



AFERM 2016 Membership Survey

Introduction

In September 2016, we invited our members to participate in the first AFERM membership survey. We wanted to find out about members' impressions of our courses and activities, and their overall experiences with our organization.

At the time of the survey, AFERM was slightly under 400 members strong. Although the number of responses was lower than we expected, we gathered valuable information that will allow the Board to continue grow the association while considering the information gathered.

On a very high level, the member survey showed us two things:

- AFERM is highly valued by our members, with high satisfaction levels.
- There are opportunities to better serve our members through improvements in training offerings, communications, and technology.

A few more statistics:

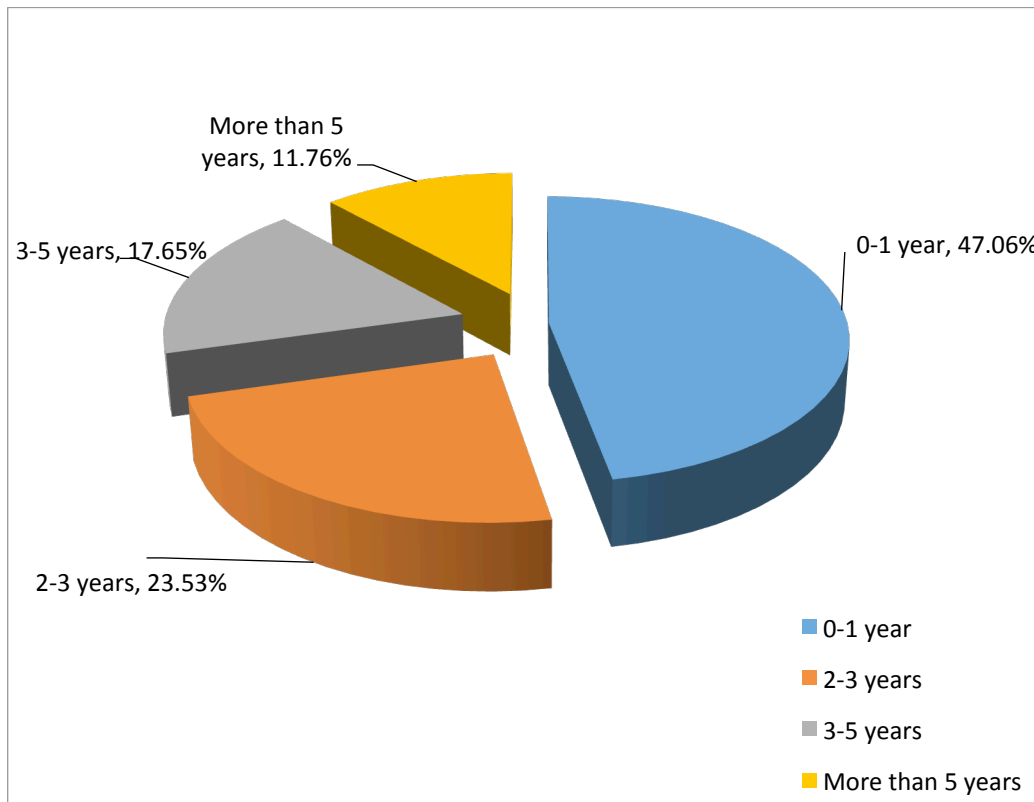
- Over 93% rated speakers and topics at AFERM events as excellent (64.52%) and good (29.03%)
- Over 90% rated interaction with other members at AFERM events as excellent (45.16%) and good (45.16%)
- When asked what aspects of being an AFERM member are most important to you, over 90% rated knowledge gained in meetings or workshops very important and 50% rated networking opportunities very important.

We will continue our efforts to effectively communicate with our members and to provide everyone with enough support to advance their career.

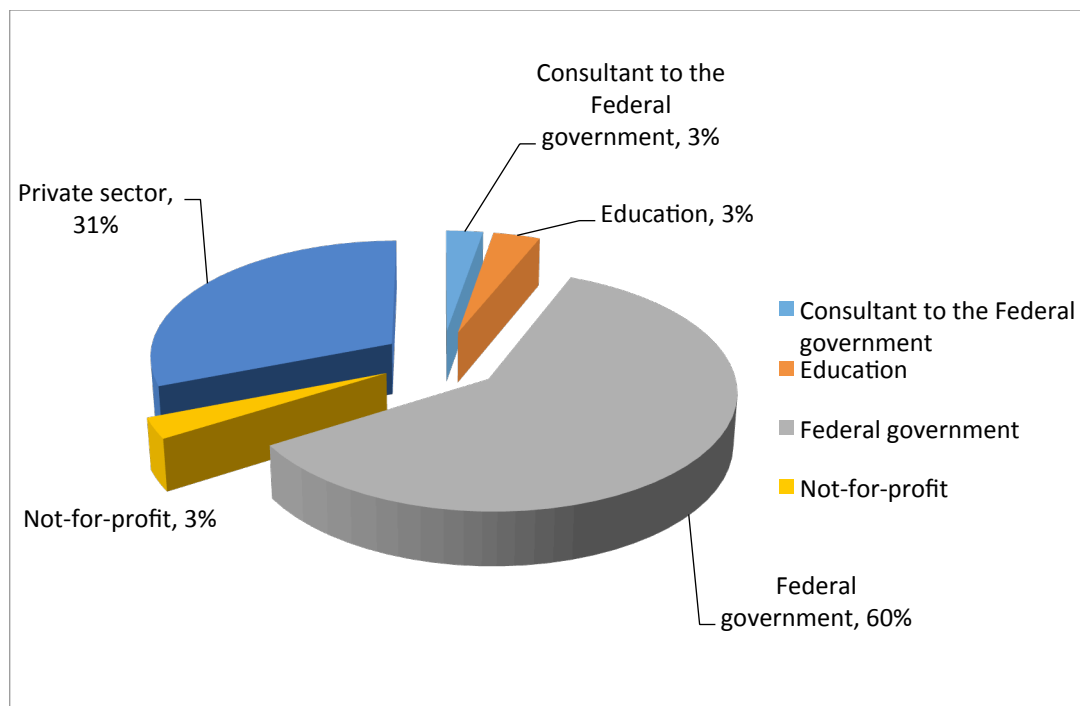
Thanks for your fantastic support of our organization and for the thoughtful feedback you shared with us! We hope you are as excited about the future as we are.

