AAG Membership Survey: Findings and Recommendations

December, 2015
To understand current member perceptions, identify areas where AAG is successfully delivering value today, and uncover opportunities to provide greater value and support to the field in the future
Project Phases

Survey Launch: 10/20/2015
Reminders Sent: 10/27/2015, 11/3/2015
Survey Closed: 11/10/2015

1,475 Complete Responses
19,978 Email Deliveries
575 Partial Responses

10.3% Response Rate
Respondent Demographics
Respondent Demographics

US Respondents
N=1,463

Non-US Respondents
N=527
What is your gender?

- Female: 41%
- Male: 55%
- Prefer not to answer: 4%

N=1,434

What is your ethnic background?

- Multi-ethnic: 71%
- Other: 2%
- Hispanic/Latino: 4%
- African American/Black: 4%
- Prefer not to answer: 4%
- Asian/Pacific Islander: 7%
- Caucasian/White: 8%

N=1,438

Do you identify with any of the following categories?

- Don't identify with these categories: 71%
- Prefer not to answer: 11%
- LGBTQ: 8%
- Persons living with disabilities: 5%

N=1,332
Respondent Demographics

**Membership Status**
N=2,004

- Never a member: 1%
- Don't know: 1%
- Former member: 19%
- Current member: 79%

**Membership Category**
N=1,571

- Regular member: 57%
- Student member: 24%
- International member: 12%
- Retired member: 6%
- International student member: 2%
Respondent Demographics

**Professional Tenure**
N=1,451

- Less than 1 year: 3%
- 1 to 5 years: 17%
- 6 to 10 years: 22%
- 11 to 20 years: 27%
- 21 years or more: 31%

**Membership Tenure**
N=1,577

- Less than 1 year: 12%
- 1-2 years: 12%
- 3-5 years: 19%
- 6-10 years: 18%
- 11-15 years: 12%
- 16-20 years: 7%
- 20 years or more: 20%
Respondent Demographics

Employment Trends

### Employment Status

- **Employed**: 71%
- **Student**: 17%
- **Retired**: 5%
- **Other**: 3%
- **Not employed, seeking employment**: 2%
- **Not employed, not currently seeking employment**: 1%

**N=1,971**

### Employer Sector

- **University/college**: 75%
- **Government**: 12%
- **Private sector**: 8%
- **Non-profit organization**: 5%

**N=1,393**

### Employment Position

- **Tenured faculty**: 49%
- **Tenure-track faculty**: 19%
- **Full-time, non-tenure track faculty**: 14%
- **Administrator**: 11%
- **Other**: 8%

**N=1,005**

McKinley Advisors
Respondent Demographics

**Level of Education**
N=1,972

- Doctorate or Ph.D.: 61%
- Master’s degree: 26%
- Bachelor’s degree: 11%
- Associate degree: 1%

**Area of Focus**
N=1,415

- Human geography: 696
  - Primary focus: 270
  - Secondary focus: 129
- Physical geography: 185
  - Primary focus: 185
  - Secondary focus: 129
- GIS, Cartography, Remote Sensing: 280
  - Primary focus: 280
  - Secondary focus: 227
- Coupled Natural and Human Systems: 324
  - Primary focus: 187
  - Secondary focus: 137
- Other: 67
  - Primary focus: 67
  - Secondary focus: 285

McKinley Advisors
Membership Vital Signs
AAG ranks above average in terms of net promoter score, but lags in perceived value to cost and satisfaction. Interestingly, employer support is reported to be quite low for member dues and other professional support.
How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

N=1,528

Net Promoter Score (NPS) = % Promoters - % Detractors

NPS = 20

<table>
<thead>
<tr>
<th>Definitely would (10)</th>
<th>27%</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>17%</td>
</tr>
<tr>
<td>8</td>
<td>20%</td>
</tr>
<tr>
<td>7</td>
<td>12%</td>
</tr>
<tr>
<td>6</td>
<td>8%</td>
</tr>
<tr>
<td>5</td>
<td>7%</td>
</tr>
<tr>
<td>4</td>
<td>3%</td>
</tr>
<tr>
<td>3</td>
<td>3%</td>
</tr>
<tr>
<td>2</td>
<td>2%</td>
</tr>
<tr>
<td>1</td>
<td>1%</td>
</tr>
<tr>
<td>Definitely would not (0)</td>
<td>1%</td>
</tr>
</tbody>
</table>

Promoters (9,10) 44%
Passives (7,8) 32%
Detractors (0-6) 24%
How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

**Overall NPS 20**

by Membership Type
N=1,481

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>International</td>
<td>14</td>
</tr>
<tr>
<td>International student</td>
<td>21</td>
</tr>
<tr>
<td>Regular</td>
<td>18</td>
</tr>
<tr>
<td>Retired</td>
<td>49</td>
</tr>
<tr>
<td>Student</td>
<td>20</td>
</tr>
</tbody>
</table>
How likely would you be to recommend AAG membership to a friend or colleague in the geography field?

Net Promoter Score

Overall NPS 20
Net Promoter Score

Net Promoter Score Benchmarked
Overall, how satisfied are you with your AAG membership?

N=1,587

65% Overall Satisfaction
Overall, how satisfied are you with your AAG membership?

