

Survey for non-members

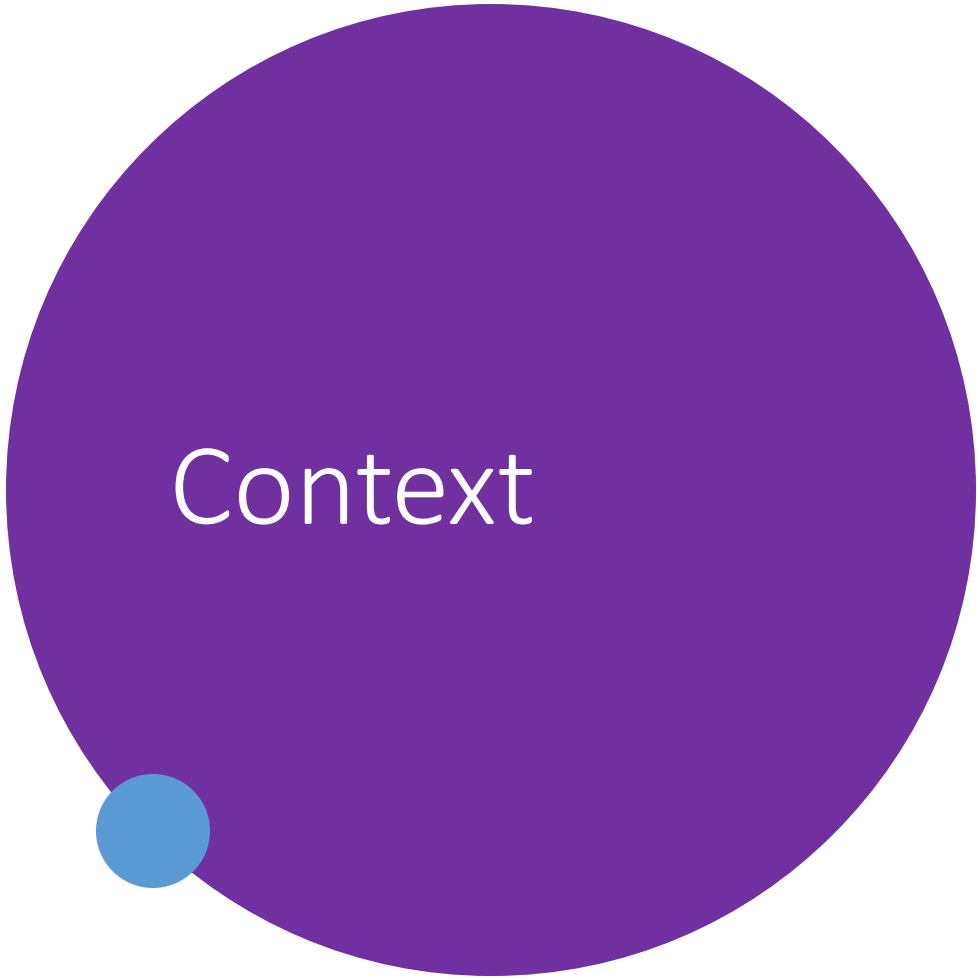


Saskia Ivens in collaboration with Marian Marseille and
Christine Verheijden

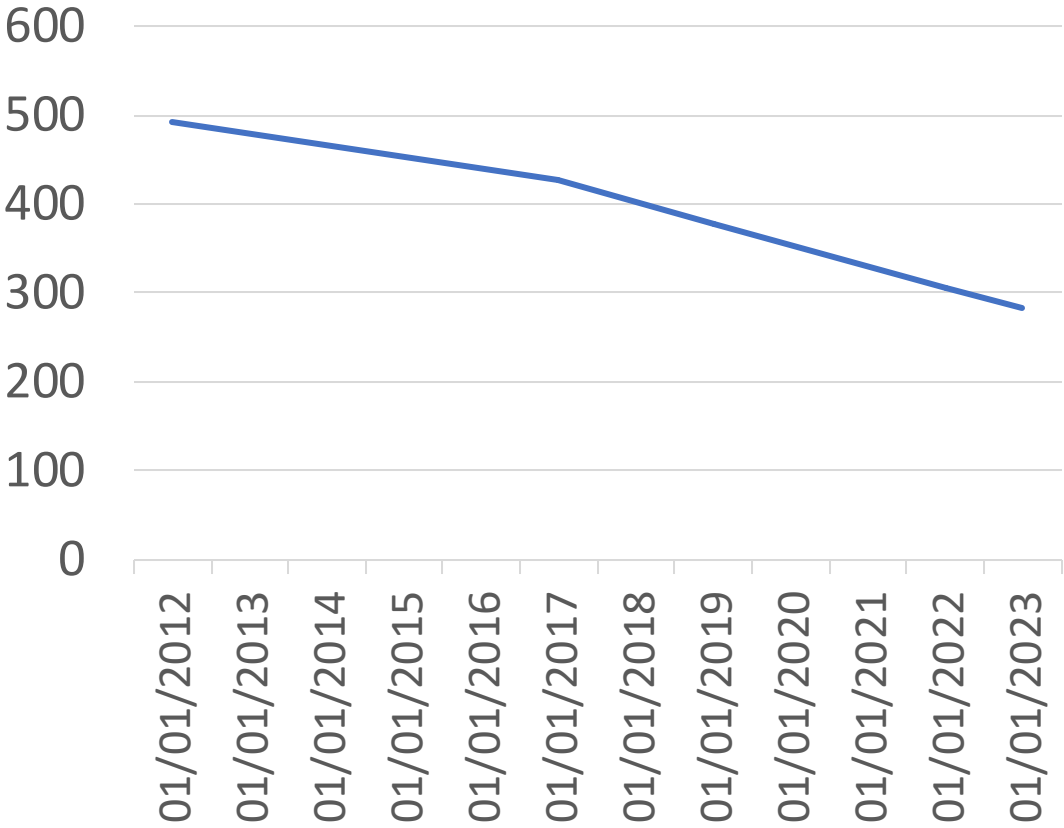
Brief presentation 12 January 2023 – Summary of Full
Presentation

Introduction

- ❖ Purpose:
 - ❖ Do people working in international development know NEDWORC?
 - ❖ What do they think of NEDWORC's activities?
- ❖ Goal (bigger question): does renewal stand a chance?
 - ❖ Fewer members over time
 - ❖ Fewer active members
- ❖ Aim of today's session: initial presentation -> further discussion within small group -> board -> Annual General Meeting (?)



Trend of number of members over time





Responses

- ❖ 52 qualified responses (working in international development, not a NEDWORC member); 46 made it through most of the questions; 40 till the end
- ❖ 22 of 52 provided email address and were invited to today's session

