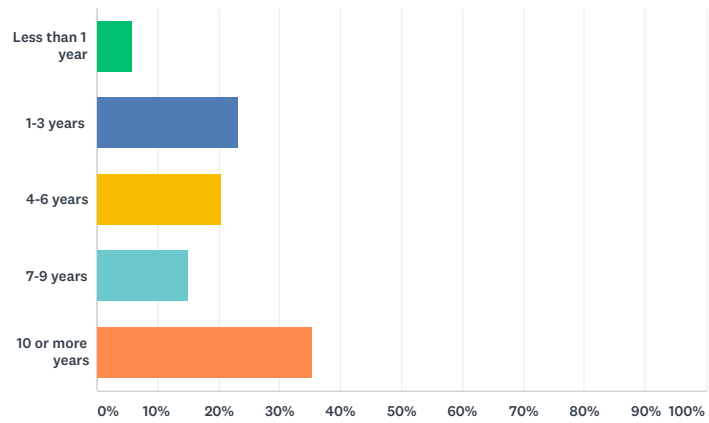


# NAGAP Needs Assessment

## Q1 How many years of experience do you have in graduate enrollment?

Answered: 326 Skipped: -1

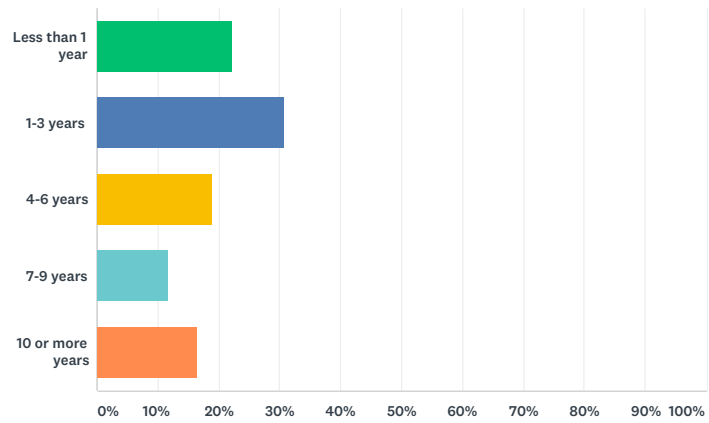


ANSWER CHOICES	RESPONSES	
Less than 1 year	5.83%	19
1-3 years	23.31%	76
4-6 years	20.55%	67
7-9 years	15.03%	49
10 or more years	35.28%	115
<b>TOTAL</b>		<b>326</b>

# NAGAP Needs Assessment

## Q2 How many years have you been a member of NAGAP?

Answered: 326 Skipped: -1

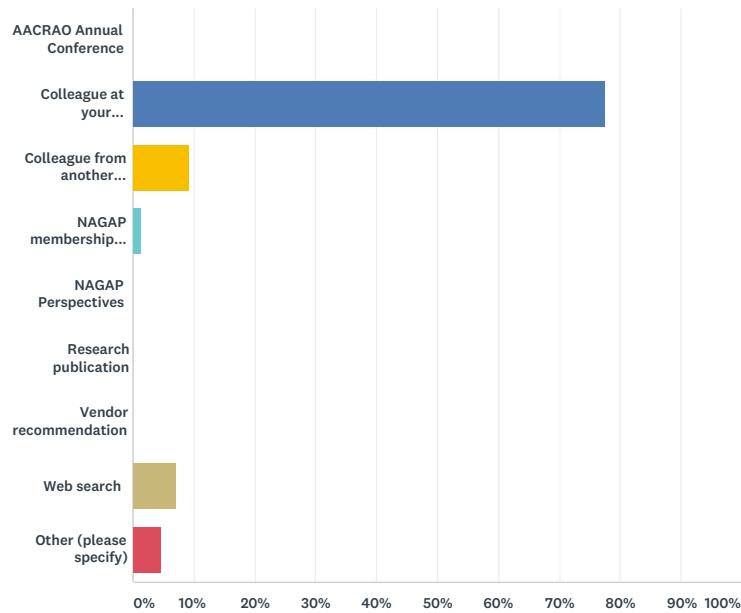


ANSWER CHOICES	RESPONSES	
Less than 1 year	22.09%	72
1-3 years	30.67%	100
4-6 years	19.02%	62
7-9 years	11.66%	38
10 or more years	16.56%	54
<b>TOTAL</b>		<b>326</b>

# NAGAP Needs Assessment

## Q3 Where did you first hear about NAGAP?

Answered: 326 Skipped: -1

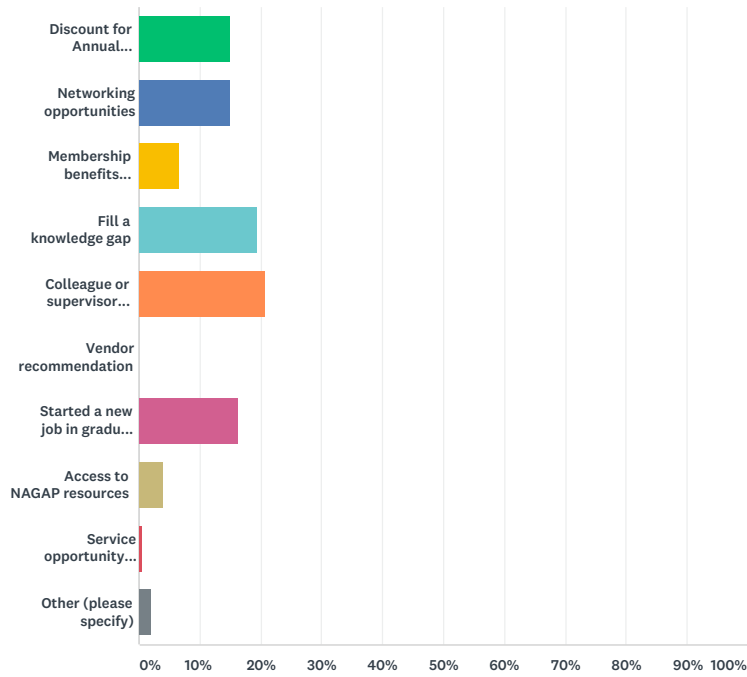


ANSWER CHOICES	RESPONSES
AACRAO Annual Conference	0.00% 0
Colleague at your institution	77.61% 253
Colleague from another institution	9.20% 30
NAGAP membership flier	1.53% 5
NAGAP Perspectives	0.00% 0
Research publication	0.00% 0
Vendor recommendation	0.00% 0
Web search	7.06% 23
Other (please specify)	4.60% 15
<b>TOTAL</b>	<b>326</b>

