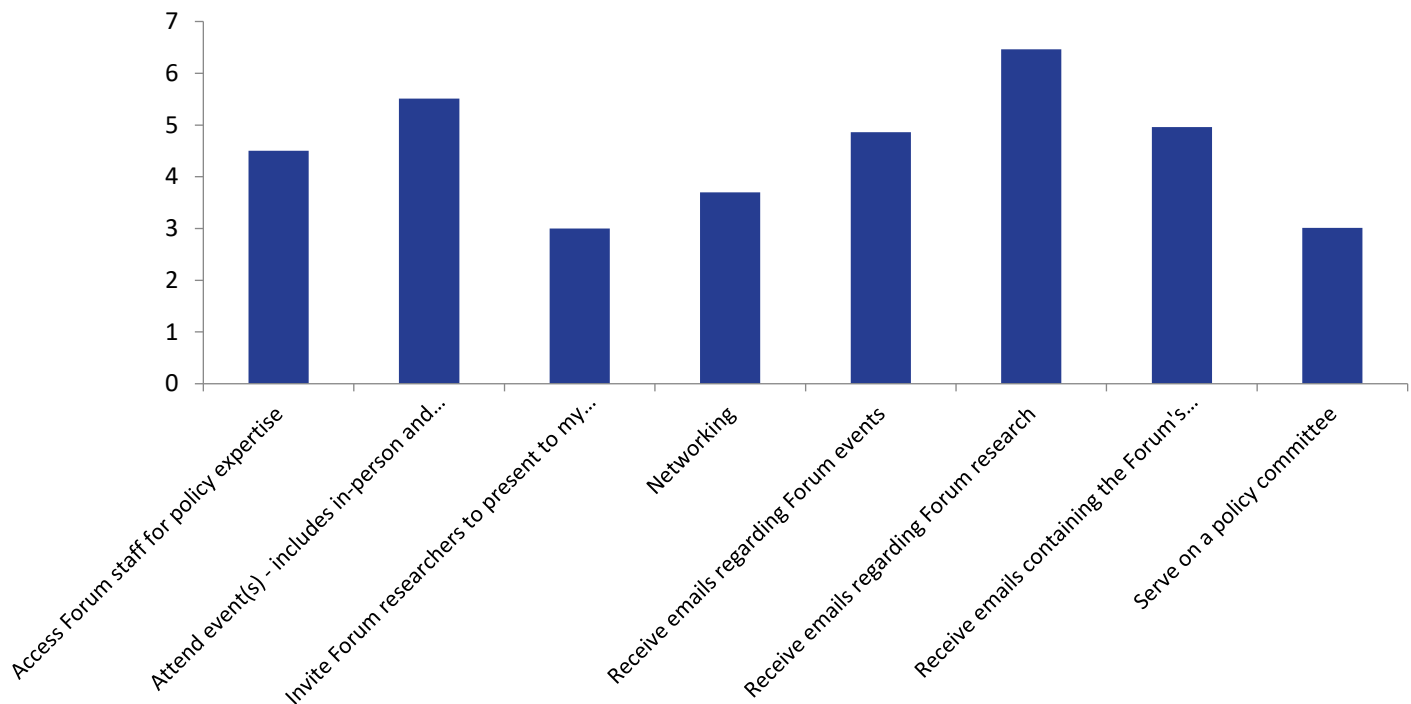


MEMBER SURVEY ON 2023 FORUM RESEARCH

The Member Survey on 2023 Forum Research was sent via email to the Forum's membership email list on January 19, 2024 and reminders were sent on January 29 and February 5, 2023 (n= 1785). Responses were collected via SurveyMonkey. We received 123 survey responses by the time the survey closed on February 9, 2023.

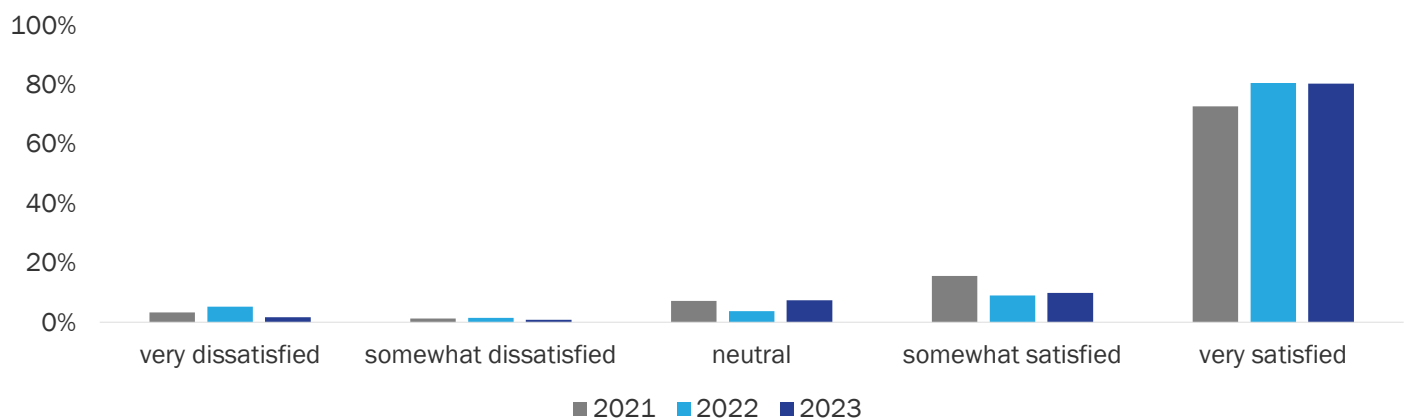
This year we made a few small changes to better understand what our members are looking for and are currently involved in. Affected questions are noted. We also changed the order of some questions to better align with survey best practices.