AFERM 2016 Membership Survey

Q: How many years have you been a member of AFERM?

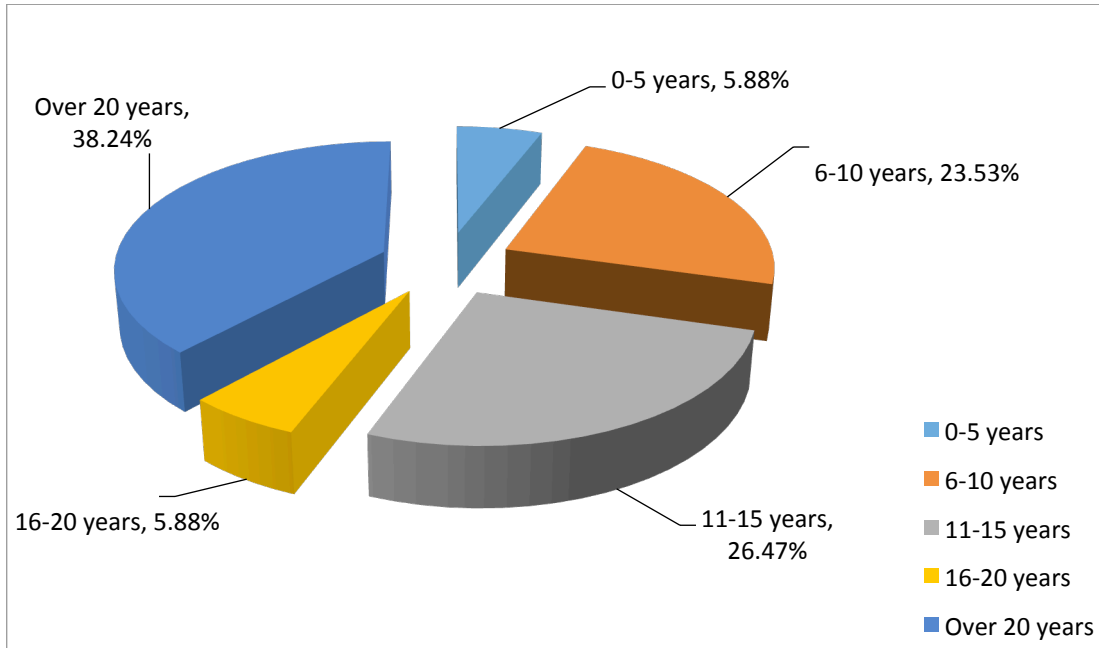


Q: In which sector do you work?



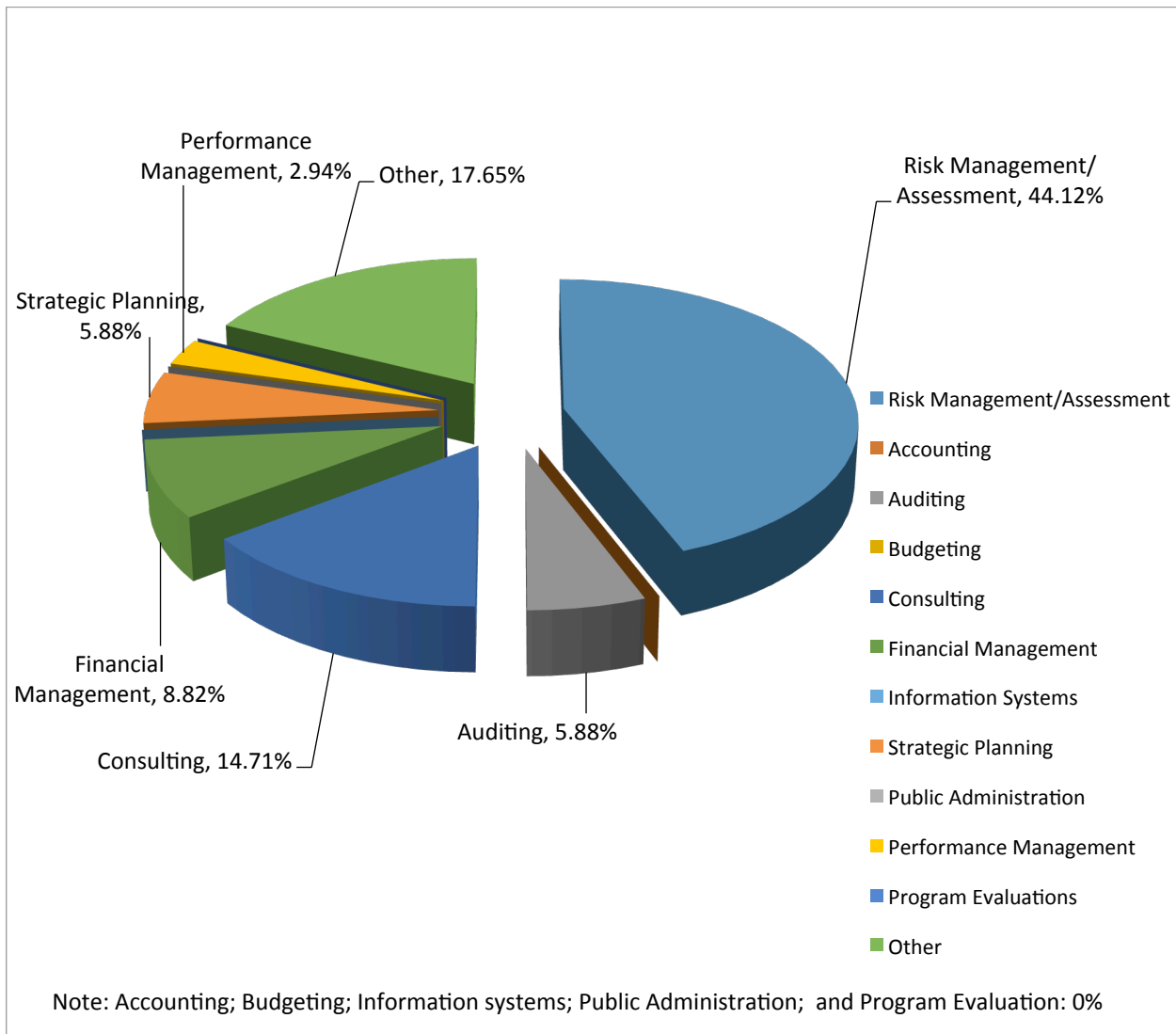
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Q: How long have you worked in (or provided services for) the government sector?



