



HANOVER
RESEARCH

VOICE OF THE MEMBER ANALYSIS

PREPARED FOR OHIO SCHOOL BOARD ASSOCIATION

PROJECT OBJECTIVE

Ohio School Board Association (OSBA) is interested in deepening their understanding of how members make decisions about training; what formats they prefer or decide to attend and why; and whether there are differences by member or region criteria. OSBA intends to use these data to inform future professional development (PD) offerings and better meet members' needs.



- ✓ How do OSBA's members approach PD session selection?



- ✓ What factors - or combination of factors - most influence a member's decision to attend or not attend in-person training?



- ✓ Under what circumstances would members consider alternative formats for training?

METHODOLOGY



Hanover Research conducted 22 in-depth interviews with current OSBA members who have recently participated in an OSBA professional development session.

Note:

Qualitative research is exploratory and designed to add insight and a depth of understanding to a particular question or topic. Qualitative findings provide commonalities and trends but are not intended to be statistically significant or to provide generalizable conclusions.

KEY FINDINGS



Board members select their professional development sessions based on relevancy of topics to their work. Legislation and finance are the most popular topics. Some board members would like to see more trainings on equity, diversity, safety and security, and the unique challenges of urban districts.

OSBA members are attracted by the quality of sessions at the Capital Conference and Board Leadership Institute (legislative, board leadership 101, finance, and HR). Keynote speakers and the variety of workshops offered also appeal to board members.

KEY FINDINGS (Continued)



Members generally prefer in-person meetings/trainings as they offer networking opportunities, limit distractions, and offer the opportunity to receive personal advice or input in response to their districts' specific needs. Many members feel they would attend more of these in-person sessions if their schedules allowed.

Location and the time required to drive to OSBA events are obstacles to attendance, in addition to the demands of work and personal commitments on members' available time. A few districts have experience with OSBA bringing trainings to their schools for a flat fee, but many members are not aware that the OSBA can bring PD trainings to them.

KEY FINDINGS (Continued)



Districts cover registration costs, mileage, and meals through reimbursement, so cost is not a large factor. Members find that current costs are reasonable and do not hinder them from attending PD sessions.

While potentially more efficient, webinars and online resources are not seen as adequate replacements for current in-person offerings. However, if members miss an in-person training, they would like to have a recording of the session available online, supplemental information they can access, or have a similar topic covered via webinar.



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