

## **AEA 2007/2008 Internal Scan AEA Member Survey 2007**

The American Evaluation Association undertook an internal scan to learn more about its membership during the period September 2007 to January 2008. Methods included an online survey of the full membership, follow-up interviews, and online Question and Answer (Q&A) groups.

Currently available reports from the scan include:

- *American Evaluation Association Internal Scan Report to the Membership*
- *Index of Quantitative Analysis of the 2007 AEA Member Survey*
- *Index of Qualitative Analysis of the 2007 AEA Member Survey*
- *Index of Qualitative Analysis of Interviews from the 2007-2008 AEA Internal Scan*
- *Index of Qualitative Analysis of Online Q&A Groups from the 2007-2008 AEA Internal Scan*
- *Presentation of the American Evaluation Association Internal Scan Findings*

Currently available instruments from the scan include:

- *AEA Member Survey 2007*
- *AEA Member Interviewer Guidelines and Interview Protocol*
- *AEA Online Question and Answer (Q&A) Groups Protocol*

All reports and instruments listed above may be found online on the AEA website at [www.eval.org](http://www.eval.org).

This document contains the *AEA Member Survey 2007*. This survey was originally conducted online using Remark Web Survey Software and thus the skip logic created a smooth flow through the instrument based on individual member responses.

## AEA Member Survey 2007

Greetings members! This survey is part of AEA's effort to develop a more detailed and comprehensive picture of its members' experiences and strategically plan for the future.

The survey includes broad questions about your evaluation-related work, as well as more specific questions about your experience conducting evaluations. We also want your input on ideas for enhanced or new AEA products/services.

We estimate it will take about 10 minutes to complete the survey. It is not possible to save your work, so you must complete the survey in one sitting. However, the survey will not time out, so you may take as much time as you need - as long as you do not exit from the survey page.

To begin the survey, please enter the ID number provided in your email invitation, then click on the "Begin Survey" button. **As you move from page to page, it's extremely important to use the "Back" and "Next" buttons at the bottom of the survey page.** Please, do NOT use your browser's buttons; if you do, your valuable responses will be lost.

Thank you in advance for your time and input!  
**ID #** [text box]



## Your Work in Evaluation

**1. Before we ask more specific (close-ended) questions, we invite you to tell us about your evaluation-related work using your own words.**

**Imagine you are out to dinner with other AEA members, and each member is taking a minute or two to describe his or her evaluation-related work and/or study. It's your turn; what would you say?**

[text box]

## Your Primary Identity in Evaluation

**2. Many of us wear more than one hat in the evaluation field. What is currently your *primary* professional identity in the evaluation field? (Select only one.)**

- Evaluator (in any capacity)
- College or university faculty member or instructor [branch to 9]
- Researcher
- Trainer
- Student involved in evaluation (paid or unpaid)
- Unemployed or currently seeking employment
- Retired and no longer active in the evaluation field [skip to 20]
- Retired but still active in the evaluation field in some way(s)
- Other; if other, please describe: [text box]

## Your Evaluation-Related Work

**Now, we have some broad questions about your evaluation-related work.**

**\* In this survey, we are defining evaluation-related work as *any* work in the evaluation field, including the types of evaluation-related work listed below.**

**3. Which of these types of evaluation-related work do you do? (Check all that apply.)**

- Conducting evaluations (in any capacity, including supervising)
- Writing about evaluation
- Teaching evaluation
- Evaluation capacity building
- Technical assistance
- Training others in evaluation
- Planning/contracting for evaluations (that others conduct)
- Student in evaluation
- Other; if other, *please describe*: [text box]



## **Your Primary Employment/Involvement in Evaluation**

**4. Considering only your evaluation-related work, how are you *primarily* employed or involved in evaluation?** *(If you are unemployed or retired, please select your most recent employment/involvement in evaluation.)*

**I am (or was) primarily employed or involved in evaluation as a/an:** *(Select only one.)*

- Employee of a research, evaluation, and/or consulting firm
- Employee of a company in business or industry
- Employee of a college/university [skip to 6]
- Self-employed, independent contractor [skip to 7]
- Employee of a local or state government [skip to 8]
- Employee of the federal government [skip to 8]
- Employee of a foundation [skip to 8]
- Student involved in evaluation (paid or unpaid) [skip to 8]
- I am not employed or involved in evaluation-related work. [skip to 8]
- Other; if other, *please describe*: [text box] [skip to 8]

## **Your Firm or Company**

**5. In what type of firm or company are you primarily employed to do your evaluation-related work? (Select only one.)**

- For-profit
- Non-profit
- Other; if other, *please describe*: [text box]

[skip to 8]

