



2016 EBA Member Needs Assessment

EBA Leadership Conference



Energy Bar Association (EBA) Member Needs Research

Board Meeting Presentation

May 2016

Project Goals

To better understand the current needs, challenges, and expectations of EBA's member segments related to the overall member experience to inform future direction and decisions of the organization.

Project Timeline

Immersion

- Kick off meeting with EBA Member Needs Committee and staff

Telephone Interviews

- 14 Current Members
- 4 Nonmembers
- 3 Lapsed Members

E-Survey

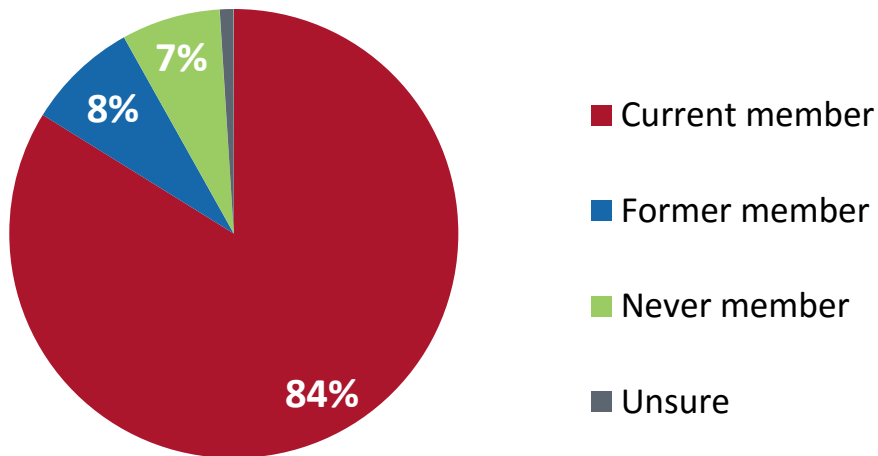
- 339 completes and partials
- 13% member response rate
- 5% response rate overall

Findings and Recommendations

Survey Demographics

Respondent Membership Status

N = 339



In which state do you live?

Virginia	17%
District of Columbia	11%
California	10%
Maryland	10%
Texas	9%
Colorado	5%
New York	3%
Georgia	3%
Pennsylvania	3%
Indiana	3%
Other	28%
North Carolina	2.1%
<i>N=</i>	242

Survey Demographics

In which of the following areas of practice do you currently work?

Electric	81%
Gas	58%
Transactional	39%
Environmental	26%
Oil	21%
Finance	14%
Hydro	13%
Nuclear	9%
Other:	14%
<i>N=</i>	<i>198</i>

How many years have you been practicing law?

Less than 1 year	1%
1-3 years	8%
4-8 years	13%
9-15 years	19%
16-24 years	22%
25 years or more	37%
I do not practice law	1%
<i>N=</i>	<i>199</i>

What is the nature of your practice?

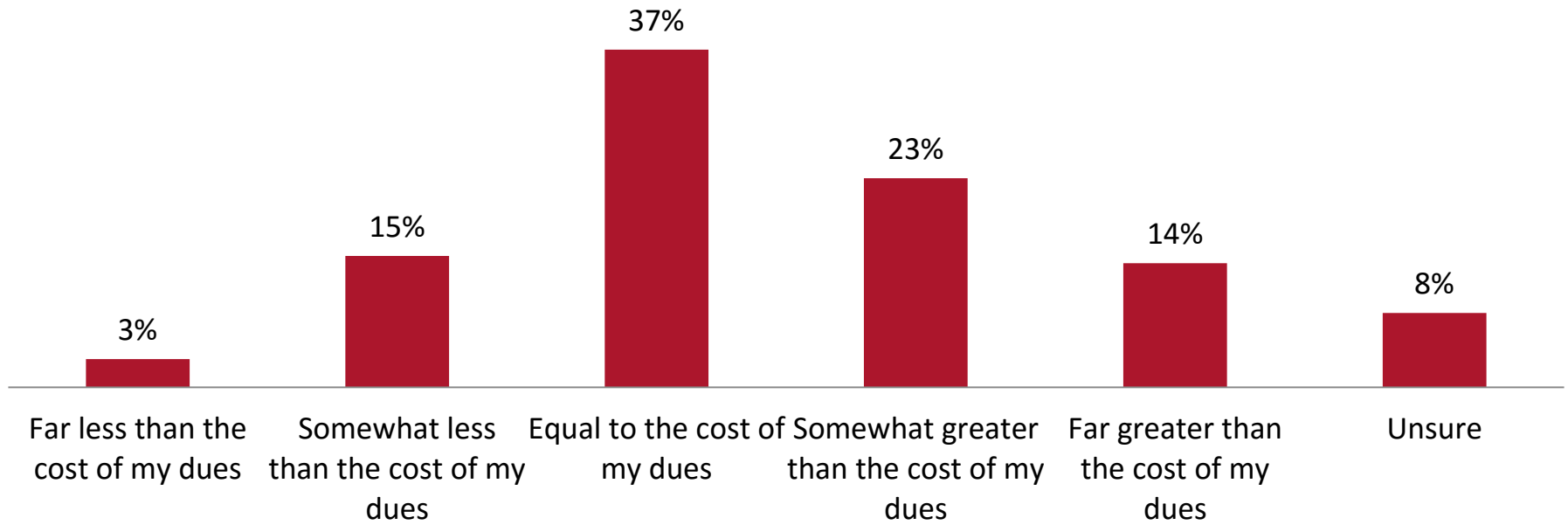
Private	42%
Corporate	33%
Government	16%
Academic	1%
Other, please specify	8%
<i>N=</i>	<i>198</i>

Key Research Findings

Membership Satisfaction

Overall, EBA members are satisfied with the value received.