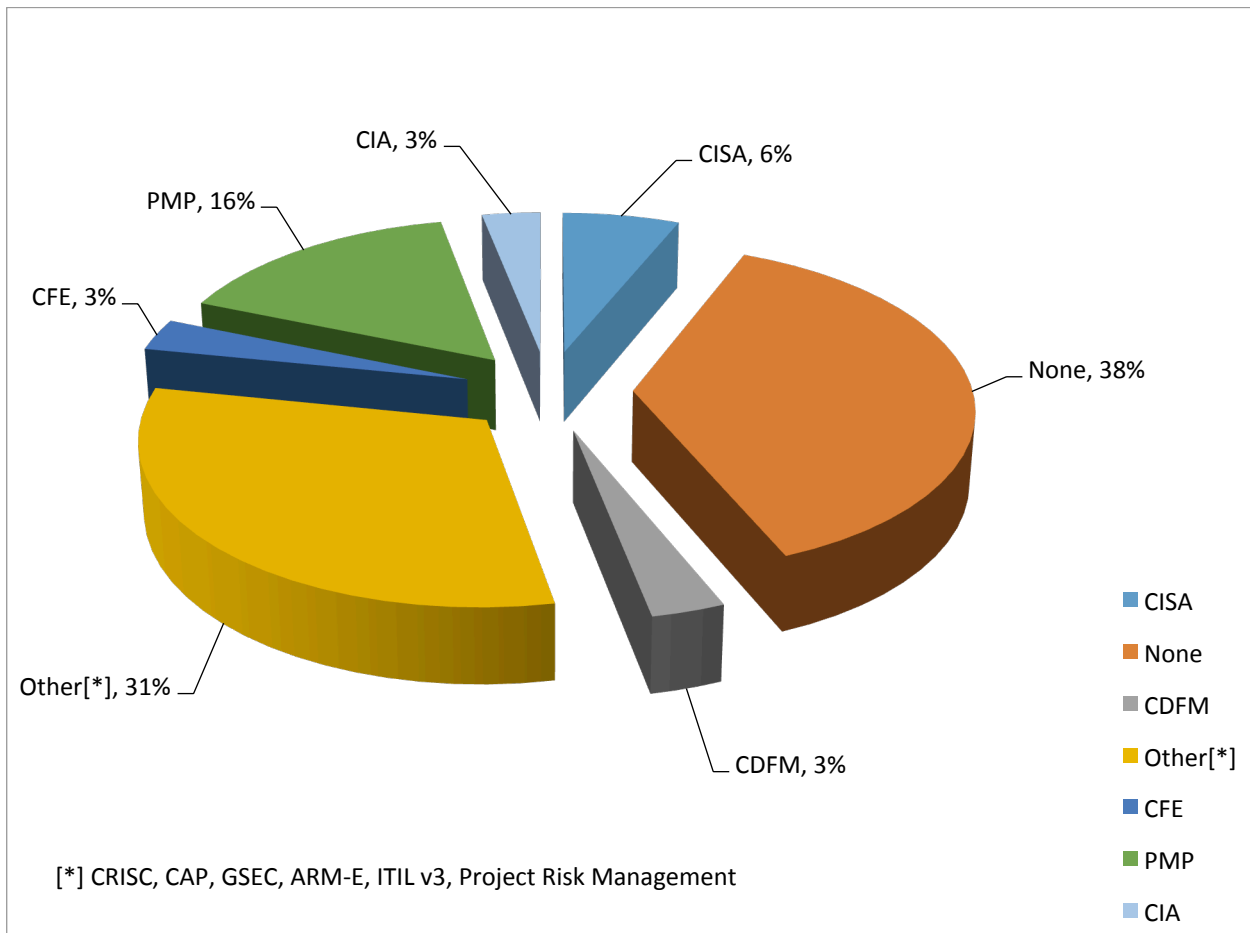
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Q: In which occupational field do you primarily work?



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Q: What certification do you have?



Q: What aspects of being an AFERM member are most important to you?

| | Very Important | Somewhat Important | Neutral | Less Important | Least Important |
|---|----------------|--------------------|---------------|----------------|-----------------|
| Knowledge gained in meetings or workshops | 91.18% | 2.94% | 5.88% | 0.00% | 0.00% |
| Networking Opportunities | 50.00% | 41.18% | 8.82% | 0.00% | 0.00% |
| Involvement in Community of Practice | 35.29% | 47.06% | 14.71% | 2.94% | 0.00% |
| Resume Enhancement | 8.82% | 11.76% | 52.94% | 17.65% | 8.82% |
| Continuing Professional Education (CPE) hours | 26.47% | 32.35% | 11.76% | 23.53% | 5.88% |



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Q: What can AFERM do to attract and retain members?

1. I would like to see some activity on the West Coast/Southern California. I'm not sure if there is a local chapter, but I would like to participate locally.
2. Maybe consider offering some form of referral program if you bring in "x" new members.....your membership is free and you get mentioned in the newsletter or at the luncheons/Summit.
3. Continue to provide training and information on ERM - specifically how to get started, tools to use, etc.
4. Connect with other professional organizations like the Association of Government Accountants (AGA) and American Center for Government Auditing (ACGA).
5. More marketing.
6. Add value by providing clarifying information and useful references on the implementation of ERM.
7. Represent ERM community issues to OMB and GAO.
8. Make it relevant to our work - help us solve problems we might be facing with new government regulations. What knowledge can you impart that we can take back to work, to solve problems we are facing and to make our lives easier?
9. Continue to develop website - add more information on ERM tools, best practices, and success stories.
10. Provide materials at conferences in the DC area being held on closely related business areas - such as strategic planning and internal controls.
11. Continue to provide risk management lectures, workshops and summit. Plan according for the increase number of participants at these lectures, workshops and the summit.
12. Collaboration with AGA and other organizations.
13. Expand to other areas outside the metro DC area.
14. Ensure membership benefits are compelling and well-articulated and publicized.
15. Continue to keep "making a difference" and adding value regarding driving improvement of gov't operations and services.
16. Ensure effective communication and engagement with membership.
17. Emphasize membership retention with multiple communications and outreach.