# NAGAP Needs Assessment

## Q4 What was your primary reason for initially becoming a member of NAGAP?

Answered: 325 Skipped: 0

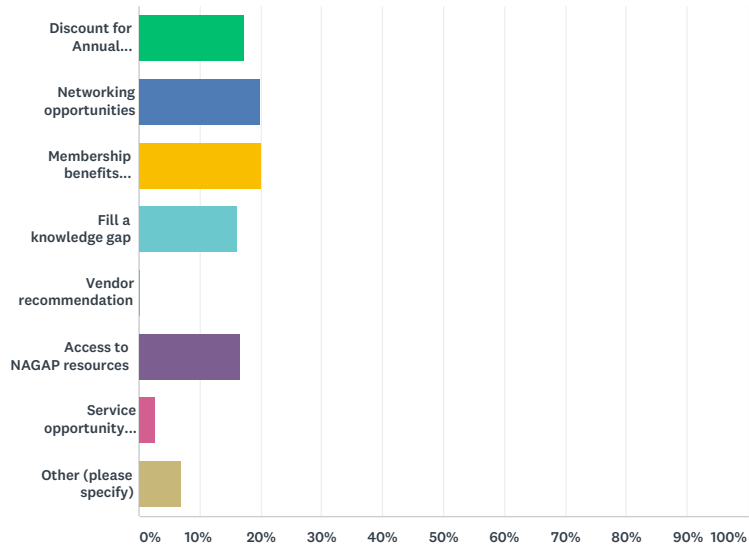


ANSWER CHOICES	RESPONSES	
Discount for Annual Conference or Professional Development Institute	15.08%	49
Networking opportunities	15.08%	49
Membership benefits (newsletter, chapter affiliations, research, etc.)	6.77%	22
Fill a knowledge gap	19.38%	63
Colleague or supervisor recommendation	20.62%	67
Vendor recommendation	0.00%	0
Started a new job in graduate enrollment	16.31%	53
Access to NAGAP resources	4.00%	13
Service opportunity (committee/volunteer/board involvement)	0.62%	2
Other (please specify)	2.15%	7
<b>TOTAL</b>		<b>325</b>

# NAGAP Needs Assessment

## Q5 What is the primary reason for renewing your membership each year?

Answered: 323 Skipped: 2

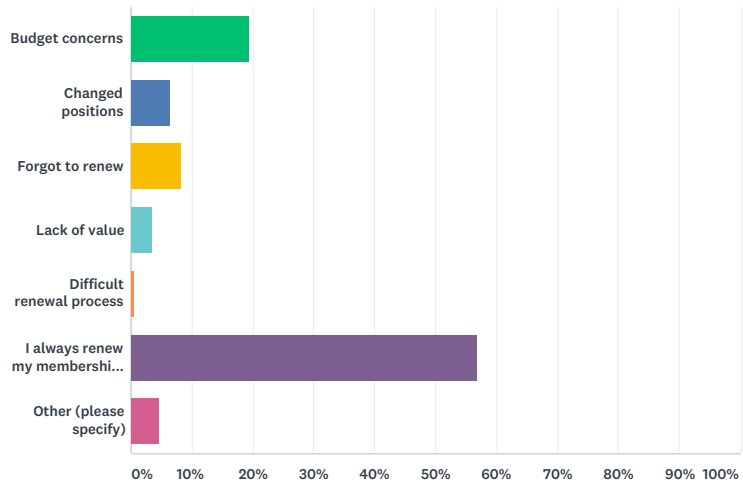


ANSWER CHOICES	RESPONSES	
Discount for Annual Conference or Professional Development Institute	17.34%	56
Networking opportunities	19.81%	64
Membership benefits (newsletter, chapter affiliations, research, etc.)	20.12%	65
Fill a knowledge gap	16.10%	52
Vendor recommendation	0.31%	1
Access to NAGAP resources	16.72%	54
Service opportunity (committee/volunteer/board involvement)	2.79%	9
Other (please specify)	6.81%	22
<b>TOTAL</b>		<b>323</b>

## NAGAP Needs Assessment

### Q6 If you don't renew your membership annually, what is the primary reason for letting it lapse?

Answered: 309 Skipped: 16

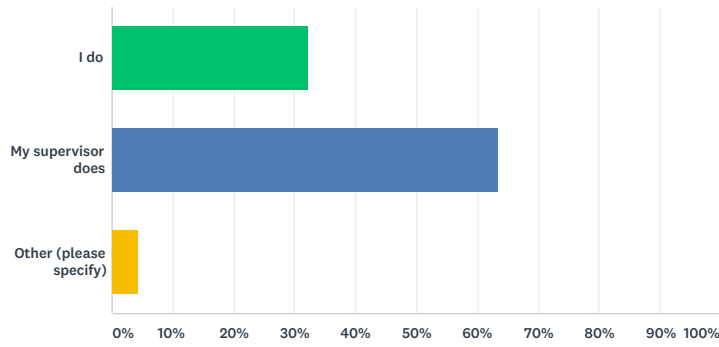


ANSWER CHOICES	RESPONSES	
Budget concerns	19.42%	60
Changed positions	6.47%	20
Forgot to renew	8.41%	26
Lack of value	3.56%	11
Difficult renewal process	0.65%	2
I always renew my membership annually	56.96%	176
Other (please specify)	4.53%	14
<b>TOTAL</b>		<b>309</b>

# NAGAP Needs Assessment

## Q7 Who approves whether you can join a professional organization like NAGAP?

Answered: 325 Skipped: 0

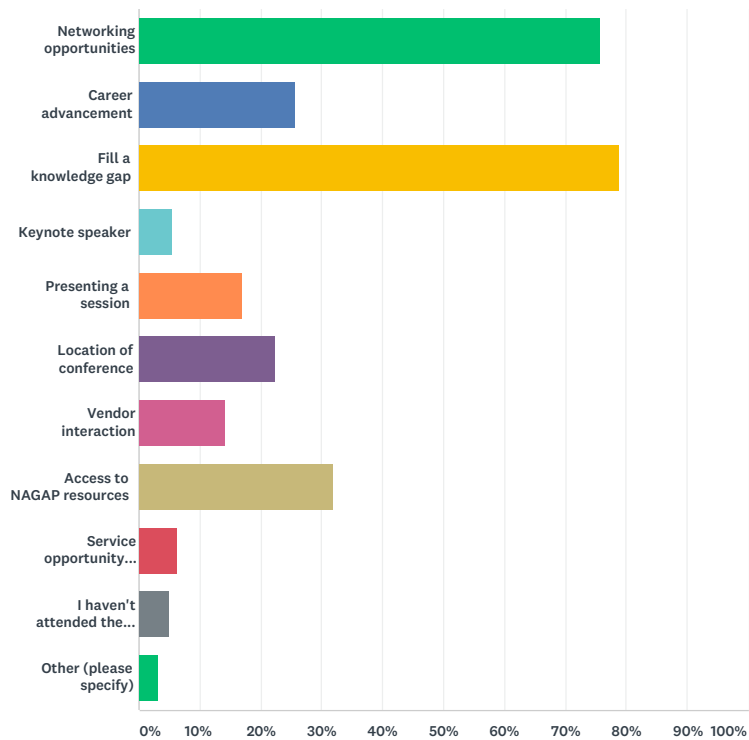


ANSWER CHOICES	RESPONSES	
I do	32.31%	105
My supervisor does	63.38%	206
Other (please specify)	4.31%	14
TOTAL		325