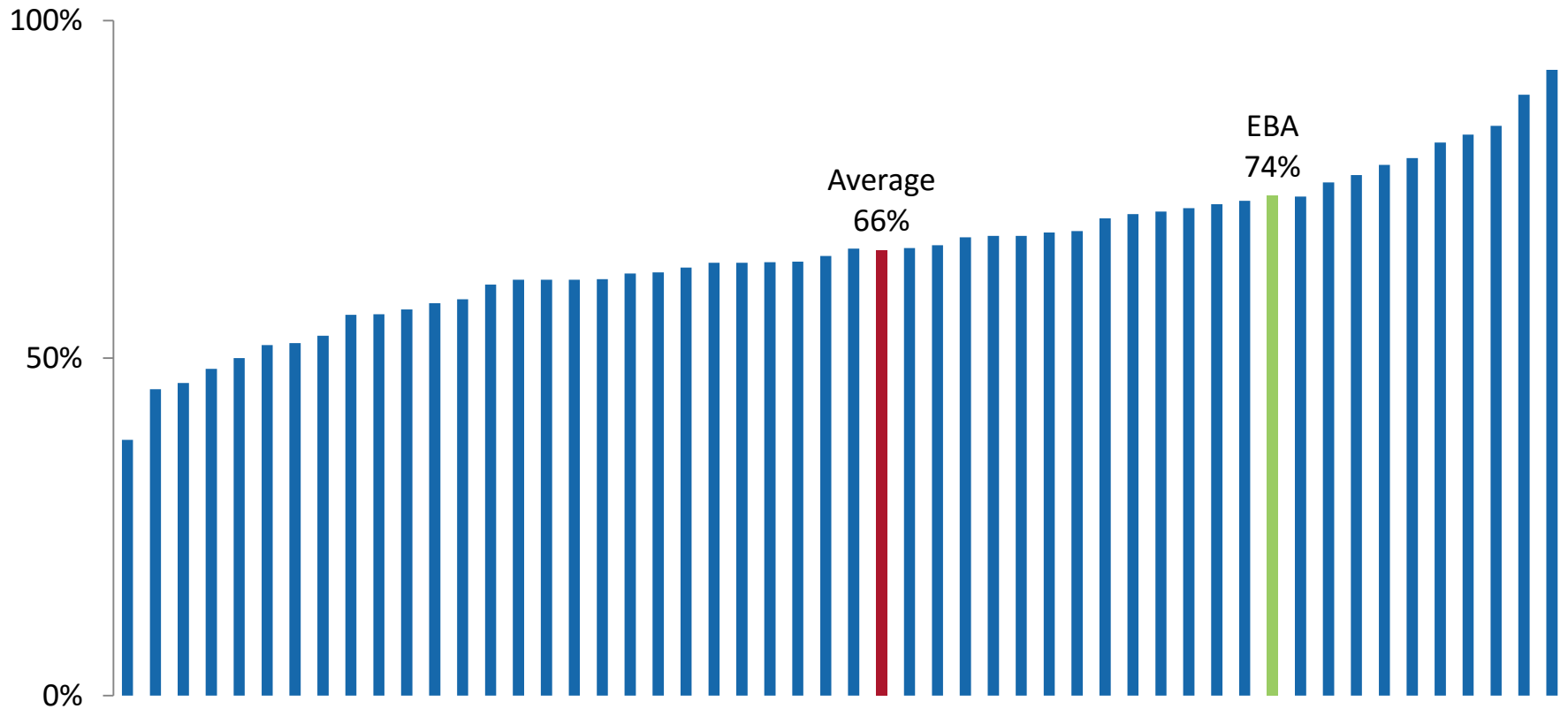
Based on the cost of EBA membership, would you say the value you receive is:
N = 255



Membership Satisfaction

Benchmarking Value to Cost - Professional Associations

(As compared with 50 other professional associations, % sum of "Equal to" "Somewhat greater than" and "Far greater than" the cost of my dues)

