

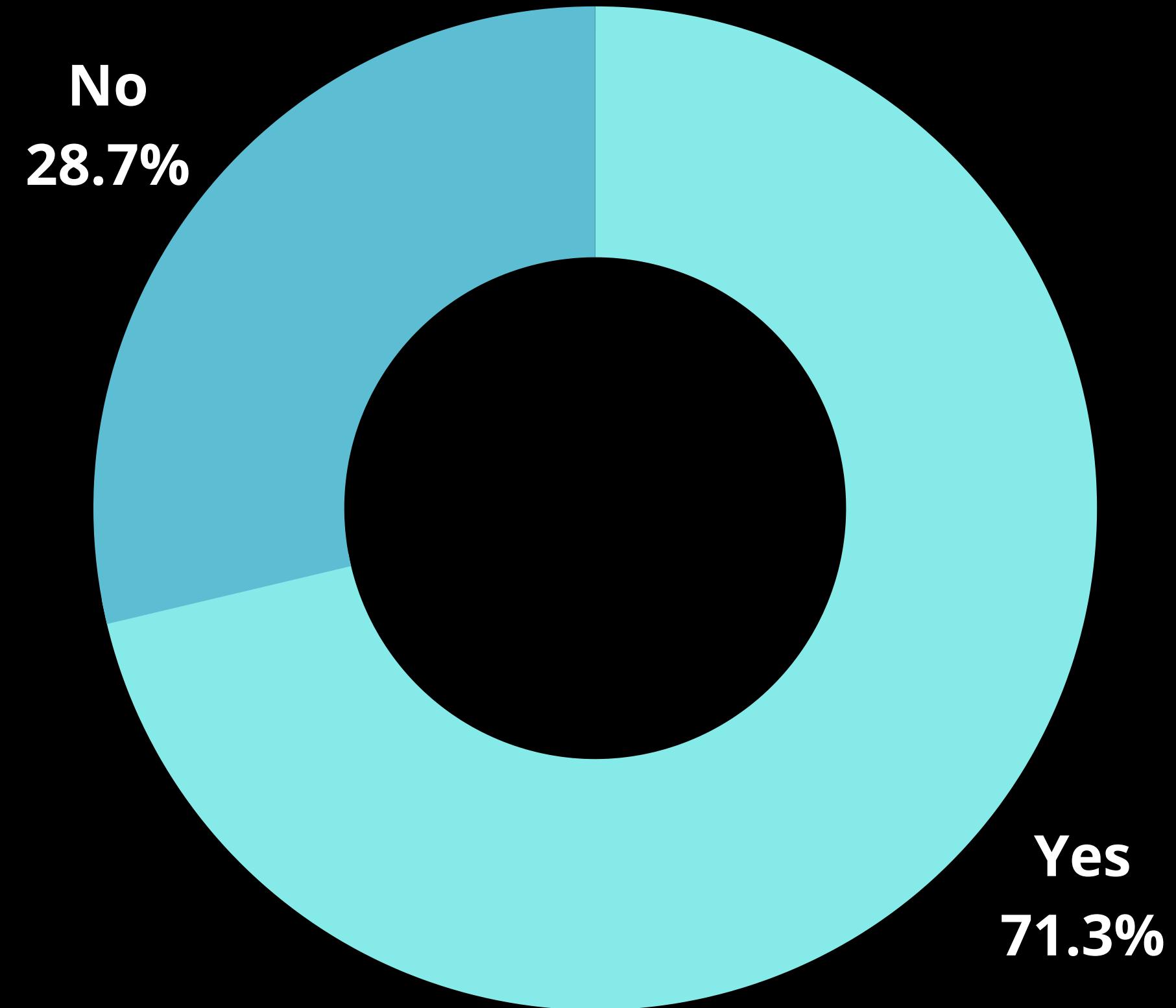


# Mid-Year Member Engagement Questionnaire Results

A look into what programming MnTech  
