

SUMMARY REPORT - NACCE Member Survey - July 2009

More than three-quarters of survey respondents were institutional members working at 2-year colleges. The respondents represented 32 states, Canada, and the United Kingdom, and included a diverse cross-section of college presidents, department heads, other administrators, and full- and part-time faculty.

Similar to 2008, respondents identified the NACCE Journal, Annual Conference, and opportunities for networking as the three most valuable NACCE member benefits. The results demonstrated a high level of satisfaction with the range and quality of NACCE conference offerings. Consultation, Technical Assistance, and Symposia were rated the least valuable.

Members appear to perceive NACCE's efforts in supporting research, promoting and increasing networking, and increasing access to training and professional development as effective. The findings reflect an improvement in NACCE's efforts in disseminating information about and increasing access to training and professional development opportunities for members. The perceived effectiveness of access to vetted content and curriculum resource kits also improved since 2008. NACCE membership appears to be associated with growing student involvement in entrepreneurial classes and activities. Information about the success of NACCE's efforts in supporting student business incubation is reaching membership. The findings indicate some areas of improvement would involve NACCE's efforts in supporting infusion of e-shop across their campus and in supporting fund raising and grant writing.

Large numbers of respondents are still unsure how to assess NACCE's effectiveness in some areas. The survey results support the following recommendations for improvement:

- Provide more information about efforts in promoting research on entrepreneurship and entrepreneurship education.
- Promote and/or provide more member networking opportunities.
- Increase efforts to promote and provide access to vetted materials.
- Promote availability of curricula and materials and technical assistance to support their incorporation into educational programs.
- Focus additional funding and efforts on the Journal to improve its quality and perhaps frequency of publication.
- Promote and provide NACCE consulting services as a member benefit.
- Increase NACCE efforts in supporting changes/additions to curriculum and development of youth programming in entrepreneurship.
- Increase efforts and promotion in supporting student business incubation and development of articulation agreements.
- Disseminate information about providing an affiliation with a movement to foster change in how community colleges interact with both students and the wider community and opportunities for collaboration and networking to foster change.
- Increase outreach, technical assistance, and on-site consultation to address barriers and support needed change in member institutions.