## **Your Evaluation Contract Work**

**6. Other than the evaluation-related work you do at your college/university, by what other types of organizations, if any, are you contracted to do evaluation-related work? (Check all that apply.)**

- For-profit research, evaluation, and consulting firms
- Non-profit research, evaluation, and consulting firms
- Other for-profit companies/agencies
- Other non-profit companies/agencies
- Federal government
- State or local government
- Foundations
- I'm not contracted by any other organizations to do evaluation-related work.
- Other; if other, *please describe*: [text box]

[skip to 8]

## **Your Evaluation Contract Work**

**7. In what types of organizations are you contracted to do your evaluation-related work? (Check all that apply.)**

- For-profit research, evaluation, and consulting firms
- Non-profit research, evaluation, and consulting firms
- Other for-profit companies/agencies
- Other non-profit companies/agencies
- Colleges/universities
- Federal government
- State or local government
- Foundations
- Other; if other, *please describe*:



## **Your Areas of Evaluation-Related Work**

**We want to develop a more detailed and accurate picture of the areas in which AEA members do their evaluation-related work.**

**8. In which areas do you do your evaluation-related work? (Check all that apply.)**

- Adult education
- Arts and culture
- Business and industry
- Child care/early childhood education
- Disaster/Emergency management
- Educational technologies
- Environmental programs
- Evaluation methods
- Evaluation theory
- Foundations
- Government
- Health/Public health
- Higher education
- Human development
- Human resources
- Human services
- Indigenous peoples
- Information systems
- International/Cross cultural
- K-12 education
- Law/Criminal justice
- Lesbian, gay, bisexual and transgender issues
- Media
- Medicine
- Non-profits
- Organizational behavior
- Public policy/Public administration
- Science, technology, engineering, math (STEM)
- Social work
- Special needs populations
- Workforce/Economic development
- Youth development
- Other; if other, *please describe*: [text box]

## **Your Academic Appointment**

**9. In what type of department do you hold your *primary* appointment?** (*Select only one. Note that a response is available for more than one primary appointment, and you may use the text box to describe.*)

- Anthropology
- Business/management
- Computer science
- Economics
- Education
- Educational psychology
- Environmental science
- Evaluation
- Government
- Health/Public Health
- Human resources
- Human services
- International relations/International development
- Medicine
- Law/Criminal justice
- Organizational behavior
- Physical sciences
- Political science
- Psychology [branch to 13]
- Public policy/Public administration
- Social work
- Sociology
- Statistics
- More than one primary appointment
- Other; if other or more than one primary appointment, *please describe*: [text box]

**10. What level of courses do you teach?** (*Check all that apply.*)

- Undergraduate
- Graduate

**11. Which best describes your primary appointment?** (*Select only one.*)

- Tenured full professor
- Tenured or tenure-track associate professor
- Tenure-track assistant professor
- Nontenure track position
- Other; if other, *please describe*: [text box]

**12. Is your position full-time or part-time?** (*Select only one.*)

- Full-time
- Part-time

[back to 3]

### **Your Subfield in Psychology**

**13. What is your subfield within psychology?** (*Select only one.*)

- Clinical psychology
- Cognitive psychology
- Counseling psychology
- Developmental psychology
- Educational psychology
- Health psychology
- Industrial and organizational psychology
- Quantitative psychology
- School psychology
- Social psychology
- Other; if other, *please describe*: [text box]

[back to 10]

### **Percent Time Devoted to Evaluation**

**14. In the last year, approximately what percent of your work and/or study was devoted to evaluation-related work? (Select only one.)**

- None
- Between 1% and 25%
- Between 26% and 50%
- Between 51% and 75%
- Between 76% and 99%
- All

**15. Considering only your evaluation-related work and/or study in the last year, approximately what percent of this work/study had a focus outside the United States? (Select only one.)**

- None
- Between 1% and 25%
- Between 26% and 50%
- Between 51% and 75%
- Between 76% and 99%
- All

### **Your Experience Conducting Evaluations**

**16. Considering only your evaluation-related work and/or study in the last year, did any of the work/study involve actually conducting evaluations?**

**\* By conducting evaluations we mean any role in designing and/or implementing evaluations, including supervising evaluations.**

- Yes
- No [skip to 21]

### **Your Experience Conducting Evaluations**

**Now, we'd like you to think more specifically about your experience conducting evaluations.**

**17. Considering only your evaluation-related work and/or study in the last year, approximately what percent of this work/study involved conducting evaluations, including supervising evaluations? (Select only one.)**

- None
- Between 1% and 25%
- Between 26% and 50%
- Between 51% and 75%
- Between 76% and 99%
- All