## NAGAP Needs Assessment

### Q8 What are your top 3 reasons for attending the NAGAP Annual Conference and/or a Professional Development Institute (please choose only your top 3)?

Answered: 318 Skipped: 7



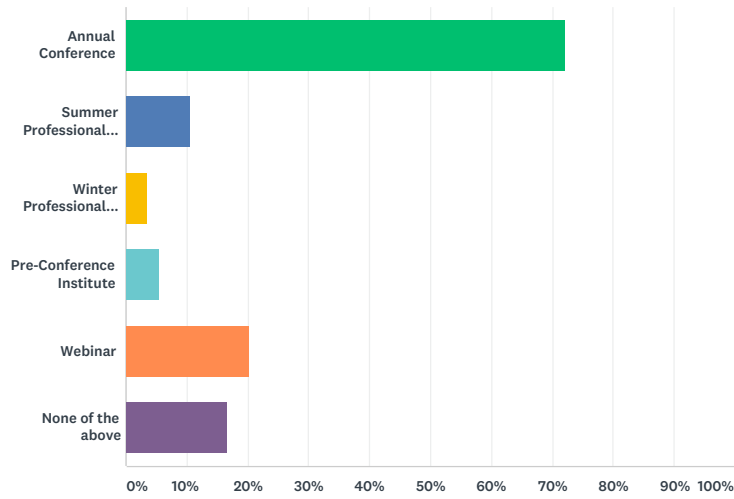
ANSWER CHOICES	RESPONSES	
Networking opportunities	75.79%	241
Career advancement	25.79%	82
Fill a knowledge gap	78.93%	251
Keynote speaker	5.35%	17
Presenting a session	16.98%	54
Location of conference	22.33%	71
Vendor interaction	14.15%	45
Access to NAGAP resources	32.08%	102
Service opportunity (committee/volunteer/board involvement)	6.29%	20
I haven't attended the Annual Conference or a Professional Development Institute.	5.03%	16
Other (please specify)	3.14%	10
Total Respondents: 318		



# NAGAP Needs Assessment

Q9 In the past 12 months, which of the following NAGAP events have you attended?

Answered: 317 Skipped: 8

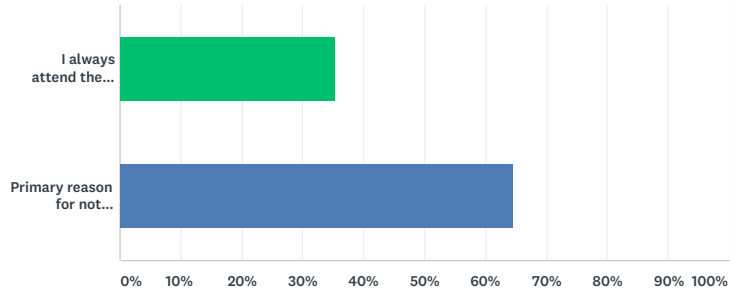


ANSWER CHOICES	RESPONSES	
Annual Conference	72.24%	229
Summer Professional Development Institute	10.73%	34
Winter Professional Development Institute	3.47%	11
Pre-Conference Institute	5.36%	17
Webinar	20.19%	64
None of the above	16.72%	53
Total Respondents: 317		

# NAGAP Needs Assessment

Q10 If you don't attend the NAGAP Annual Conference in a given year, what is the primary reason?

Answered: 311 Skipped: 14

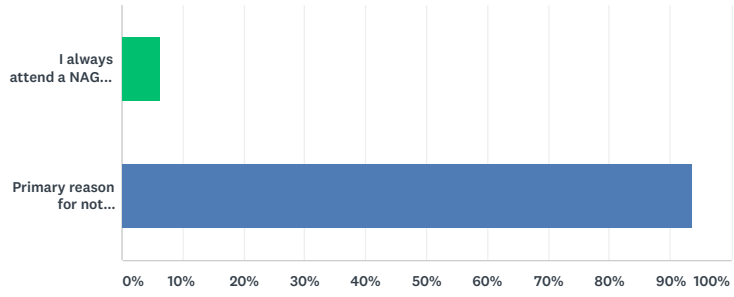


ANSWER CHOICES	RESPONSES	
I always attend the NAGAP Annual Conference.	35.37%	110
Primary reason for not attending.	64.63%	201
<b>TOTAL</b>		<b>311</b>

# NAGAP Needs Assessment

Q11 If you don't attend a NAGAP Professional Development Institute in a given year, what is the primary reason?

Answered: 306 Skipped: 19

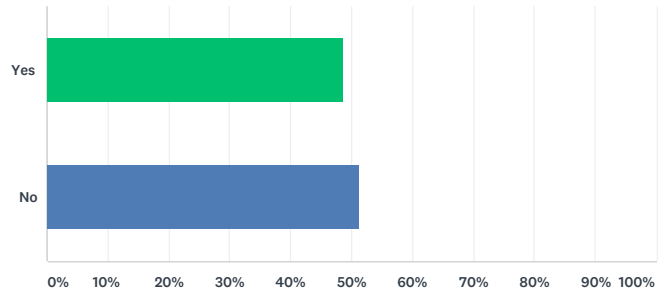


ANSWER CHOICES	RESPONSES	
I always attend a NAGAP Professional Development Institute.	6.21%	19
Primary reason for not attending.	93.79%	287
TOTAL		306

