

Results of Member Survey 2020-21 Season (MS21)

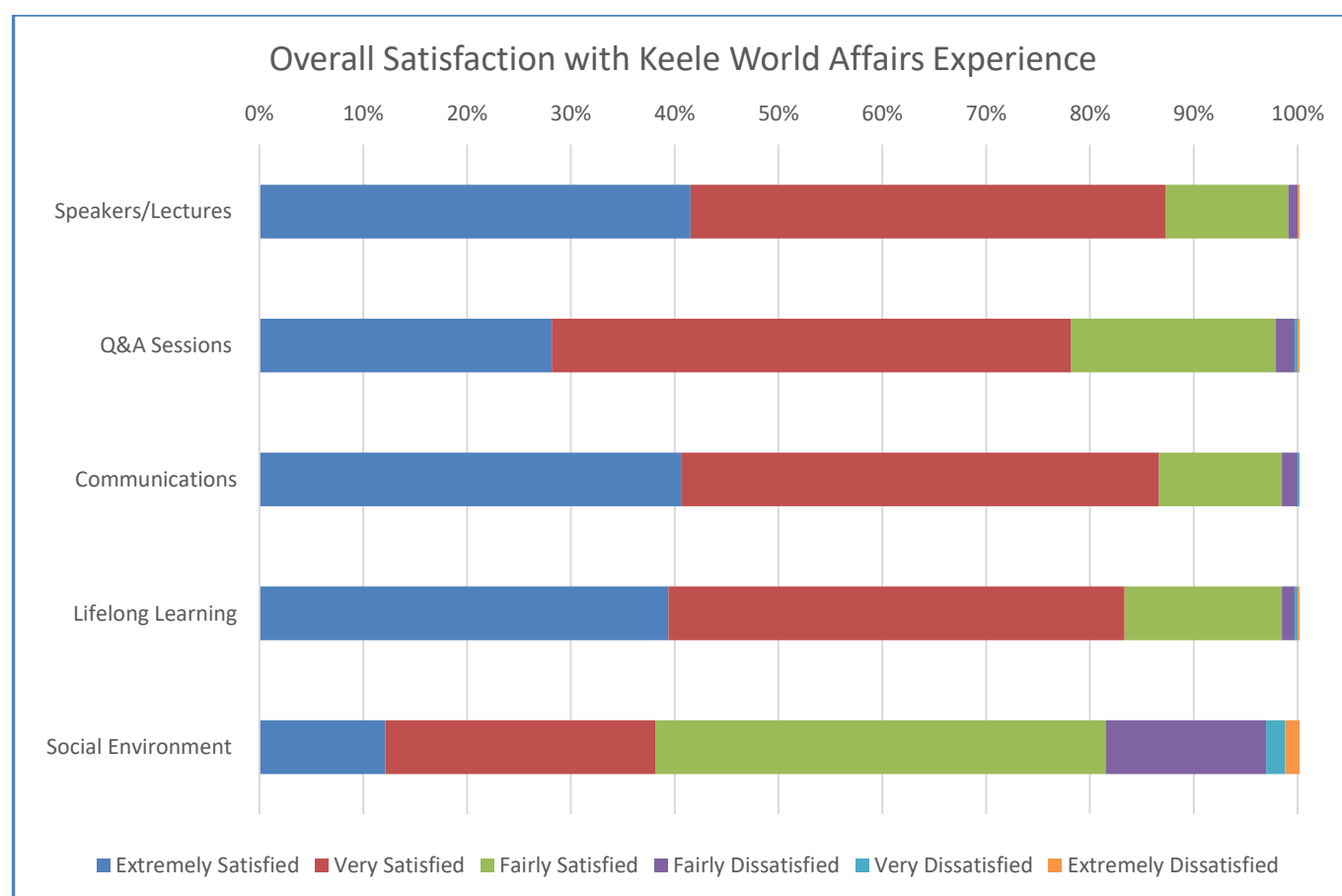
We have 331 replies to this year's survey after one reminder [cf 340 to MS20 after two reminders]. Our rule of thumb is to seek over 300 replies each time so that trends from year to year can be monitored with some reliability. We are grateful to those members who responded.