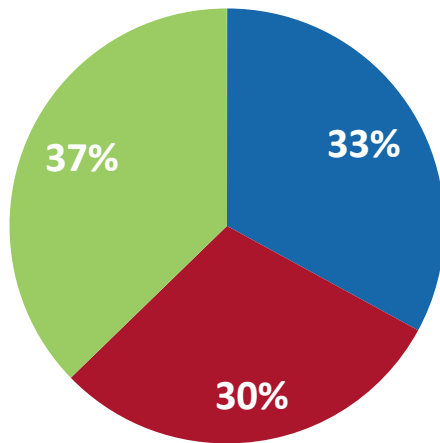


Membership Satisfaction

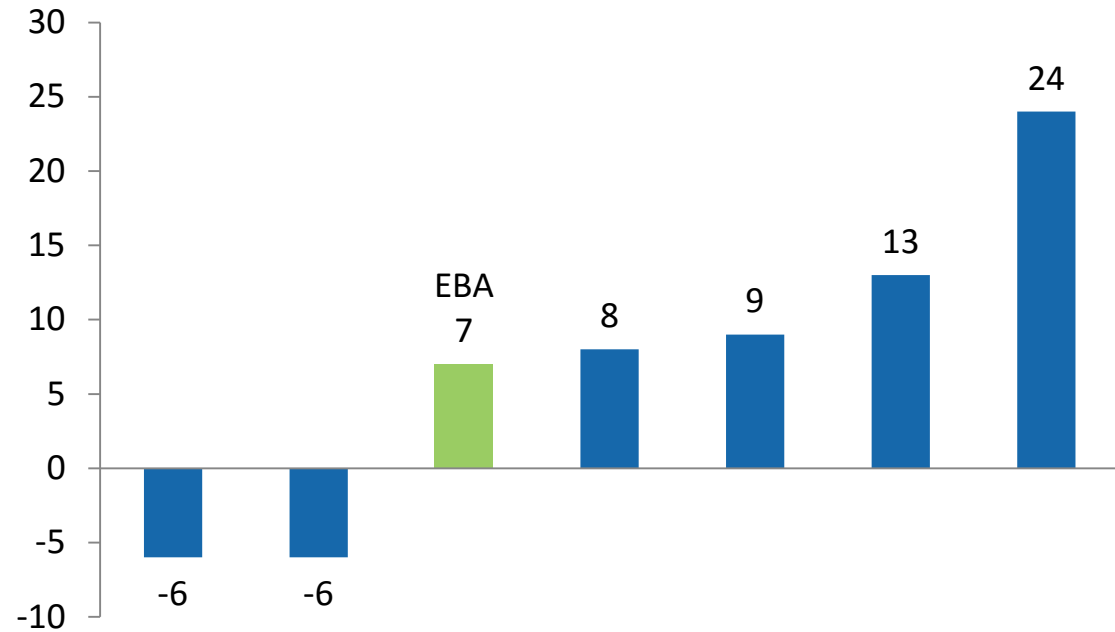
How likely would you be to recommend that a colleague join or support EBA?

N = 252

■ Passives ■ Detractors ■ Promoters

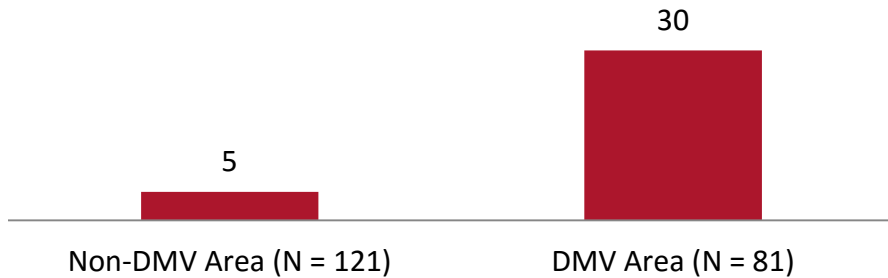


Benchmarking Net Promoter Scores (Legal and Government Associations)

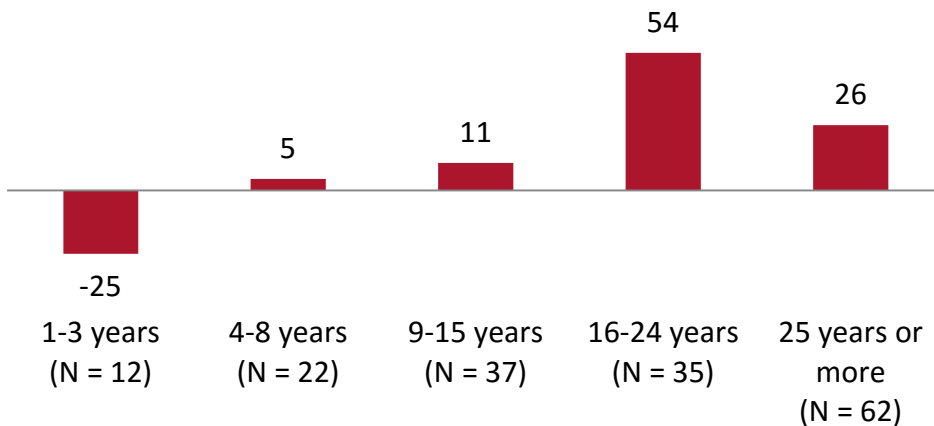


However, satisfaction varies by member segment.

Net Promoter Score by Location

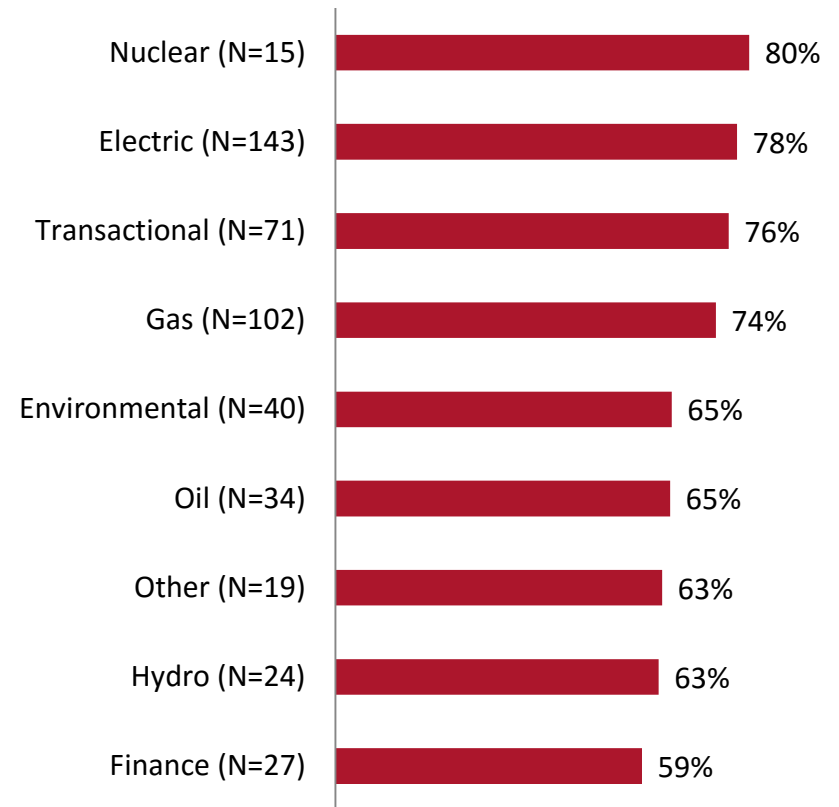


Net Promoter Score by Years Practicing



Based on the cost of EBA membership, would you say the value you receive is: By Sector