**18. Which of the following best describes your *typical* role in conducting evaluations?**  
(*Select only one.*)

- Supervisor/director of evaluations (provide leadership/oversight but others primarily carry out the evaluations)
- Manager or coordinator of evaluations (primarily carry out the day-to-day evaluation activities)
- Assistant on evaluations (provide generalized support for the day-to-day evaluation activities)
- Specialist or consultant on evaluations (provide expertise or fulfill a specialized function)
- I work primarily on my own to carry out all evaluation activities.
- I do not play a role in conducting evaluations.
- Other; if other, *please describe*: [text box]

**19. Which of the following types of evaluations do you conduct?** (*Check all that apply.*)

- Curricula evaluations
- Consumer evaluations
- Performance auditing/monitoring/reviewing
- Personnel evaluations
- Product evaluations
- Program evaluations
- Policy evaluations
- Evaluation of research
- Student/trainee evaluations
- I do not conduct evaluations.
- Other; if other, *please describe*: [text box]

[skip to 21]

### **Benefits of Your AEA Membership**

**20. Please take a moment to describe how AEA membership benefits you:** [text box]

## Your Academic Background

**21. We also want to document the various academic backgrounds of AEA members. At which levels have you received degrees, and in what fields?** (*Check all that apply, and indicate field. Note that additional responses are available if you have more than one Masters or Doctoral degree.*)

- Bachelor's or equivalent completed degree  
Indicate field; please select a field [see last page for list of fields used for each item]  
If other, *please describe*: [text box]
- Second Bachelor's or equivalent completed degree  
Indicate field; please select a field  
If other, *please describe*: [text box]
- Master's or equivalent completed degree  
Indicate field; please select a field  
If other, *please describe*: [text box]
- Second Master's or equivalent completed degree  
Indicate field; please select a field  
If other, *please describe*: [text box]
- Doctorate or equivalent completed degree  
Indicate field; please select a field  
If other, *please describe*: [text box]
- Second Doctorate or equivalent completed degree  
Indicate field; please select a field  
If other, *please describe*: [text box]

**22. Have you received specialized training in evaluation that led to a certificate of some kind?** (*Select only one.*)

- Yes
- Currently receiving training that will lead to certificate
- No [skip to 24]

## Your Certificate in Evaluation

**23. What is the full name of the program and/or institution from which you received, or expect to receive, your certificate?** [text box]



**Your Affiliation with Professional Associations**

**Knowing more about your affiliation with professional associations other than AEA will help us better understand your professional world and the professional context in which we operate as an association.**

**24. To which other national or international professional associations do you currently belong?** *(For each professional association to which you belong, please indicate if you have ever been a Board or committee member in that association.)*

	Current member	Board or committee member
Academy of Human Resource Development (AHRD)	<input type="checkbox"/>	<input type="checkbox"/>
American Association of Public Opinion on Research (AAPOR)	<input type="checkbox"/>	<input type="checkbox"/>
American Economic Association	<input type="checkbox"/>	<input type="checkbox"/>
American Educational Research Association (AERA)	<input type="checkbox"/>	<input type="checkbox"/>
American Political Science Association (APSA)	<input type="checkbox"/>	<input type="checkbox"/>
American Psychological Association (APA)	<input type="checkbox"/>	<input type="checkbox"/>
American Public Health Association (APHA)	<input type="checkbox"/>	<input type="checkbox"/>
American Society for Training and Development (ASTD)	<input type="checkbox"/>	<input type="checkbox"/>
American Sociological Association (ASA)	<input type="checkbox"/>	<input type="checkbox"/>
American Statistical Association (ASA)	<input type="checkbox"/>	<input type="checkbox"/>
Association for Public Policy Analysis and Management (APPAM)	<input type="checkbox"/>	<input type="checkbox"/>
National Legislative Program Evaluation Society (NLPES)	<input type="checkbox"/>	<input type="checkbox"/>
Society for Social Work and Research (SSWR)	<input type="checkbox"/>	<input type="checkbox"/>
Other international evaluation association	<input type="checkbox"/>	<input type="checkbox"/>
Other(s); if other(s), <i>please list:</i> [text box]	<input type="checkbox"/>	<input type="checkbox"/>

**25. Which statement is most true for you?** *(Select only one.)*

- AEA is the professional association with which I most strongly affiliate. [skip to 27]
- I most strongly affiliate with a professional association other than AEA.
- I do not strongly affiliate with any professional association. [skip to 27]

**Your Strongest Affiliation**

**26. With which professional association do you most strongly affiliate? (Select only one.)**

- Academy of Human Resource Development (AHRD)
- American Association of Public Opinion on Research (AAPOR)
- American Economic Association
- American Educational Research Association (AERA)
- American Political Science Association (APSA)
- American Psychological Association (APA)
- American Public Health Association (APHA)
- American Society for Training and Development (ASTD)
- American Sociological Association (ASA)
- American Statistical Association (ASA)
- Association for Public Policy Analysis and Management (APPAM)
- National Legislative Program Evaluation Society (NLPES)
- Society for Social Work and Research (SSWR)
- Other; if other, *please describe*: [text box]

