

CRD Member and Non-Member Focus Groups

Summary of Focus Groups' Participants

Three focus groups of current CRD Members and non-members were held at the CRD National Conference. A total of 19 paid CRD members participated in these focus groups. These individuals have been paid members for a range of years and represent regions 2, 3, 4, 5, 6, and 9. Nearly all members had attended a National Conference and Regional Conference and over half had attended a webinar. Two attended Specialist Training, one attended Federal Funding Task Force, one attended President's Fundraising Task Force and another sat for the CFRE exam.

Executive Summary Recommendations Resulting from Focus Groups

1. CRD needs to develop a comprehensive volunteer structure that is transparent and accessible for all levels of volunteering, including the board of directors.
2. A comprehensive volunteer structure will need decisions regarding what is the work of the board and what can be delegated to other volunteer groups.
3. Promotion of volunteer opportunities, including board of directors' service, is needed via multiple outlets and should include volunteer criteria and expertise being sought, a complete application process, a description of the volunteer roles and responsibilities, expectations of service related to time and dollars, term limits for service, and other pertinent information
4. Responses reflect members' lack of understanding of unique benefits of CRD membership and involvement.

Summary of Responses from Focus Groups and Detail Recommendations by Category

CRD Board

Strengths:

- Board Members are perceived as committed to CRD
- CRD Members know who serves on the Board and their titles

Weaknesses:

- The Board is viewed as a clique/club
- CRD Members feel the same individuals serve on the Board for a prolonged time period
- Members are unaware of the selection process for Board Members
- Members felt a lack of communication from the board

Recommendations:

- Develop term limits
- Develop a selection process for Board Members
- The items listed as strengths and weaknesses indicate more communication transparency is needed on who serves on the Board, what their roles are, and how they were selected.
- All areas of diversity should be accounted for when considering the make-up of the CRD Board (e.g. demographics, geography, areas of resource development, diversity

- in the type of schools (rural/urban; types of resource development programming; single school/district)
- The Members have many expectations of the Board; appropriately some roles may need to be directed to volunteer committees and the National Office. These expectations are: to provide leadership and vision, keep the organization healthy, keep the members aware of developments in community colleges, provide volunteer and leadership opportunities for personal growth, communicate the needs and voices of community colleges to appropriate organizations including AACC, keep members engaged within CRD, keep members informed of related opportunities, deadlines, and information from funders including federal agencies, share information and processes related to resource development to members.
 - Regular newsletter from the President and a possible business meeting at the National Conference with a review of the year.

CRD National Office

Strengths:

- Small staff who does a lot of work
- Responsive to members needs

Weaknesses:

- Members do not know everyone who works in office or each of their roles so they are not clear on who to address questions to

Recommendations:

- When sending out mass information possibly remind Members who works in the National Office and their roles
- The Members have many expectations of the Office including greater access to information such as: news briefs; quarterly newsletters of CRD happenings; congressional updates (budget increases or reductions, passage of legislation related to cc's, AGI); webinars free to members; reminders of whom to contact and for what purpose; and website changes/updates. As appropriate some of these expectations may need to be directed to volunteer committees and the Board.

Volunteering

Strengths:

- Several Members currently volunteer with CRD and for those who do not state they would volunteer if they were more engaged
- Board Members as well as the National Office staff are getting the word out about volunteer opportunities
- Members who volunteer with professional organizations shared the benefits it has had on their career which included great ROI for the institution, tremendous professional growth, and wonderful networking opportunities

Weaknesses:

- Members were not aware of volunteering opportunities beyond the National Conference.

- Many members also volunteer on boards, not related to resource development in a variety of capacities

Recommendations:

- A more comprehensive volunteer structure with year round volunteering opportunities needs to be developed within the regions and states

Engagement

Strengths:

- Members who are engaged in other professional development organizations are engaged regularly. Frequency ranged from weekly, monthly, bi-annually, to annually.

Weaknesses:

- Members who find professional development from other resource development organizations feel they are more valuable because they have similar problems, solutions, have legislative contacts, grant opportunities and networking
- Some Members engaged with other organizations on a more frequent – sometimes on a weekly basis

Recommendations:

- While Members reminded the moderators that not everyone wants to (or may not be able to) be actively involved there are several different ways CRD can try to engage individuals into CRD, see list below.
 - Annual Conference: discuss opportunities at the opening session, have a volunteer recruitment booth with materials describing the ways to volunteer
 - Email volunteer/committee opportunities available, how one can serve, and who serves
 - Website section with volunteer information
 - Share opportunities with new members
 - Have opportunities for members at all stages of their careers
 - A statement of benefits to volunteering with CRD
 - Estimate time commitments for the different volunteer/committee roles

Miscellaneous

Strengths:

- Members have a sense the CRD Leadership is open to member input
- Members were very appreciative to participate

Weaknesses:

- CRD Website
- CRD prices are starting to get to high, as some feel it may limit their participation in the future
- Some members feel that CRD is mostly for entry level fund developers

Recommendations:

- Resource papers: Members would like to see the number of papers increased and would like to know by whom and how the papers are developed
- The CRD Website needs to be updated and needs to be more user friendly

- If prices need to be increased, increase incrementally
- Provide talking points on the benefits of CRD and its difference programming to help members share the value of the trainings