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18. Keep membership fees low, as most government agencies will not reimburse for this. Offer a certification program.
19. The quarterly luncheons are excellent, as is the annual summit. I also appreciate the networking event. There needs to be more sustained communications from AFERM on a regular and frequent basis about what is happening in the Federal ERM Community. There should be a newsletter and also regular news updates from AFERM to its members and interested practitioners.
20. Offer more CPE opportunities, like for the quarterly lunches. Also, start offering more information for intermediate ERM practitioners; right now it seems to be all about newcomers to ERM.
21. Provide educational seminars that link ERM with strategic planning and performance management - at early stages of development to support them in their implementation.
22. AFERM could offer some FREE 1-hour webinars to touch on specific ERM topics as a recruiting "teaser".
23. Fix the website and new member and continuing member registration. Doesn't work most of the time and response is very slow. I have heard this complaint from multiple members.
24. Offer and promote a certification that can become recognized by Federal agencies.
25. More communication regarding upcoming events; more partnerships (including discounts) with other professional associations (e.g., AGA).
26. The cost of membership is very reasonable. Educational and networking opportunities are fantastic. The website has very useful resources. So I would say, keep doing what you are doing. You are doing a good job!
27. Expand across US.
28. Increase training events (in person, on-line). Enhance content on the web-site.
29. Somehow get connected to the senior leadership groups in the federal government and share the benefits of joining with them. ERM is more of a middle or bottom up approach. For ERM to really prosper, senior leaders really need to understand and learn what it is all about. Showing the benefits of ERM without the agencies feeling as though they are being courted for selling purposes goes a long way.
30. I think that AFERM is doing a great job already.
31. Offer more activities to risk staff, not just managers.
32. AFERM should continue to hold the luncheon opportunities. I also suggest that the Legislative Branch agencies be included in the marketing plan. Even though we are not required to comply

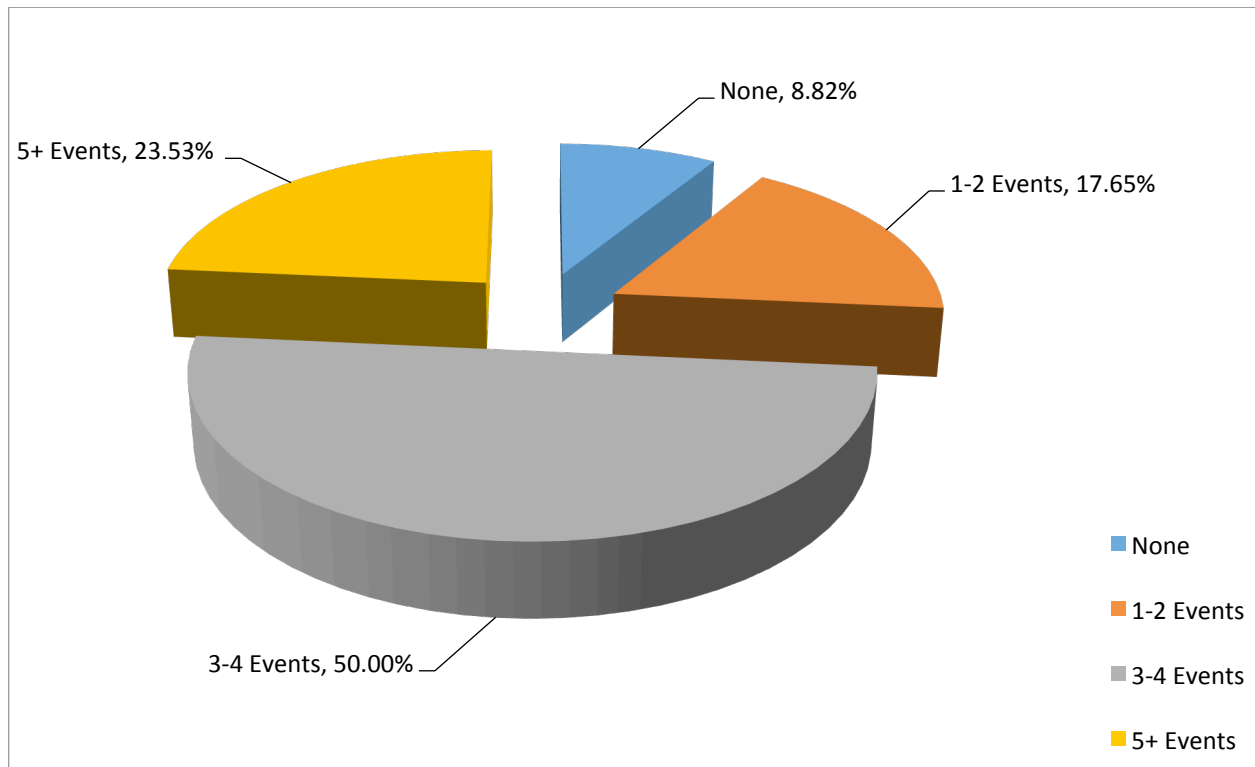
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with the A-123 guidance, there are some of us who think incorporating the spirit of A-123 in our risk management practices is critical.

33. Continue to provide unique insight opportunities, access to interesting and cutting edge speakers, and a certification program would all help.

34. Develop publications and/or thought leadership.

Q: How many of our educational events (including luncheons and summits) have you attended in the last 12 months?