By Membership Tenure
N=1,539

- 20 years or more: 29% Very satisfied, 43% Somewhat satisfied
- 11-20 years: 17% Very satisfied, 46% Somewhat satisfied
- 3-10 years: 20% Very satisfied, 46% Somewhat satisfied
- 1-2 years: 26% Very satisfied, 35% Somewhat satisfied
- Less than 1 year: 30% Very satisfied, 33% Somewhat satisfied

Overall average 65%
Satisfaction Benchmarked
(% satisfied rating of ‘4’ or ‘5’)

AAG

Avg.
Besides AAG’s longest tenured members (who show the highest NPS and satisfaction scores), satisfaction peaks for individuals in years three to ten of membership tenure, suggesting that mid-careerists are a critical audience for AAG. This is also an audience that, for many associations, can be overlooked in the focused effort to build a stronger value proposition for young professionals and the tendency to hear from and serve long-tenured members who frequently hold key volunteer leadership positions. Understanding the challenges, identifying solutions, and developing resources focused specifically on this key mid-career member segment is an important way to continue to ensure engagement and high levels of satisfaction throughout the career lifecycle (see profile matrix on slide 83 for more information).
How would you rate the value of AAG membership compared to the cost of dues?

N=1,533

22% Value > Cost
How would you rate the value of AAG membership compared to the cost of dues?

**Value v. Cost**

*Overall average 22%*
Value to Cost Benchmarked

(% value is greater than cost)
Which of the following best describes how these are most often paid for at your organization/institution:

N=1,572
Which of the following best describes how these are most often paid for at your organization/institution:

**by Employment Sector**
N=1,572

- **Government (local, state, federal)**
- **Non-profit organization**
- **Private sector**
- **University/college**

<table>
<thead>
<tr>
<th>Category</th>
<th>Government (local, state, federal)</th>
<th>Non-profit organization</th>
<th>Private sector</th>
<th>University/college</th>
</tr>
</thead>
<tbody>
<tr>
<td>Association dues</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My employer pays 100%</td>
<td>80%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My employer pays a percentage</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants pay 100%</td>
<td>60%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants pay a portion</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conferences</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My employer pays 100%</td>
<td>70%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>My employer pays a percentage</td>
<td>60%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants pay 100%</td>
<td>50%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research grants pay a portion</td>
<td>40%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Which of the following best describes how these are most often paid for at your organization/institution:

**by Employment Sector**
N=1,572

- Government (local, state, federal)
- Non-profit organization
- Private sector
- University/college

**Travel for conferences**

**Publications**
Which of the following best describes how these are most often paid for at your organization/institution:

- Face-to-face education
- Online education
Research often shows a direct correlation between employer support and satisfaction, perceived value, and other important engagement indicators. The reported low level of employer support for AAG’s key stakeholders is surprising and an important trend to monitor and consider in future decision-making around pricing, positioning, and even the dues structure. AAG must demonstrate high levels of sensitivity to cost (e.g., Annual Meeting location), incorporate strong evidence of the ROI or impact of participation, and carefully avoid the perception of “nickel-and-diming” (e.g., the specialty and affinity group add-on dues.)
And while the AAG dues structure could be perceived as highly cost-sensitive since it’s based on ability to pay (gross income), it’s an uncommon dues structure in the association community and could evoke reactions such as frustration with pay gaps or unfair dues assessments without any correlation to value received. This concern is especially pronounced when considering the dues structures of other associations that AAG members turn to on a regular basis, such as AGU (with its highly innovative and affordable dues model), NCGE (simple, single rate membership) and other associations.
Member Perceptions
Networking and access to meetings are primary drivers in the decision to join, while the Annual Meeting and specialty groups rank highest in importance among AAG’s major benefits and services. The Annual Meeting and specialty groups also received the highest opportunity scores.
Which of the following contributes most significantly to your decision to join/renew membership in AAG?

N=1,587 responses

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Benefit Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>64%</td>
<td>Participating in AAG meetings</td>
</tr>
<tr>
<td>39%</td>
<td>Networking with peers who have shared interests</td>
</tr>
<tr>
<td>38%</td>
<td>Staying informed about the latest developments in the field</td>
</tr>
<tr>
<td>29%</td>
<td>Supporting the field</td>
</tr>
<tr>
<td>17%</td>
<td>Accessing research about the field</td>
</tr>
<tr>
<td>16%</td>
<td>Advancing my career/improving competence in the workplace</td>
</tr>
<tr>
<td>13%</td>
<td>Accessing career guidance or job opportunities</td>
</tr>
<tr>
<td>12%</td>
<td>Accessing professional development/education</td>
</tr>
<tr>
<td>11%</td>
<td>Subscribing to journals at member rates</td>
</tr>
<tr>
<td>8%</td>
<td>Accessing members-only AAG benefits</td>
</tr>
<tr>
<td>3%</td>
<td>Other, please specify:</td>
</tr>
<tr>
<td>0%</td>
<td>Improving my performance/competence in the workplace</td>
</tr>
</tbody>
</table>
Decision to Join

Which of the following contributes most significantly to your decision to join/renew membership in AAG?