QUESTION 1. WHICH FORUM MEMBERSHIP BENEFITS DO YOU TAKE ADVANTAGE OF? **We changed this question from a check box to a ranking system to better understand how members were primarily engaging.*



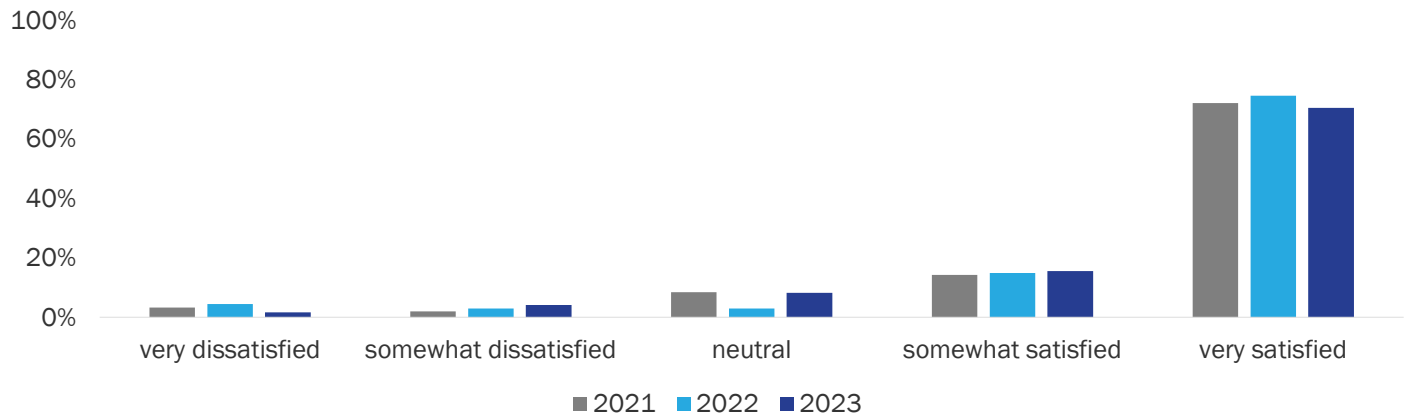
QUESTION 2. OVERALL, HOW SATISFIED ARE YOU WITH THE FOLLOWING ELEMENTS OF THE FORUM'S RESEARCH?