The season was unusual as the Covid-19 pandemic compelled us to run as World Affairs Digital. We completed all 20 meetings (19 in previous season). The survey was completed by members between 27 March and 19 April 2021.

1 Overall Satisfaction with Keele World Affairs Experience

We ask the same question in each annual survey and MS21 results are as follows:

	Extremely Satisfied	Very Satisfied	Fairly Satisfied	Fairly Dissatisfied	Very Dissatisfied	Extremely Dissatisfied
Speakers/Lectures	41.5%	45.8%	11.8%	0.9%	0.0%	0.6%
Q&A Sessions	28.2%	50.0%	19.7%	1.8%	0.3%	0.6%
Communications	40.6%	46.1%	11.8%	1.5%	0.3%	0.3%
Lifelong Learning	39.4%	43.9%	15.2%	1.2%	0.3%	0.6%
Social Environment	12.1%	26.1%	43.3%	15.5%	1.8%	1.8%



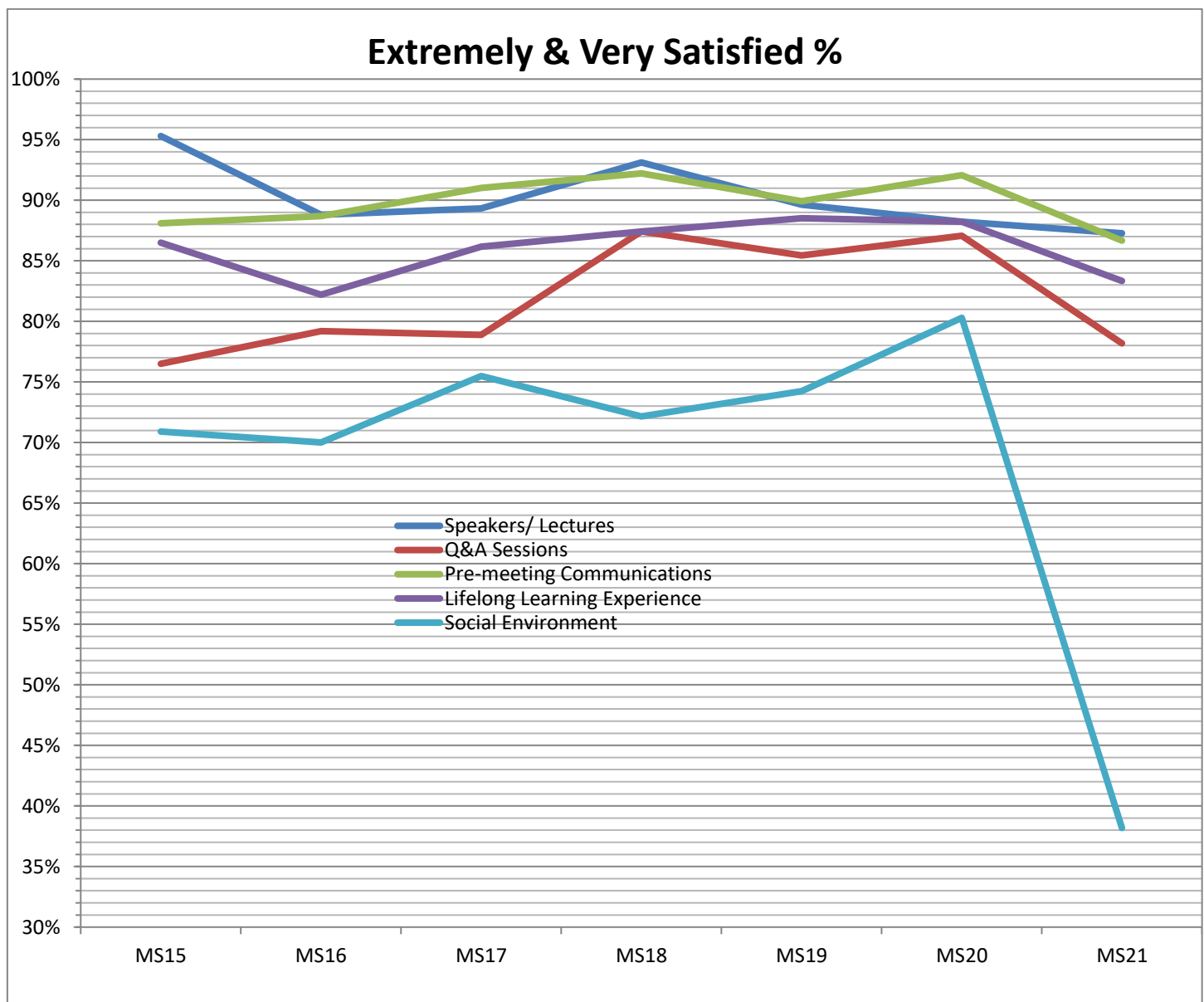
It is quickly evident that 'Social Environment' scored worse being badly affected by Covid restrictions and is a deviation from previous seasons.

