MMIRA MEMBERSHIP SURVEY PANEL AT THE GLOBAL CONFERENCE, VIENNA:
REFLECTING ON OUR PAST, CELEBRATING OUR PRESENT, AND PLANNING FOR THE FUTURE OF OUR ASSOCIATION

Members of the Survey Subcommittee
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Vanessa Scherman
Goals for this document

- The conference session provided an interactive experience for the audience to engage with panel members to consider the results of the inaugural MMIRA membership survey and this document is to share the information we provided and the feedback we have received thus far.

Guiding Questions

- Why the membership survey?
- How was the survey developed and administered?
- What are the findings and our initial interpretations by sections?
- How might we apply the findings in our decision-making?
- What should the next steps of the survey subcommittee entail?

We wish to thank all survey and conference session participants for providing their perspectives!
Why the membership survey?

- **Overall Purpose:** To better understand the needs and experiences of the MMR community
  - *Specific purpose of this initial survey with current MMIRA members*
- To seek the perspectives as current MMIRA members to inform MMIRA’s future initiatives and strategic directions.
How was the survey developed, administered, and analyzed?

■ Development:
  - *Items were created by the members of the survey subcommittee*
  - *Items were reviewed by members of the survey subcommittee and refined*
  - *Reviewed by survey expert*
  - *Piloted with the board*

■ Administration: survey link was available from June 1-20, 2018 on the MMIRA members listserv and website – 65 respondents (Current membership is approx. 535)

■ Analysis: Conducted frequencies, coded missing data

■ Congratulations to our free membership draw winner from this survey!
What are the findings and our initial interpretations by sections?

- Involvement as a MMIRA member and beyond
- Biographical Information
- Use and Perceptions of MMIRA Resources and Membership Benefits
- MMIRA Conference Participation
- Role of Mentorship and Potential MMIRA Opportunities
- Future Initiatives
Who are our survey respondents?

in terms of involvement as MMIRA member and beyond

**Current 535 MMIRA members include:**

- 35% are ‘regular’ (190)
- 27% are ‘student’ (146)
- 38% are ‘developing nations’ (199*)
  
*around 40% of these are scholarship

**Potential interpretations**

- Over half (52.3%) of respondents were students or from developing nations; highlighting the significant and ongoing roles that MMIRA has in providing resources, mentorship, and leadership.

- Yet still our perspectives from developing nations are underrepresented compared with the percentage of our membership (only 21% on our survey from developing)
Who are our survey respondents?
in terms of involvement as MMIRA member and beyond

Length of MMIRA membership

Potential interpretations
- MMIRA appears to have committed members (i.e., > 3-year membership) and attracting new members (i.e., 26% have been a member for less than 1 year).
Reasons for becoming a MMIRA member

■ “To connect with other mixed methods (MM) researchers around the globe” (95% agree of those 56.3% strongly agreed)

■ “To access learning opportunities” (91% agree of those 56.3% strongly agreed)

■ “To access conference opportunities” (92% agree of those 60.9% strongly agreed)

■ To connect with other MM researchers in my local region (81% agree of those 30.7% strongly agreed).

Potential interpretations

■ Respondents value the opportunity for global networking and collaborations.

■ Respondents value the learning opportunities/resources, including webinars, courses, and workshops of MMIRA.

87.5% strongly agreed or agreed that they are satisfied with their MMIRA membership!!*
Reasons for becoming a MMIRA member

- “To connect with other MM researchers in my field/discipline (90% agree of those 44.4% strongly agreed)
- To connect with other MM researchers across fields/disciplines (92% agree of those 41.5% strongly agreed)
- To put it on my CV/resume (46% agree with only 7.9% strongly agreed).
- To access member-only resources (78% agree with 36.5% strongly agreed).

Potential interpretations

- Respondents value the opportunity for interdisciplinary networking and collaborations.
- Respondents value the MMIRA resources and membership identity.