ACCURACY

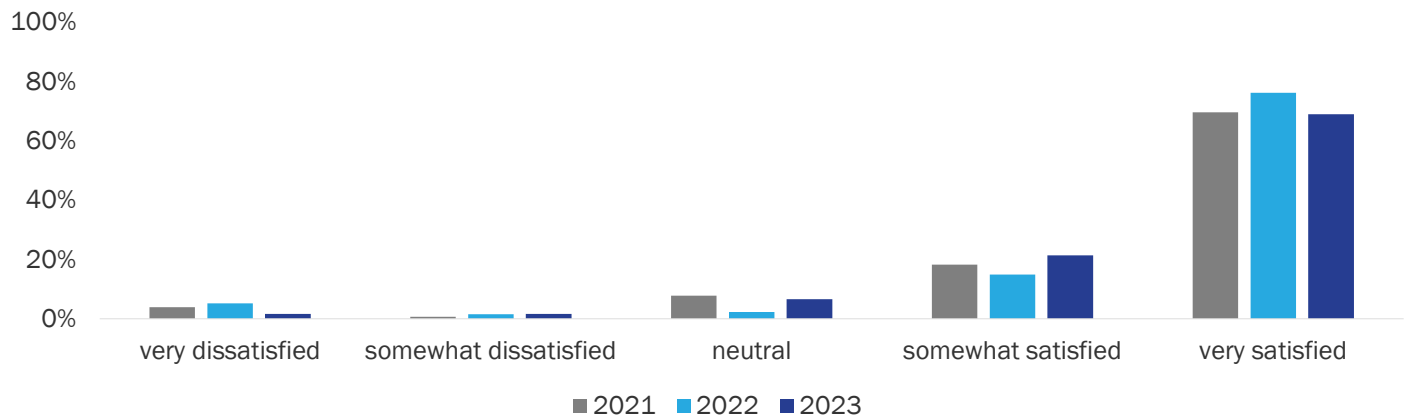


MEMBER SURVEY ON 2023 FORUM RESEARCH

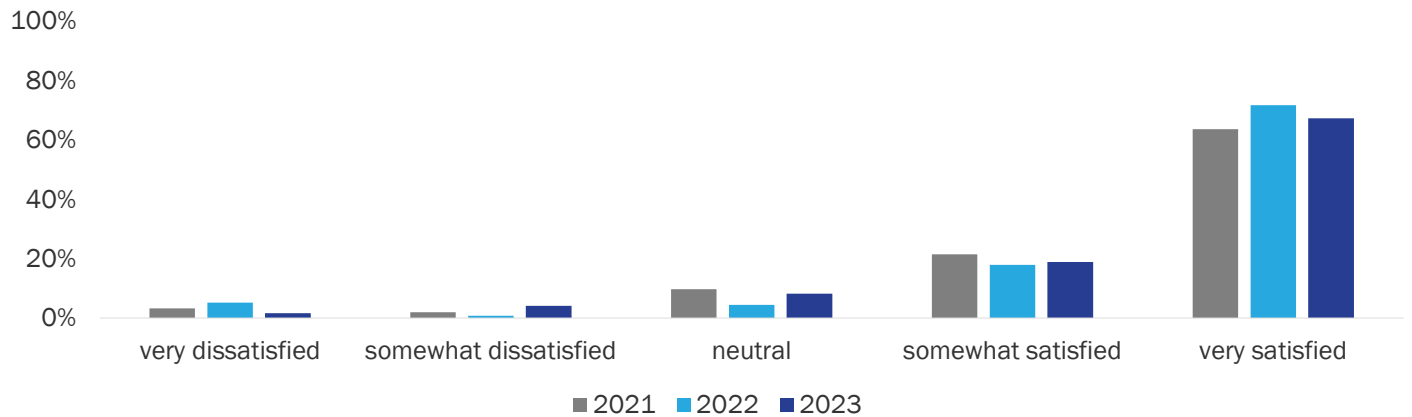
OBJECTIVITY



READABILITY

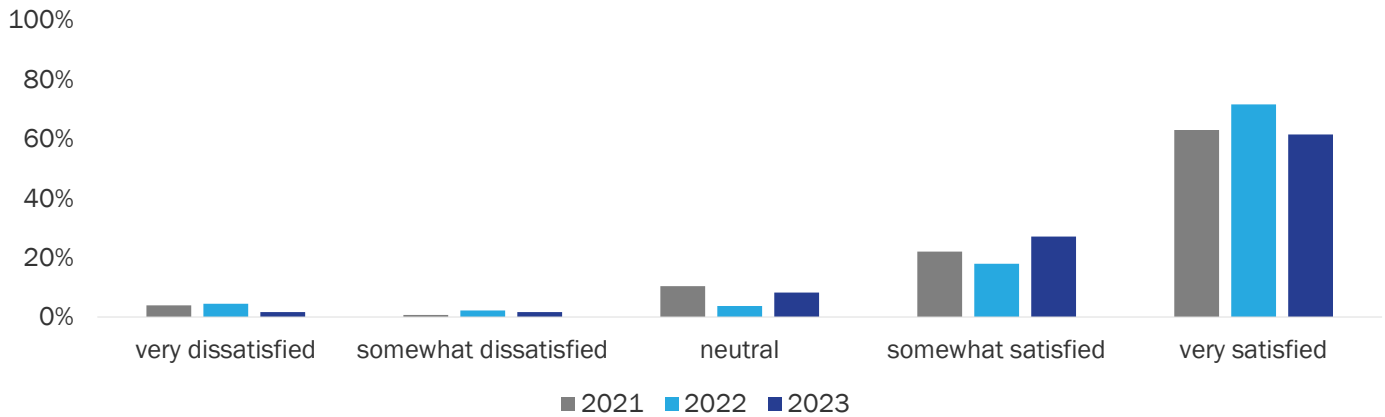


TIMELINESS

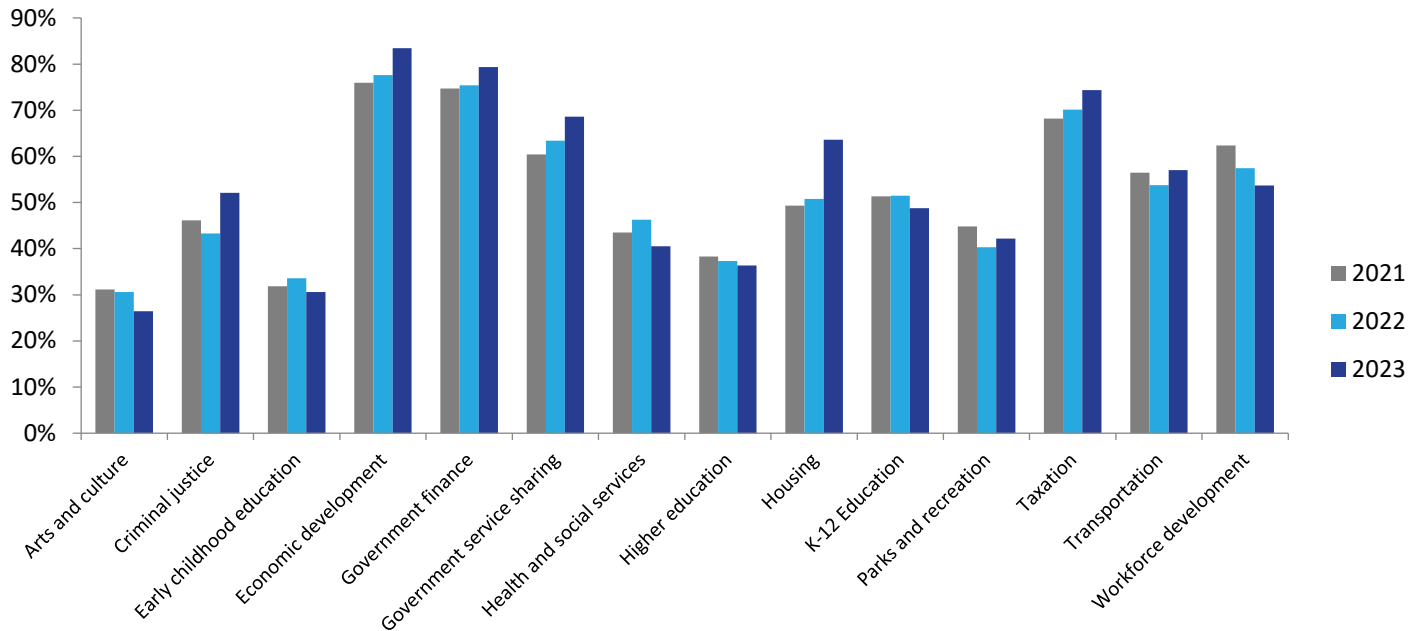


MEMBER SURVEY ON 2023 FORUM RESEARCH

USEFULNESS



QUESTION 3. THE FORUM'S RESEARCH FOCUSES ON A VARIETY OF POLICY ISSUES, INCLUDING THOSE LISTED BELOW. PLEASE CHECK THOSE THAT ARE VALUABLE TO YOU. (check all that apply)



QUESTION 4. ARE THERE ADDITIONAL POLICY ISSUES (NOT LISTED ABOVE) THAT YOU WOULD LIKE TO SEE US COVER?

