over time. We will be discussing the content with as many of you as we can in the following months, and will be providing more detailed breakdowns later this spring.

In the meantime we would welcome your feedback. In particular, we would also like to develop a dedicated 'member feedback panel' for more focused and in-depth research, and to act as a soundboard for future pieces of work. This is a new initiative and we'd love to have you on board.

If you have any comments on the survey results, or would like to join our member feedback panel, please email Emily Randall, Membership Manager, on [emily.randall@history.org.uk](mailto:emily.randall@history.org.uk) or write to us at: Historical Association, 59a Kennington Park Road, London, SE11 4JH

**Thank you again for your valuable support. With your help we can continue to work to make the HA the voice for history, for everyone.**