5% chose not to answer and only 8% were dissatisfied with their MMIRA membership!!
Who are our survey respondents?
in terms of involvement as MMIRA member and beyond

Association with any other mixed methods research-focused groups

23% 77%

Potential interpretations

- MMIRA is the main association for the majority of respondents!
Who are our survey respondents?
in terms of involvement as MMIRA member and beyond

- **Activities in the past year, undertaken at least once?**
  - Read a mixed methods research (MMR)-focused publication (96.9%)
  - Attended a MMR-focused learning opportunity (65.6%)
  - Authored a MMR-focused publication (45.3%)
  - Took a leadership role in a MMR study (40.6%)
  - Participated as a member of a MMR study team (35.9%)
  - Led a MMR learning opportunity (32.8%)
  - Participated as member of a MMR-focused committee/group (25%)

- **Potential interpretations**
  - MMIRA members are engaged in the MMR community.
Perceived skill level as a mixed methods researcher

Potential interpretations

- MMIRA serves researchers at all skill levels but the majority (45%) identify as novice.
Who are our survey respondents? in terms of biographical information

Geographical Area of residence

- 42% North America
- 20% Asia
- 14% Europe
- 11% Africa
- 9% Caribbean
- 3% Oceania
- 1% South America

Age

- 30% 35-44 years old
- 30% over 55
- 25% 45-54 years old
- 16% 25-34 years old

Gender self-identification

- 70% Female

Potential interpretations

- We have representation from all over and we tend to span all ages
Use of MMIRA Resources and Membership Benefits

<table>
<thead>
<tr>
<th>Website for information about:</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MMIRA</strong>; such as history, board member information and membership</td>
<td>31%</td>
<td>40%</td>
<td>24%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>events</strong>; such as conference information, workshops, training</td>
<td>44%</td>
<td>40%</td>
<td>14%</td>
<td>2%</td>
</tr>
<tr>
<td><strong>access</strong> such as task force report</td>
<td>26%</td>
<td>24%</td>
<td>29%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>IIQM-MMIRA monthly webinars</strong></td>
<td>24%</td>
<td>35%</td>
<td>32%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Potential interpretations

- Website is well accessed and is an important point of communication
## Usefulness of MMIRA Resources and Membership Benefits

<table>
<thead>
<tr>
<th>Website for information about:</th>
<th>Very Useful</th>
<th>Somewhat Useful</th>
<th>Not at all useful</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>MMIRA</strong>; such as history, board member information and membership</td>
<td>38%</td>
<td>49%</td>
<td>13%</td>
</tr>
<tr>
<td><strong>events</strong>; such as conference information, workshops, training</td>
<td>62%</td>
<td>33%</td>
<td>5%</td>
</tr>
<tr>
<td><strong>access</strong> such as task force report</td>
<td>27%</td>
<td>55%</td>
<td>18%</td>
</tr>
<tr>
<td><strong>IIQM-MMIRA monthly webinars</strong></td>
<td>61%</td>
<td>27%</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Potential interpretations

- Even if not used, still seem as fairly useful....could work on accessible materials....
# Frequency of access of MMIRA member-only Resources

<table>
<thead>
<tr>
<th>Website for information about:</th>
<th>Often</th>
<th>Sometimes</th>
<th>Rarely</th>
<th>Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday night email</td>
<td>77%</td>
<td>18%</td>
<td>3%</td>
<td>2%</td>
</tr>
<tr>
<td>Online subscription to <em>JMMR</em></td>
<td>42%</td>
<td>31%</td>
<td>10%</td>
<td>18%</td>
</tr>
<tr>
<td>Conference/workshop discounts</td>
<td>23%</td>
<td>38%</td>
<td>11%</td>
<td>28%</td>
</tr>
<tr>
<td>Website resources in member-only area</td>
<td>18%</td>
<td>39%</td>
<td>22%</td>
<td>21%</td>
</tr>
</tbody>
</table>

**Potential interpretations**

- Most frequently accessed is the Sunday night email - *JMMR* is well accessed but what is not known is whether this is the only access members have.
### Usefulness of MMIRA member-only Resources