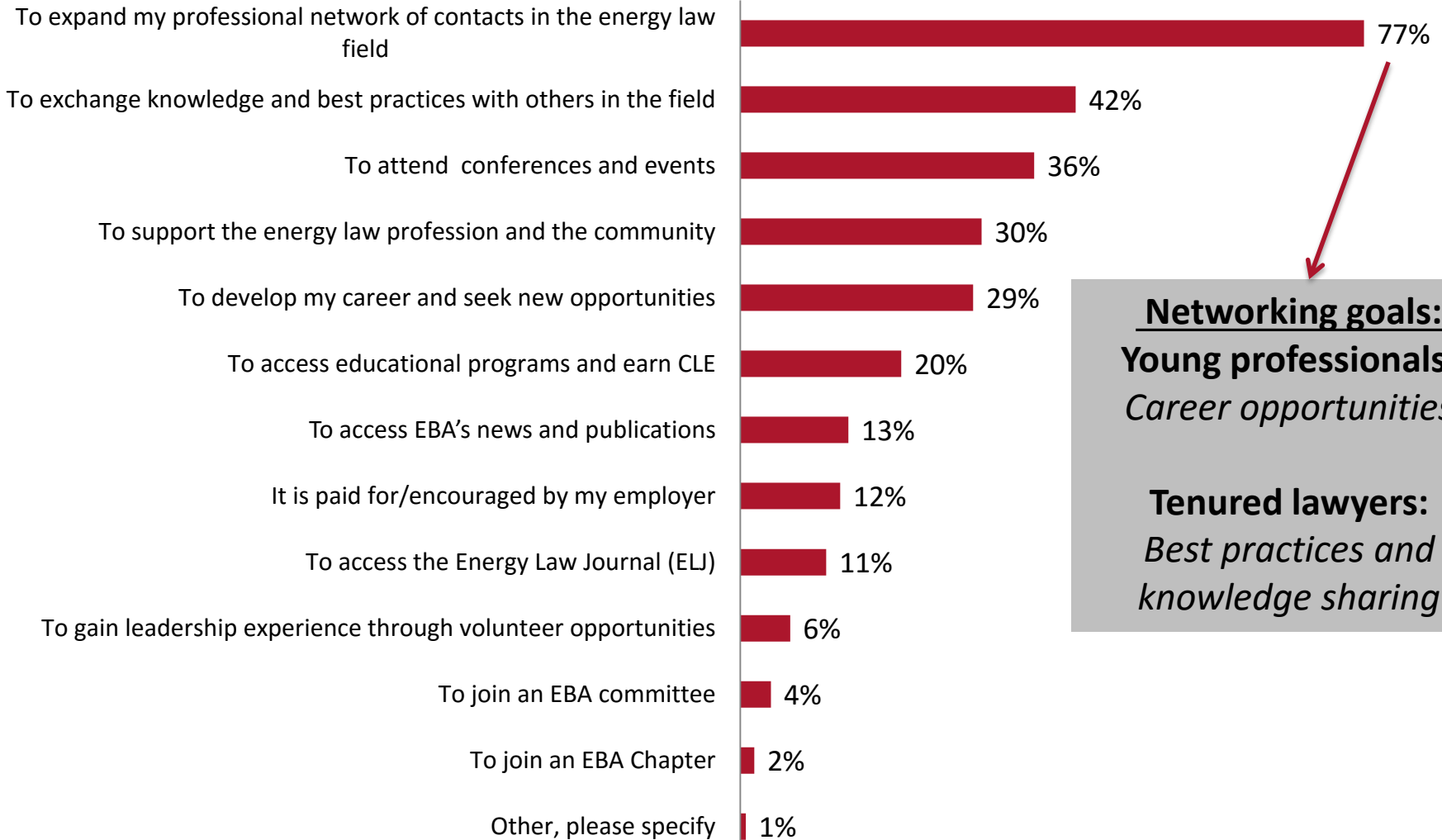
% sum of "Equal to", "Somewhat greater than", and "Far greater than" the cost of my dues



Member Value

What were your top three reasons for joining EBA?

N = 291



Networking goals:
Young professionals:
Career opportunities

Tenured lawyers:
*Best practices and
knowledge sharing*

Member Value

Overall, members find EBA to be relevant and accessible—yet struggle with how to become engaged.

Please describe your level of agreement or disagreement with the following statements related to your EBA membership:

(% sum of “somewhat” and “strongly agree”; N = 262)

EBA's committees and programming align with my professional interests	73%
EBA makes it easy for me to participate	70%
In general, pricing for EBA products and services is reasonable	64%
As an EBA member, I feel like I am a part of a community	60%
EBA makes me feel valued as a member	59%
When I joined EBA, I knew how to become involved.	48%
EBA provides solutions to my professional challenges	38%

Benefits and Offerings

**Opportunity Score =
Importance + (Importance – Satisfaction)**

Member Benefit	Importance	Satisfaction	Opportunity Score
Local networking events with attorneys and other professionals	3.9	3.3	4.5
National conferences	3.9	3.6	4.2
Continuing Legal Education (CLE) programs	3.9	3.6	4.2
Subject-matter specific committees	3.7	3.2	4.2
EBA Member Directory	4.0	4.0	4.0
Subscription to Energy Law Journal (ELJ)	3.9	3.9	3.9
Regional EBA Chapters	3.5	3.2	3.8
EBA's Primer Series programs	3.4	3.3	3.5
EBA Update Quarterly Newsletter	3.4	3.3	3.5
On-Demand Programs	3.3	3.2	3.4
EBA Job Bank	3.2	3.1	3.3
EBA Insights weekly e-Newsletter	3.3	3.4	3.3
Special benefits to young lawyers and students	3.1	3.1	3.1
Volunteer leadership opportunities	3.1	3.2	3.1
Supporting the Charitable Foundation of the EBA (CFEBA)	2.7	3.1	2.7