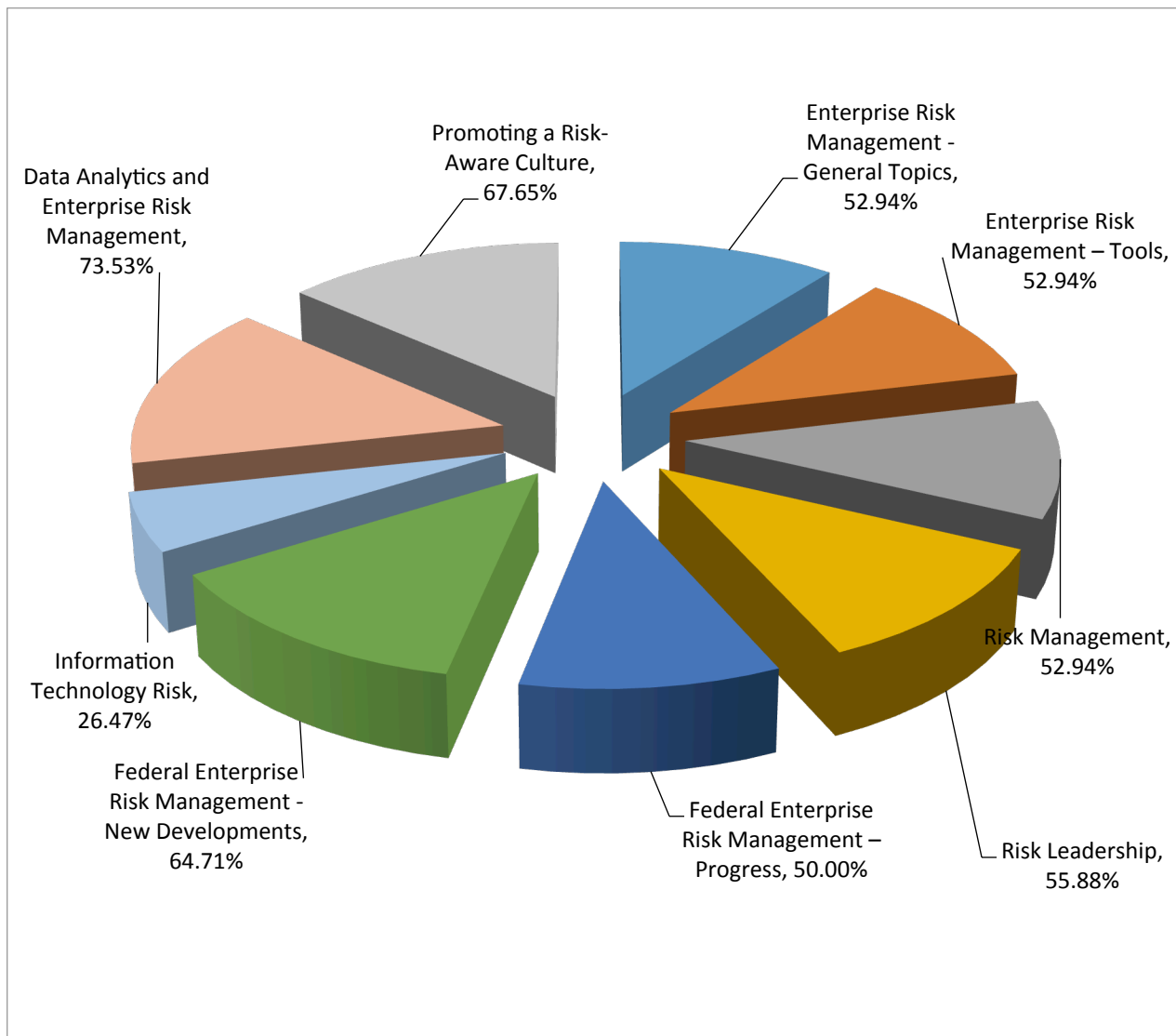


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Q: Please rate your experience with past AFERM events.

| | Excellent | Good | Neutral | Poor | N/A |
|--------------------------------|---------------|---------------|---------|-------|-------|
| Speakers and topics | 64.52% | 29.03% | 6.45% | 0.00% | 0.00% |
| Length of time | 61.29% | 35.48% | 3.23% | 0.00% | 0.00% |
| Convenience/Location | 58.06% | 29.03% | 12.90% | 0.00% | 0.00% |
| Interaction with other members | 45.16% | 45.16% | 9.68% | 0.00% | 0.00% |
| Food | 25.81% | 61.29% | 12.90% | 0.00% | 0.00% |

Q: What topics interest you for future luncheon meetings and/or Summit?