by Professional Tenure

N=1,451

- Participating in AAG meetings
- Networking with peers
- Subscribing to journals at member rates
- Supporting the field
- Advancing my career
- Accessing career guidance/job opportunities
- Accessing professional development
- Accessing members-only AAG benefits
- Up to date on latest field developments
- Accessing research about the field
Which of the following contributes most significantly to your decision to join/renew membership in AAG?

by Membership Category
N=1,587

- International member
- International student member
- Regular member
- Retired member
- Student member

- Participating in AAG meetings
  - International member: 31%
  - International student member: 28%
  - Regular member: 32%
  - Retired member: 15%
  - Student member: 35%

- Supporting the field
  - International member: 9%
  - International student member: 5%
  - Regular member: 17%
  - Retired member: 25%
  - Student member: 8%
Which of the following factors contributed to your decision to allow your AAG membership to lapse?

N=354

- 55% Cost of membership dues exceeded the value I received
- 23% I joined to take advantage of member discounts for conferences
- 18% AAG did not provide the benefits I was looking for
- 16% My employer stopped paying dues
- 14% I joined a different association that better met my needs
- 12% I left the geography field
- 7% I didn’t agree with AAG’s strategic direction
Importance of AAG Benefits and Services
(% extremely and somewhat important)
N=1,515

- Annual Meeting: 80%
- Specialty groups: 71%
- Journals: 64%
- Public policy outreach: 57%
- Website: 51%
- Online communications: 49%
- Career services: 46%
- Knowledge communities: 45%
- Diversity initiatives: 41%
- Educational outreach: 39%
- Affinity groups: 37%
Importance of AAG Benefits and Services
(% extremely and somewhat important)

by Membership Category
N=1,515

- Annual Meeting
  - International member: 74%
  - International student member: 84%
  - Regular member: 58%
  - Retired member: 44%
  - Student member: 46%

- Career Services
  - International member: 76%
  - International student member: 52%
  - Regular member: 46%
  - Retired member: 28%
  - Student member: 28%

- Online Communications
  - International member: 71%
  - International student member: 60%
  - Regular member: 65%
  - Retired member: 50%
  - Student member: 40%

- Speciality Groups
  - International member: 66%
  - International student member: 72%
  - Regular member: 71%
  - Retired member: 52%
  - Student member: 77%
Community is a critical component of the AAG membership value proposition, appearing in the study as a driver in the decision to join. This sense of community is most likely delivered through AAG’s top ranked benefits and services—the Annual Meeting and specialty groups—since they are ideal venues for both face-to-face and virtual community building. Positioning AAG’s resources as a means for accessing peers and thought leaders and highlighting the community aspect of the member value proposition is important to bridge member and prospect expectations with AAG resources.
Satisfaction of Benefits/Services

Satisfaction of AAG Benefits and Services
(% extremely and somewhat important)
N=1,445

- Annual meetings: 68%
- Educational outreach: 43%
- Journals: 42%
- Specialty groups: 42%
- Diversity initiatives: 38%
- Online communications: 35%
- Website: 32%
- Public policy outreach: 29%
- Knowledge groups: 24%
- Career services: 22%
- Affinity groups: 22%
Satisfaction of AAG Benefits and Services
(% extremely and somewhat important)

by Membership Category
N=1,445

- International member
- International student member
- Regular member
- Retired member
- Student member
Not surprisingly, individuals have different expectations and perceptions of AAG and its benefits and services. Incorporating greater segmentation into communications and ensuring that specific segments can quickly and easily find the resources that are most relevant to them will strengthen the value proposition. (Note: A more detailed summary of the distinct segments is provided on slides 83 -86.)
Members were asked to rank a series of benefits and services according to their importance and satisfaction on a 10-point scale where 10 represented “extremely important/satisfied” and 1 represented “not at all important/satisfied.”

By using a method of analysis known as the “Opportunity Algorithm,” we can identify the factors where AAG has the greatest opportunity to create value based on expressed member needs.

The analysis is based on the importance/satisfaction questions posed to members in the electronic survey, and the algorithm is expressed as:

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

**Opportunity = Importance + (Importance − Satisfaction)**

<table>
<thead>
<tr>
<th></th>
<th>Importance</th>
<th>Satisfaction</th>
<th>Gap</th>
<th>Opportunity Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual meeting</td>
<td>4.24</td>
<td>3.82</td>
<td>0.42</td>
<td>4.66</td>
</tr>
<tr>
<td>Specialty groups</td>
<td>3.92</td>
<td>3.74</td>
<td>0.18</td>
<td>4.10</td>
</tr>
<tr>
<td>Journals</td>
<td>3.78</td>
<td>3.70</td>
<td>0.08</td>
<td>3.85</td>
</tr>
<tr>
<td>Public policy outreach</td>
<td>3.57</td>
<td>3.44</td>
<td>0.13</td>
<td>3.70</td>
</tr>
<tr>
<td>Website</td>
<td>3.44</td>
<td>3.38</td>
<td>0.06</td>
<td>3.50</td>
</tr>
<tr>
<td>Career services</td>
<td>3.33</td>
<td>3.29</td>
<td>0.04</td>
<td>3.37</td>
</tr>
<tr>
<td>Online communications</td>
<td>3.36</td>
<td>3.49</td>
<td>0.00</td>
<td>3.36</td>
</tr>
<tr>
<td>Knowledge communities</td>
<td>3.34</td>
<td>3.31</td>
<td>0.02</td>
<td>3.36</td>
</tr>
<tr>
<td>Diversity initiatives</td>
<td>3.15</td>
<td>3.21</td>
<td>0.00</td>
<td>3.15</td>
</tr>
<tr>
<td>Educational outreach</td>
<td>3.13</td>
<td>3.31</td>
<td>0.00</td>
<td>3.13</td>
</tr>
<tr>
<td>Affinity groups</td>
<td>3.12</td>
<td>3.29</td>
<td>0.00</td>
<td>3.12</td>
</tr>
</tbody>
</table>
Has your involvement in AAG ever led to:
N=1,191