**Your Satisfaction with AEA: Usefulness of Products, Services and Groups**

**AEA wants to make informed decisions about the services it offers its members. We want to know how helpful AEA is to you now and how the association might support you in the future.**

**27. Through AEA, members have access to a variety of products, services, and groups. How useful have each of the following resources been to you in your evaluation-related work and/or study? (Select only one answer for each item.)**

	Not aware	Haven't accessed	Not useful	Somewhat useful	Very useful
Guiding Principles for Evaluators	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Resources available through the AEA website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AEA annual meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional development workshops at the annual meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AEA/CDC Summer Evaluation Institute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AEA listserv, EVALTALK	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AEA electronic newsletter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topical Interest Groups (TIGs)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
AEA-recognized local or regional affiliate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**Your Satisfaction with AEA: Usefulness of Journals**

**28. AEA members receive subscriptions or electronic access to the four journals listed below. How useful is the material in each journal to you in your evaluation-related work and/or study? (Select only one answer for each item.)**

	Not aware	Haven't accessed	Not useful	Somewhat useful	Very useful
American Journal of Evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New Directions for Evaluation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation Review	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation and the Health Professions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Desirability of Enhanced/New AEA Products and Services**

**29. If AEA were to invest resources in new products and services for its members, how would you rate the desirability of each of the following products or services? (Select only one answer for each item.)**

	Not at all desirable	Slightly desirable	Moderately desirable	Highly desirable
Training via web-based delivery that is pre-recorded	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training via web-based delivery offered in real time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Training via teleconferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanded training opportunities offered live at the Annual Meeting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expanded training opportunities offered live at the Summer Institute	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
New training opportunities offered live in your region	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videotaped lectures/speeches	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
DVD/CD-ROM of training materials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hardcopy self-study texts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Online archive of evaluation materials (reports, instruments, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Journal targeted to practitioners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Evaluation blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional mentoring	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Updates on relevant public policy issues that affect the evaluation field	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



**30. Are there any other products or services (enhanced or new) that you would like AEA to offer members like you?** [text box]

### **Your Background**

**Finally, we have just a few background questions.**

**31. How many years of experience do you have in the evaluation field?** *(Select only one.)*

- Less than 2 years
- 2-5 years
- 6-10 years
- 11-15 years
- 16-20 years
- More than 20 years

**32. How many total years have you been a member of AEA?** *(Select only one.)*

- Less than 1 year
- 1-2 years
- 3-4 years
- 5-6 years
- 7-8 years
- 9-10 years
- More than 10 years; if more than 10 years, *how many years?* [text box]

**33. Are you:**

- Male
- Female

**34. What is your age range?** *(Select only one.)*

- 19 or younger
- I'm in my 20s
- I'm in my 30s
- I'm in my 40s
- I'm in my 50s
- I'm in my 60s
- I'm in my 70s
- I'm in my 80s
- I'm in my 90s
- Choose not to respond

**35. Do you currently reside primarily in the United States?**

- Yes
- No



### **Your Race/Ethnicity**

**36. The following categories are used by the U.S. federal government to collect data on race and ethnicity. Which category best describes you, or are you best described as an international member, or in some other way(s)? (Check all that apply, and/or use the "other" box to write in another description.)**

- American Indian or Alaska Native
- Asian
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- International member
- Choose not to respond
- Other; if other, *please describe*: [text box]

### **Your Final Comments**

**37. What else would you like us to know about your work and/or study, about AEA, or about this survey that you have not had the opportunity to share? We value your input.**  
[text box]

**Thank you!**

**We appreciate your taking the time to help AEA!**

### **Confirmation and More Information**

**Your response has been submitted. Thank you again for your time in helping AEA!**

**For more information about AEA please visit: [www.eval.org](http://www.eval.org)**

**For more information about Goodman Research Group, Inc. please visit: [www.grginc.com](http://www.grginc.com)**



## **List of Fields Used in Academic Background Section**

- Anthropology
- Business and management
- Child development
- Computer science
- Economics
- Education
- Educational psychology
- English
- Environmental science
- Evaluation
- Government
- Health/Public health
- Human development
- Human resources
- Human services
- Information systems
- International relations/international development
- Law/criminal justice
- Mathematics
- Medicine
- Organizational behavior
- Philosophy
- Physical science
- Political science
- Psychology
- Public policy/public administration
- Social work
- Sociology
- Statistics
- Other