

WESTMARC IMAGE STUDY 2010



WESTMARC
leadership • advocacy • public policy

Methodology

- Questionnaire developed by WESTMARC officers
- Distributed online using Survey Monkey July 26, 2010 to 463 email addresses
- Reminder emails sent July 29 and August 3, 2010
- Participation was voluntary; individual responses were kept confidential
- 128 completed surveys received through August 5 (28% response rate)



Completed surveys received from:

102	Representatives of a dues paying organization or individual members
10	Honorary members
5	Former members
40	Board members
17	Executive Committee members
62	Key Initiative Committee members
86	Attendees of one or more WESTMARC Event

(Not mutually exclusive)

Complete Survey Breakdown

Completed surveys came from:

Business segment	66	51.5%
Government segment	43	33.5%
Education	19	15.0%

WESTMARC Membership:

79%
10%
11%

Business segment:

19	Owners/CEO
23	Executives
<u>24</u>	Employees
66	

Government segment:

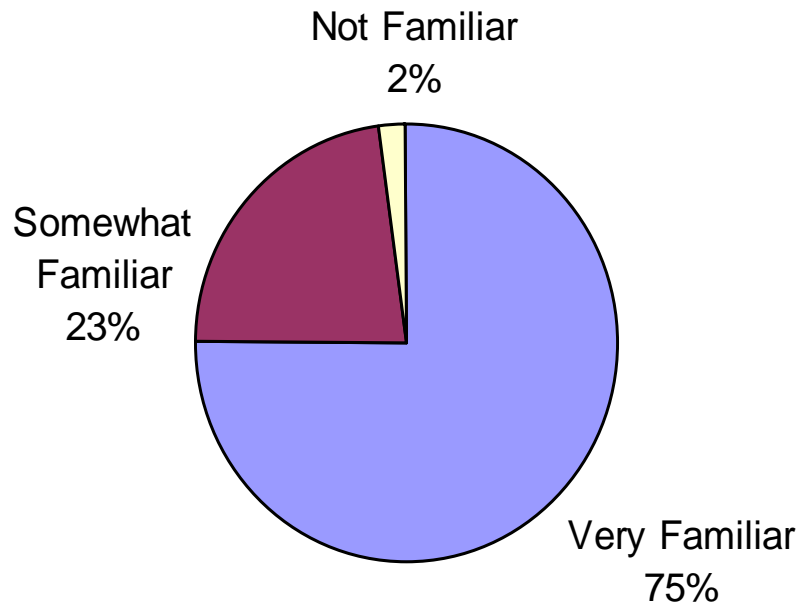
32	Cities/Towns
5	State
4	County
<u>2</u>	Did not specify
43	

Education segment:

10	K-12
<u>9</u>	Higher Education
19	

Three-fourths of Those Surveyed are “Very Familiar” with WESTMARC

	Business	Government	Education
Very Familiar	74	76	74
Somewhat Familiar	24	22	21
Not Familiar	<u>2</u>	<u>2</u>	<u>5</u>
	100	100	100



Perceived Value of WESTMARC

Focus on Advocacy, Communication, Collaboration, and Networking

“WESTMARC helps me understand issues in depth. Other organizations do not take the time to look as deep as WESTMARC.”

“WESTMARC helps me understand the educational needs of the business community .”

“WESTMARC provides a seat at the table for issues of importance to my company and an opportunity to meet with the Valley and State’s top leaders .”

“WESTMARC gives me the ability to build relationships with members of the west side business and education communities .”

“WESTMARC provides interaction with private and public leaders of the west side, as well as input from statewide leaders .”

“WESTMARC is a champion for the expansion and growth of the West Valley.”

“WESTMARC is the “Go To” source of information in the West Valley.”

Value of WESTMARC

Includes Collaboration and Partnerships

“WESTMARC provides an opportunity to develop a collective voice for West Valley businesses and communities.”