- An introduction to a trusted colleague you can call on (54%)
- An opportunity for a new research project (51%)
- An improvement in your day-to-day work (44%)
- An improvement to your institution or organization (25%)
- The identification of a new job/promotion mentor/mentee (24%)
- A new job/promotion (17%)
AAG’s impact factor is strong, with over 50% of survey participants reporting that they had made a lasting connection with a trusted colleague or gained an opportunity for a new research project as a result of AAG membership. Highlighting the value of participation with evidence or peer testimonials (particularly in relation to top expectations of membership, such as networking) is a way to compel greater involvement.
One in two respondents noted that they perceived AAG to be an inclusive community. Although this number may be lower than ideal, there were no specific audience segments that reported feeling unwelcome. Respondents were less likely to report that AAG valued their opinions.
How would you rate your agreement with the following statements? (% Strongly Agree and Agree)

N=1,393 CURRENT MEMBERS

- I'm proud to be an AAG member: 64%
- Participation in AAG programs is easy: 58%
- I feel like AAG is an inclusive community: 56%
- I see my interests reflected in AAG work: 54%
- AAG values my opinion: 37%
# Diversity

**How would you rate your agreement with the following statements?**

(% Strongly Agree and Agree)

**CURRENT MEMBERS**

<table>
<thead>
<tr>
<th>Statement</th>
<th>African American/ Black</th>
<th>Asian/ Pacific Islander</th>
<th>American Indian/ Alaskan Native*</th>
<th>Caucasian/ White</th>
<th>Hispanic/ Latino</th>
<th>Multi-ethnic</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm proud to be an AAG member</td>
<td>81%</td>
<td>73%</td>
<td>40%</td>
<td>65%</td>
<td>60%</td>
<td>59%</td>
<td>72%</td>
</tr>
<tr>
<td>I feel like AAG is an inclusive community</td>
<td>65%</td>
<td>62%</td>
<td>60%</td>
<td>57%</td>
<td>53%</td>
<td>36%</td>
<td>53%</td>
</tr>
<tr>
<td>AAG values my opinion</td>
<td>59%</td>
<td>47%</td>
<td>40%</td>
<td>36%</td>
<td>33%</td>
<td>36%</td>
<td>38%</td>
</tr>
<tr>
<td>I see my interests reflected in AAG work</td>
<td>69%</td>
<td>69%</td>
<td>0%</td>
<td>53%</td>
<td>56%</td>
<td>43%</td>
<td>63%</td>
</tr>
<tr>
<td>Participation in AAG programs is easy</td>
<td>67%</td>
<td>64%</td>
<td>100%</td>
<td>63%</td>
<td>55%</td>
<td>65%</td>
<td>61%</td>
</tr>
</tbody>
</table>

*Low response rate
How would you rate your agreement with the following statements? (% Strongly Agree and Agree)
CURRENT MEMBERS

<table>
<thead>
<tr>
<th></th>
<th>LGBTQ</th>
<th>Persons living with disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>I see my interests reflected in AAG work</td>
<td>48%</td>
<td>47%</td>
</tr>
<tr>
<td>Participation in AAG programs is easy</td>
<td>45%</td>
<td>46%</td>
</tr>
<tr>
<td>AAG values my opinion</td>
<td>27%</td>
<td>35%</td>
</tr>
<tr>
<td>I feel like AAG is an inclusive community</td>
<td>43%</td>
<td>49%</td>
</tr>
<tr>
<td>I'm proud to be an AAG member</td>
<td>56%</td>
<td>63%</td>
</tr>
</tbody>
</table>
How would you rate your agreement with the following statements?
(% Strongly Agree and Agree)
N=338 FORMER MEMBERS

- I’m proud to be an AAG member: 49%
- I see my interests reflected in AAG work: 48%
- Participation in AAG programs is easy: 45%
- I feel welcomed in the AAG community: 45%
- AAG values my opinion: 26%
In a large professional association, members can often feel lost or under-valued. For AAG, where the Annual Meeting represents a major channel for accessing the community but the sheer size could limit interactions, it’s important to develop targeted and sustained initiatives aimed at vulnerable segments (new members, first-time attendees, new to the field, non-U.S., etc.) to aid in navigation and engagement. AAG should also consider highlighting key findings from the research study to demonstrate that the association is listening and underscore that the association exists for its members.
## Perceptions of AAG

### How would you rate your agreement with the following statements?

(\(\%\) Strongly Agree and Agree)