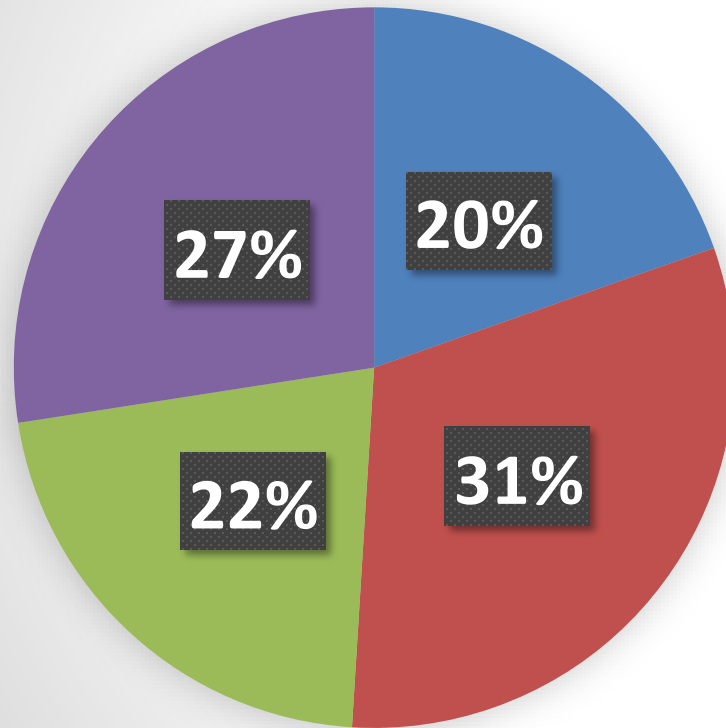


Process

300 members: max. 17 people reposted on LinkedIn: what does 52 responses mean:

- ❖ Not many potential new members in this field? Does it say something about the network of NEDWORC members?
- ❖ Or most members did not actively reach out? Why only few reposts on LinkedIn? If members did not actively reach out, why not?

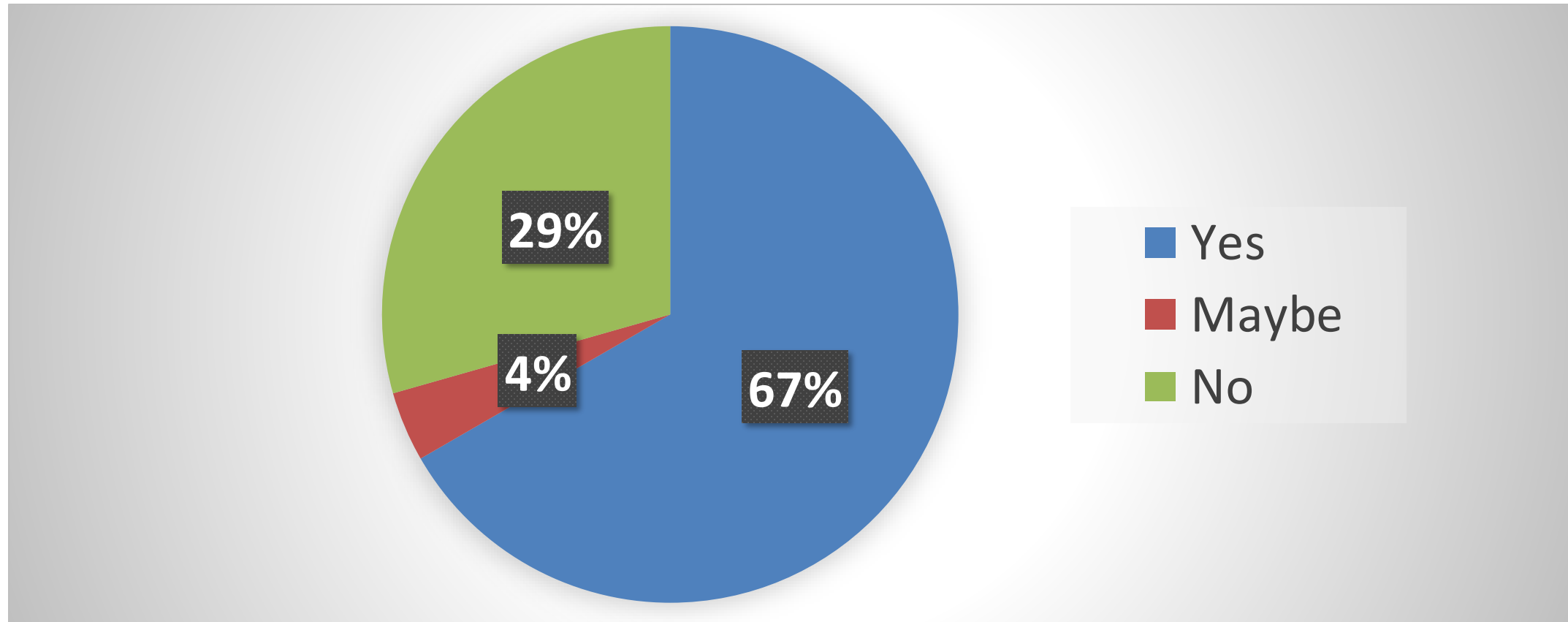
Profile of respondents: Years of work experience