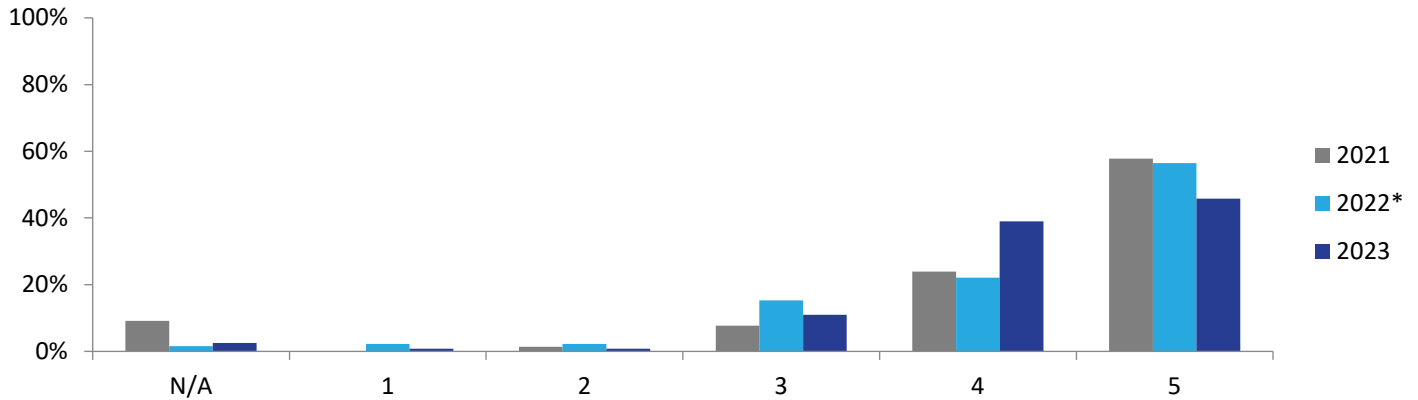
- Race/Equity (3)
- Environmental Issues/Climate (2)
- Attraction, Retention & Attrition (2)
- Misc. other (5)

QUESTION 5. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR IN-DEPTH REPORTS AND BUDGET BRIEFS (e.g. *This Land is Our Land*, *Under Pressure*, *State of Wisconsin 2023-25 Governor's Budget*, and others) Please select N/A if you are unfamiliar with this resource.

**In 2022 questions asking about in-depth reports and budget briefs were combined to create a single question asking about our longer report formats as a whole.*