Overall Satisfaction compared with previous seasons

You can compare this season's ratings with earlier seasons in the chart below. There are plenty of conclusions that we can draw.

It is no surprise to note that, despite our considerable efforts to create a social atmosphere in remote mode, this could never match the Westminster 'night out' experience mixing with kindred spirits. So only 38% gave the two highest ratings. The other 4 factors fell within the range 76% - 87% with speakers and communications remaining strong and with a slight dip for Q & A sessions and lifelong learning experience.

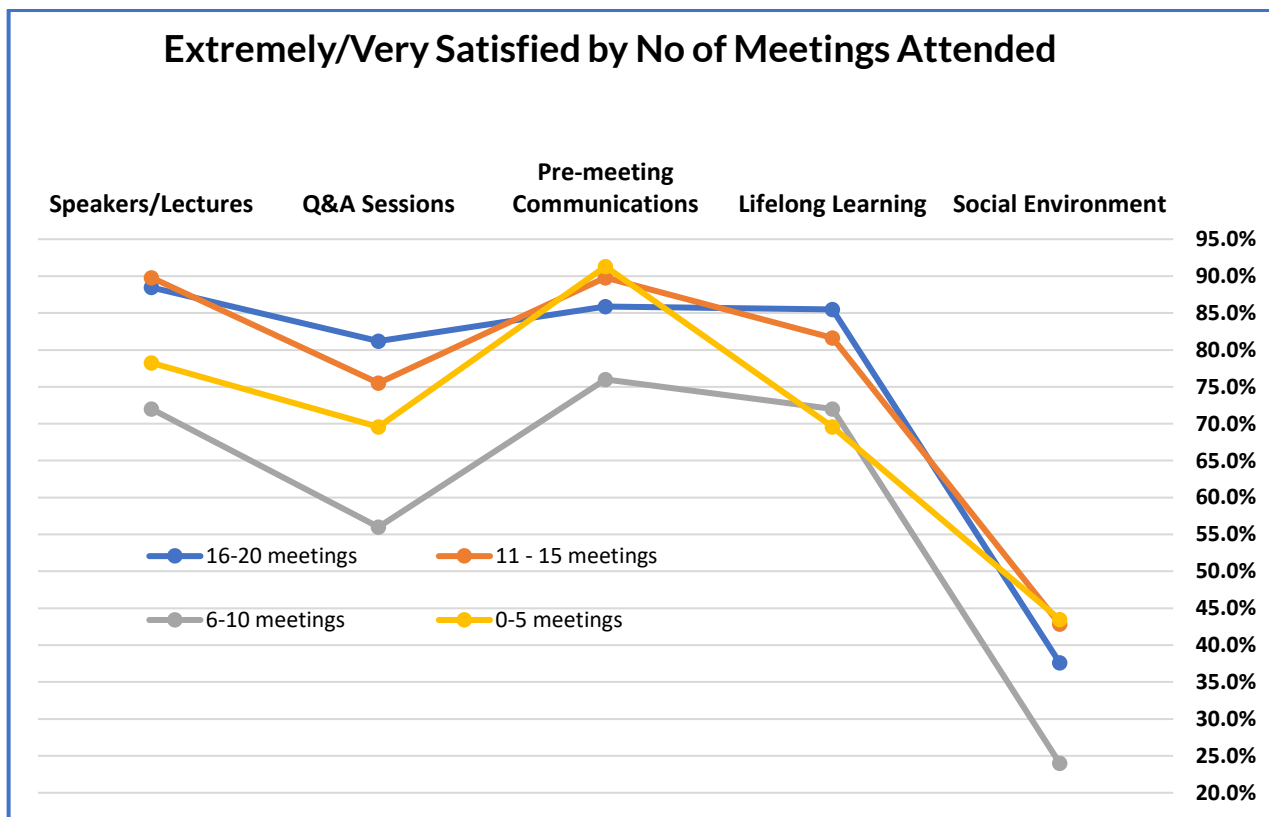
This seems a fair reality check on the Keele World Affairs experience under the awkward Digital arrangements and we can infer that many members will be keen to return to the Westminster Theatre (though not necessarily all).