- less than 5 years
- 5 - 15 years
- 15 - 25 years
- more than 25 years

Consultants & employees
Location/Language

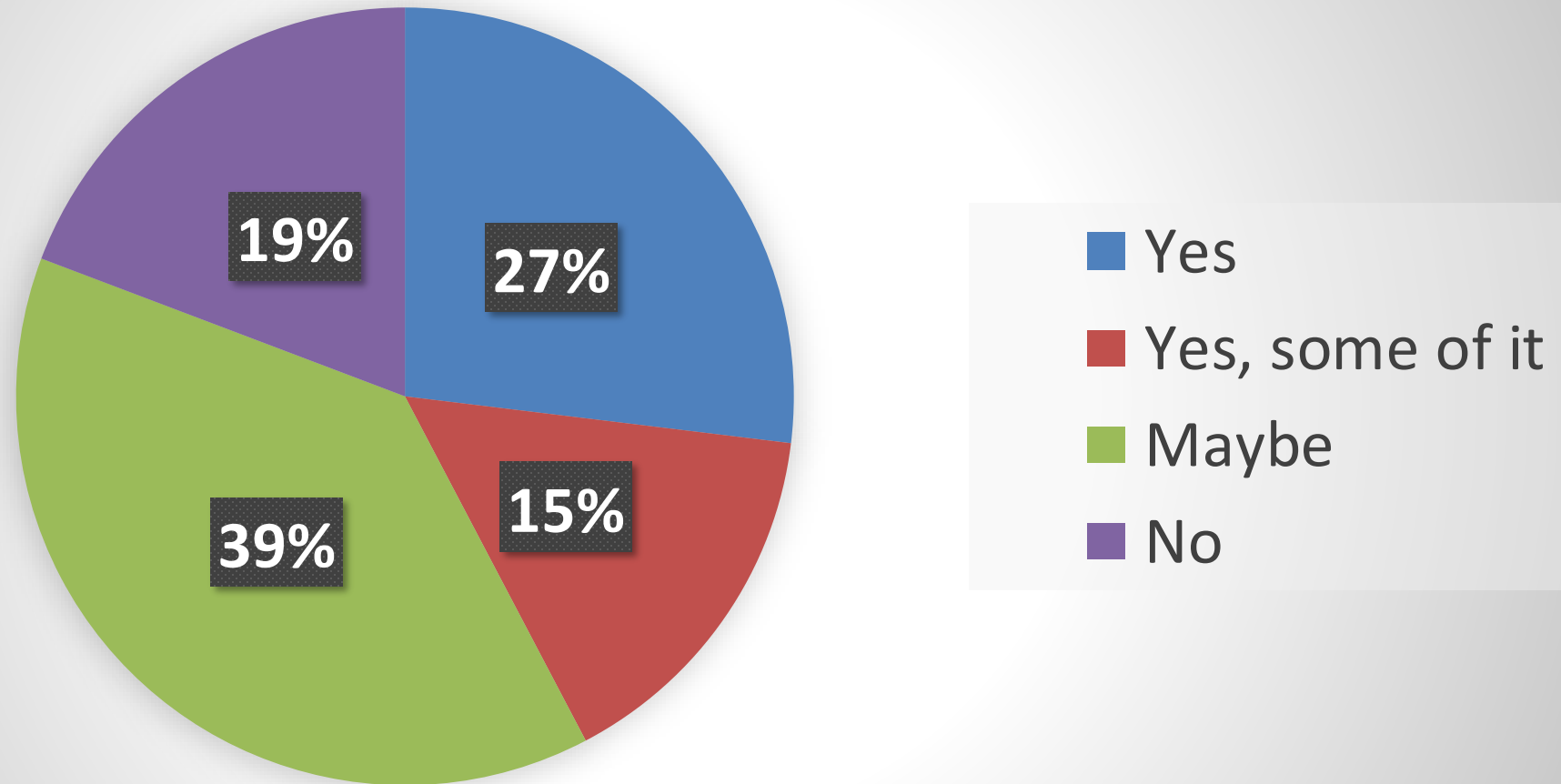
Did you hear about NEDWORC Association before?