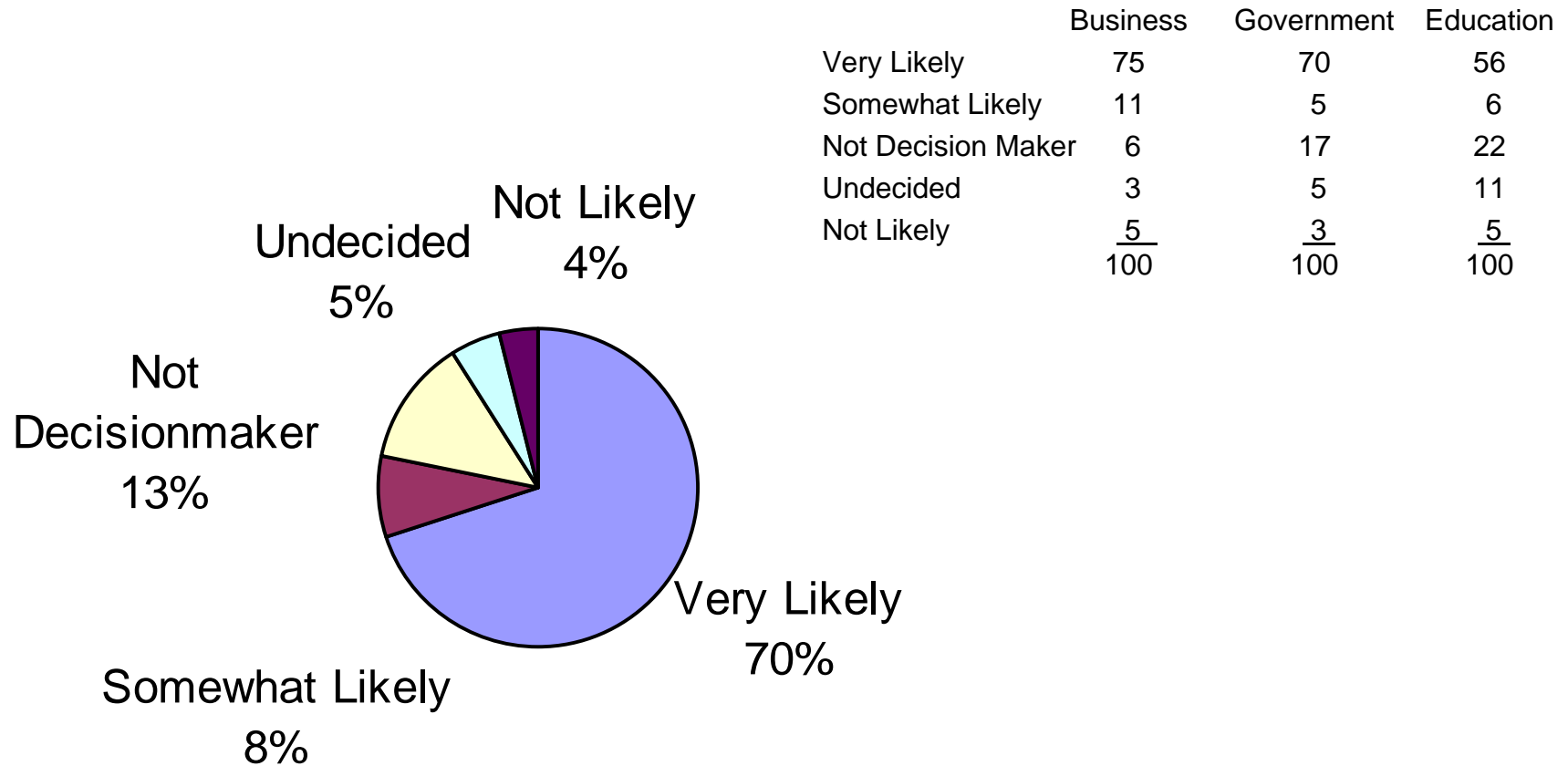
“WESTMARC provides the linkage to other West Valley organizations so we can work on issues of common concern for mutual benefit.”