members want to see

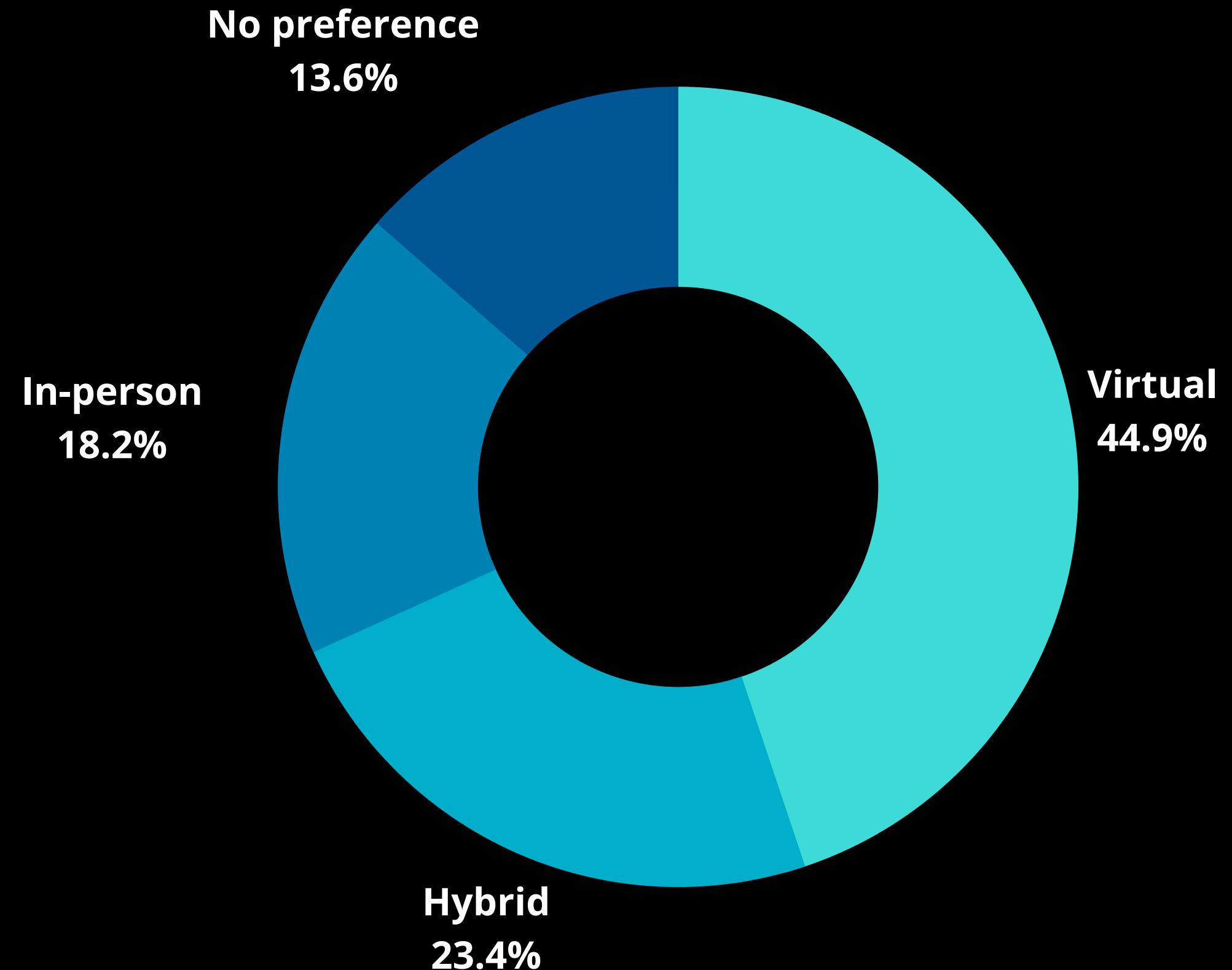
**Have you  
attended a  
MnTech event  
this year?**