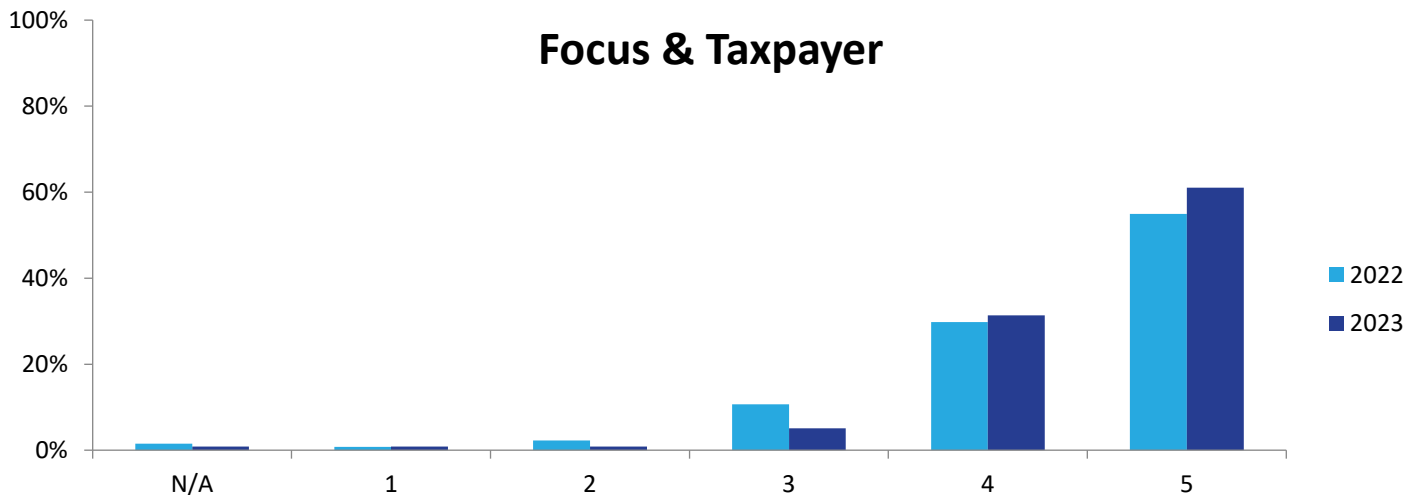
MEMBER SURVEY ON 2023 FORUM RESEARCH

In-Depth Reports



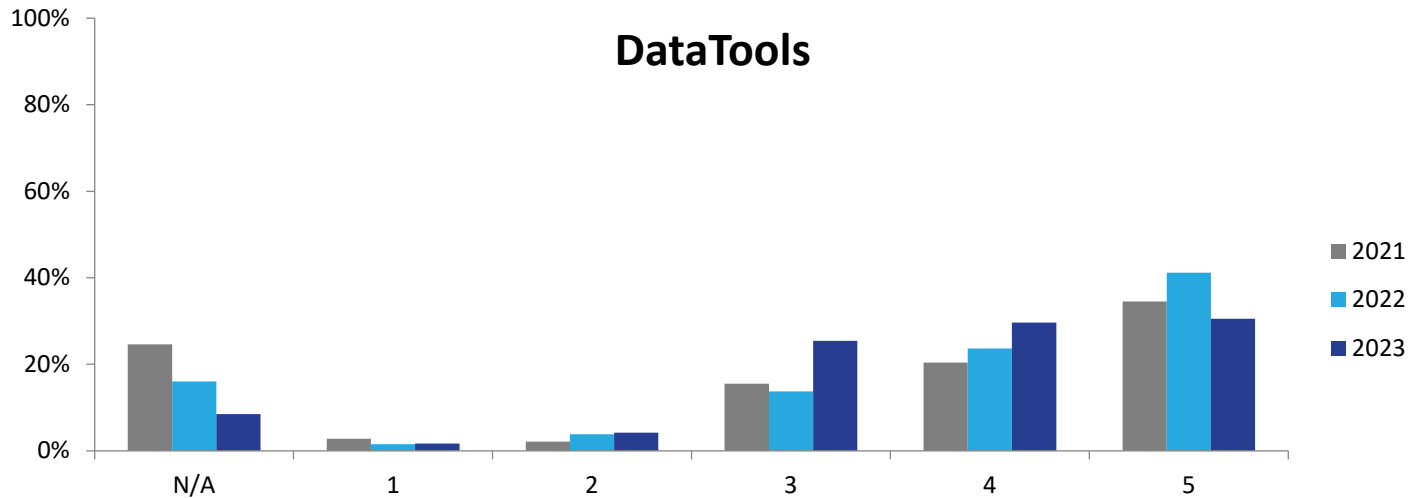
QUESTION 6. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR SHORT POLICY BRIEFS (e.g. teacher turnover, state budget, property taxes, and others? Please select N/A if you are unfamiliar with this resource).

**In 2022 questions asking about Focus and Taxpayer were combined to create a single question asking about our shorter report formats as a whole.*



MEMBER SURVEY ON 2023 FORUM RESEARCH

QUESTION 7. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR DATATOOLS? (e.g. Municipal DataTool, School DataTool, Innovation DataTool, etc.) Please select N/A if you are unfamiliar with these resources.

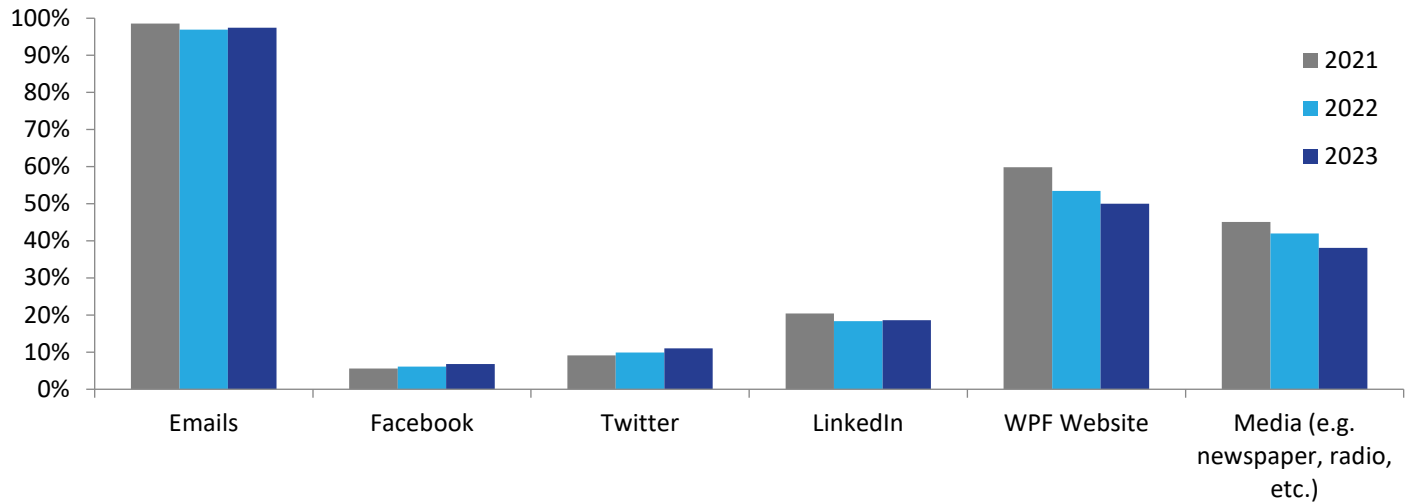


QUESTION 8. OPTIONAL: PLEASE COMMENT ON ANY OF THE RESOURCES LISTED IN QUESTIONS 5-7.