**PAST MEMBERS**

<table>
<thead>
<tr>
<th></th>
<th>African American/ Black</th>
<th>Asian/Pacific Islander</th>
<th>American Indian/ Alaskan Native*</th>
<th>Caucasian/ White</th>
<th>Multi-Ethnic*</th>
<th>Hispanic/ Latino</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm proud to be an AAG member</td>
<td>67%</td>
<td>60%</td>
<td>100%</td>
<td>49%</td>
<td>33%</td>
<td>64%</td>
<td>67%</td>
</tr>
<tr>
<td>I see my interests reflected in AAG work</td>
<td>60%</td>
<td>50%</td>
<td>0%</td>
<td>47%</td>
<td>0%</td>
<td>55%</td>
<td>58%</td>
</tr>
<tr>
<td>Participation in AAG programs is easy</td>
<td>40%</td>
<td>52%</td>
<td>0%</td>
<td>43%</td>
<td>0%</td>
<td>36%</td>
<td>67%</td>
</tr>
<tr>
<td>I feel welcomed in the AAG community</td>
<td>44%</td>
<td>60%</td>
<td>0%</td>
<td>43%</td>
<td>0%</td>
<td>45%</td>
<td>36%</td>
</tr>
<tr>
<td>AAG values my opinion</td>
<td>20%</td>
<td>24%</td>
<td>0%</td>
<td>26%</td>
<td>0%</td>
<td>27%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Low response rate
Perceptions of AAG

How would you rate your agreement with the following statements?
(% Strongly Agree and Agree)

PAST MEMBERS

<table>
<thead>
<tr>
<th>Statement</th>
<th>LGBTQ</th>
<th>Persons living with disabilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>I'm proud to be an AAG member</td>
<td>47%</td>
<td>67%</td>
</tr>
<tr>
<td>I feel welcomed in the AAG community</td>
<td>40%</td>
<td>60%</td>
</tr>
<tr>
<td>AAG values my opinion</td>
<td>27%</td>
<td>36%</td>
</tr>
<tr>
<td>Participation in AAG programs is easy</td>
<td>26%</td>
<td>67%</td>
</tr>
<tr>
<td>I see my interests reflected in AAG work</td>
<td>54%</td>
<td>71%</td>
</tr>
</tbody>
</table>
When asked to describe the current and ideal AAG, diversity and inclusivity again appeared as major themes.
### The State of AAG

**How would you describe AAG as it exists today?**  
N=877; Random Sample of 100

- All encompassing (32%)
- Academic (11%)
- Community (11%)
- Out dated (7%)
- Bureaucratic (7%)
- Not diverse (4%)
- Too large (4%)

**How would you describe the ideal role of AAG in the future?**  
N=817; Random Sample of 100

- More diverse (11%)
- Show more inclusivity (10%)
- Less academic-oriented (8%)
- More engaged (8%)
- Advocate more (7%)
- At the forefront of the field (6%)
- More professional development (5%)
Contingent Faculty
Contingent faculty report holding their positions out of necessity rather than choice, with only one in three respondents participating in a union and many seeking permanent contracts or more formal career support from their institutions. And while the majority of respondents teach at only one institution, compensation for extracurricular activities is low.
Contingent Faculty = Full time, non-tenure track and part-time faculty
N=149; 15% of respondents

At which types of institutions do you teach?
N=142

- University with graduate program, 66%
- Four-year undergraduate college, 18%
- Community college, 11%
- Other, 5%

At how many institutions do you teach?
N=127

- One, 83%
- Two, 12%
- Three, 3%
- Four, 2%
Is the institution at which you teach unionized?
N=126

- Yes, 57%
- No, 43%

Are you represented by the union?
N=121

- Yes, 35%
- No, 65%
Which of the following has contributed most significantly to your decision to hold a part time position?

N=32

- It was the only job I could find: 50%
- Other: 32%
- Balancing work/life commitments: 16%
- Maintaining a flexible work schedule: 1%
- I hold another full-time job: 0.5%
Courses Taught

Which level of courses do you typically teach?
N=280

- Lower level undergraduate: 29%
- Upper level undergraduate: 28%
- General education/introductory courses: 25%
- Graduate courses: 18%

What percentage of time do you spend teaching online courses?
N=128

- 66%: I don't currently teach online
- 15%: Less than 25%
- 13%: 26% - 50%
- 1%: 51% - 75%
- 2%: 76% - 99%
- 3%: 100%

McKinley Advisors
Extracurricular Activities

Please indicate whether you’re involved and/or compensated for the following activities

N=244
Contingent Faculty Support

How could the institutions at which you teach better support contingent geography faculty?

N=117

- Provide more permanent contracts: 47%
- Provide mechanisms for career advancement: 34%
- Include in discussions of curricular matters: 20%
- Provide encouragement for contingent faculty's goals: 18%
- Include in faculty meetings: 15%
- Include in discussions of professional matters: 13%
- Make clear the importance of all faculty to the department: 13%
- Provide networking opportunities: 12%
- Include in faculty governance: 12%
- Other: 10%
- Include in social events: 9%
- Include in grievance procedures: 2%
How could the AAG better support contingent geography faculty?