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<tr>
<th>Website for information about:</th>
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</thead>
<tbody>
<tr>
<td>Sunday night email</td>
<td>60%</td>
<td>35%</td>
<td>5%</td>
</tr>
<tr>
<td>Online subscription to <em>JMMR</em></td>
<td>71%</td>
<td>22%</td>
<td>7%</td>
</tr>
<tr>
<td>Conference/workshop discounts</td>
<td>59%</td>
<td>37%</td>
<td>4%</td>
</tr>
<tr>
<td>Website resources in member-only area</td>
<td>48%</td>
<td>47%</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Potential interpretations

- All member-only resources are viewed as highly useful!
Past MMIRA Conference Participation

- **Key findings**
  - 32% of respondents attended the Global Conference in Boston, USA in 2014
  - 41% of respondents attended the Global Conference in Durham, UK in 2016
  - 7%-11% of respondents had attended one of the regional conferences

- **Potential interpretations**
  - There is growing interest and support for the global conferences; regional conferences may benefit from additional promotion.
MMIRA Conference Participation Roles and Influences

- **Key findings**
  - 46% and 54% of respondents indicated that they were attending the 2018 Global Conference as an attendee and presenter, respectively.
  - 63% “strongly agreed” that location, learning opportunities e.g., workshops, and opportunities to present ideas to other mixed methods researchers featured prominently in their decisions to attend MMIRA conferences. 58% “strongly agreed” that cost was a consideration.

- **Potential interpretations**
  - Despite cost considerations, MMIRA conference participants value the opportunities gained from workshops and to present their research to other mixed methods researchers.
Role of Mentorship and Potential MMIRA Opportunities

Mentorship should be a key MMIRA activity.

Mentorship should be more heavily promoted by MMIRA.
Role of Mentorship and Potential MMIRA Opportunities

I am interested in joining a MMIRA mentorship program as a mentor.

- Strongly agree: 18%
- Agree: 17%
- Disagree: 28%
- Strongly disagree: 37%

I am interested in joining a MMIRA mentorship program as a mentee.

- Strongly agree: 16%
- Agree: 36%
- Disagree: 15%
- Strongly disagree: 33%
Role of Mentorship and Potential MMIRA Opportunities

Other Key Findings

- 63% indicated that online and email communication was the best way to deliver the mentor-mentee interaction.
- 58% “strongly agreed” that there should be a matching process for mentors and mentees.
- 49% indicated that mentors and mentees should meet 3-4 times/year.

Potential Interpretations

- There is significant support for further, additional mentorship opportunities within MMIRA with a preference for mentee opportunities.
- Considerations for these interactions include: online delivery, 3-4 times/year and a matching process.
Future online MMIRA learning initiatives....

<table>
<thead>
<tr>
<th>I would find it useful to have the opportunity to complete</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>self-paced <strong>online introductory modules</strong> prepared by dozens of experts in the field.</td>
<td>47%</td>
<td>31%</td>
<td>17%</td>
<td>5%</td>
</tr>
<tr>
<td>self-paced <strong>online intermediate modules</strong> prepared by dozens of experts in the field</td>
<td>59%</td>
<td>29%</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>self-paced <strong>online advanced modules</strong> prepared by experts in the field</td>
<td>56%</td>
<td>31%</td>
<td>10%</td>
<td>9%</td>
</tr>
</tbody>
</table>

Potential Interpretations: online learning across all levels of expertise is desirable!
## Future MMIRA Certificate Initiatives