- Your reports are so **well written and accessible**.
- Data tools are critical for my work, but I haven't taken the time to get familiar with them. i don't know if it's because they are hard to use...or I just haven't invested the necessary time to learn.
- **Love the data tools!!!!!!!!!!!!!!** the compilation of data and ability to compare and see across the state
- Potentially offer a **webinar tutorial on common uses and navigation of the municipal data tool**
- The school data tool is not useful - it needs to incorporate and differentiate between charter and private schools that receive public funding
- With Education, MPS, Racine and Kenosha are the usual focus (and they seem to have the greatest concerns). That said, a first ring suburb, or lake country, or property rich community, has different metrics. The distinctions and analysis are often ignored, generalized or muted. With government, often times the successes of suburban cost-effective AND effective models take a back seat to the City and County car wreck models. The later two are examples of large scale models that on paper have scale, but are seemingly to large to effectively be managed. The Forum focuses on fixing the unfixable. Rather than providing roadmaps to break things into pieces to solve with hard talk, the Forum likes to identify the problems that exist (does this part well), and politely talk (recognizing who is buttering their bread) about generalized options.
- The new online data tool is great!
- I may not use them personally, but know that they are useful to the people in roles who rely on this data to make policy decisions.

MEMBER SURVEY ON 2023 FORUM RESEARCH

QUESTION 9. THE FORUM COMMUNICATES OUR RESEARCH IN A VARIETY OF WAYS. WHICH OF THE FOLLOWING DO YOU FIND USEFUL? *(check all that apply)*



QUESTION 10. WE'RE ALWAYS LOOKING FOR NEW AND BETTER WAYS TO SHARE OUR RESEARCH. WHAT ADDITIONAL FORMATS OF COMMUNICATION WOULD YOU LIKE TO SEE US USE? *(check all that apply)*

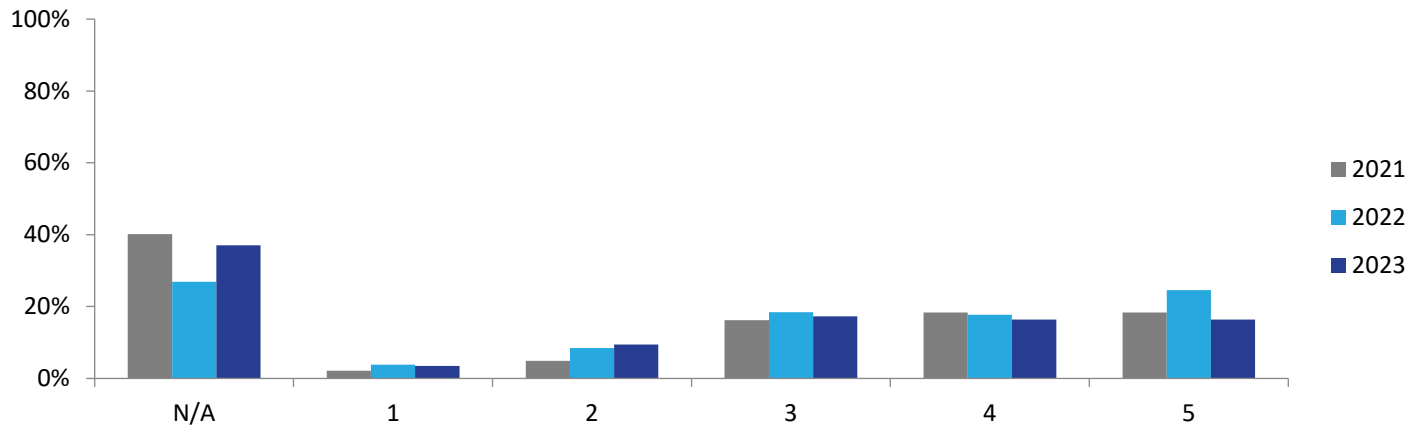
**In 2022 this question was changed to an open response format.*

- Collaborations (4)
- Newspapers (2)
- Reels/Instagram (2)
- TV/Radio Shows (2)
- Blog (1)
- Community Events (1)
- Conferences/ Events (1)
- Mail (1)
- Podcast (1)
- Virtual Presentations (1)

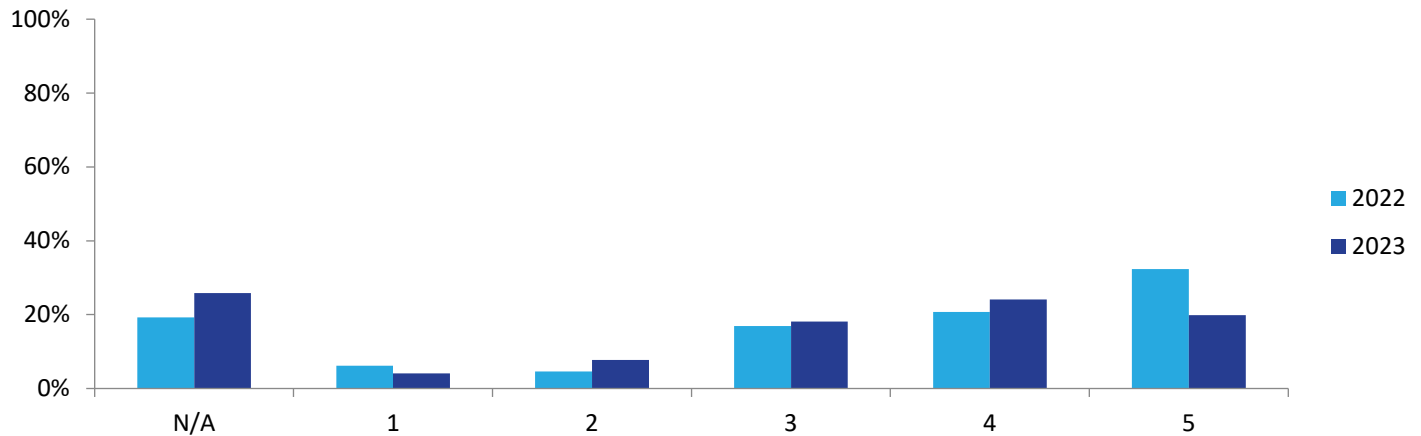
MEMBER SURVEY ON 2023 FORUM RESEARCH

QUESTION 11. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR VIRTUAL EVENTS? (e.g. Forum Friday) Please select N/A if you are not familiar with these events.

