



## CHEAD Member Survey 2021

CHEAD members from across the sixty-seven member institutions were surveyed during a period between 10th September and 10th November 2021. We issued two surveys, one aimed at the main representative at the member institution and another for the wider membership group. The survey was designed to explore the following:

- How CHEAD communicates effectively through our policy briefings, mailings and newsletters
- How CHEAD appoints our Trustees
- How CHEAD communicates who we are as an organisation
- How CHEAD can improve its membership offer

The results will help shape CHEAD's ongoing membership offer and programme.

### Survey Question and Results

1. How many times over the past year have you engaged with resources and events that CHEAD has offered? NB. This could involve: booking a CHEAD event like the degree show meetings, downloading a resource from the website, reading a policy briefing, engaging with the conference etc.

More than fifteen times	2
Ten to fifteen times	3
One to five times	12
Rarely	2



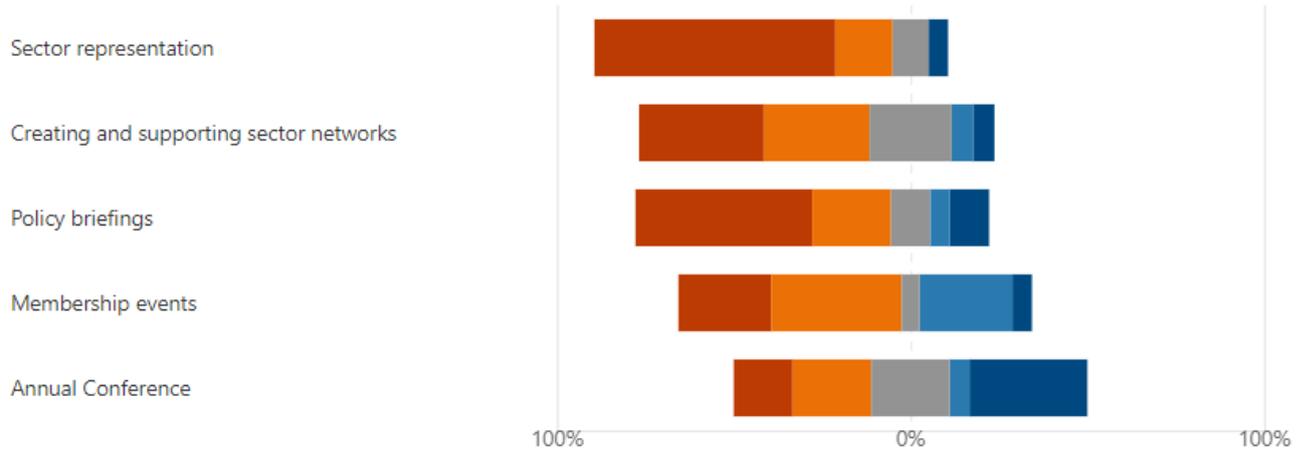
2. How often do you read our policy briefings and newsletters?

Every time it is issued monthly...	6
Five to ten times a year	6
Less than five times a year	7
Never	0



3. What do you think is the best membership benefit we offer? Please rank them in order of importance with 1 representing the most important and 5 representing the least important.

1 (Most important) 2 3 4 5 (Least important)



4. What would make your membership more valuable to you?

- More networking opportunities 4
- More sector specific themed e... 14
- More policy related events 0
- Other, please specify 0



5. Are you satisfied with the frequency of communication from CHEAD?

- Very satisfied 13
- Somewhat satisfied 2
- Neither satisfied nor dissatisfied 3
- Somewhat dissatisfied 1
- Very dissatisfied 0



6. Do you visit the CHEAD website outside of links in policy briefings, newsletters and mailings?

<span style="color: blue;">●</span> Yes	6
<span style="color: orange;">●</span> No	13



7. Do you follow CHEAD on Twitter?

<span style="color: blue;">●</span> Yes	3
<span style="color: orange;">●</span> No	7
<span style="color: green;">●</span> I don't use Twitter	9