200 RESPONSES RECEIVED



**"What type of event are you most likely to attend right now?"**

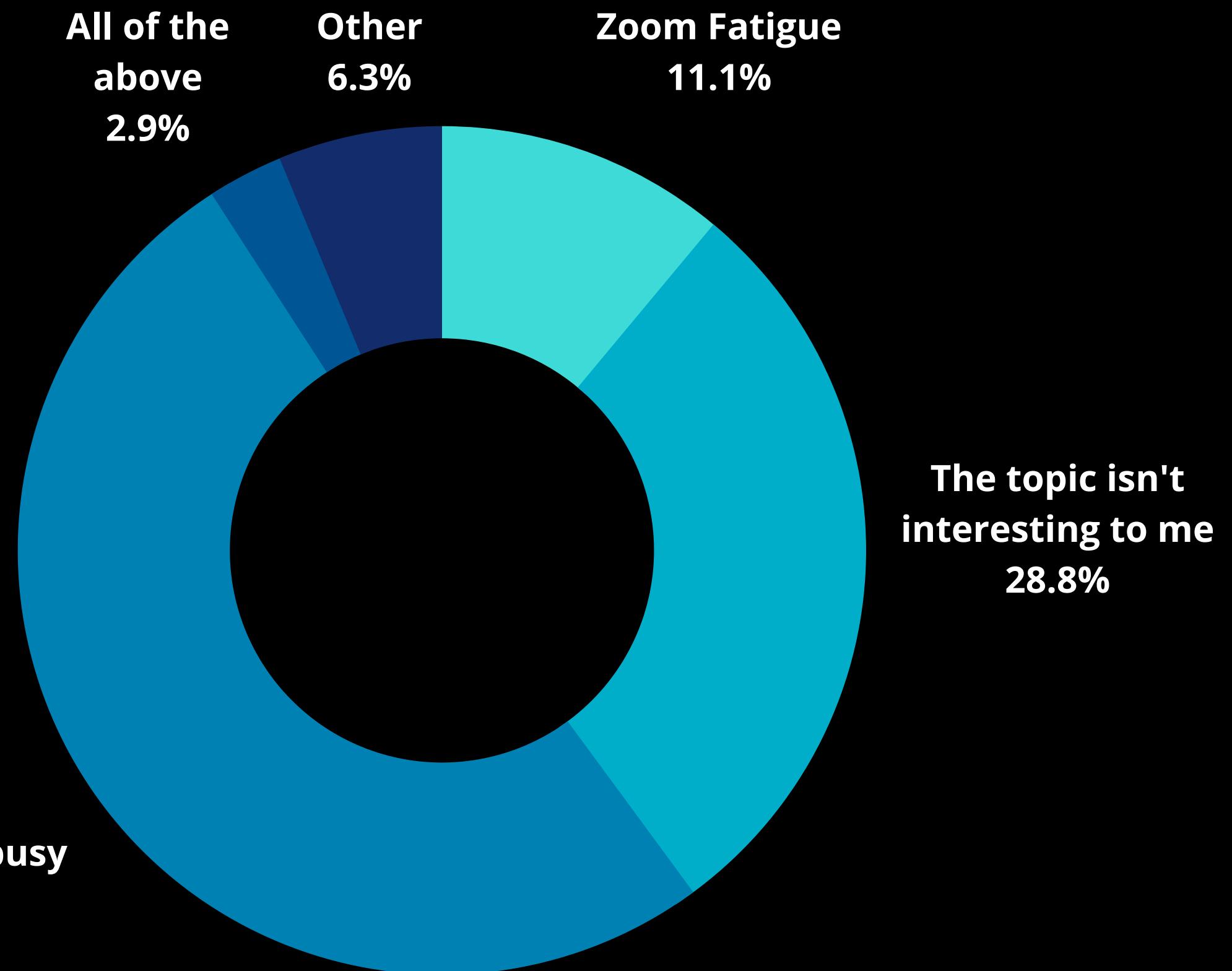
200 RESPONSES RECEIVED



**"If I am not attending a MnTech event it is likely because.."**

200 RESPONSES RECEIVED

**My schedule is too busy**  
51%



# KEY



200

100

50



I feel that events  
(either virtual or in  
person) are a valuable  
use of my time right  
now



I am less likely to  
attend a virtual event  
now than I was in  
2020



I feel there is an  
overwhelming  
number of virtual  
events to attend



I would feel  
comfortable  
attending an in-  
person event, as long  
as there were safety  
precautions in place



