

GERONTOLOGY ASSOCIATION OF NOVA SCOTIA MEMBER SURVEY RESULTS: 2011



Our Membership

The Board of GANS would like to express our sincere thanks to all of the members who took the time to complete the member survey. In total, 59 members provided us with valuable feedback to move forward with. The reasons members gave for joining GANS ranged from a need for relevant information, networking opportunities, to wanting to stay connected because of a

focus on aging in their career. The majority of respondents had been members for less than two years (72%), were female (84%), were between the ages of 35-64 (81%), while 44% lived outside of the HRM, from Cape Breton to Yarmouth.

Many identified as health practitioners (42%), Researchers/Educators (17%), or Non-Profit (12%).

A Summary of the Survey Results

This summary includes the key messages shared with us by our members.

The majority of members had not attended a GANS event in the past year (81%), due to challenges with time-of-day, location (HRM-centric), or their own busy schedules.

Members indicated that they would like to see interdisciplinary events held in Metro, Dartmouth, and Bedford, "where traffic is limited and parking is plentiful." - Member

Specific services members requested included network-

ing (research opportunities, and social events, job postings), education (live and on-line talks, workshops, conferences) and advocacy on a wide range of topics including aging in place, technology and poverty reduction.

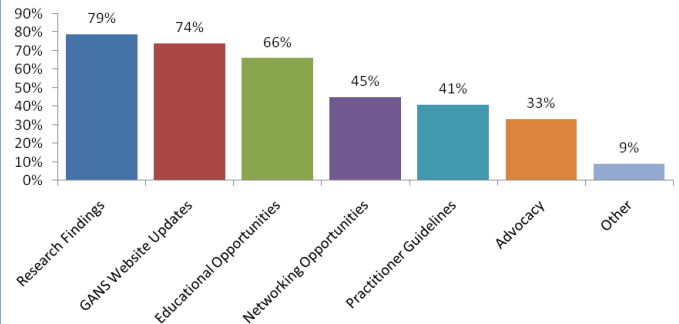
"GANS has the opportunity to be proactive and show leadership in this province, and indeed in this country." - Member

Some challenges identified by members included a lack of opportunity for members outside of the HRM to be engaged and a lack of focused efforts by the Association.

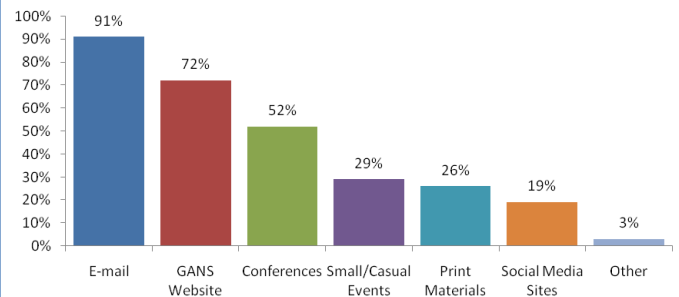
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April, 2011

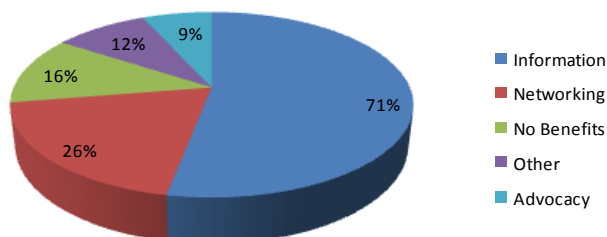
The Services Members Requested



The Ways Members Want to Receive Information and Opportunities



Benefits of GANS Membership



When asked about membership benefits, some members shared that they were unsure if they had received any benefits.

Tangible benefits experienced by GANS members included access to relevant information via a high-quality website, advocacy, and networking opportunities including Lunch and Learns and Networking Tuesdays.

"Sharing and learning from each other is the benefit to me." - Member

Based on your feedback, we are currently developing new and exciting web content and networking opportunities for 2011/2012.

Moving Forward

- IN 2011/2012 A MEMBERSHIP FEE WILL BE REINSTATED TO ENSURE THE FUTURE OF GANS. THE MAJORITY OF RESPONDING MEMBERS (74%) INDICATED THAT THEY WOULD BE WILLING TO PAY A SMALL ANNUAL MEMBERSHIP FEE.
- LOOK FOR AN E-MAIL OUTLINING OUR MEMBERSHIP RATES, AND SERVICE OFFERINGS FOR 2011/2012 BY JUNE, 2011.
- WHILE THIS SURVEY PROVIDED AN ANONYMOUS AND DIRECT OPPORTUNITY FOR MEMBERS TO PROVIDE FEEDBACK, GANS IS ALWAYS OPEN TO HEAR THE NEEDS OF OUR MEMBERSHIP. PLEASE CONTACT US AT info@cakens.com