2 Satisfaction: Variation by Attendance

Our aim is to understand not only whether our standards are being maintained but also how different members are reacting to the programme.

Analysis by frequency of attendance shows that the two groups attending more often report a significantly higher level of satisfaction with the programme, though not regarding the social dimension.



The results indicate that (perhaps unsurprisingly) members who attend most often show the highest level of satisfaction, though all but the last group appear very supportive. The less frequent attenders are noticeably less appreciative of the Q & A sessions and the social environment. The average number of members attending has not dropped during the season – see report of attendance data recently provided.

3 Book purchases

We are an educational charity and the underlying premise is that we should encourage subscribing members to use the series as a learning opportunity. We do not publish a reading list but during World Affairs Digital we put links to the speakers' books on the Blackwell's website. Some speakers expect this as a quid pro quo especially if they have recently published a book.

During the season Keele World Affairs received commission payments on sales of £1,277 for 84 books. At Westminster Theatre meetings, a typical season would lead to sales of 300 – 500 books. Sales during our digital offer were therefore low but we need to maintain it in order to keep faith with our speakers.

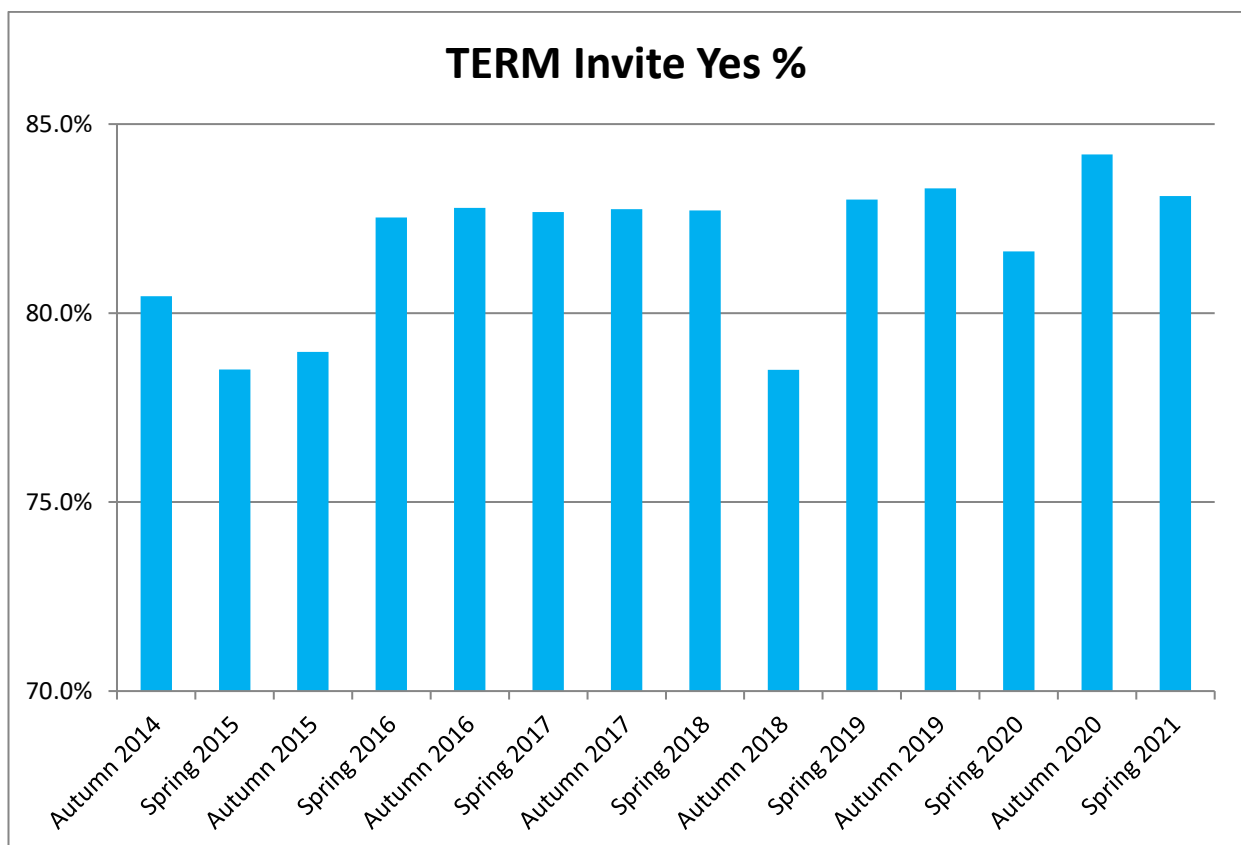
4 Videos

Participants' responses about watching videos of the meetings and encouraging others to do so in this pandemic affected season is difficult to assess. Reliability of responses is uncertain but 60% watched a video in the past 12 months and over 70% encouraged others to watch.