# NAGAP Needs Assessment

## Q12 Have you ever participated in a NAGAP chapter event?

Answered: 318 Skipped: 7

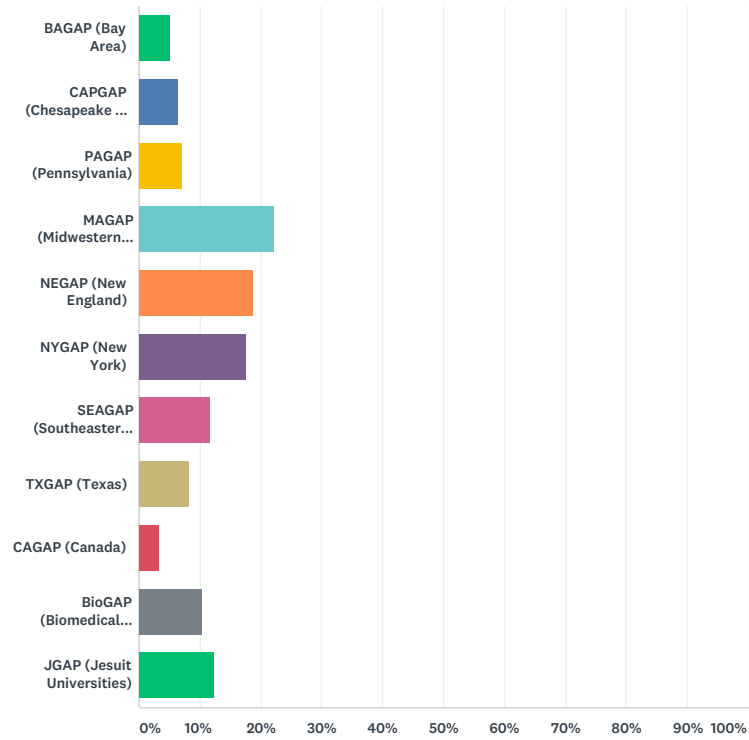


ANSWER CHOICES	RESPONSES	
Yes	48.74%	155
No	51.26%	163
TOTAL		318

# NAGAP Needs Assessment

## Q13 Please indicate which chapter(s).

Answered: 154 Skipped: 171



ANSWER CHOICES	RESPONSES	
BAGAP (Bay Area)	5.19%	8
CAPGAP (Chesapeake and Potomac Area)	6.49%	10
PAGAP (Pennsylvania)	7.14%	11
MAGAP (Midwestern Region)	22.08%	34
NEGAP (New England)	18.83%	29
NYGAP (New York)	17.53%	27
SEAGAP (Southeastern Region)	11.69%	18
TXGAP (Texas)	8.44%	13
CAGAP (Canada)	3.25%	5
BioGAP (Biomedical Research Programs)	10.39%	16
JGAP (Jesuit Universities)	12.34%	19
Total Respondents: 154		

## NAGAP Needs Assessment

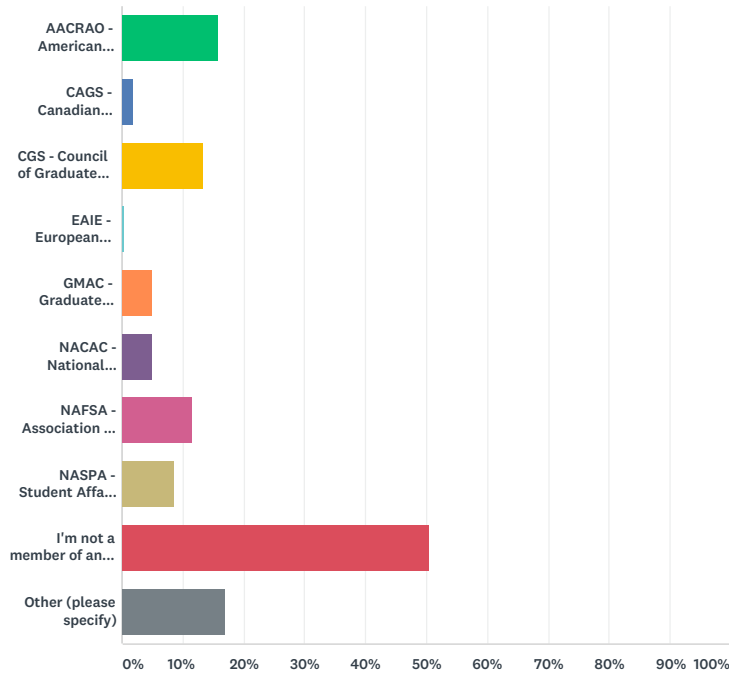
**Q14 What are the most significant benefits of participating in a chapter event?**

Answered: 147 Skipped: 178

# NAGAP Needs Assessment

## Q15 To what other professional associations do you belong?

Answered: 313 Skipped: 12

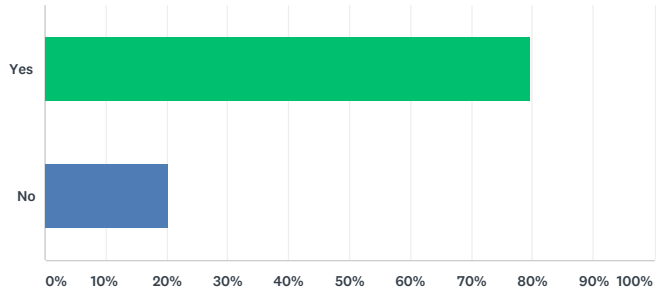


ANSWER CHOICES	RESPONSES	
AACRAO - American Association of Collegiate Registrars and Admissions Officers	15.97%	50
CAGS - Canadian Association for Graduate Studies	1.92%	6
CGS - Council of Graduate Schools	13.42%	42
EAIE - European Association of International Education	0.32%	1
GMAC - Graduate Management Admissions Council	5.11%	16
NACAC - National Association for College Admission Counseling	5.11%	16
NAFSA - Association of International Educators	11.50%	36
NASPA - Student Affairs Administrators in Higher Education	8.63%	27
I'm not a member of any other professional associations.	50.48%	158
Other (please specify)	16.93%	53
Total Respondents: 313		

# NAGAP Needs Assessment

Q16 Do you consider NAGAP to be a primary source for your educational and professional development needs?

