

New Jersey Bankers Association
Associate Member Satisfaction Survey
Results Summary

The survey was sent initially on 10/22/14, 10/27/14 and again on 11/3/14. It was sent to all 245 NJBankers associate members with 67 responses (27%). Two-thirds of the responses were received from those that had not participated in associate member committee meetings. To encourage greater participation, members were advised that all identified respondents would be eligible for a prize drawing.

Respondent's Involvement with NJBankers

- 3-plus years **59%**
- 1-3 years **19%**
- less than 1 year **22%**

Respondent's Level of Interaction with NJBankers

On a scale of 10 (high) to 1 (low) respondents indicated their level of participation with NJBankers

- 10 **18%**
- 7-9 **27%**
- 4-6 **36%**
- 1-3 **18%**

70% of respondents said a NJBankers relationship manager would be helpful to them

Event Participation

- 47% of respondents attended at least one of NJBankers' top 5 events, ranging from a high of 60% for the Annual Conference to a low of 27% for the Directors & Managing Officers Conference and BankHorizons.
- 91% of respondents found value in the events attended; Senior Management Conference had highest value.

Committee Participation

- 35% of respondents indicated they participated on an NJBankers committee; 33% of respondents participated on the Associate Member Committee

Contacts & Sales

- How many bank contacts have you made from your NJBankers membership:
 - in the past year average 5 contacts, ranging from 1 to 20 contacts made
 - in the past 2-3 years average 12 contacts, ranging from 0 to 50 contacts made
- Respondents indicated that they have an average of 2.3 sales from the above contacts, ranging from 0 to 15 sales.

Satisfaction Level with NJBankers Membership

- 71% indicated that they were either totally or somewhat satisfied with their membership
- 23% indicated they had neutral satisfaction level with their membership
- 6% indicated that they were either very or somewhat dissatisfied with their membership

What could be done to enhance the value of membership: speaking opportunities, encourage more interaction with bankers, make introductions to bankers

Other State Banking Associations (SBA)

- Half of respondents indicated that they were also members of other state banking associations
 - what NJBankers does better communications, number and quality of networking events
 - what could NJBankers do better help more to connect with bankers, offer regional meetings/golf outings, shorten Annual Conference

Next Steps

- Creating Relationship Manager for Associate Membership
- Relationship Manager to begin with "neutrals and dissatisfied" respondents for touch points
- Continued evaluation of seminars and conferences for timely topics and relevance