



PASEF Membership Engagement Survey

June 2024 interim report

Good response rate, retirees overrepresented

- 360 survey responses
- 17 percent of 2147 PASEF members
- Typical retiree response rate, e.g., U of Utah survey, is about half this percentage
- Emeritus/retired faculty and ages 70-79 overrepresented
- PSOM, senior (active) faculty, and ages 55-64 underrepresented

	Membership	Survey
SCHOOL		
Annenberg	1%	1%
Dental	3%	3%
Design	2%	1%
GSE	2%	1%
Law	1%	2%
Nursing	3%	5%
PSOM	56%	49%
SAS	17%	19%
SEAS	4%	4%
SP2	1%	1%
Vet	5%	7%
Wharton	6%	6%
AGE		
55-59 (1964.06- 1969.05)	18%	12%
60-64 (1959.06-1964.05)	22%	16%
65-69 (1954.06-1959.05)	18%	16%
70-74 (1949.06-1954.05)	15%	21%
75-79 (1944.06-1949.05)	11%	18%
80+ (1929.01-1944.05)	16%	17%
STATUS		
Senior	62%	49%
Emeritus/retired faculty	38%	51%

The PASEF newsletter has greatest reach while Hitchhiker's has the highest rating and our website lags

Newsletter:

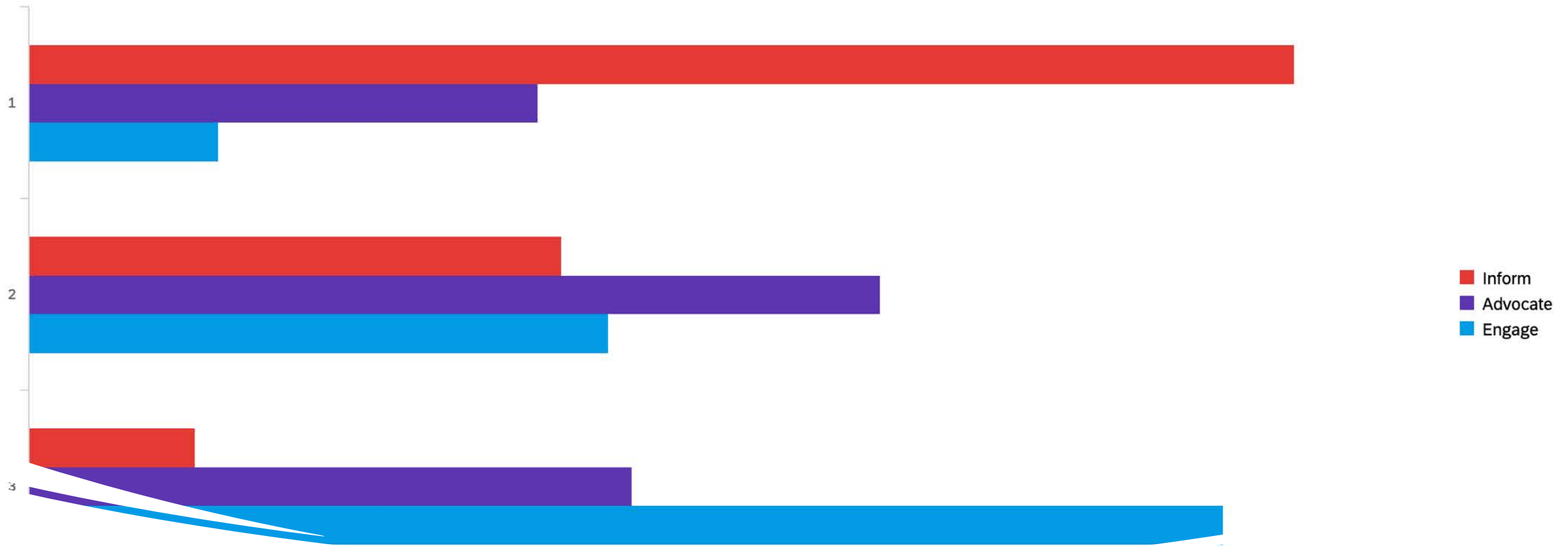
- 4.22/5
- 85 % read the PASEF newsletter frequently or occasionally