“WESTMARC has the rare combination of business and government sector leaders. WESTMARC provides an outstanding conduit for communicating issues that are both specific to the West Valley as well as the State of Arizona. The speakers who present at WESTMARC are tops – quality speakers on diverse topics. WESTMARC also has proved to be a beneficial networking organization.”

“WESTMARC remains THE advocacy organization for the West Valley, gaining exposure, providing data, and offering leadership.”

“WESTMARC provides communication, representation, education, access to local, state, and federal leadership, visionary leadership within WESTMARC, and an opportunity to work with fellow businessmen and women to help grow our community.”

Nearly Eight of Ten Report They are Likely to Renew WESTMARC Membership in 2011



Reasons “Likely to Renew” WESTMARC Membership

“WESTMARC is starting to pick up steam.”

“WESTMARC is an invaluable resource for information and contacts.”

“Tremendous value and insights for my business.”

“The issues discussed are pertinent to me as a representative of business and as a West Valley resident.”

“Knowing how both business and municipalities view pending legislation helps us think through our support or opposition for a bill.”

“The West Valley needs WESTMARC to remain relevant.”

Reasons “Undecided” or “Not Likely to Renew” WESTMARC Membership

“The current focus of WESTMARC is very narrow.”

“WESTMARC does not always follow a good process before adopting policy positions on significant public policy issues.”

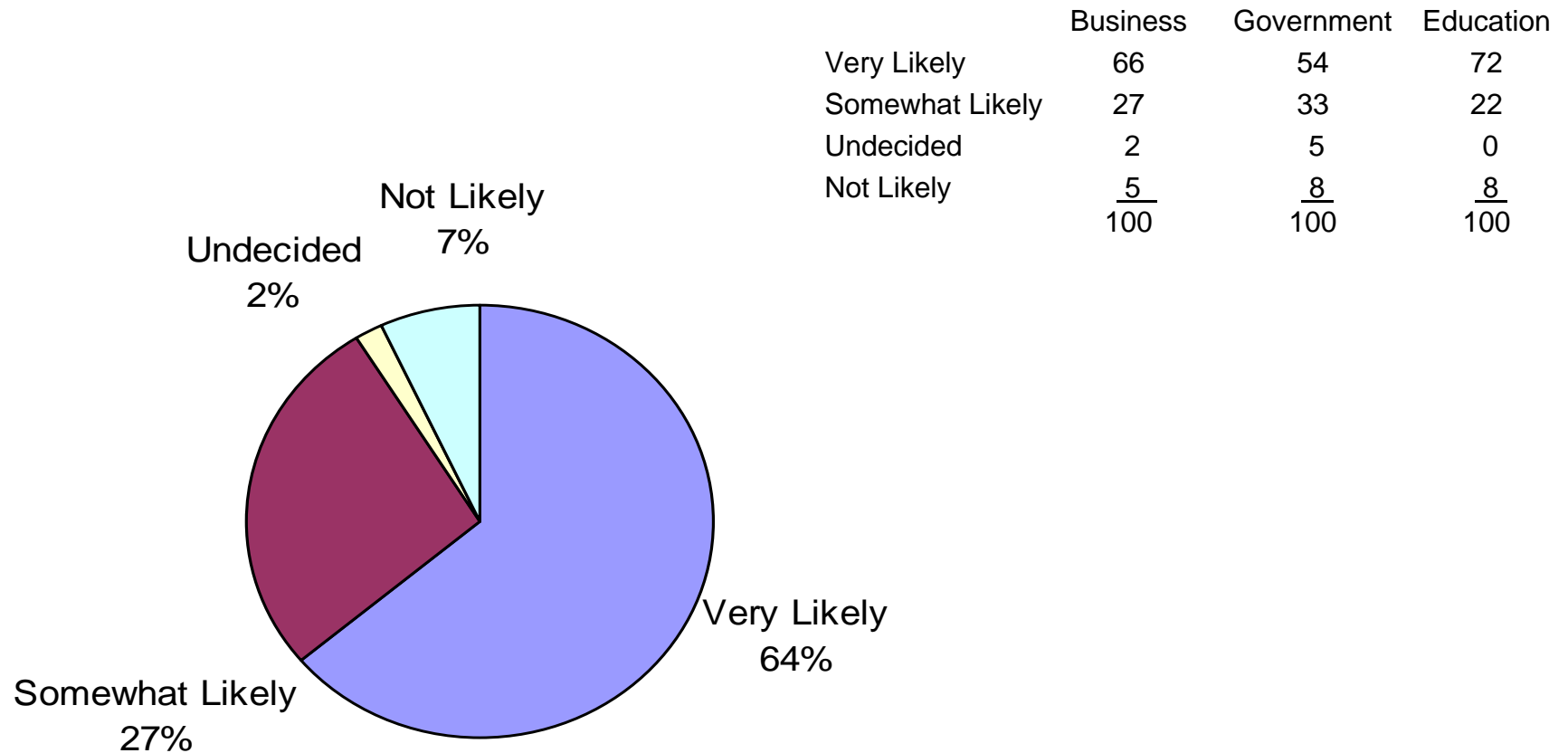
“I get invited to pay for additional events but do not fully understand the value of being a member, other than being on a list to pay for events.”

