Results of MSBA Members Survey – Spring 2024

Member survey identifies trends and opportunities for MSBA
Thank you, members of the Minnesota School Boards Association, for participating in an online survey this spring! 475 superintendents and school board members completed the survey about MSBA’s services and communications in May, indicating general satisfaction with MSBA and identifying areas of opportunity. Survey results show...

School board members are new, younger, more diverse
School board members are new, younger, more diverse, and see opportunities for MSBA to improve its services. 40% of respondents reported serving 4 or fewer years; the number jumped to 57% for those under age 45. (Non-survey data reports more than 60% of school board members are in their first term.) Even more than superintendents, younger school board members noted the opportunity for MSBA to make its information more immediately accessible, and pre-vetted, for easier consumption. As one respondent noted, “Continue to prioritize issues and information.”

Satisfaction with MSBA varies by audience, demographic group
The level of satisfaction in MSBA services varies among superintendents, school board members in general, and school board members who identify as Black. Superintendents are pleased; more than 90% believe they receive high or very high value from their MSBA membership. Among school board members, 60% found the value of MSBA to be high or very high, but that number dropped to approximately one-third for Black respondents (note there were 48 respondents, out of 321, who identified as “Black”). MSBA will be exploring options for improving these members’ experiences and perceptions.

Different communication and learning needs
Changing demographics translate to different communication and learning/development needs and interests. Many respondents asked for briefer learning opportunities, presented in smaller bites, provided at different times than previously scheduled, or made available “on demand,” and prioritized. This feedback from respondents could be summarized as “Package and present your information in ways that are more convenient for me.”

Survey informs future changes
MSBA is using the member survey results and other research, including focus groups and interviews with individual members, to evaluate its current communications and development offerings. MSBA will communicate further updates as the process moves forward.