I hope there is always  
a virtual option  
for MnTech events

# What makes a virtual event valuable?



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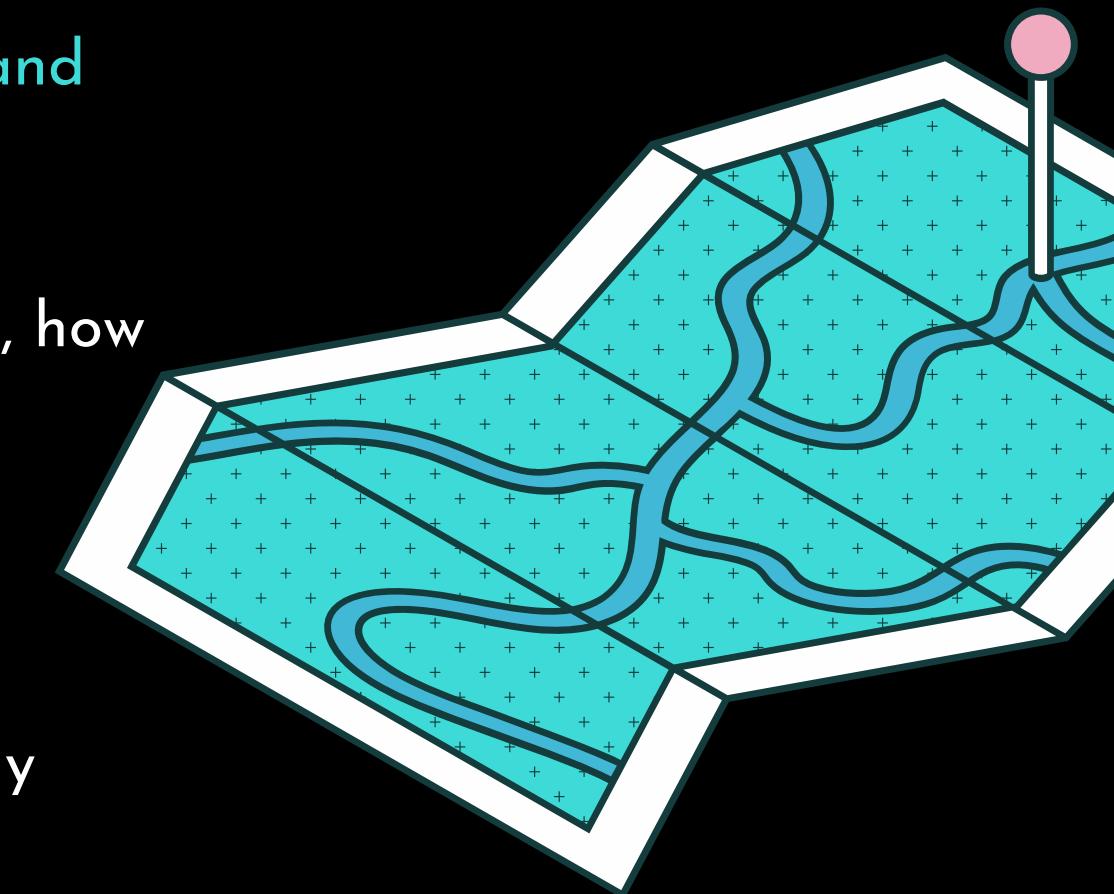
- Virtual events are much more accessible to **people with disabilities**, as well as for **remote employees** that work with MN-headquartered companies. It also allows people who may have **financial limitations** to attend. If done correctly, hybrid events are the way to a more diverse and inclusive future.
- Ability to review slides/video **post event**
- The capability to attend in a **sliver of free time**. Attendees don't have to make plans to get ready, drive there, park, and walk to the event, then walk and drive home when over. It really **shortens the time commitment**.
- Networking with **like-minded people/businesses**
- I leave the event having **learned at least one thing** and made at least **one new connection**.