Answered: 316 Skipped: 9



ANSWER CHOICES	RESPONSES	
Yes	79.75%	252
No	20.25%	64
TOTAL		316



## NAGAP Needs Assessment

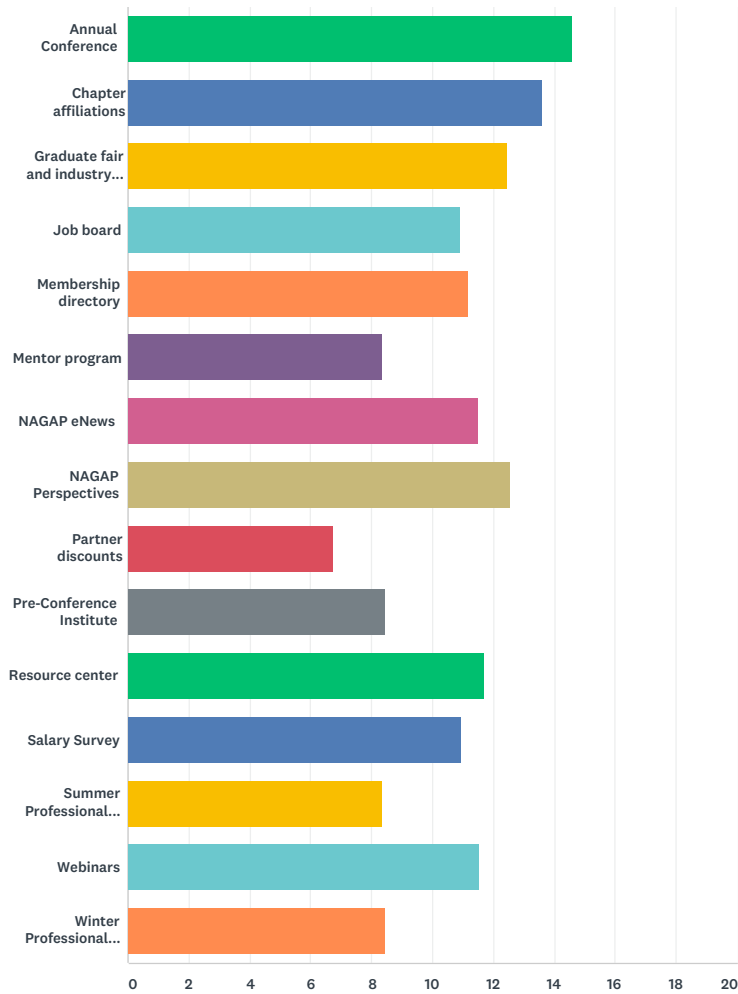
Q17 Since NAGAP isn't your primary source for educational and professional development needs, which association is and why?

Answered: 54 Skipped: 271

# NAGAP Needs Assessment

**Q18 Of the products and services currently offered to NAGAP members, which ones do you value most (only rank your top 3, 1 being most important)**

Answered: 307 Skipped: 18



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Annual Conference	76.92% 210	13.92% 38	5.86% 16	1.83% 5	0.00% 0	0.73% 2	0.37% 1	0.37% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Chapter affiliations	24.03% 31	49.61% 64	12.40% 16	3.88% 5	4.65% 6	2.33% 3	0.78% 1	0.00% 0	1.55% 2	0.78% 1	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0
Graduate fair and industry events calendar	10.47% 9	34.88% 30	32.56% 28	2.33% 2	8.14% 7	2.33% 2	0.00% 0	2.33% 2	0.00% 0	1.16% 1	1.16% 1	0.00% 0	0.00% 0	0.00% 0	1.16% 1
Job board	1.92% 1	11.54% 6	30.77% 16	11.54% 6	7.69% 4	7.69% 4	9.62% 5	3.85% 2	7.69% 4	1.92% 1	1.92% 1	0.00% 0	1.92% 1	1.92% 1	
Membership directory	4.17% 2	14.58% 7	27.08% 13	6.25% 3	4.17% 2	16.67% 8	8.33% 4	10.42% 5	4.17% 2	2.08% 1	2.08% 1	0.00% 0	0.00% 0	0.00% 0	
Mentor program	5.41% 2	10.81% 4	8.11% 3	0.00% 0	2.70% 1	2.70% 1	16.22% 6	5.41% 2	13.51% 5	13.51% 5	5.41% 2	8.11% 3	2.70% 1	2.70% 1	
NAGAP eNews	8.06% 5	27.42% 17	27.42% 17	1.61% 1	4.84% 3	0.00% 0	8.06% 5	11.29% 7	3.23% 2	1.61% 1	1.61% 1	1.61% 1	1.61% 1	0.00% 0	
NAGAP Perspectives	9.52% 10	39.05% 41	34.29% 36	1.90% 2	0.00% 0	0.00% 0	0.95% 1	2.86% 3	5.71% 6	2.86% 3	0.95% 1	0.00% 0	0.00% 0	0.00% 0	1.90% 2
Partner discounts	0.00% 0	3.57% 1	7.14% 2	3.57% 1	3.57% 1	7.14% 2	7.14% 2	0.00% 0	14.29% 4	17.86% 5	14.29% 4	0.00% 0	3.57% 1	7.14% 2	
Pre-Conference Institute	7.69% 3	15.38% 6	17.95% 7	0.00% 0	0.00% 0	0.00% 0	2.56% 1	0.00% 0	0.00% 0	15.38% 6	12.82% 5	15.38% 6	12.82% 5	0.00% 0	

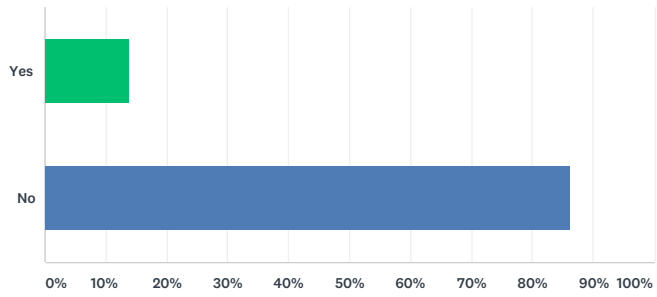
## NAGAP Needs Assessment

Resource center	10.64% 10	25.53% 24	38.30% 36	1.06% 1	1.06% 1	3.19% 3	2.13% 2	1.06% 1	0.00% 0	2.13% 2	6.38% 6	6.38% 6	1.06% 1	0.00% 0
Salary Survey	4.17% 3	15.28% 11	47.22% 34	4.17% 3	0.00% 0	2.78% 2	0.00% 0	4.17% 3	4.17% 3	0.00% 0	0.00% 0	12.50% 9	5.56% 4	0.00% 0
Summer Professional Development Institute	12.00% 6	22.00% 11	12.00% 6	2.00% 1	0.00% 0	2.00% 1	0.00% 0	2.00% 1	0.00% 0	2.00% 1	2.00% 1	2.00% 1	18.00% 9	24.00% 12
Webinars	11.34% 11	22.68% 22	40.21% 39	3.09% 3	5.15% 5	0.00% 0	0.00% 0	1.03% 1	0.00% 0	0.00% 0	2.06% 2	0.00% 0	3.09% 3	9.28% 9
Winter Professional Development Institute	3.85% 2	21.15% 11	28.85% 15	0.00% 0	1.92% 1	1.92% 1	0.00% 0	0.00% 0	0.00% 0	1.92% 1	5.77% 3	0.00% 0	0.00% 0	1.92% 1

# NAGAP Needs Assessment

Q19 Are there products or services not offered by NAGAP that are provided by the other associations to which you belong?