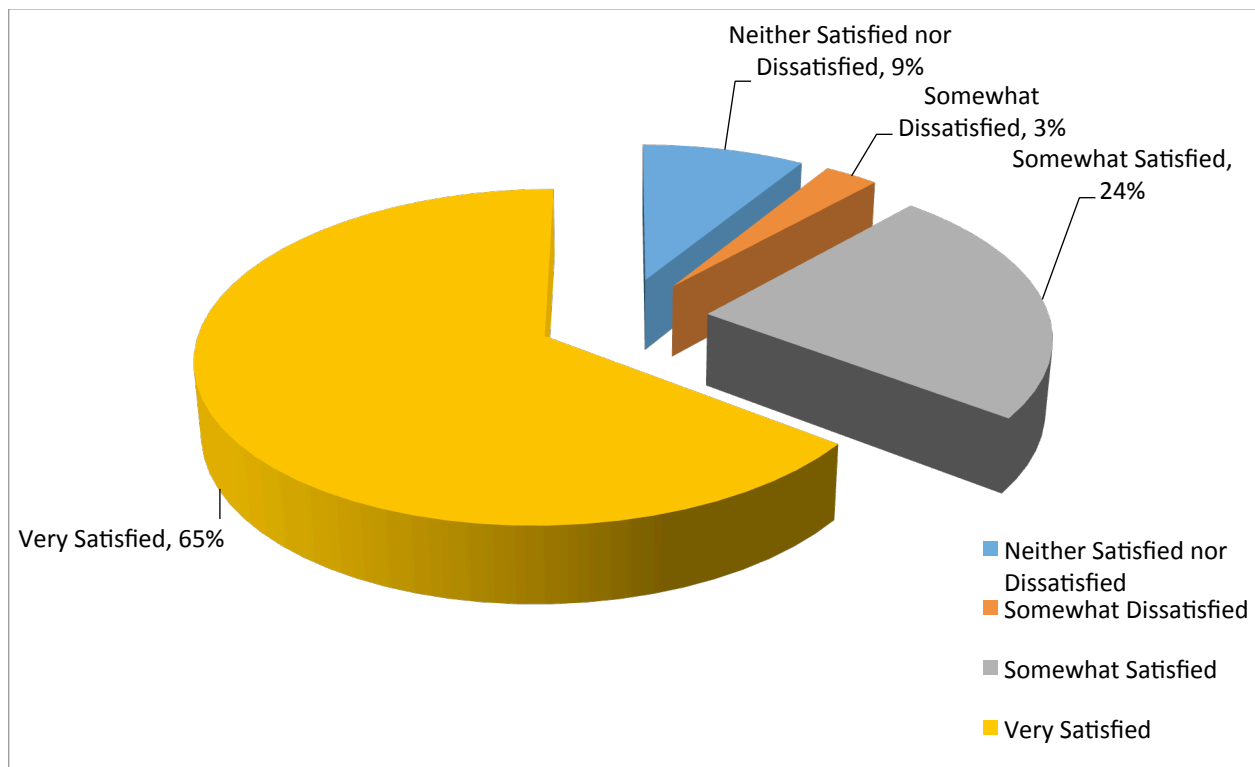


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Q: What change would increase your ability/willingness to attend AFERM events?

| | Excellent | Good | Neutral | Poor | N/A |
|------------------------------------|-----------|--------|---------|--------|--------|
| More advanced notice of events | 11.76% | 55.88% | 0.26% | 0.03% | 0.03% |
| Different speakers / topics | 29.41% | 35.29% | 32.35% | 0.00% | 2.94% |
| Different location | 11.76% | 20.59% | 47.06% | 14.71% | 5.88% |
| Lower cost | 8.82% | 20.59% | 50.00% | 11.76% | 8.82% |
| Greater employer support to attend | 11.76% | 17.65% | 44.12% | 11.76% | 14.71% |

Q: Overall, how satisfied are you with the variety of programs and events that AFERM offers as part of your membership?



Q: What can we do to get you more involved in AFERM?

1. Promote activity in Southern California.
2. Sorry, my docket is full!
3. It's all a matter of available time!



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4. I've been one of the most involved over the past 5 years, since being one of the three primary individuals that established AFERM. Finally rotated off the Board, but continuing to assist as requested
5. Networking events, after working hours.
6. None, already involved.
7. Please consider offering webinars and hands-on / in-person focused sessions for how-to tutorials from and for federal ERM experts.
8. Locations are far away from Northern VA where I work. It is difficult to attend a one hour luncheon when I have to commute one hour to attend and return.
9. No specific thoughts.
10. I'm already involved with AFERM.
11. For those involved one step below ERM, such as program and grants administration, it would be helpful to have a session/tools in a specific area like this, and how to tie relevancy back to ERM level
12. Demonstrate benefits of AFERM to risk staff so they can influence supervisors. You're the only game in town for engaging in Federal ERM and my supervisor says the luncheons are for managers only.
13. At some point in the future, when I am feeling more confident about my expertise in risk management, I will likely increase my involvement in AFERM.

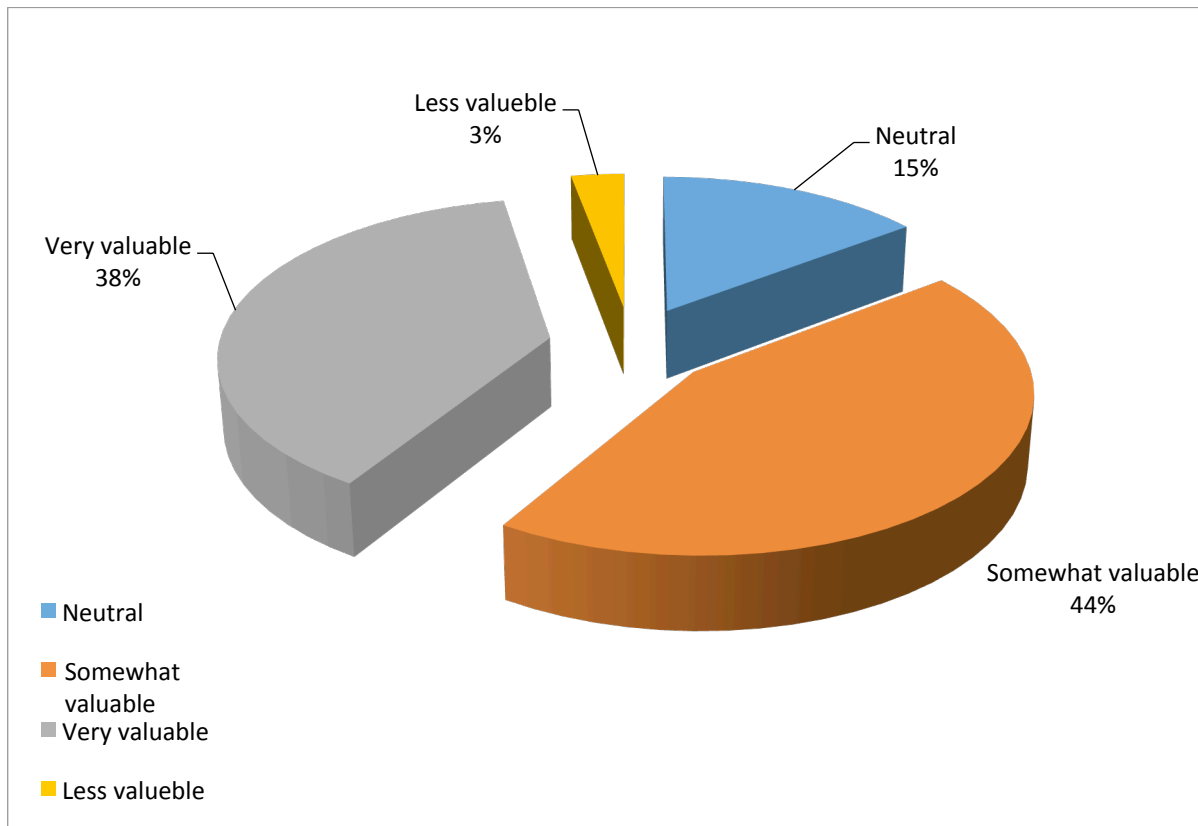
Q: What general suggestions would you make to improve AFERM services to its members?