**This question was asked for the first time in 2021*

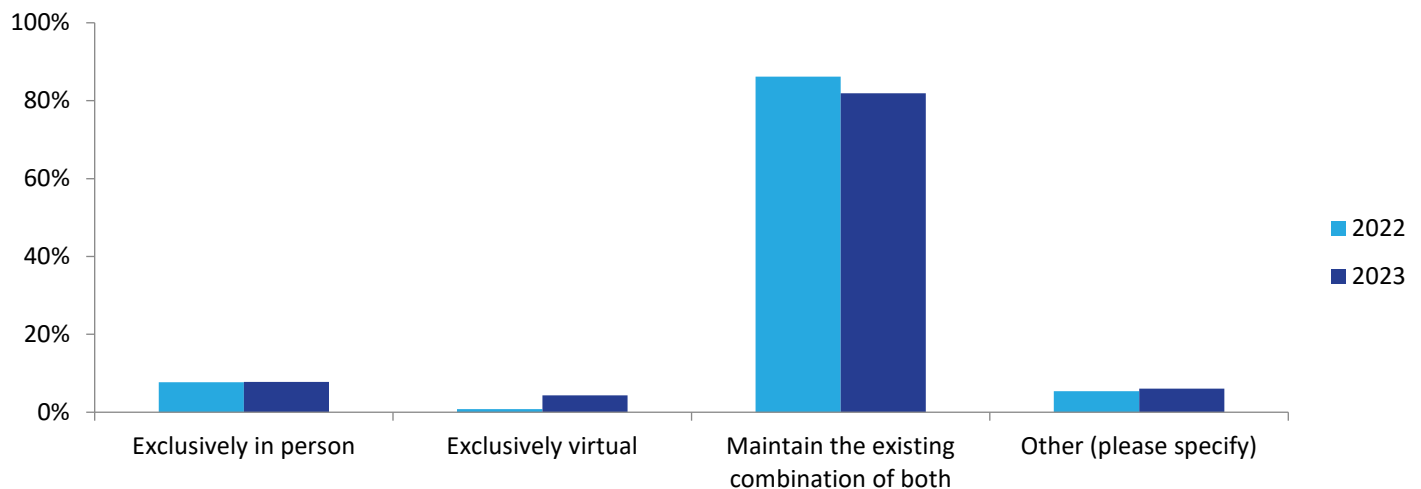


QUESTION 12. ON A SCALE OF 1 TO 5 (1 = NOT VALUABLE, 5 = VERY VALUABLE), HOW VALUABLE DO YOU FIND OUR IN-PERSON EVENTS? (e.g. Viewpoint Luncheons, Policy in a Pub, etc.) Please select N/A if you are not familiar with these events. *This question was asked for the first time in 2022



QUESTION 13. HOW SHOULD THE FORUM STRUCTURE ITS EVENTS IN 2024?

**This question was asked for the first time in 2022*

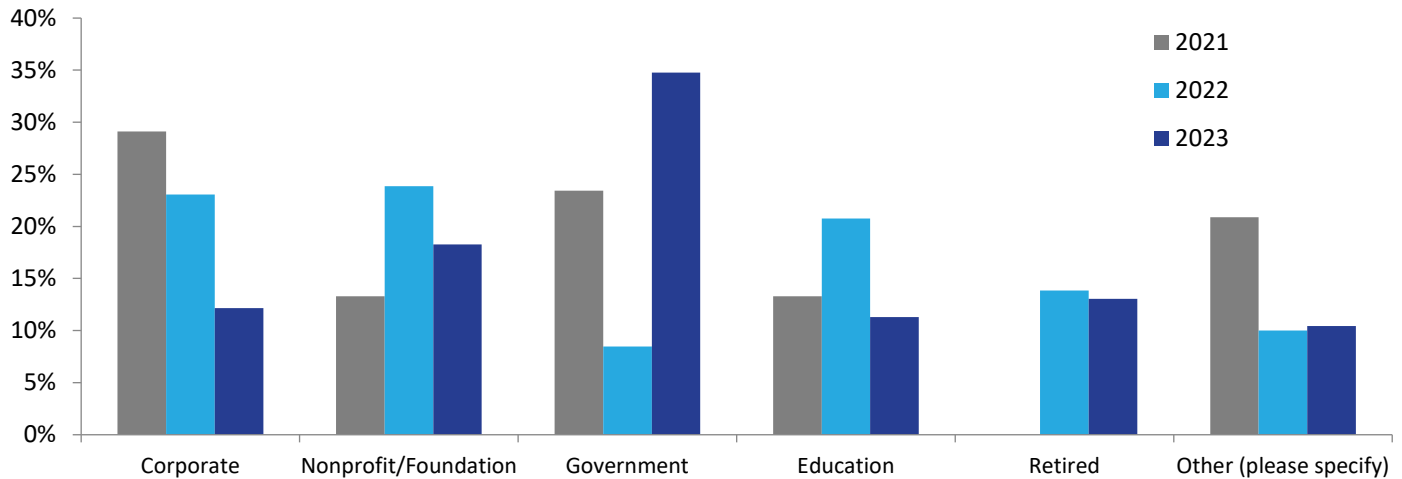


MEMBER SURVEY ON 2023 FORUM RESEARCH

QUESTION 14. IS THERE ANYTHING ELSE YOU WOULD LIKE TO SHARE WITH US?