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Regional EBA Chapters	3.5	3.2	3.8
EBA's Primer Series	Opportunity Score for non-DMV members: 4.6 (Ranked 1st) Opportunity Score for DMV members: 2.7 (Ranked 16th)		
EBA Update Quarterly			
On-Demand Programs			
EBA Job Bank	3.2	3.1	3.3
EBA Insights weekly e-Newsletter	3.3	3.4	3.3
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Benefits and Offerings

There is a lack of awareness around certain offerings:

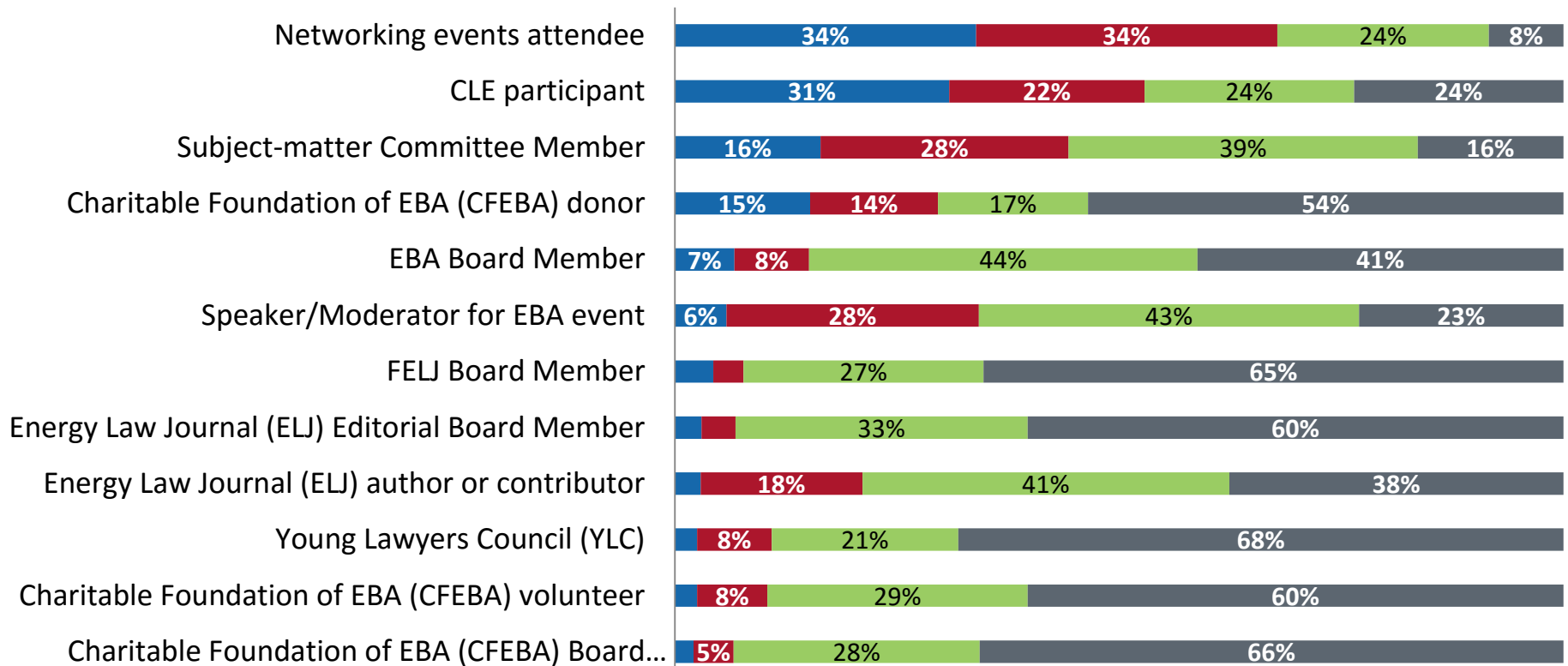
- CFEBA (43% unaware)
- FELJ (39% unaware)
- EBA LinkedIn Group (37% unaware)
- On-Demand Webinars (24% unaware)
- EBA Job Bank (17% unaware)
- EBA Primer Series (15% unaware)

Participation

In which of the following capacities have you participated with EBA?

N = 242

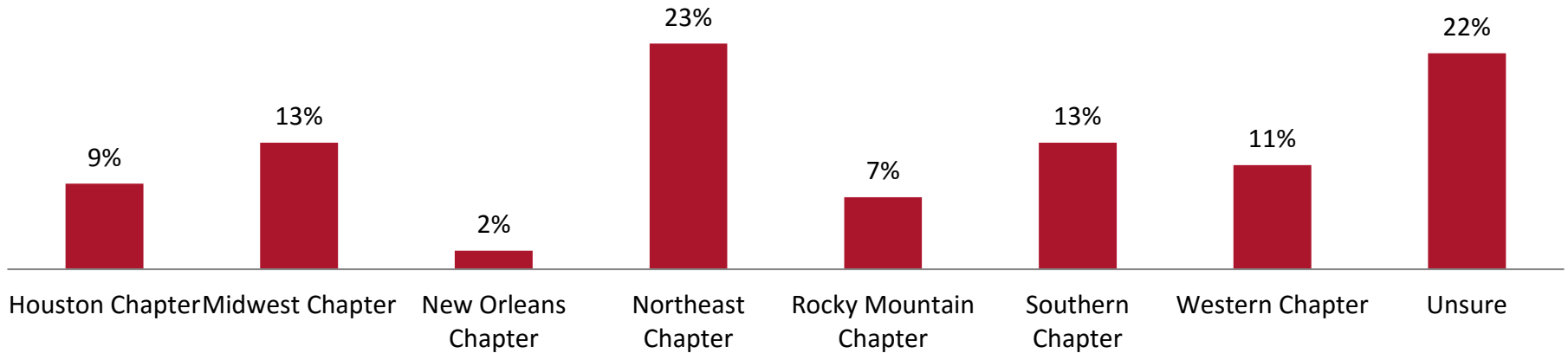
- I currently participate
- I have participated in the past, but not currently
- I have never participated but am interested in participating in the future
- I have never participated and am not interested



Participation

To which EBA Chapter do you belong?