“We are looking closely at memberships and activities to manage expenses and expenditure of time.”

“Pending budget cuts may hamper our ability to remain a member.”

“Commitment to other community activities limits the time I can be actively involved.”

Nine of Ten Report they are Likely to Recommend WESTMARC to Others



Reasons Would Recommend WESTMARC

“It is the only West Valley organization that brings business, education, and government together in a collaborative fashion.”

“Maximum participation by West Valley leaders is critical in maintaining a west side presence at the tables of action within our community and state.”

“Having a united voice and a stronger voice is critical in moving the agenda forward and influencing our legislators in an appropriate direction.”

“If the organization fits a particular business, I will recommend it.”

“It is a great way to get plugged in. The majority of people might know about a few pieces of legislation from the news, but wouldn’t have a place to hear the details, the pros and cons, or the impact on specific business segments without belonging to an organization like this.”

“Good initiatives, fantastic programs, great leadership.”

Reasons “Undecided” or “Would Not Recommend” WESTMARC

“It really depends on the business size and needs.”

“I can not recommend the organization if it adopts ill-conceived policies.”

“There is too much city influence. It is more a city organization than a business organization.”

“I cannot speak for other businesses and organizations.”

“Lack of support from WESTMARC is not viewed as a threat. There is a credibility issue. WESTMARC is not viewed as powerful enough to influence major changes in the West Valley.”

Image Statements

- 20 Image Statements
- 5-point scale of Agree/Disagree:
Agree Strongly, Agree Somewhat, Neutral, Disagree Somewhat, Disagree Strongly
- Data shown is percentage who Agree Strongly or Somewhat
The remaining is a combination of Neutral and Disagree percentages
- Don't Know or Doesn't Apply responses have been excluded
- Statements are presented in order from the highest percentage of agreement to the lowest percentage of agreement

Percent Who Agree Very/Somewhat With Key Statements

	TOTAL	Business	Government	Education
WESTMARC's unique mix of stakeholders from business, education, and government allows for a greater understanding of others viewpoints on divisive issues	92%	88%	97%	94%
The speakers at WESTMARC Board meetings provide me with valuable information	90%	89%	85%	100%
WESTMARC is a leading voice in the West Valley	89%	89%	94%	88%
WESTMARC does a good job of providing an objective analysis of the issues pertaining to the West Valley	88%	93%	80%	88%
WESTMARC leadership (President & CEO) is strong, capable, and competent	87%	88%	88%	82%
Participation in WESTMARC committees provides value to my company/organization	84%	82%	84%	94%
WESTMARC takes positions on the issues that are most important to the West Valley	82%	82%	86%	76%
WESTMARC provides me with access to people and events that are important to my company/organization	81%	86%	66%	94%