N=118

- Support with travel fund grants to attend the national conference: 54%
- Partner with other national efforts to improve conditions: 44%
- Bring attention to working conditions: 44%
- Provide networking opportunities at the national conference: 28%
- Establish an affinity group: 22%
- Provide networking opportunities online: 21%
- Other: 5%
AAG Marketplace
AAG’s audiences have many options when it comes to accessing professional support. And while networking and community are critical drivers in the decision to join and engage, other associations outpace AAG in these areas.
Top resources/organizations you turn to for support
9 most popular answers
N=679

- American Geophysical Union
- National Council for Geographic Education
- American Society of Photogrammetry and Remote Sensing
- Esri
- Urban and Regional Information Systems Association
- Canadian Association of Geographers
- American Association of the Advancement of Science
- American Meteorological Society
- American Geographical Society
Do you consider AAG or another organization to be the best provider of the following:

N=1,557
AAG Journals
How often do you typically read articles in the following journals?  
N=1,563
Where did you publish your graduate research? 
N=1,190

- Non-geography journals: 45%
- Other geography journal: 44%
- Books: 25%
- I did not publish: 19%
- AAG journals: 17%
- Other: 10%

How many articles have been published in the following: 
N=1,510

- Annals of the AAG:
  - One article: 83%
  - 2-5 articles: 8%
  - More than 5 articles: 1%
  - None: 8%

- Professional Geographer:
  - One article: 81%
  - 2-5 articles: 12%
  - More than 5 articles: 7%
  - None: 1%
Which of the following factors are most important when considering journals for manuscript submission?

N=1,527

<table>
<thead>
<tr>
<th>Factor</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relevance of the journal</td>
<td>54%</td>
</tr>
<tr>
<td>Reputation of the journal</td>
<td>52%</td>
</tr>
<tr>
<td>Journal impact factor</td>
<td>32%</td>
</tr>
<tr>
<td>Visibility within geography community</td>
<td>22%</td>
</tr>
<tr>
<td>Time from submission to publication</td>
<td>22%</td>
</tr>
<tr>
<td>I don’t regularly publish</td>
<td>19%</td>
</tr>
<tr>
<td>Open access options</td>
<td>13%</td>
</tr>
<tr>
<td>Reputation of the editors and editorial board</td>
<td>11%</td>
</tr>
<tr>
<td>Employer expectations</td>
<td>10%</td>
</tr>
<tr>
<td>Page charge costs</td>
<td>9%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
</tr>
<tr>
<td>Cost of color figures</td>
<td>2%</td>
</tr>
</tbody>
</table>
Satisfaction with Journals

Level of satisfaction with the following aspects of AAG journals (% very satisfied and satisfied)
N=1,125

- Reputation of the journal: 48% (PG) vs. 51% (Annals of the Association of American Geographers)
- Visibility of published article within the geography community: 46% (PG) vs. 61% (Annals)
- Reputation of editors and editorial board: 40% (PG) vs. 51% (Annals)
- Journal impact factor: 29% (PG) vs. 41% (Annals)
- Relevance of content to your research interests: 35% (PG) vs. 32% (Annals)
- Open access options: 13% (PG) vs. 12% (Annals)
- Time from submission to publication: 13% (PG) vs. 12% (Annals)
- Cost of color figures: 8% (PG) vs. 8% (Annals)
- Page charge costs: 8% (PG) vs. 7% (Annals)
Satisfaction with Journals

Level of satisfaction with the following aspects of AAG journals (% very satisfied and satisfied)

By Primary Focus
N=1,125

Reputation of Journal  Reputation of Editors  Journal Impact Factor  Visibility
Satisfaction with Journals

What single change would make AAG journals more valuable to you?
(5 most popular answers)
N=689; Random Sample of 100

- **New content** (18%)
- **Balanced content matter** (14%)
- **Open access to content online** (7%)
- **Email notifications for new issues** (7%)
- **More journals on specific issues** (4%)

**Top Content Requests**
- Applied and activist geography
- Public policy and management
- Industrial/commercial geography
- Physical/Environmental geography
- Social geography
Do you support the addition to the AAG journal suite of a new interdisciplinary journal?
N=1,420

- Yes, 66%
- No, 11%
- Not certain, 24%

“AAG is a community of geographers, while there are plenty of relevant journals on environmental change already”

“AAG should try to increase the impact factor of current AAG journals”

“I would worry that yet another journal could dilute and segregate the overall human-environment core of the field”

“Interdisciplinary is very important to promote the development of the discipline”

“AAG Journals are of high quality a new addition will be welcome”

“Campuses are losing interest in geography but gaining interest in interdisciplinary environmental programs, so this proposal matches that trend”

“Geography should claim its place at the forefront of environmental research”
How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

N=1,418

71% Likelihood
How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

by Primary Focus
N=1,326

<table>
<thead>
<tr>
<th>Focus</th>
<th>Definitely will read</th>
<th>Very likely to read</th>
<th>Somewhat likely to read</th>
</tr>
</thead>
<tbody>
<tr>
<td>Physical geography</td>
<td>28%</td>
<td>36%</td>
<td>28%</td>
</tr>
<tr>
<td>Coupled Natural and Human Systems</td>
<td>39%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>GIS/Cartography/Remote Sensing</td>
<td>20%</td>
<td>24%</td>
<td>25%</td>
</tr>
<tr>
<td>Human geography</td>
<td>11%</td>
<td>22%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Overall average 71%
If the proposed journal goes forward, which of the following would you recommend for a journal format?

