APTLD in Members’ Eyes: What Stats Told US

A presentation for AGM 2018
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2017 Membership satisfaction survey

Survey Period:  Oct – Dec 2017
Responses from (20): .ae, .as, .au, .cn, .hk, .id, .jp, .kw, .la, .lk, .my, .nu, .nu, .nz, .om, .sg, .th, .tw, .vn, .vu

Note: this survey was sent to the ‘ccTLD mailing list’. Most individuals on this list also appear on the main members list.
**Value of Services**

<table>
<thead>
<tr>
<th>Service</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Statistics reporting</td>
<td>4</td>
<td>4.3</td>
</tr>
<tr>
<td>Reports from conferences and forums</td>
<td></td>
<td>4</td>
</tr>
<tr>
<td>Face to face member meetings</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Surveys and reports on specific topics</td>
<td>3.9</td>
<td>3.9</td>
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<tr>
<td>Email updates/social media news</td>
<td>3.9</td>
<td></td>
</tr>
<tr>
<td>APTLD Fellowships</td>
<td></td>
<td>2.7</td>
</tr>
</tbody>
</table>

- **Most valued service is ‘statistics reporting’ 😊**
- **Most ratings are aligned with the 2016 version 😞. Email updates/social media improved 😊.**

**Distinction between service type:**

It’s important to note a distinction between in services accordingly to number of individuals that have access to them. Services such as statistics, surveys and conference reporting may have greater visibility as they are generally documents sent to mailing lists. These contrasts with services such as face to face meetings and APTLD fellowships which are only seen by those that attend.
Which services would you like to see further developed

- Statistics reporting: 12
- Surveys and reports on specific topics: 12
- APTLD Fellowships: 8
- Reports from conferences and forums: 7
- Face to face member meetings: 7
- Email updates/social media news: 6

- Statistics and Surveys were the two areas members would most like to see further developed in APTLD. (60% of responses voted for each).
- APTLD fellowship program had strong support for further development which is interesting as according to the previous slide it was the least valued service. This may suggest that fellowships may have a much greater value if further developed.
Other suggestions on services

- Internship program with other TLDs 😊
- Member training should not only focus on technical issues. Should open more topic such as legal, business... 🙂
- Stats*
  - Monthly statistics on internet industry, especially in Asia-Pacific Region. ???
  - Top Ten New gTLDs were reported in the Global Report previously. Not sure why recent reports did not cover these anymore. 😞
- To follow up (need more detail)
  - Register of expertise and if available for others to use 😊
- More efforts in coordinating members to participate in ICANN PDP and other international fora. 😊

* Patrick is following up on these comments and making necessary changes
Rating of APTLD objectives
(in terms of level importance to the organisation)

All above areas scored high in importance to members 😊. The highest areas of importance were around **knowledge sharing** (both meetings and data) as well as **capacity building** 😊.
Value of membership to APTLD: overall score

Weighted Score
Value of membership to APTLD

3.7  4.2

2016  2017

- Small improvement in overall rating of membership value 😊

Calculated using weighted score of scores in question. Note: Both years had 20 responses.
Member meeting evaluations: meeting aspects

- All areas have improved 😊
- Interaction among participants is not rated as well as others 😞
Member meeting evaluations: overall rating

- Overall score of APTLD member meetings have trended up over the past 2 meetings 😊
- APTLD 72 had a score of around 90% (35 responses) 😊
Conclusions

- All of APTLD’s key objectives were rated important to members. Knowledge sharing and capacity building are the most important.
- Stat and surveys are highly valued and should be further developed.
- APTLD Fellowships may gain greater value with further development.
- Member meeting ratings have improved in all areas.

- We value your great insights (including the ones provided in the Registry of the Future session) and must work hard to further professionalize the Secretariat services.
- We need more feedback from you; and we count on your support.