Percent Who Agree Very/Somewhat With Key Statements

	TOTAL	Business	Government	Education
The committee structure and process for WESTMARC makes it likely that any recommendations are well thought out	78%	79%	70%	86%
WESTMARC's attempts at promoting collaboration in the West Valley have been largely successful	78%	75%	77%	88%
Without taking a stand on key issues facing the West Valley, WESTMARC loses much of its value	76%	79%	76%	65%
WESTMARC's creation of a Foreign Trade Zone is a critical move for future job creation in the West Valley	71%	75%	71%	60%
I have adequate time to review and ask questions prior to being asked to vote on issues	71%	67%	70%	86%
The speakers at WESTMARC Board meetings provide me with information I am unlikely to obtain elsewhere	69%	78%	52%	77%
I am adequately presented all member views of an issue prior to being asked to vote on issues	63%	64%	55%	78%

Percent Who Agree Very/Somewhat With Key Statements

	TOTAL	Business	Government	Education
The most pressing issue facing WESTMARC is strengthening its financial position through acquiring new members ¹	47%	47%	47%	44%
Given WESTMARC's unique mix of stakeholders, it is easy for WESTMARC to take positions on issues and advocate for them ²	45%	43%	46%	53%
It is difficult for me to vote on certain issues and topics because I just don't know enough about them ³	42%	54%	23%	40%
WESTMARC needs to find that one defining issue for which it will always be associated ⁴	33%	36%	28%	35%
Frequently, WESTMARC gets involved in issues in which it should not be involved ⁵	18%	18%	23%	6%

¹ 34% neutral, 19% disagree

² 15% neutral, 40% disagree

³ 14% neutral, 44% disagree

⁴ 21% neutral, 45% disagree - Many believe there should not be just one defining issue for WESTMARC, however, of the 54% who agreed or were neutral on the statement, over half said "Economic Development" should be that one defining issue

⁵ 25% neutral, 57% disagree

Three Things WESTMARC Should Do To Move Forward as an Organization

Promote WESTMARC / Define Value:

“Continue to “Define the mission and value”

“Promote FTZ as a unique WESTMARC “win”

“Publicity, publicity, publicity”

“Better communication with the media”

“Become regular contributors via Op Ed or columns in local papers”

“Become an indispensable ally to key businesses and organizations”

Three Things WESTMARC Should Do To Move Forward as an Organization

Increase Membership:

“Expand membership”

“Increase diversity in board members and membership”

“Find a way to do more outreach to promote WESTMARC”

“Increase public awareness of WESTMARC”

“Increase and retain membership”

“Continue to build the board with high profile members”

“Figure out how to be of value to a broad range of non-members”

“Solicit more business leadership at all levels”

Three Things WESTMARC Should Do To Move Forward as an Organization

Plan / Strategize / Improve Financial Position:

“Strengthen financial position”

“Better budgetary planning”

“Create 5 year business plan that creates a cash reserve that keeps us focused on major policy decisions and not focused on financial or administrative functions”

“Develop a long-range strategic plan”

“Define a strategic plan, focus on key objectives, track performance through metrics”

Three Things WESTMARC Should Do To Move Forward as an Organization

Fine-Tune Advocacy / Presentation of Public Policy Issues:

“Focus on job creation”

“Improve the process for dealing with public policy issues”

“Reduce city influence at all levels”

“Do a better job of knowing when to get involved and when not”

“Bridge political divides”

“Have committees develop “white paper” summaries on the pros and cons of key issues”

“Provide expanded analysis of issues”

“Have committees develop action plans”

“Advocate for issues important to the long term economic development of the West Valley”

“Take municipalities out of the voting block”

“Support regional planning”

“Practice full disclosure; stop trying to work issues behind the scenes without letting those most affected know what is being done”

“Take advocacy on issues to the next level”

“Reconsider public policy committee. Add department heads rather than strictly intergov’s participating at the committee level”

“Reconsider engagement in transportation issues. We should not be supplanting what the cities, MAG, and ADOT are designing, but need to create a greater interface between them and private business”

