

**APPE
Membership
Survey
Report**

2017

APPE 2017 Membership Survey Results

Executive Summary

The survey was administered via SurveyMonkey between June 26 and July 28, 2017. The link to the survey was distributed through the APPE listserv on June 26 to a population of 1,681 people. Reminder emails were sent on July 18th and July 28th. We collected a total of 182 responses to our 39 question survey, which reflects a response rate of approximately 11%. Most of the responses (80%, 144) were from current APPE members (Q1, p1). Given that APPE had about 700 members in FY17, the response rate among members was approximately 21%, and somewhat higher than the overall response rate.

Feedback on Membership

When asked to select the most important reasons for joining APPE, the most frequently chosen reasons were: 1) to learn from others in my subject area (76%, 138); 2) to learn from others in different subject areas (67%, 121); 3) to build relationships with others (70%, 126); and 4) to present new research work (50%, 91) (Q3, p3). Correspondingly, the most often cited benefits of APPE membership were: 1) networking with people in my own area of practical and professional ethics (65%, 117) 2) networking with people from different fields (40%, 72); and 3) learning from colleagues and staying up-to-date with research in applied ethics (71%, 127) (Q4, p5). When asked about the reasonableness of APPE's membership dues, 38% (70) agreed that APPE's dues are 'very' or 'extremely' reasonable, and another 41% (74) find them to be 'somewhat' reasonable (Q6, p8).

When asked where APPE might focus more attention, the most commonly selected areas were: 1) focused intellectual networking around shared research interests (37%, 66); 2) teaching ideas and pedagogical support (44%, 78); and 3) focused, collaborative workshops (31%, 55) (Q7, p9). In terms of additional benefits that members would like to receive, 54% (94) asked for a review of ethics in the news. Other popularly requested benefits include an APPE journal (34%, 59), a review of books (31%, 53), and an annual bibliography or educational materials repository (34%, 59) (Q8, p11).

Overall, 58% (105) of respondents are 'extremely' or 'very' satisfied with their APPE membership, and another 26% (47) are 'somewhat' satisfied (Q9, p13). 71% (129) report that they are 'extremely' or 'very' likely to renew their membership (Q10, p14). However, 14% (25) noted that they are unlikely to reapply because the benefits of APPE membership will not be sufficient for them (Q11, p15). 18% (30) of respondents would like to be more involved with APPE (Q14, 21). When asked to elaborate, several members expressed an interest in exploring opportunities for committee or board membership, and helping with conference preparations/proposal screening (Q15, 21-23).

Feedback on Conferences

83% (151) of respondents have attended at least 1 APPE conference, and 77% (140) of respondents receive some institutional or grant support for conference attendance (Q18, p27; Q19, p28). 57% (98) note that they require this support in order to be able to attend the APPE conference (Q20, p29). In order to receive funding, most respondents' institutions require that they have an accepted peer-reviewed submission as a speaker (54%, 76) (Q21, p30). For 30% (42) of respondents, being accepted for a poster presentation is enough to secure funding (Q21, p30). Many respondents also receive travel funds for chairing (29%, 41), moderating (27%, 38) or otherwise participating in (27%, 38) a session (Q21, p30). Several commenters noted that they can secure funding through IEB participation (Q21, p30). When asked if, hypothetically, they were only able attend one conference per year, 62% (112) said it was either 'very' or 'somewhat' likely that they would chose to attend the APPE conference (Q23, p34).

The most commonly selected reasons for conference attendance were: 1) the conference offers high-quality, interesting sessions and good intellectual exchange (72%, 121); 2) the conference offers good opportunities for professional development and disciplinary networking (57%, 96); and 3) I enjoy seeing friends and colleagues from other institutions (54%, 91) (Q24, p35). The most commonly selected reasons for deciding to skip the APPE conference were: 1) the conference location is inconvenient (37%, 59); 2) the conference time conflicts with personal or professional obligations (40%, 65), and 3) my institution will not fund my trip (40%, 64) (Q25, p37).

With regard to conference location, 63% (102) said that a city with an airport hub is most appealing and convenient (Q26, p39). Ranked in order of geographical convenience/appeal, members selected the east coast (49%, 80) the Midwest (42%, 68) the south (34%, 55) the west coast (28%, 45) (Q26, p39). When evaluating the appeal of the conference hotel, respondents selected: 1) proximity to airport or free airport shuttle (61%, 98); 2) walking distance to offsite restaurants (60%, 96), and 3) the conference hotel price (75%, 120) as the most important factors (Q27, p41). When asked about the most recent conference in Dallas, 86% (76) of those that attended said they were at least 'somewhat' satisfied with the experience (Q28, p43). 45% (82) of respondents noted that they did not attend the 2017 conference (Q28, p43).

The majority of respondents believe that the number of conference sessions per day, the number of concurrent sessions , and the overall conference length is 'about right' (67%, 106; 56%, 89, and 83%, 136 respectively) (Q30, p46; Q31, p47; Q33,50). Most respondents (48%, 77) think 30 minutes is the ideal amount of time for an individual presentation (Q32, p48). Much of the open-ended feedback for improving the annual conference centered around a desire for lowering costs, increasing opportunities for interaction, and releasing conference information earlier and in more accessible formats (Q35; p53).

General Demographic Information

The majority of respondents are in academia (63%, 114), and 43% (78) are tenured faculty members. Center staff or directors (10%, 17), professionals (7%, 13) and retired persons (9%, 16) make up most of the remaining population (Q38, p61). The largest group of respondents lives in the Midwest (32%, 54), followed by the east coast (29%, 49), the south (22%, 38), and the west coast (12%, 21) (Q37; p60). Business ethics (33%, 56), ethics education (45%, 78), health care ethics (31%, 53), moral theory (34%, 59), and professional ethics (39%, 67) were respondents' most commonly selected specialties (Q36; p57). In terms of age, 34% (57) of respondents are between 53 and 63 years old and another 34% (57) are over the age of 63 (Q39, p63), which means that 68% (114) of members are 53 or older.

Executive Action Plan

Structure of conference program:

We will keep the number of sessions, and the number of concurrent sessions, and we will assign more presenters to 30 minute time slots. In the 2018 Call for Submissions (CFS) we asked authors to indicate a preference for 30 minutes, 60 minutes, or either.

Recruiting students and early career scholars and professionals

In an effort to diversify the age and career stage of our membership, we will develop strategies to recruit more graduate and undergraduate students. For the 2018 conference, we introduced a 3-Minute Thesis (3MT) competition, and we will market the conference to graduate directors of all related programs in the Chicago area.

Conference location and hotel

The majority of members expressed a preference for a conference location in the East, Midwest, or South. For 2019 we are considering Atlanta, Baltimore, and St Louis. For 2020 we will consider New York City, Indianapolis, and locations in the South and West such as New Orleans, Phoenix, San Diego, and San Francisco. We plan to conduct a conference evaluation immediately after the 2018 conference in which we will ask for member feedback on specific conference location possibilities for 2020. For 2021, our 30th Annual Conference, we will try to return to Cincinnati. In each case, we will select a hotel within walking distance to offsite restaurants.

Presentation of conference information

The conference materials will be reorganized, reformatted, and posted to the website in advance of the conference.

Member preferences regarding areas of focus and member benefits

This information will be shared with the new executive director for strategic planning and program development.

Member opportunities for service and leadership

More members will be invited to participate in program planning and SIS leadership.