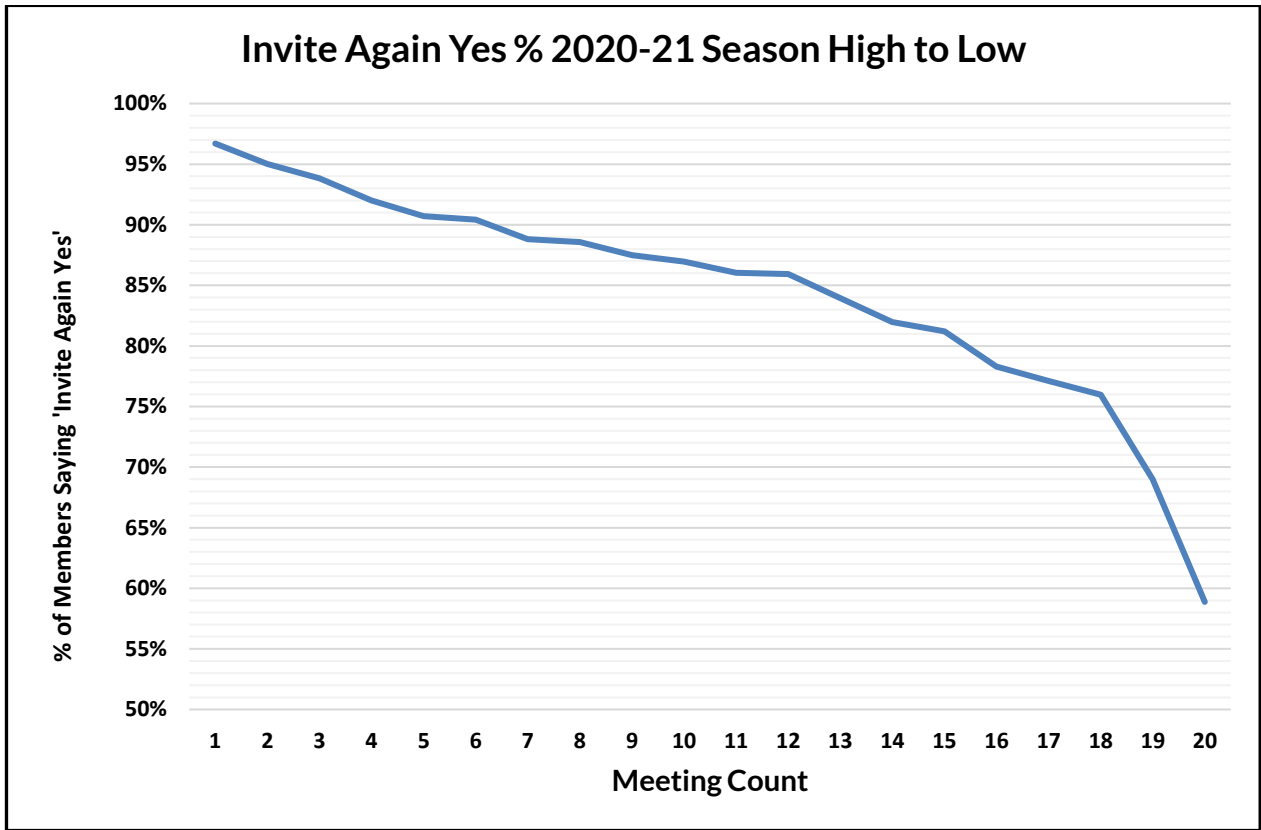
5 'Rating' of Speakers

We have a long-running question that asks the member (Yes or No) whether or not they would like each speaker to be invited again. Though some dislike this simplistic formulation, it continues to indicate good selections and helps us identify any visitor who in some way did not match the high standard of the series. We use these views of members purposefully when inviting people to speak again and it is in this way that members have their greatest impact on the Keele World Affairs programme.

The following chart shows excellent results for the two terms so far of World Affairs Digital. The 20 speakers have certainly provided us with high levels of expertise and some memorable evenings with very few leaving a feeling of disappointment. Alongside this, we need to consider the technical difficulties that occasionally disrupted proceedings and the fact that the remote experience is probably less exciting for most - though some report a preference for the privacy and comfort of their own home.