Three Things WESTMARC Should Do To Move Forward as an Organization

Develop / Enhance Partnerships:

“Communication with West Valley Chamber executives”

“Strengthen partnership with Leadership West”

“Strengthen relationship with regional economic development”

Other:

“Improve communication at all levels”

“Lower the costs of events”

“Enhance the administrative functions of the organization”

“Consider term limits on Executive Committee”

“Increase networking events”

“Offer webinars versus meeting in person”

“Require more engagement and activity of membership”

“Be a supporter; there are enough "chiefs" in the valley”

“Groom West Valley leaders”

Ways to Improve/Make WESTMARC Events More Relevant

40% of those who answered the question said, “Nothing”

“Does a good job now”

“Satisfied”

“They are fine for me”

“They have been improving every year”

Suggestions:

“Strategic information pertinent to the West Valley, opportunity for panel or group discussion on issues.”

“Lower the costs”

“More small events that are accessible and affordable to a wider audience”

“Bring in more expert speakers on the issues facing the West Valley”

New WESTMARC Membership Opportunities

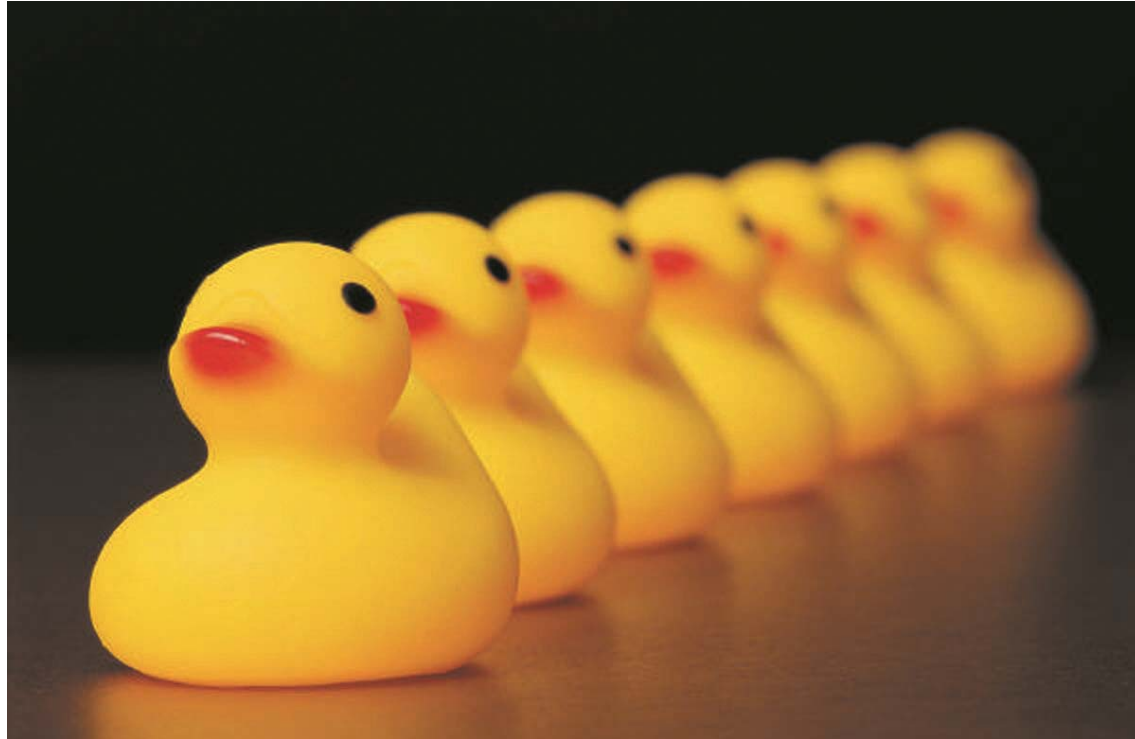
46 suggested leads for companies/organizations

WESTMARC should approach for membership

35 would be willing to assist WESTMARC in

approaching potential new membership

Next Steps / Recommendations



WESTMARC

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