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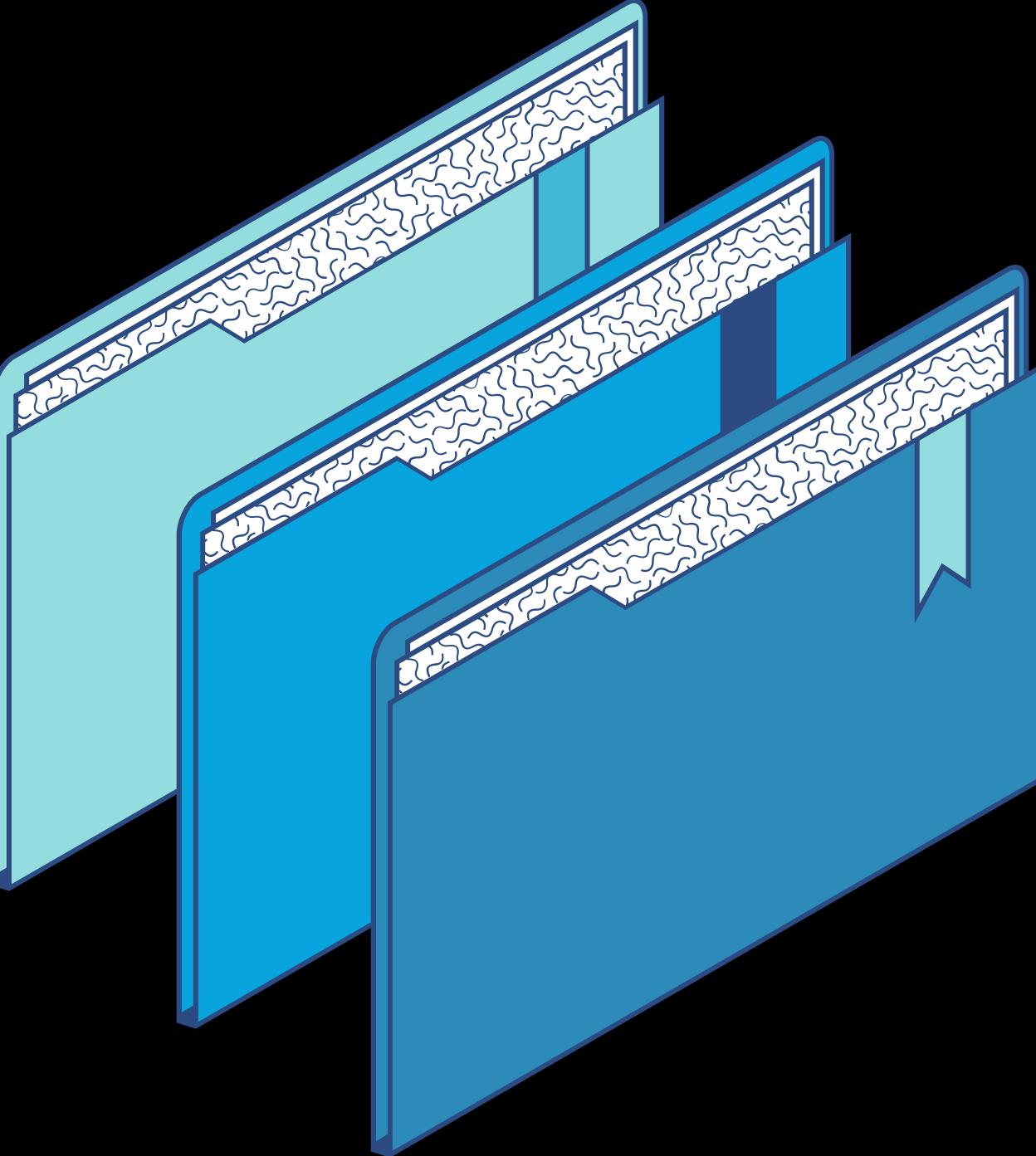
# What programming would you like to see?

“

- More from around the state. Not just from the Twin Cities. How we could expand the footprint of the group. More around collaboration and how technology in that area is used by others.
- Modernization, hybrid office, recruitment and retention, and succession planning and implementation.
- More networking, virtual job search, how to leverage LinkedIn, salary negotiations, how to conduct a white board interview, digital portfolio development, advise on certifications
- I'd like more topics addressing the needs of a small to mid-size tech company. A majority of the programming is geared towards larger companies and are typically hosted by the big corporations in Minnesota (i.e. Target, Land O' Lakes, Best Buy, Deluxe, etc.).
- More events around NON-Information Technology-related themes. There are a lot of technological industries in MN - manufacturing, semiconductor, chemical engineering, agriculture/bioscience.



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# Survey Results

## KEY FINDINGS FROM MID-YEAR QUESTIONNAIRE

- 70% of MnTech members want programming to remain **virtual or be a hybrid**
- 50% of members are not attending MnTech events because their **schedules are too busy**
- 86% of MnTech members are **finding value** in events, in-person or virtual
- 75% of members hope our events **always have a virtual option**
- 80% would attend an **in person event** if there were **safety precautions** in place