<table>
<thead>
<tr>
<th>I would be interested in the opportunity to earn a MMIRA-sponsored:</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>introductory certificate in MMR and evaluation</td>
<td>50%</td>
<td>16%</td>
<td>26%</td>
<td>9%</td>
</tr>
<tr>
<td>intermediate certificate in MMR and evaluation</td>
<td>51%</td>
<td>23%</td>
<td>19%</td>
<td>7%</td>
</tr>
<tr>
<td>advanced certificate in MMR and evaluation</td>
<td>60%</td>
<td>16%</td>
<td>14%</td>
<td>11%</td>
</tr>
<tr>
<td>MOOC introductory certificate in MMR and evaluation</td>
<td>46%</td>
<td>20%</td>
<td>21%</td>
<td>13%</td>
</tr>
<tr>
<td>MOOC intermediate certificate in MMR and evaluation</td>
<td>45%</td>
<td>25%</td>
<td>14%</td>
<td>15%</td>
</tr>
<tr>
<td>MOOC advanced certificate in MMR and evaluation</td>
<td>53%</td>
<td>19%</td>
<td>14%</td>
<td>15%</td>
</tr>
</tbody>
</table>

**Potential Interpretations:** Certification is highly desirable!
# Future MMIRA-sponsored initiatives

<table>
<thead>
<tr>
<th>I would be interested in the opportunity to</th>
<th>Strongly Agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>earn a <strong>MMIRA-sponsored certificate about teaching</strong> mixed methods research courses</td>
<td>58%</td>
<td>17%</td>
<td>16%</td>
<td>9%</td>
</tr>
<tr>
<td>access <strong>resources about teaching</strong> mixed methods research courses</td>
<td>62%</td>
<td>24%</td>
<td>7%</td>
<td>7%</td>
</tr>
<tr>
<td>access materials in a language <strong>other than English</strong>.</td>
<td>16%</td>
<td>17%</td>
<td>21%</td>
<td>46%</td>
</tr>
<tr>
<td>apply for an <strong>expanded set of MMIRA-sponsored biannual awards</strong>, such as a MMIRA Service Award; MMIRA Lifetime Contribution Award and MMIRA Exemplary Publication Award</td>
<td>33%</td>
<td>34%</td>
<td>20%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Future Initiatives....

Potential Interpretations

- Members see MMIRA as having a leadership role in providing resources on mixed methods and evaluation, particularly at the intermediate and advanced levels, and about teaching.
- Members would value recognition for participation in these activities.

Thinking ahead to new possibilities?
- What do you think about these findings?
- What other future initiatives should MMIRA be involved in?
“Written” comments for MMIRA initiatives

- Qualitative-focused MMR learning opportunities
- Mentor-mentee event at MMIRA conference *
- Online courses *
- Networking event at MMIRA conference *
- Annual meetings *
- Certificate programs *
- Online reading group
- Online conferences
- Support for regional conferences

- Cross-disciplinary discussions
- Scholarship programs for developing countries *
- Building capacity globally
- Online discussion panels
- Posting career opportunities *
- Visiting scholar opportunities
- Developing MMR resources
- Cross-university collaborations
- Developing MMIRA chapters
- And a few more....
Survey limitations to consider...

- Only 65 respondents
- Majority of respondents were from North America (41.5%)
- Majority of respondents considered themselves novice/entry level mixed methods researchers
Association Capacity Limitations to consider

- MMIRA is only 5 years old...and growing
- MMIRA is a non-profit organization with a volunteer executive board
- MMIRA membership fees are accessible
Here is a summary of the feedback from session participants

- Need to be careful about how much we interpret from this survey as representing MMIRA members’ perspectives given the limitations discussed.
- Need to consider length of survey – perhaps shorter, focused surveys on one area would get higher response rates.
- Need to consider perspectives of those that are not yet MMIRA members – folks provided ideas about specific organizations to target.
- Need to consider harnessing existing connections like affiliates and for communication avenues and membership recruitments.
- What about including a pre-conference day focused on students/emerging scholars and providing mentoring opportunities at this time?
- Need to communicate and ensure that members see benefit of membership (are we giving away too much like the webinars for free?)
- Need to reorganize/redesign the website to better promote membership when accessing resources.
- Be sure to harness conference opportunities for promoting MMIRA membership etc..
- Develop further members-only resources such as a database of MMR resources.
- Leverage the MOOC to its fullest.
Do you have further ideas to contribute to informing how we can serve our membership?

- Please send your ideas to our executive director at execdirector@mmira.org