

You said, we did

2011 Membership Survey

AoC launched its first membership survey in September 2011. The survey was designed to replace the communications survey and delve deeper into understanding how well the association is performing by members' standards. Below is a list of the issues raised in this survey and the ways in which AoC addressed each point.

	You said	We did
1	AoC Briefings were of varying quality and formats - some required more proofreading before publication.	AoC conducted refresher training for all staff on Briefing production including proofreading, formatting and copywriting.
3	Regional network meetings are a highly rated source of information on College issues.	AoC equipped regional offices with access to new technology and training to further improve management of network meetings.
4	The AoC Briefings received are not always relevant to my role.	AoC asked member contacts to update their Briefings selections in the AoC website's Member Area, to ensure that we send only the most relevant content to College staff and Governors.
5	AoC discounts with a range of suppliers are not as important as AoC's other services.	AoC is focusing on those services most important to members.
6	AoC needs to provide you with what you want every time you are in contact.	AoC is working towards achieving the Customer Service Excellence Standard by the end of 2012 in an effort to further improve customer service throughout AoC.
7	AoC's Clerks and Governor helpline is very helpful to members.	AoC re-publicised the details of its Governors helpline to members throughout the year and added the governors@aoc.co.uk email helpline to assist members in reaching relevant members of staff at any time.
8	The most popular social media channels used in College work are Twitter, Facebook and LinkedIn.	AoC expanded its use of social media in establishing additional Twitter accounts to keep members further informed about the association's activities. AoC and AoC Create teams are advising and assisting Colleges through LinkedIn groups.
9	Many members were not aware of the full range of AoC Create services.	AoC Create has launched a campaign to highlight the benefits of their services. The new AoC Create website – www.aoc-create.co.uk – launched on 9 May 2012.
10	It can be confusing to know how to sign up for Briefings and other AoC online benefits. An induction to the AoC website could help with this.	AoC produced a <i>How to get the most from the AoC website</i> guide which helps members find out all the benefits of having an AoC web account.