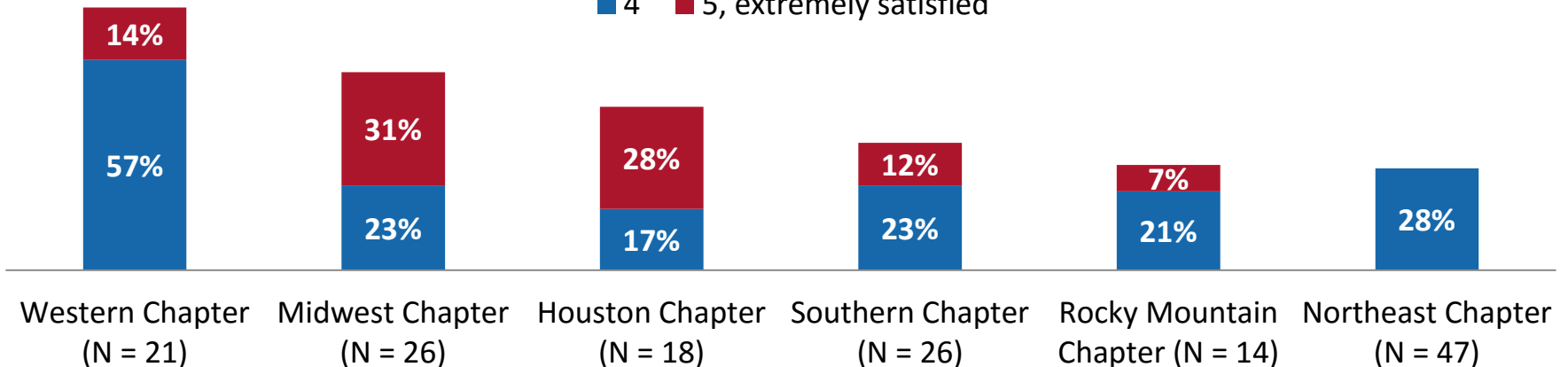
N = 216



How would you rate your satisfaction with the following:

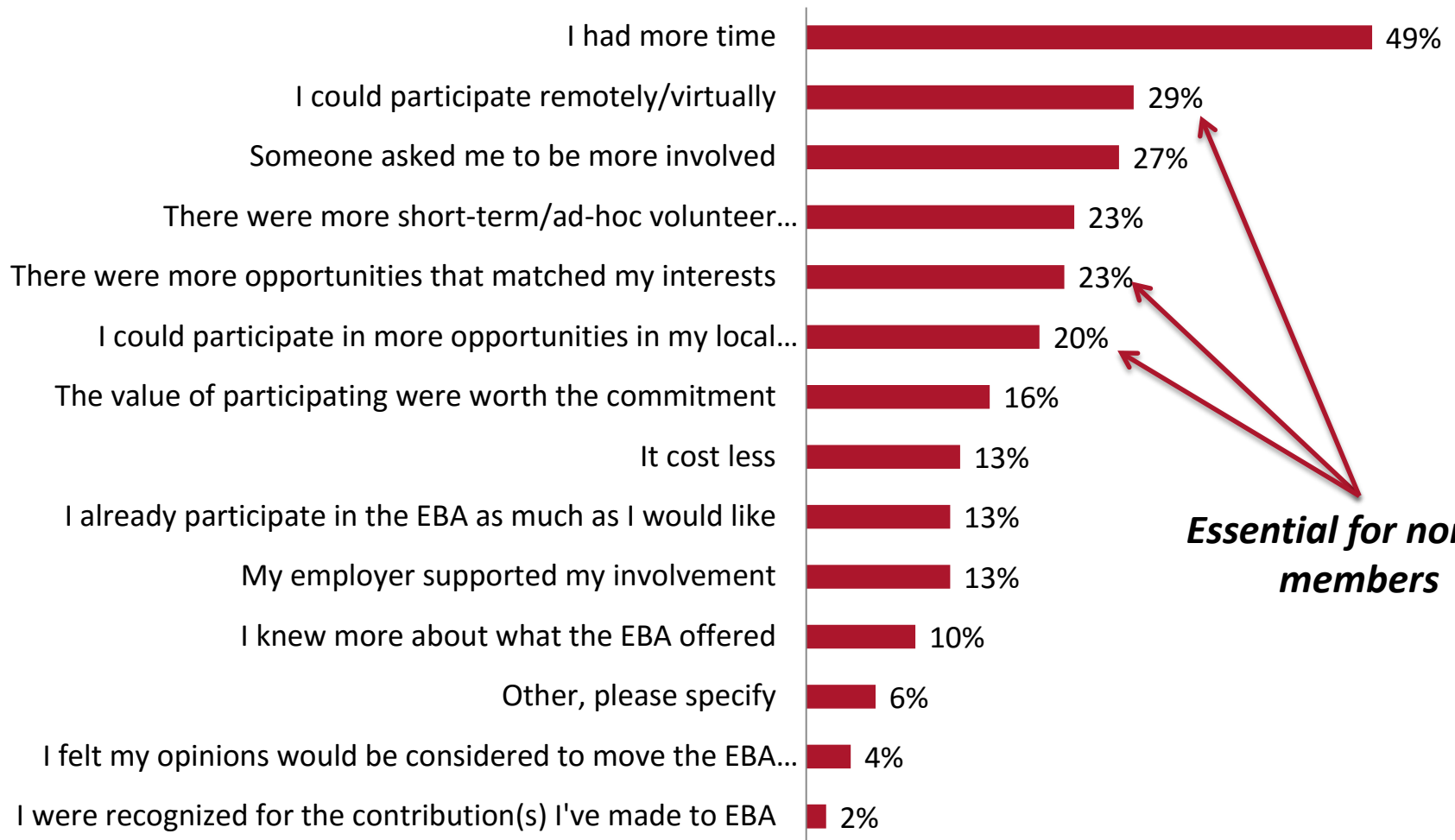
Regional EBA Chapters

■ 4 ■ 5, extremely satisfied



Participation

Please complete the following statement: I would participate more with EBA if...(Current Members; N = 231)



Essential for non-DC members

Professional Challenges

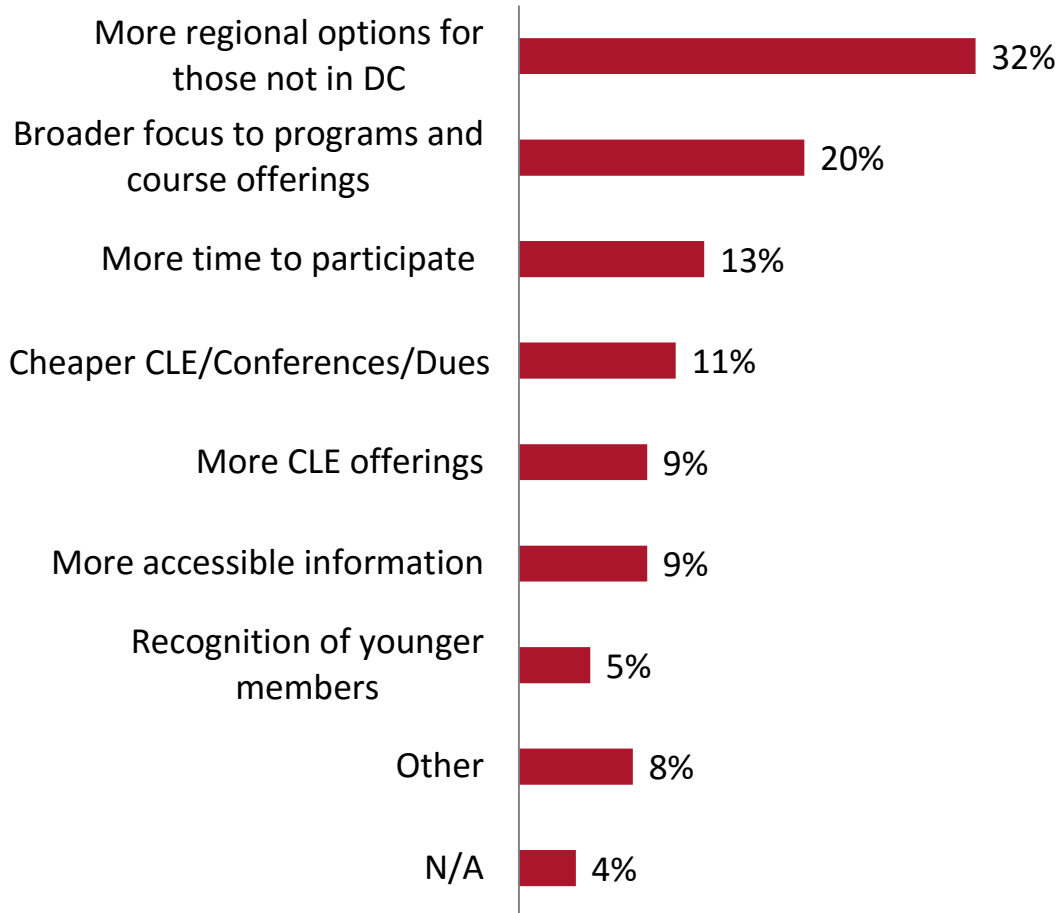
Top professional challenges:

- Staying abreast of changing regulatory environment
- Maintaining work/life balance
- Keeping current on critical news and information
 - *(Top challenge for tenured members)*
- Networking with other professionals
 - *(Top young professionals' challenge)*
- Gaining skills and knowledge to grow in career
 - *(Top mid-careerists' challenge)*

Future Opportunities

I would gain greater value from EBA if:

N = 184



“The type of programming available in DC is made available elsewhere in the country.”

“They made efforts to increase participation in the next generation of energy professionals.”

Future Opportunities

How much of an impact would each of the following have on your EBA membership experience?

(% sum of 4 and 5, significant impact, N=204)

Podcasts on specific topics of interests with opportunity to earn CLE	62%
Case studies, best practices, and samples to use on the job	55%
Online Annual or Mid-Year Meetings through on-demand or live-streaming capabilities	49%
Confidential community or advice column where participants can gain guidance from experts and peers	34%
Mobile-friendly EBA Member Directory	34%
Tablet or mobile-friendly EBA Update Quarterly Newsletter editions	33%
Mobile Apps for Mid-Year and Annual Meetings	33%
Group insurance for small offices (health insurance, business insurance, etc.)	11%
Internship placement program or online internship board	10%

Recommendations

Recommendations

Positioning:

Clearly communicate the value of EBA to your diverse membership

Participation:

Enable all members of the energy community to participate to their fullest potential

Portfolio:

Position EBA as a solution for professional challenges

Communicate Value

- Appeal to the unique qualities of target audiences
- Leverage peer-to-peer outreach
- Increase ease of engagement through an engagement ladder