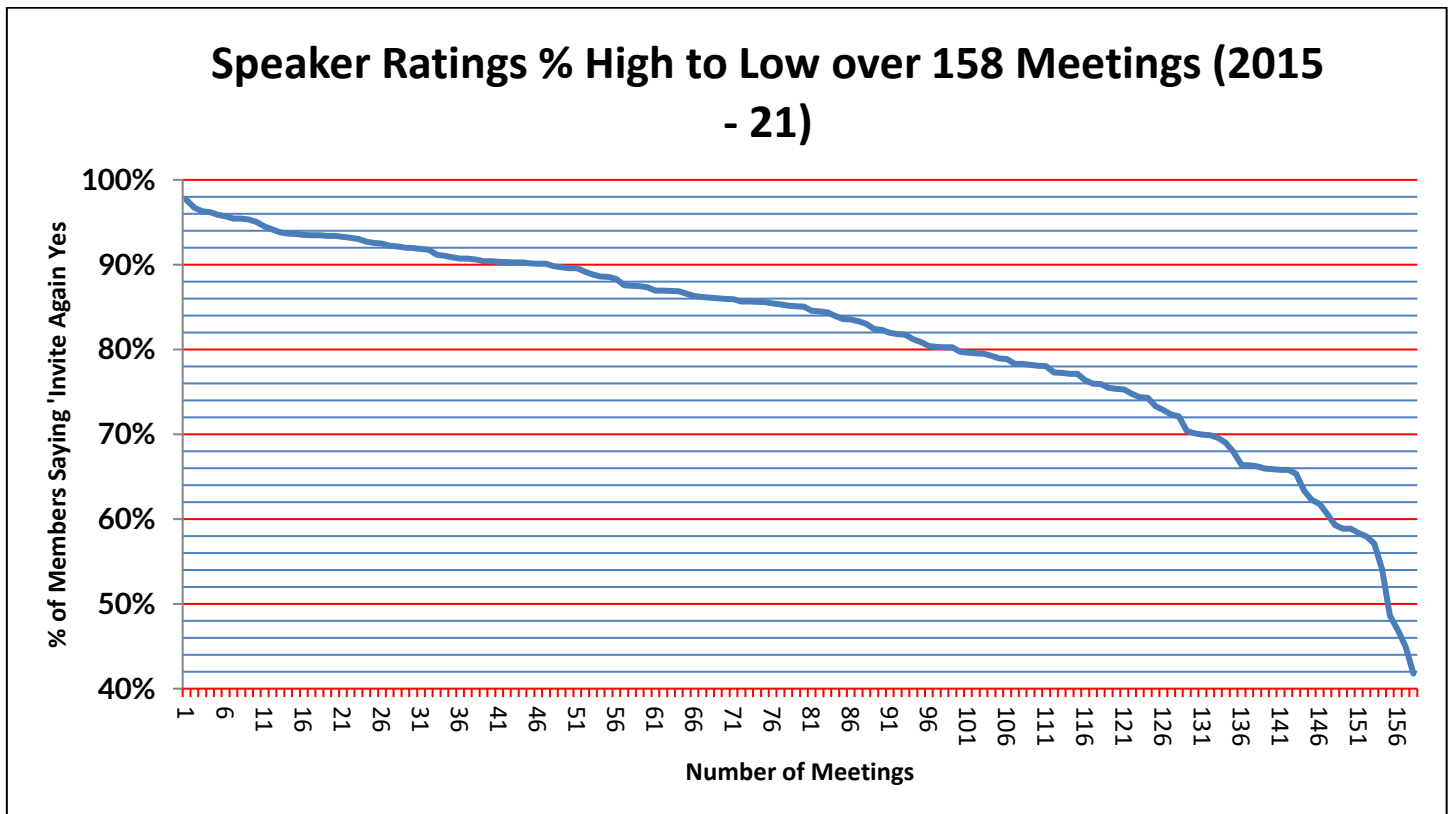


Note: A speaker on whom the members are equally divided would 'score' 50%. If 80% say Yes and 20% say No, then 4 out of 5 are in favour of a return. We do not publish results by name as this might cause offence to speakers but we publish no-name figures showing the spread of results, not lecture by lecture, but from high to low across each season.



As the above chart shows, 15/20 speakers topped 80% and 18/20 were above 75%.

The following chart shows the pattern of members' ratings (high to low) since we started the surveys in Oct 2014. As the chart illustrates, 51 out of 158 speakers rated higher than 90% and 122 exceeded 75%. This is a valuable measure of 'perceived quality'.



6 Members' Feedback: Positive Comments, Criticisms and Suggestions

In this survey there were more comments than usual. In total the survey produced 199 positive comments (60% of respondents) and 93 that might be viewed as critical or suggestions (28%).

Both types of comment are tricky to classify, some are about the overall experience, some refer to the World Affairs Digital format, and many are thanks to Bill, Andrew, or 'the team'.

More look forward to the return to the Westminster Theatre but it is also noted that for some remote meetings are preferred.

Appendix: Analysis of MS21 Respondents

At the start of 2021, we registered 562 members for the rest of the season. The content of the MS21 survey asks respondents to rate their experience of the season as well to answer questions about spring speakers (L11-20).

We invited any member who attended at least one meeting during the season even if they did not attend during the spring. As shown in the table below, this meant that we contacted 484 members.

The response rate (against a base of 484) was 68% and if this is weighted by attendances, the survey relates to nearly 77% of attendances. This suggests that we might expect results to be more favourable if more frequent attendance goes hand in hand with higher satisfaction. This can be considered in one the charts in this report.

No of replies/respondents	331
Membership during Season 40 (Oct 2020 – Mar 2021): 562 names registered for World Affairs Digital, plus 17 no email	562
Number of members sent MS21 email [excl non-attenders, no email, some leavers]	484
Meeting Registrations recorded in Season 40 by respondents to MS21	5354
Meeting Registrations recorded in Season 40 by members	6972
Response rate % of attendees	68.4%
Response rate % weighted by attendances	76.7%