Summary: Respondents appreciate our staff, the quality of our research, and our nonpartisan/fact-based research. They wish more people (including lawmakers) read and acted on our research.

QUESTION 15. IN WHICH SECTOR DO YOU WORK?

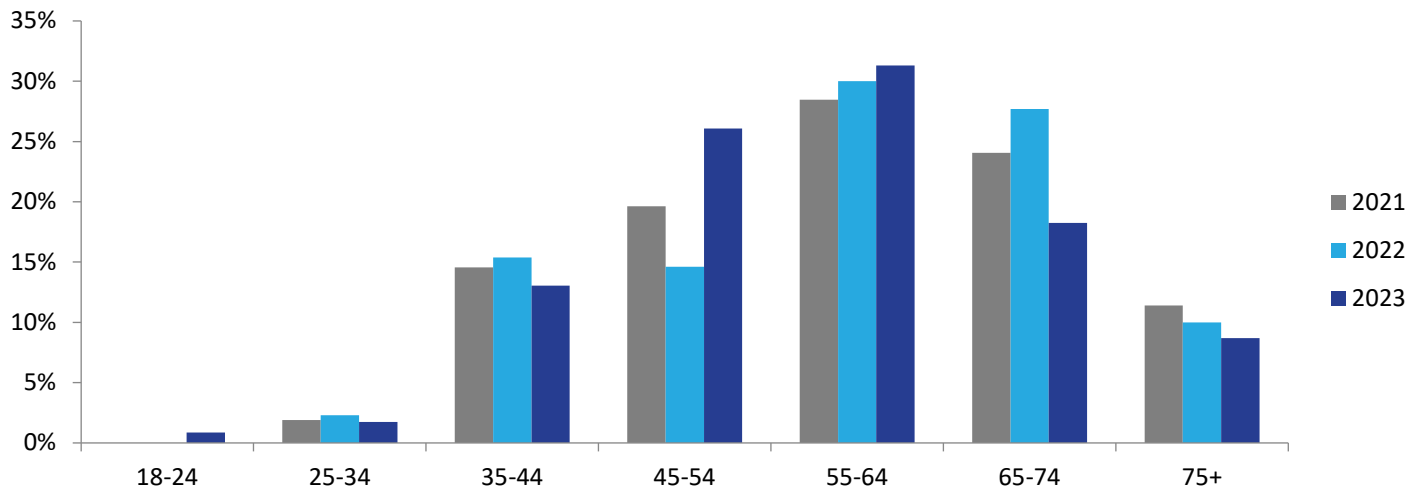


QUESTION 17. WITH WHAT OTHER CIVIC- AND RESEARCH-RELATED ORGANIZATIONS ARE YOU OR YOUR ORGANIZATION INVOLVED (E.G. CHAMBERS OF COMMERCE, TRADE ASSOCIATIONS, RESEARCH PUBLICATIONS, ETC.)?

**This question was asked for the first time in 2024*

- Chamber of Commerce/Business Alliances (40)
- Civic Clubs (10)
- Government Associations (36)
- Professional Organizations/Trade Associations (21)
- Non-Profit Volunteering or Boards (12)
- Research Associations (9)

QUESTION 18. WHAT IS YOUR AGE?



MEMBER SURVEY ON 2023 FORUM RESEARCH

APPENDIX 1: SAMPLING OF COMMENTS

- Thank you for the high-quality research that you and your team conduct, year after year. In a hyper divisive society, the Forum's reports are truly nonpartisan.
- I'd love to see a program developed to attract young people to understand what policy is and how it effects their lives.
- Keep up the good work. You are making a positive difference!
- Continue research that answers the most critical questions for our community.
- Helping to prioritize need and identify resources to meet the needs of our population is important for local governments and counties.
- You are a respected and valuable asset to our community. We all benefit from your ongoing work. Thank you.
- Thank you for generating sound policy research that is unbiased and relevant to emerging issues. I find it very valuable to reinforce my work in government affairs.
- The Forum does an amazing job of addressing critical policy issues in the community in an objective, timely, and accessible way. The Milwaukee community - and Wisconsin as a whole - is very fortunate to have the Forum's expertise to inform decisions and overall knowledge.
- I appreciate that the Policy Forum provides data in an unbiased manner. I depend upon the Policy Forum to make decisions and to better understand issues and possible solutions.
- Still top notch in all categories especially staff, objectivity and analysis in critical areas of interest and importance.
- Policy Forum is a great resource and I appreciate all the work you do. I do find as the Forum has become a state-wide entity, there are fewer in-depth research pieces that relate to my work (suburban local government) so I would encourage, from my point of view, to include research that benefits mid-size municipalities.
- Being located in northern Wisconsin and having access to the Policy Forum is a benefit for the school district I serve. This brings forward information on a variety of issues that are not always well reported on in the Northwoods. Additionally, I value the access to the K-12 Education committee and to the events, without virtual access it would be next to impossible for me to participate. Thank you for this service and the ability to continue to access virtually.
- The Forum continues to enhance its credibility through its thorough and high-quality work products. Also, by maintaining great working relationships with many stakeholders. Keep up the great work!