Increase Participation

- Provide increased value outside of DC
- Enhance the ability to participate remotely
- Overcome the barrier of time
- Engage employers across the country

Position EBA as a Solution to Challenges

- Articulate the value of EBA's content
- Increase the relevance of existing offerings
- Pilot new offerings focused on delivering increased applicable content

Prioritization

Strategy	Feasibility	Impact	Priority Score
Appeal to the unique qualities of target audiences	4	5	9
Provide increased value outside of DC	3	5	8
Leverage peer-to-peer outreach	4	4	8
Articulate the value of EBA's content	5	3	8
Increase relevance of existing content offerings	4	3	7
Frame the level of information that members receive with different channels	5	2	7
Increase ease of engagement with engagement ladder	3	4	7
Enhance the ability to participate remotely	2	5	7
Engage employers across the country	2	5	7
Ensure all members can see themselves in EBA	3	3	6
Overcome the barrier of time with micro-volunteering	3	3	6
Pilot new offerings focused on delivering increased applicable content	2	4	6

Thank you!

Samantha Dina
Senior Consultant
sdina@mckinley-advisors.com

Charles Monastra
Research Associate
cmonastra@mckinley-advisors.com

Member Value

Top Reasons for Joining EBA

	0-8	9-15	16-24	25 years or more
To expand my professional network of contacts in the energy law field	95%	79%	84%	65%
To develop my career and seek new opportunities	39%	29%	32%	21%
To attend conferences and events	32%	26%	19%	43%
To support the energy law profession and the community	26%	45%	38%	26%
To exchange knowledge and best practices with others in the field	26%	37%	59%	44%
Total responses	38	38	37	68

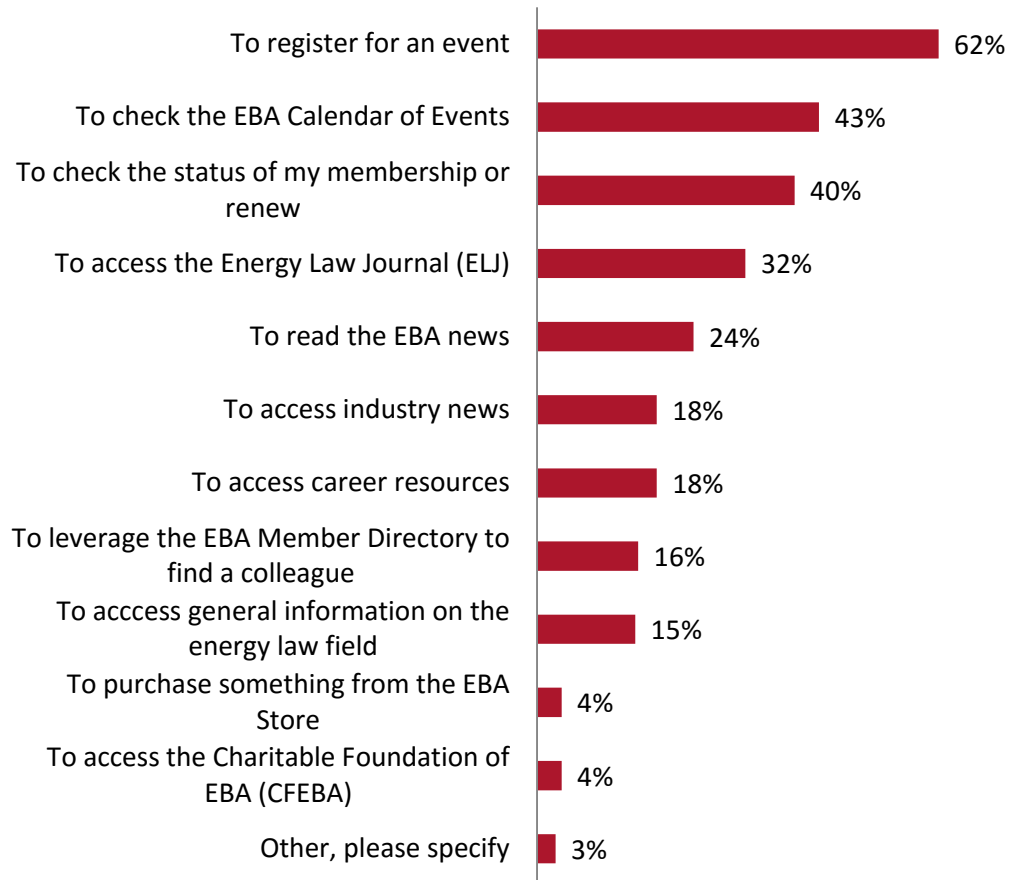
Competitive Market

	The Energy Bar Association (EBA)	Industry/ Trade Associations	Unsure
Is most aligned with your professional focus	44%	25%	10%
Is your primary professional affiliation	42%	17%	14%
Provides you with the greatest sense of community	36%	18%	20%
Offers the best CLE opportunities	34%	8%	26%
Offers the best networking opportunities	30%	29%	16%
Is your first choice for news and information	28%	24%	25%
Offers the most engaging volunteering opportunities	27%	11%	45%
<i>Total responses</i>	223	224	229

Communications

**In general, why do you typically visit the EBA website?
Please select all that apply.**

N = 192



Please indicate your level of agreement or disagreement with the following statements concerning the Energy Law Journal (ELJ).

% sum of "somewhat" and "strongly agree"

N = 215

I consider the quality of content in the Journal to be high	86%
The Journal provides accurate and reliable information	85%
The Journal is applicable to my current position	80%
I regularly find something of value in the Journal	75%
I use the Journal articles for research and case development	48%
I regularly read one or more Committee Reports	47%