Answered: 297 Skipped: 28



ANSWER CHOICES	RESPONSES	
Yes	13.80%	41
No	86.20%	256
TOTAL		297

## NAGAP Needs Assessment

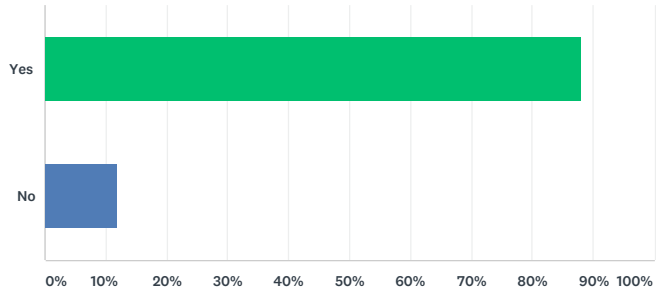
Q20 Please list the products or services offered by other associations that are most important to you (in priority order).

Answered: 37 Skipped: 288

# NAGAP Needs Assessment

## Q21 Do NAGAP's educational and professional development offerings meet the majority of your needs?

Answered: 309 Skipped: 16



ANSWER CHOICES	RESPONSES	
Yes	88.03%	272
No	11.97%	37
TOTAL		309

## NAGAP Needs Assessment

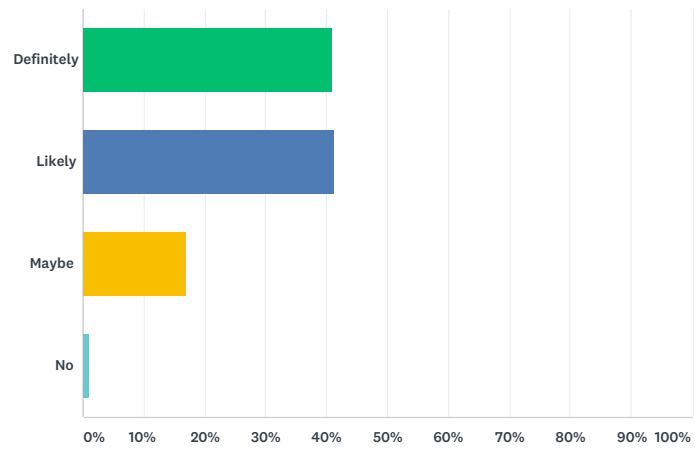
**Q22 Please explain.**

Answered: 32 Skipped: 293

# NAGAP Needs Assessment

Q23 If NAGAP was to provide an online knowledge community/networking platform that could be utilized by members, would you participate?

Answered: 308 Skipped: 17



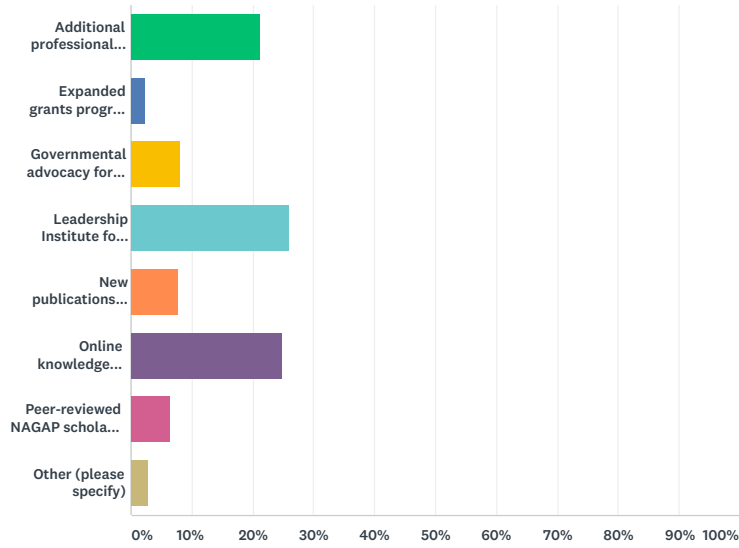
ANSWER CHOICES	RESPONSES	
Definitely	40.91%	126
Likely	41.23%	127
Maybe	16.88%	52
No	0.97%	3
TOTAL		308



# NAGAP Needs Assessment

## Q24 If NAGAP had the resources to offer one new initiative or member benefit, which of the following would be your priority?

Answered: 308 Skipped: 17



ANSWER CHOICES	RESPONSES	
Additional professional development events	21.43%	66
Expanded grants program to support GEM research	2.27%	7
Governmental advocacy for graduate education	8.12%	25
Leadership Institute for mid-career GEM professionals	25.97%	80
New publications or books on GEM topics	7.79%	24
Online knowledge community/networking platform	25.00%	77
Peer-reviewed NAGAP scholarly journal	6.49%	20
Other (please specify)	2.92%	9
<b>TOTAL</b>		<b>308</b>