Hitchhiker's Guide

- 4.51/5
- 66% have looked at Hitchhiker's Guide within last 2-3 years

Website

- 4.03/5
- 17% browse PASEF website daily, weekly or monthly



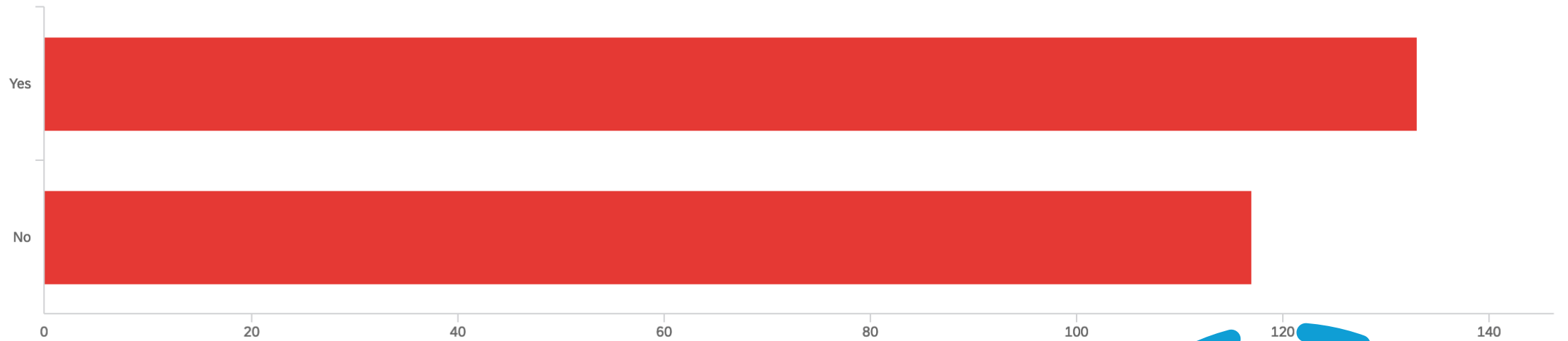
Priorities

#1: Inform

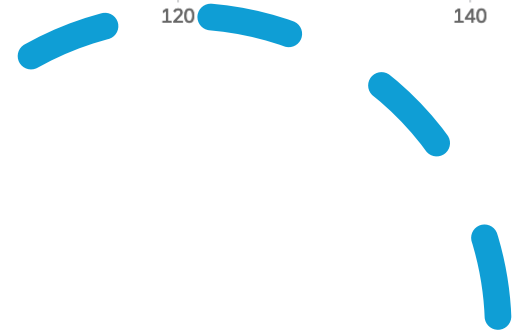
#2: Advocate

#3: Engage

180 respondents then told us "the most important issue PASEF should address." Analysis forthcoming. Most comments fall within one of the three categories above.



However, a majority want to connect with PASEF members sharing similar interests and avocations.