1. Continue enhancing the website.
2. Having Annual Conference on Election Day is inconvenient for many reasons.
3. Most important thing is effective communication - engagement with membership and providing opportunities for professional growth and value in contributing to AFERM's mission achievement.
4. More corporate sponsorship?
5. Work out a way to align members with needs and/or motivate networking opportunities
6. Be aware that some federal agencies might be leery of sharing ERM advances if OMB and GAO attend the sessions. AFERM may have to host some closed sessions to build a safe info sharing environment.

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7. Add "My Account" to website access: include "my transactions," "my training," and other personalized information.
8. Robust website, certification discount.
9. Increase communications with members.
10. Definitely want ability to save/print the materials from the on-line courses for future reference/reading. Sent in an email to ask about this but never heard back.
11. Be responsive to emails. I've sent at least two emails to the AFERM contact address and never received a response.
12. No suggestions at this time.

Q: How valuable would a professional certification for Federal ERM be to you?



Q: What would you improve about (or add to) your membership experience?

1. Nothing at this time



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2. Nothing
3. Nothing!
4. I am very satisfied with my membership experience
5. Host a Q&A blog on your website?
6. How about adding an ERM "Getting Started Toolkit" or "ERM 101 Bootcamp" certification training offering?
7. Again, my only suggestion is to improve the registration for membership website and process. I recently changed my name and have no idea where my membership stands as my log-in still doesn't work.
8. No specific thoughts.
9. Directory of members
10. Increase training/networking events for members to acquire knowledge and exchange knowledge/experience with others.
11. Membership listing for networking purposes.
12. No suggestions at this time.

Q: Is there anything you would like to see added or enhanced about AFERM's membership service offerings?

1. Nothing at this time
2. Not that I can think of right now.
3. CPE offerings throughout the year.
4. Possible webinar series topics: (1) case studies of risk appetite in action; (2) techniques to support risk profile discussions with senior leadership; (3) change management, six sigma and ERM
5. No specific thoughts.
6. Discounts (in general) merchandise, material, access, training, events.
7. None.
8. Community of practice leadership. Other than luncheons, there doesn't seem to be much reason to join or maintain membership.



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Q: What do you like the most about being an AFERM member?

1. It is valuable to me professionally to have access to training, thought leaders and reference materials/white papers for the ERM courses I develop and teach.
2. The ability to network and the quality of the events.
3. The networking opportunities.
4. The online training and resources.
5. Live meetings and summits.
6. Information Exchange.
7. Gaining insight into the federal ERM regulations and process. It can be overwhelming to figure out on your own.
8. Access to information, other ERM practitioners, discounted pricing events.
9. The option to attend various lectures, workshops and the summit at a reduced rate. Also, I appreciate the constant communication from AFERM on upcoming events, changes to the site, etc.
10. Information on Federal Risk Management practices.
11. Networking.
12. Engagement with the ERM community in contributing to further application of ERM in the federal government.
13. The ability to obtain knowledge from experts.
14. Gaining a sense of community with other government risk personnel.
15. Professional federal ERM focus; training, education, outreach.
16. Hearing about other members' experiences/struggles and how they dealt with them.
17. exposure to a hot field.
18. (1) "the brand" -- the professional network.
(2) the annual summit.
19. The annual Summit is fantastic!