## NAGAP Needs Assessment

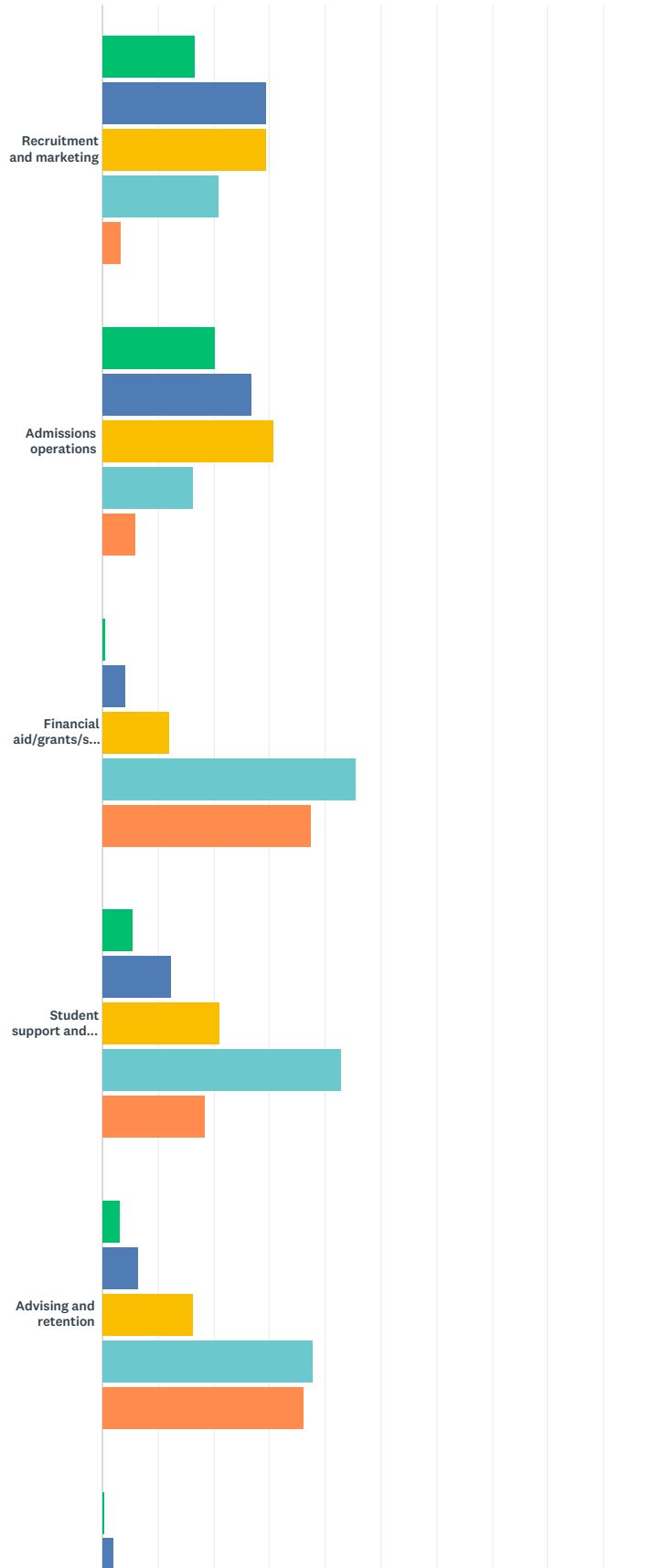
Q25 What content (e.g., enrollment data, best practices, white papers) could NAGAP provide that you would find most valuable?

Answered: 237 Skipped: 88

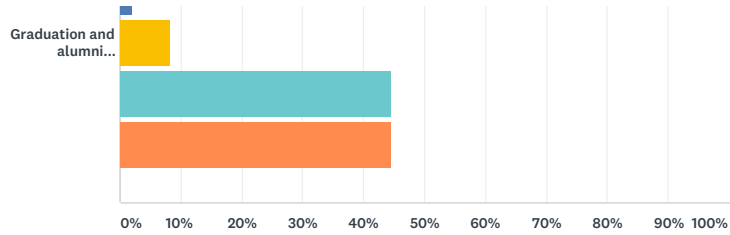
# NAGAP Needs Assessment

Q26 Please indicate how much time you spend working in each of the following functional areas?

Answered: 306 Skipped: 19



## NAGAP Needs Assessment



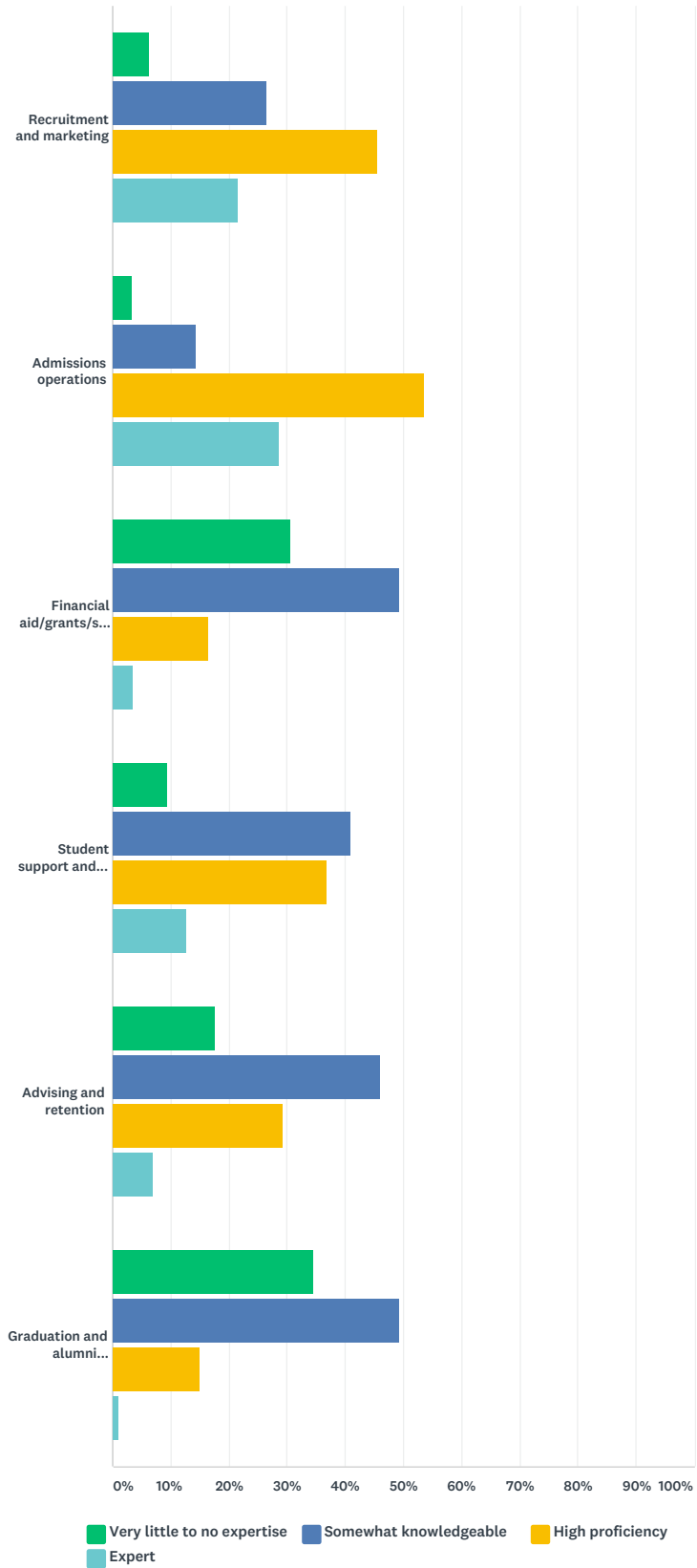
■ 75% or more of my time   
 ■ 50% to 75% of my time   
 ■ 25% to 50% of my time  
■ Less than 25% of my time   
 ■ None of my time