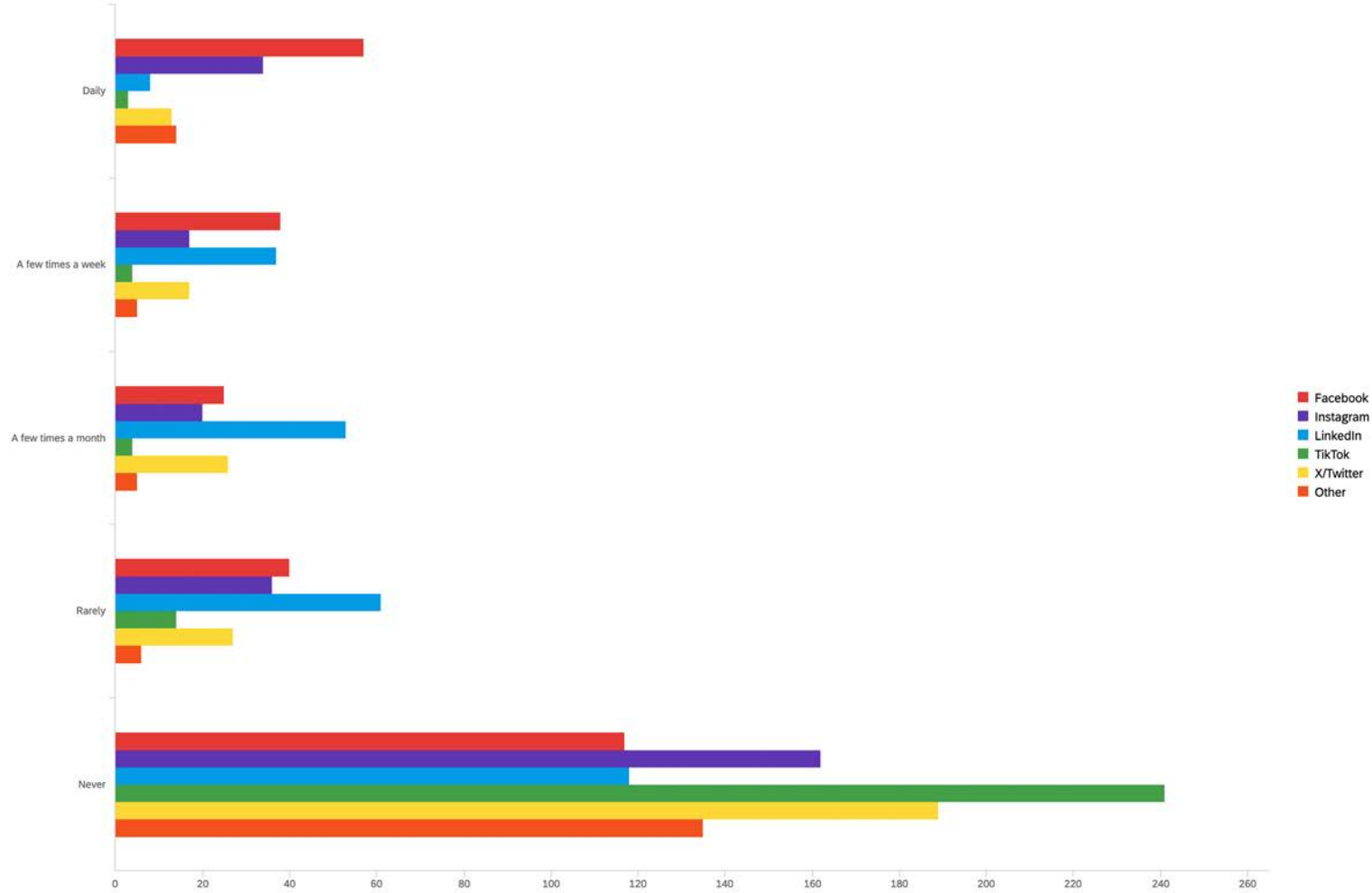




Avocations/interests

- Books/book clubs (nearly all)
- Performing and fine arts: film, classical music, theater, art
- Athletics: cycling wins, running a distant second
- Spectator sports: Eagles, Phillies

Social media usage: “Never” is the modal response



Recommendations



**Make PASEF
newsletter even
more informative**



**Maintain
Hitchhiker's Guide
as our flagship
publication**



**Place links to
website in
newsletter and
expand links in
Hitchhiker**



**Identify
interest/avocation
clusters**

Members want
connections but
connecting people is a
challenge given low
social media usage

A PASEFnet?



**Program
Committee may
want to look at
data closely**



**Membership
Engagement
Committee will
explore qualitative
data—they are
very rich**