8. Which of these phrases do you associate with our organisation?

■ Strongly agree  
 ■ Agree  
 ■ Disagree  
 ■ Strongly disagree

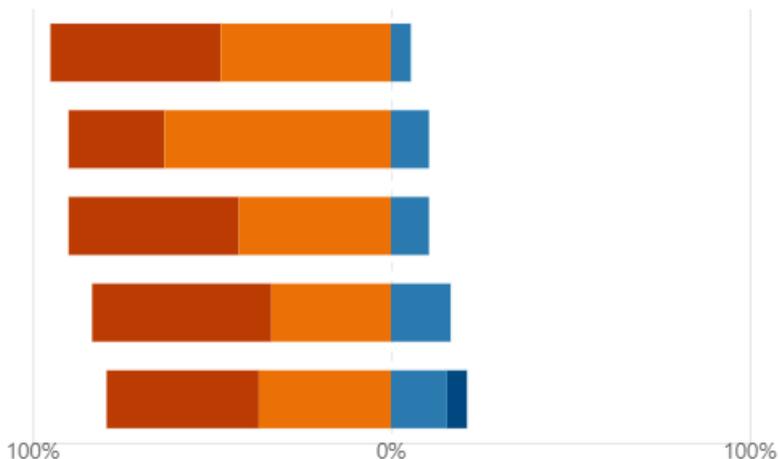
The leading representative for the art and design in the HE sector.

The influential and authoritative body for art and design in the HE sector.

A leading advocacy platform for the positive role of art and design HE.

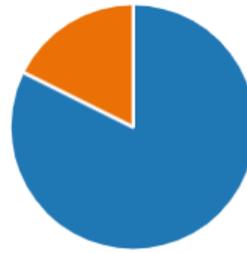
The membership organisation of choice for art and design in the HE sector.

An evolving organisation with an aim to be more progressive, diverse, representative, and student-...



9. Were you aware of our communications earlier this year to encourage nominations for candidates to join the CHEAD Board of Trustee from the breadth of its membership?

● Yes 14  
● No 3



10. Did you consider putting yourself forward for the role of CHEAD Trustee earlier this year?

● Yes 2  
● No 17



11. If you did consider putting yourself forward for the role of CHEAD Trustee earlier this year but did not, please outline the reason.

- Workload due to Covid
- Time and workload concerns
- I am quite new to working in a related role, and don't feel ready.
- Currently, CHEAD Trustees do not represent the diversity of the sector. I would encourage more black, Asian and ethnic minority representation.
- I put in a nomination, however there was already someone from my university on the Board of Trustees.
- I would have liked to but I did not know about it.

12. Do you feel CHEAD represents you and your institutions interests?

● Yes 16  
● No 3



13. If you answered no, please outline your reason below

- Issues of social, racial and environmental justice are urgent matters, I don't see this communicated strongly enough by CHEAD.

14. Finally, is there anything else you'd like to share with us?

- Carry on the good work!
- I have never been to a bad CHEAD event - and I am very picky! I always finds the events organised by CHEAD to be relevant to the discipline and include speakers with the right experience to facilitate an informative discussion.
- I think that CHEAD needs to broaden its membership and tailor its events. The use of a physical annual event seems questionable, the democratization of CHEAD would be enhanced if events were online and available to wider audiences. CHEAD would also be improved with the addition of students in its make-up and/or events - does CHEAD offer internships? how might internships be used to enhance the CHEAD offer?
- CHEAD represents a well-coordinated sector organisation and clearly has the best interests of art and design in its mission statement. It's a privilege to receive the newsletters and attend events that CHEAD put on, it helps to keep me abreast of what's going on and what matters. In these challenging times art and design institutions can really feel a sense of worth when we can all contribute to a collective cause.
- It is a bit of a closed shop in terms of the key members, trustees etc
- Thank you for being there for us.