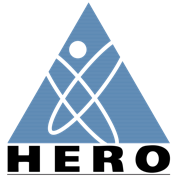
**HERO Member Survey Report**

**Executive Summary**

**Purpose and Objectives**

* Assess HERO Think Tank member value
* Understand where Think Tank members find more value for their membership with HERO
* Identify opportunities to optimize member value

**Response Rate:**

* 17% (42 responses out of 249 invitations to respond)
* Respondents were very actively involved in HERO committees and accessing resources (Q4)
* Responses likely hold some bias because those most likely to complete survey are also most likely to be very engaged with the organization

**Key Findings and Insights**

* HERO members are our **best form of advertising** (Q1) – Most of the 11 “other” responses were related to people being involved in the organization since its inception
  + 78% of members have recommended HERO membership to an industry peer and 20% intend to recommend it. Only 2% are unsure of the value. (Q7)
* Top 3 **expected areas of value** when members joined (Q2)
  + Networking with others
  + Learning about HERO research
  + Leadership within the profession
* Consistent with reasons for joining HERO, **top perceived benefits** members received are networking and access to HERO resources (Q3)
* Members are **most actively involved** in HERO webinars, accessing HERO resources and communications, and participating in study committees. Participation in standing committees is understandably lower because many meet infrequently on an ad hoc basis and tend to have a smaller number of members. (Q4)
* The **most important point of value** for members only are in-person events (Think Tank and Research Meeting) and helping inform public policy. (Q5)
* The **main barrier** preventing members from being as involved as they would like to be are work/time conflicts. (Q6) However, some of the open-ended comments identify potential areas of concern:
  + “not feeling like my involvement makes a difference”
  + “committee leaders appear to take in consensus but pursue their own agenda”

**Application Points**

* Since HERO members are our best advertising, **how can we best leverage and encourage word-of-mouth recruiting efforts?**
* Education is a key aspect of value to members. This undergirds the value of featuring member presentations in webinars and profiling members at HERO events and allowing them to become more visible through committees. **How do we build on this success?**

Suggested **ways to provide additional value** to its members (Q10)

***Education***

* More SME speakers/panels and less World Café format
* Offer Think Tank meeting webinars online
* Engage members in regular periodic discussions/exchanges via phone/web on specific topics to share learnings/best practices and ask more questions
* Provide more practical information during in-person sessions… information we can take back to own environment and try it out and see what works. Some information gets too deep/detailed/overwhelming. Would love to see more practical application from organizations presenting content.
* Longer conferences

***Research***

* Continue to publish turnkey position papers that members can share to educate others on key issues internally and with clients/customers
* Build ready-to-use customizable tools to apply the research findings, for example, VOI metrics
* Continue to offer new research, cutting edge trends, etc. White paper on wearables was very timeline and a needed reference, for example.
* Provide continuous updates and support for program evaluation

***Leadership***

* More thought leadership PR and outreach. Connect the profession to the broader trends affecting health and business – be less of an “echo chamber”

***Membership***

* Provide membership opportunity for individual professional. As jobs change, it becomes difficult to maintain membership because at org level
* Maintain the balance between employers and vendors. This is the unique difference with HERO.
* Develop a mentorship program that matches industry veterans with those new to the industry
* HERO Executive Dashboard (1 page) – Reinforce HERO’s good work within the industry by developing annual business (value) summary statement that includes the good work of their organization’s representatives, top 10 deliverables HERO has completed that year, and direction/insights for future in our industry
* Post the list of HERO Think Tank members in some national publication. AHA’s fit friendly award recipients are listed in Fortune annually.
* Send out an email reminding us how to access the member only resource area
* Members have noted the Think Tank is an “old boys club”

**Appendix. Survey Questions**

1. How did you first become aware of HERO (select all that apply)?

* Another HERO member
* A colleague within my organization
* Mention of HERO in industry publications or presentations
* HERO presentation (webinar or industry conference)
* Other (please specify)\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. What value was your organization hoping to receive by joining HERO (select all that apply)?

* Increase my organization’s visibility in the profession
* Become more informed about HERO research activities
* Influence the direction of the national health promotion profession
* Network with HERO members
* Gain access to member only events, resources, and communications
* Give back to the profession by sharing my expertise with others
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. On a scale of (1) to (5) with (1) being Not at all Important and (5) being Very important, please rate each of the following benefits you receive as a HERO member:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at All Important  1 | Slightly Important  2 | Average  Importance  3 | Very  Important  4 | Extremely  Important  5 |
|  |  |  |  |  |  |
| Network with others in profession |  |  |  |  |  |
| Gain visibility for myself as a subject matter expert |  |  |  |  |  |
| Gain visibility for my organization |  |  |  |  |  |
| Give back to the profession |  |  |  |  |  |
| Keep abreast of current trends and issues |  |  |  |  |  |
| Gain access to HERO events, resources, and communications |  |  |  |  |  |
| Other (please specify) |  |  |  |  |  |

1. How have you been involved in HERO activities in 2015 (select all that apply)?

* Participated in one or more study committees (culture of health; employer-community collaboration; engagement; health, productivity, and performance)
* Participated in one or more standing committees (education; leadership; research)
* Accessed the Members Only area of the HERO Resource Library
* Attended one or more HERO webinars
* Accessed the HERO website to download publications and committee reports
* Read HERO newsletter(s)
* Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. On a scale of (1) to (5) with (1) being Not at all Important and (5) being Very important, please rate each of the following opportunities HERO sponsors for members only:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Not at All Important  1 | Slightly Important  2 | Average  Importance  3 | Very  Important  4 | Extremely  Important  5 |
|  |  |  |  |  |  |
| Attending Think Tank meetings |  |  |  |  |  |
| Participating in HERO hosted webinars |  |  |  |  |  |
| Attending the annual Research Meeting |  |  |  |  |  |
| Helping set HERO’s research Agenda |  |  |  |  |  |
| Helping set HERO’s education agenda |  |  |  |  |  |
| Helping develop consensus guidelines |  |  |  |  |  |
| Helping inform public policy |  |  |  |  |  |

1. If you have not been involved in HERO activities to the extent you initially intended to be when you joined HERO, what were the barriers to involvement (select all that apply)?
   * Not applicable, I am as involved as I intended to be
   * Work related time conflicts or priorities prevented more involvement
   * HERO committee meeting schedule conflicts
   * Meeting content did not seem of value to me
   * Committees are too large (it is hard to contribute/be heard)
   * Committees are too small (not enough diversity of thought)
   * Disagree with direction of committee
   * Other (please specify) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Would you recommend to another industry peer that they get involved in HERO?

* Yes, in fact I have
* Yes, I intend to
* No, I am not sure it would be of value to others
* Not sure

1. Please let us know if you would like to have HERO call you if you have a potential HERO member to recommend. Your name: Phone: email:
2. Overall, how satisfied are you as a member of HERO?

* Very satisfied
* Satisfied
* Not sure
* Dissatisfied
* Very dissatisfied

1. In what ways could HERO provide additional value to its members in the future?