Why not a member? Or not anymore?
Other Network membership

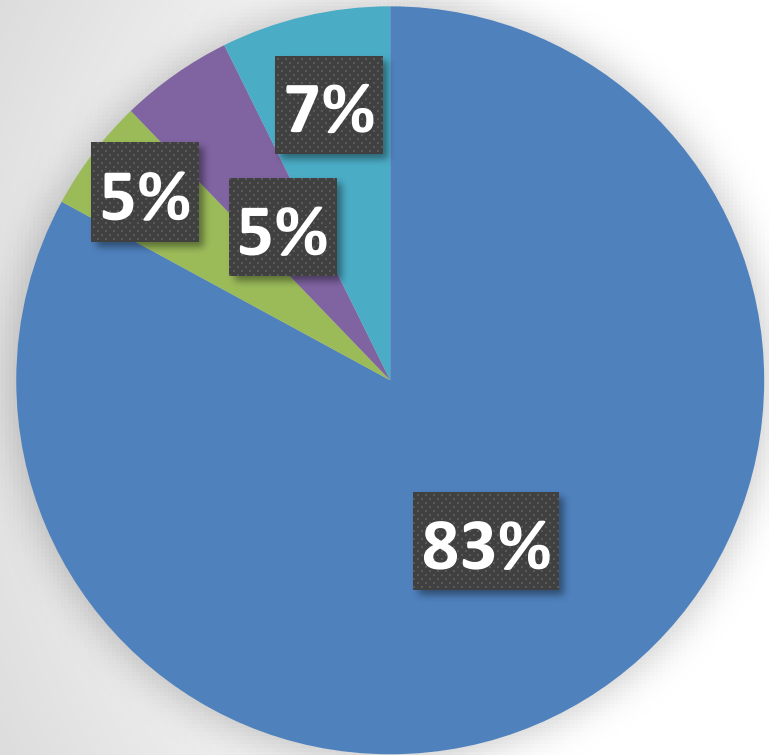
- ❖ *Was living abroad, no added value offered to me as a member abroad*
- ❖ *It was ok but I missed some relevance*

As a consultant, might sharing information on taxes, contact and admin issues with NEDWORC colleagues be helpful?



Business development/ acquisition working group

Might the NEDWORC Vacancy Alert and the profile database be of additional help to you to find job opportunities/ calls for proposals and other consultancy opportunities?



- Yes or you never know!
- No, I don't expect Alerts for my specific expertise
- N.A. (I am not looking for opportunities / a new job)
- Other: Please explain

Thematic activities
&
Book club

Conclusions

1) Do people working in international development know NEDWORC?

- Almost one third of people did not know NEDWORC

2) What do they think of NEDWORC's activities?

- Positive response: circa 40% ('yes' only) to 75% ('yes or maybe') thinking that activities would be of interest.
- Quite some people expect to benefit (37% or 70% including the maybe). Still to proof ourselves!
- Hybrid modus and English may attract some more people including former members)
- Organization for consultants? Employees do show at least as much interest.

Conclusions

3) Does renewal stand a chance based on the survey findings?

YES: attracting new members and possibly keeping some members

NO in terms of numbers membership likely continue to decline

- Since 2017 on average 24 fewer members per year
- 22 members expressed potential interest through the survey; this alone is not going to reverse the trend

Follow-up

- Who would like to join me to continue the conversation and come up with a plan to present to the board?