N=1,335
In what areas besides environmental change/physical geography should the AAG consider introducing a new journal?

10 most popular responses

N=459; Random Sample of 100

- Cultural Geography: 10%
- Economic Geography: 7%
- Environmental Geography: 7%
- Geospatial Technologies: 7%
- Geographic Information System: 5%
- Human Geography: 5%
- Political Geography: 4%
- Social Theory: 4%
- Sustainability: 3%
- Urban Studies: 3%
Annual Meeting
While the Annual Meeting ranks high in value and satisfaction, there are some opportunities to improve the experience for key segments (new members and new to the profession) and perhaps focus on more innovative and forward-focused content.
Please rate the following AAG Annual Meeting programs and services
N=1,171
How likely would you be to recommend the AAG annual meeting?

N = 1,201

Detractors, 21%
Promoters, 46%
Passives, 33%

NPS = 25

Which words would you use to describe the annual meeting?

N = 1,180

Five Most Cited Words

- Academic: 35%
- Broad: 29%
- Collegial: 22%
- Diverse: 19%
- Educational: 18%

Five Least Cited Words

- Responsive: 1%
- Narrow: 1%
- Visionary: 1%
- Leading: 2%
- Innovative: 3%
Please select the primary reason you haven’t attended the AAG annual meeting more frequently.

N=977

- ck of travel funds: 59%
- ose to attend another national/international meeting: 23%
- eduling conflict: 22%
- eting too large: 20%
- ne out of office: 16%
- eting format and content less relevant at this stage of my career: 15%
- ntent not relevant to my work/interests: 12%
- ck of interest in the location: 12%
- ne away from family: 10%
- eting too small: 0%
Member Profiles
## Membership Tenure

<table>
<thead>
<tr>
<th>% Value &gt; Cost</th>
<th>&lt;1 year</th>
<th>1-2 years</th>
<th>3-5 years</th>
<th>6-10 years</th>
<th>11-15 years</th>
<th>16-20 years</th>
<th>20+ years</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Value &gt; Cost</td>
<td>31%</td>
<td>28%</td>
<td>23%</td>
<td>16%</td>
<td>14%</td>
<td>10%</td>
<td>29%</td>
</tr>
<tr>
<td>Net Promoter Score</td>
<td>8</td>
<td>13</td>
<td>16</td>
<td>17</td>
<td>13</td>
<td>4</td>
<td>45</td>
</tr>
<tr>
<td>Top Reason to Join</td>
<td>Participate in meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most Important Benefit</td>
<td>Annual Meeting</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Most Satisfied Benefit</td>
<td>Annual Meeting</td>
<td>Specialty groups</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% AAG Primary Professional Org.</td>
<td>16%</td>
<td>31%</td>
<td>37%</td>
<td>48%</td>
<td>61%</td>
<td>64%</td>
<td>63%</td>
</tr>
<tr>
<td>% Would Read New Journal</td>
<td>38%</td>
<td>28%</td>
<td>25%</td>
<td>24%</td>
<td>32%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>% Promoters of Annual Meeting</td>
<td>10%</td>
<td>23%</td>
<td>29%</td>
<td>33%</td>
<td>30%</td>
<td>34%</td>
<td>43%</td>
</tr>
</tbody>
</table>
## Employer Sector

<table>
<thead>
<tr>
<th></th>
<th>University / College</th>
<th>Government</th>
<th>Private Sector</th>
<th>Non-Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Value &gt; Cost</td>
<td>20%</td>
<td>26%</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>Net Promoter Score</td>
<td>20</td>
<td>8</td>
<td>7</td>
<td>-2</td>
</tr>
<tr>
<td>Top Reason to Join</td>
<td>Participate in AAG meetings</td>
<td>Stay informed about the latest developments in the field</td>
<td>Participate in AAG meetings</td>
<td></td>
</tr>
<tr>
<td>Most Important Benefit</td>
<td>Annual Meeting</td>
<td>Journal</td>
<td>Annual Meeting</td>
<td></td>
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<tr>
<td>Most Satisfied Benefit</td>
<td>Annual Meeting</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>% AAG Primary Professional Org.</td>
<td>49%</td>
<td>26%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td>% Would Read New Journal</td>
<td>73%</td>
<td>65%</td>
<td>63%</td>
<td>71%</td>
</tr>
<tr>
<td>% Promoters of Annual Meeting</td>
<td>22%</td>
<td>18%</td>
<td>16%</td>
<td>23%</td>
</tr>
<tr>
<td>Member Type</td>
<td>Regular Member</td>
<td>Student Member</td>
<td>International Member</td>
<td>Retired Member</td>
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<tr>
<td>---------------------------------</td>
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<td>----------------</td>
</tr>
<tr>
<td>% Value &gt; Cost</td>
<td>18%</td>
<td>21%</td>
<td>36%</td>
<td>47%</td>
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<tr>
<td>Net Promoter Score</td>
<td>18</td>
<td>20</td>
<td>14</td>
<td>49</td>
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<tr>
<td>Top Reason to Join</td>
<td>Participate in meetings</td>
<td>Stay informed about the latest developments in the field</td>
<td>Support the field</td>
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<td>Most Important Benefit</td>
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<td></td>
<td>Specialty group</td>
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</tr>
<tr>
<td>Most Satisfied Benefit</td>
<td>Specialty groups</td>
<td>Annual Meeting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>% AAG Primary Professional Org.</td>
<td>55%</td>
<td>37%</td>
<td>21%</td>
<td>53%</td>
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<tr>
<td>% Would Read New Journal</td>
<td>72%</td>
<td>73%</td>
<td>73%</td>
<td>76%</td>
</tr>
<tr>
<td>% Promoters of Annual Meeting</td>
<td>33%</td>
<td>26%</td>
<td>23%</td>
<td>34%</td>
</tr>
</tbody>
</table>
**Primary Focus**