	75% OR MORE OF MY TIME	50% TO 75% OF MY TIME	25% TO 50% OF MY TIME	LESS THAN 25% OF MY TIME	NONE OF MY TIME	TOTAL
Recruitment and marketing	16.72% 51	29.51% 90	29.51% 90	20.98% 64	3.28% 10	305
Admissions operations	20.27% 60	26.69% 79	30.74% 91	16.22% 48	6.08% 18	296
Financial aid/grants/scholarships	0.69% 2	4.15% 12	12.11% 35	45.67% 132	37.37% 108	289
Student support and services	5.44% 16	12.24% 36	21.09% 62	42.86% 126	18.37% 54	294
Advising and retention	3.07% 9	6.48% 19	16.38% 48	37.88% 111	36.18% 106	293
Graduation and alumni relations	0.34% 1	2.03% 6	8.45% 25	44.59% 132	44.59% 132	296

# NAGAP Needs Assessment

Q27 Rate your expertise in each of the functional areas.

Answered: 305 Skipped: 20



VERY LITTLE TO NO EXPERTISE	SOMEWHAT KNOWLEDGEABLE	HIGH PROFICIENCY	EXPERT	TOTAL
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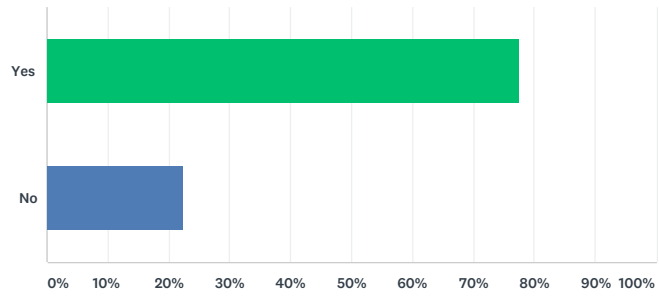
## NAGAP Needs Assessment

Recruitment and marketing	6.23% 19	26.56% 81	45.57% 139	21.64% 66	305
Admissions operations	3.30% 10	14.52% 44	53.47% 162	28.71% 87	303
Financial aid/grants/scholarships	30.46% 92	49.34% 149	16.56% 50	3.64% 11	302
Student support and services	9.51% 29	40.98% 125	36.72% 112	12.79% 39	305
Advising and retention	17.67% 53	46.00% 138	29.33% 88	7.00% 21	300
Graduation and alumni relations	34.54% 105	49.34% 150	15.13% 46	0.99% 3	304

# NAGAP Needs Assessment

Q28 Does NAGAP provide sufficient professional development opportunities to meet your needs in the functional areas identified above?

Answered: 305 Skipped: 20



ANSWER CHOICES	RESPONSES	
Yes	77.70%	237
No	22.30%	68
TOTAL		305

## NAGAP Needs Assessment

**Q29 Please explain.**

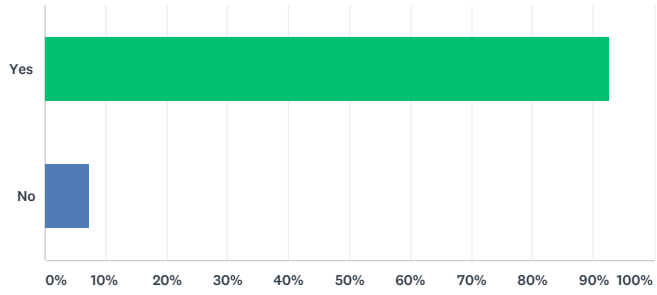
Answered: 51 Skipped: 274



# NAGAP Needs Assessment

## Q30 Do you feel you possess a working definition of graduate enrollment management (GEM)?

Answered: 304 Skipped: 21

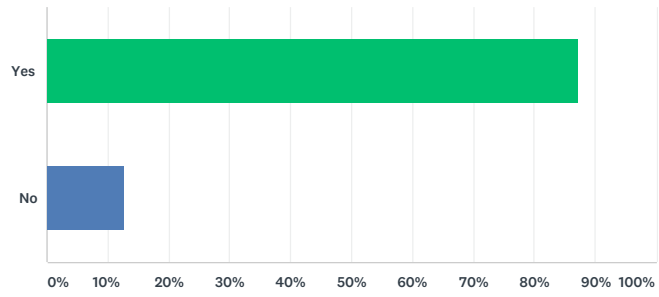


ANSWER CHOICES	RESPONSES	
Yes	92.76%	282
No	7.24%	22
TOTAL		304

# NAGAP Needs Assessment

## Q31 Do you consider yourself a graduate enrollment management (GEM) professional?

Answered: 305 Skipped: 20

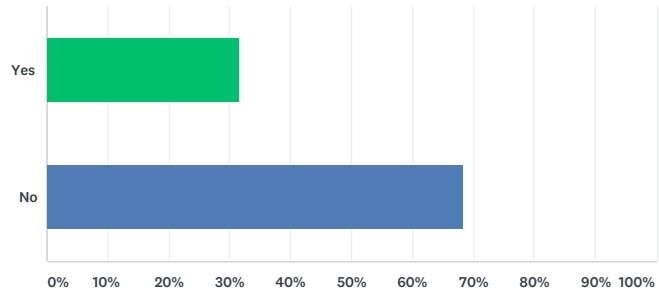


ANSWER CHOICES	RESPONSES	
Yes	87.21%	266
No	12.79%	39
TOTAL		305

# NAGAP Needs Assessment

Q32 Do you use the term "GEM" on your campus or among your peers?

Answered: 304 Skipped: 21



ANSWER CHOICES	RESPONSES
Yes	31.58% 96
No	68.42% 208
TOTAL	304

## NAGAP Needs Assessment

**Q33 What conversations are you having on your campus or in professional circles that NAGAP could help you address?**

Answered: 211 Skipped: 114

## NAGAP Needs Assessment

### Q34 Additional Comments

Answered: 86 Skipped: 239

## NAGAP Needs Assessment

Q35 Thank you for participating in the NAGAP Needs Assessment. To be eligible to win one of three \$50 Amazon gift cards, please enter your email address below. Any information you've entered will be kept confidential and responses will be used in aggregate only.

Answered: 248 Skipped: 77

ANSWER CHOICES	RESPONSES	
Name	0.00%	0
Company	0.00%	0
Address	0.00%	0
Address 2	0.00%	0
City/Town	0.00%	0
State/Province	0.00%	0
ZIP/Postal Code	0.00%	0
Country	0.00%	0
Email Address	100.00%	248
Phone Number	0.00%	0