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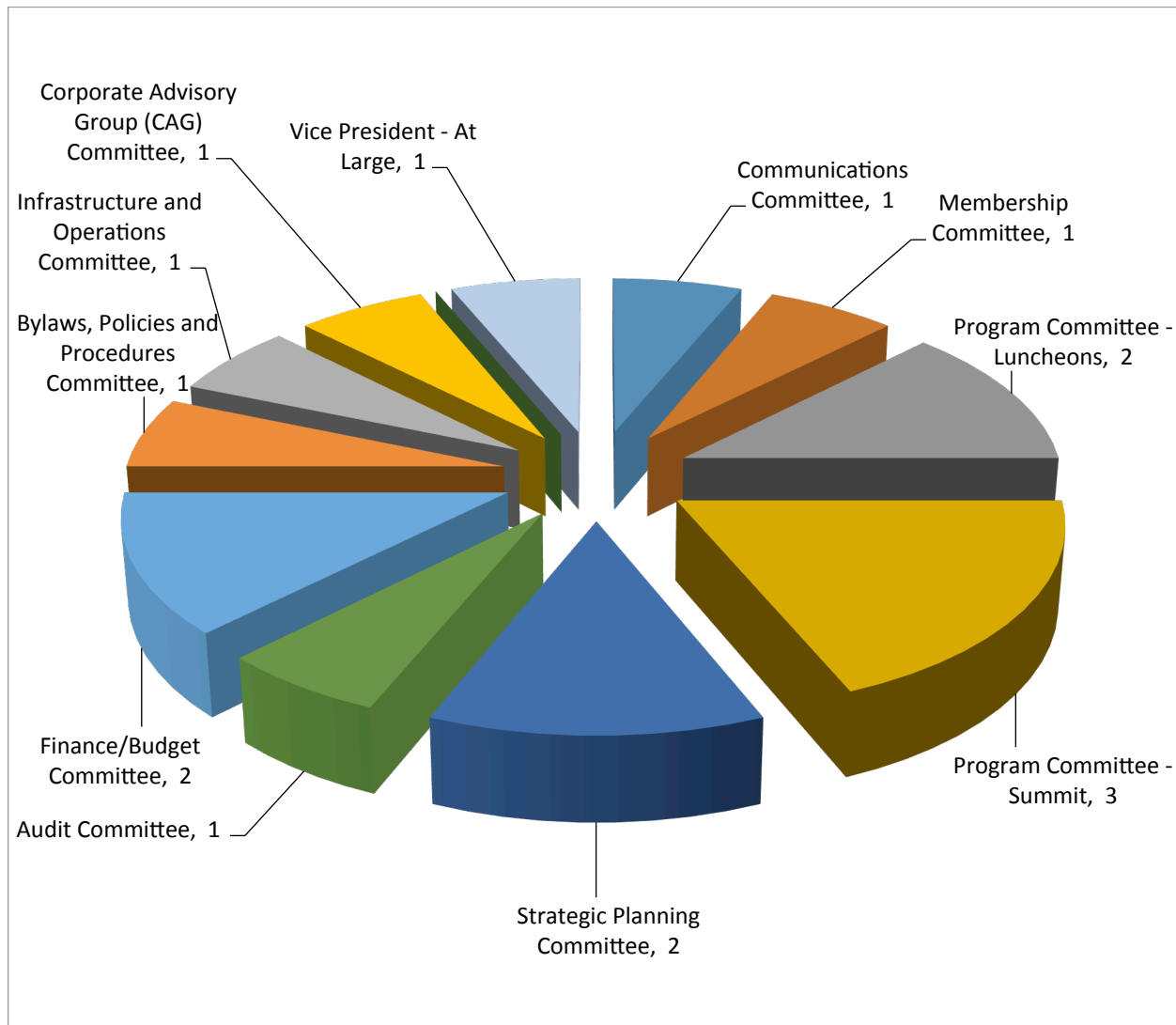
20. Participating in lunch and learns. The availability of free training. Getting to meet and interact with others who are interested in Federal ERM.
21. Networking with other Federal ERM professionals.
22. Access to top notch speakers and practitioners in the field.
23. Educational opportunities.
24. Board Participation.
25. The exposure to other practitioners (public and private sectors) for exchanging knowledge and acquire new knowledge of risk management practices in both private and public sectors.
26. Receiving current risk information and solutions to help start ERM at my agency. Helpful tools and being involved with people that want to do risk management.
27. Luncheons that allow networking with folks facing same issues/questions on implementation.
28. Attending events.
29. The valuable information, resources, and networking.
30. Can't say. I haven't been allowed to attend.
31. The networking and knowledge sharing have been invaluable to me. I am in the process of guiding a major process change in my agency.
32. Being part of a community (networking at events) and getting access to cutting edge news from leading ERM stakeholders across the Federal marketplace.
33. Access to other Federal ERM practitioners.

Q: Do you intend to renew your AFERM membership?

Yes – 100%

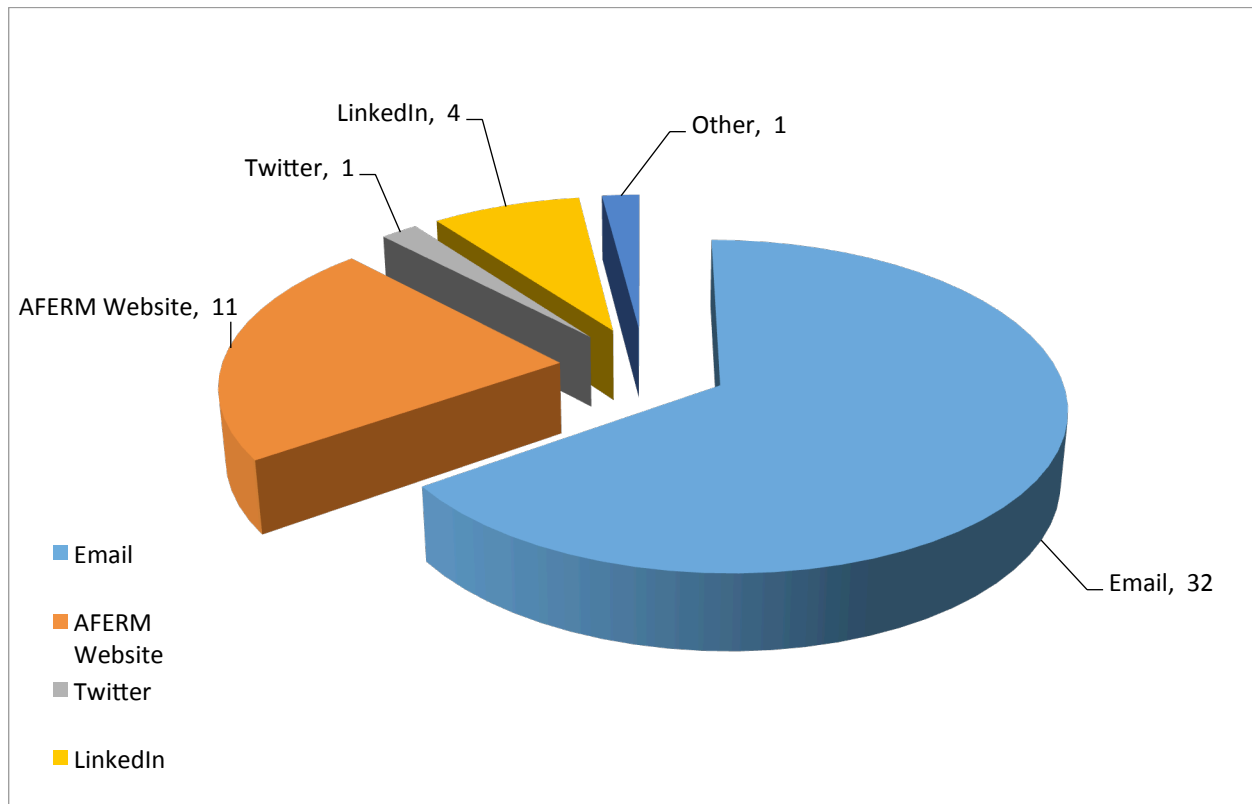
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Q: Would you be interested in serving on one of AFERM's committee or on the AFERM Board?



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Q: How do you want to receive AFERM notices/announcements?



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Association for Federal Enterprise Risk Management

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