<table>
<thead>
<tr>
<th></th>
<th>Human Geography</th>
<th>Physical Geography</th>
<th>GIS, Cartography, Remote Censing</th>
<th>Coupled Natural and Human Systems</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Value &gt; Cost</td>
<td>23%</td>
<td>17%</td>
<td>26%</td>
<td>23%</td>
</tr>
<tr>
<td>Net Promoter Score</td>
<td>25</td>
<td>12</td>
<td>20</td>
<td>31</td>
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<tr>
<td>Top Reason to Join</td>
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<td></td>
<td>Participate in meetings</td>
<td></td>
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<tr>
<td>Most Important Benefit</td>
<td>Annual Meeting</td>
<td>Specialty groups</td>
<td>Annual Meeting</td>
<td></td>
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<tr>
<td>Most Satisfied Benefit</td>
<td>Annual Meeting</td>
<td>Specialty groups</td>
<td>Annual Meeting</td>
<td>Specialty groups</td>
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<td>56%</td>
<td>56%</td>
<td>43%</td>
<td>57%</td>
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<tr>
<td>% Would Read New Journal</td>
<td>62%</td>
<td>92%</td>
<td>70%</td>
<td>91%</td>
</tr>
<tr>
<td>% Promoters of Annual Meeting</td>
<td>41%</td>
<td>28%</td>
<td>33%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Which of the following factors contributed to your decision to allow your AAG membership lapse?

by Employment Sector  
N=354

- Government
- Non-profit organization
- Private sector
- University/college

- Cost of membership dues exceeded the value I received: 17% (Government), 16% (Non-profit), 16% (Private), 9% (University/college)
- I joined to take advantage of member discounts for conferences: 7% (Government), 6% (Non-profit), 3% (Private), 13% (University/college)
- AAG did not provide the benefits I was looking for: 7% (Government), 4% (Non-profit), 3% (Private), 8% (University/college)
- My employer stopped paying dues: 4% (Government), 6% (Non-profit), 5% (Private), 3% (University/college)
How likely are you to read a new AAG interdisciplinary journal broadly focusing on environmental change?

**by Employment Sector**

- **University/college**
  - Definitely will read: 18%
  - Very likely to read: 25%
  - Somewhat likely to read: 30%

- **Non-profit organization**
  - Definitely will read: 13%
  - Very likely to read: 32%
  - Somewhat likely to read: 26%

- **Government**
  - Definitely will read: 15%
  - Very likely to read: 24%
  - Somewhat likely to read: 25%

- **Private sector**
  - Definitely will read: 18%
  - Very likely to read: 22%
  - Somewhat likely to read: 22%

*Overall average 71%*
Extracurricular Activities

Please indicate whether you’re involved and/or compensated for the following activities by Professional Tenure

N=199

Involved, compensated

Involved, not compensated
Appendix
Do you consider AAG or another organization to be the best provider of the following:

- Collaboration and research
- Networking and collaboration opportunities
- Career support
- Primary professional affiliation
- Meetings and Events
- Trusted Source
- Sense of community
Approximately how many times have you attended AAG’s annual meeting?
N=1,479

- Zero: 18%
- One: 18%
- Two: 16%
- Three: 17%
- Four: 15%
- Five: 18%
Approximately how many times have you attended AAG’s annual meeting?

by Employment Sector
N=1,479

University/college
- Zero: 7%
- One: 9%
- Two: 11%
- Three: 16%
- Four: 15%
- Five: 22%

Private sector
- Zero: 27%
- One: 17%
- Two: 7%
- Three: 8%
- Four: 4%
- Five: 2%

Non-profit organization
- Zero: 17%
- One: 14%
- Two: 17%
- Three: 7%
- Four: 6%
- Five: 9%

Government
- Zero: 34%
- One: 17%
- Two: 8%
- Three: 7%
- Four: 5%
- Five: 6%
Barriers to attending

Please select the primary reason you haven’t attended the AAG annual meeting more frequently?

by Employment Sector
N=977

- Lack of travel funds: 33%
- Chose to attend another meeting: 29%
- Content not relevant to my work/interests: 28%
- Time out of office: 15%
- Meeting less relevant at this stage of my career: 14%
- Meeting too large: 13%
- Lack of interest in the location: 10%
- Time away from family: 5%

Government (local, state, federal) | Non-profit organization | Private sector | University/college