

COVID-19 Tracker Surveys

Research and Analytics to Study and Adapt to the Impacts of COVID-19

April 2020

An Essential Time for Associations

Individuals and organizations worldwide are grappling with unprecedented challenges and adapting to entirely new methods of sharing information and connecting with colleagues. Associations, in particular, are well-suited to play a key role in understanding these impacts by gathering timely market intelligence and creating a platform for data-informed discussions with their members. McKinley Advisors (McKinley) and Association Analytics (A2) are excited to bring new solutions to the market to assist with this critical endeavor.

LONGITUDINAL COVID-19 ASSOCIATION IMPACT TRACKER

Beginning in April 2020, McKinley will launch a brief survey to better understand the impact of the COVID-19 crisis on the association community. The survey will be distributed bi-weekly to a panel of association leaders to monitor developments, approaches and impacts on ongoing operations. Results from the tracker will be made available every two weeks to the entire association community.

Participation in this study is open to any c3 or c6 organization at no cost. Organizations that represent associations, and those with regional, state and local components may partner with McKinley and A2 to offer this service to their members and establish access to an aggregated dashboard of data and insights.

LONGITUDINAL COVID-19 MEMBER IMPACT TRACKER

For associations that require regular market intelligence on how the unfolding COVID-19 crisis is impacting its members, McKinley will provide access to a link to participate in a standardized survey that can be distributed to your members every two weeks. The survey will include approximately 5 questions, focusing on employment changes, work arrangements, short term and long-term outlook and insight on how associations can best support members in the future. Results will be provided through a survey report accessible online at any time. In addition, A2 will provide ongoing access to real time data visualization dashboards that tell the story of recovery over time.

These services are offered free of charge to the association community as a demonstration of in-kind support of the collective efforts of the association sector to address the crisis.

INDUSTRY & PROFESSION SYNDICATED RESEARCH

For associations who want to dive deeper, McKinley's expert researchers will work with your team to design additional questions and a customized tracker that are specific to your industry or profession. These questions will allow associations to study the impacts of the virus in much greater detail, exploring topics such as the impact of legislative and policy responses, economic outlook for employers and employees, and other highly relevant data. In certain industries and professions, multiple associations may wish to collaborate to bring greater shared understanding to the impact of the virus on their sectors. Depending on the number, breadth and reach of the participating organizations, McKinley and A2 will develop a benchmarking dashboard to provide comparative insight across these associations and their members.

These services are available on a fee-for-service basis and include bi-weekly customized tracker survey administration and reporting. Lower per-participant pricing will be made available for studies involving multiple organizations within the same industry / professional sector.

For more information and to participate please contact:

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