



OBAP MEMBERSHIP SURVEY 2024

www.obap.org



245

**TOTAL
RESPONSES**

DATE CREATED:

30/07/2024

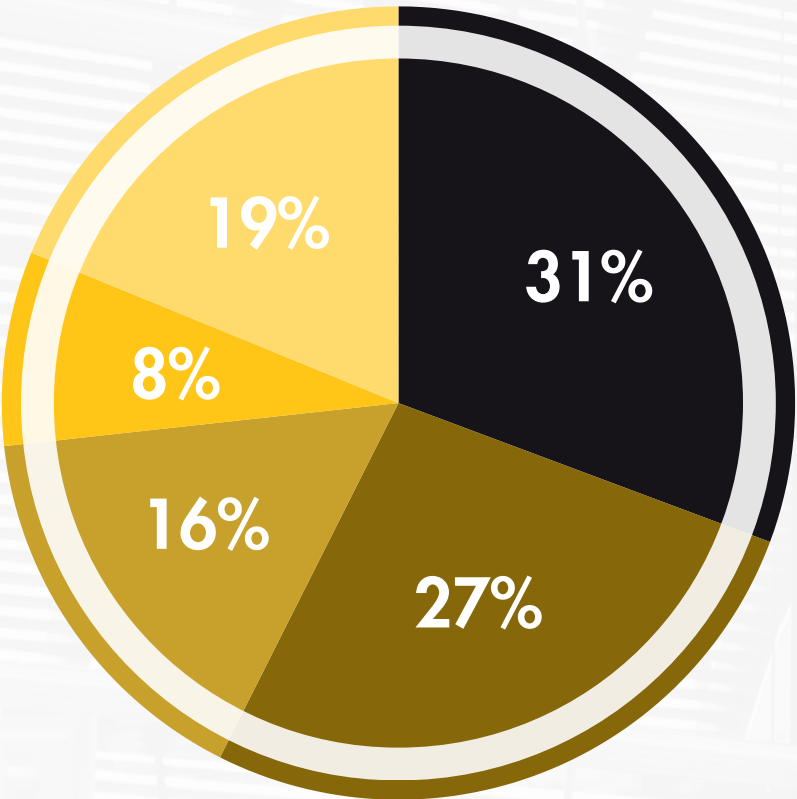
www.obap.org



CATEGORY: MEMBER HISTORY

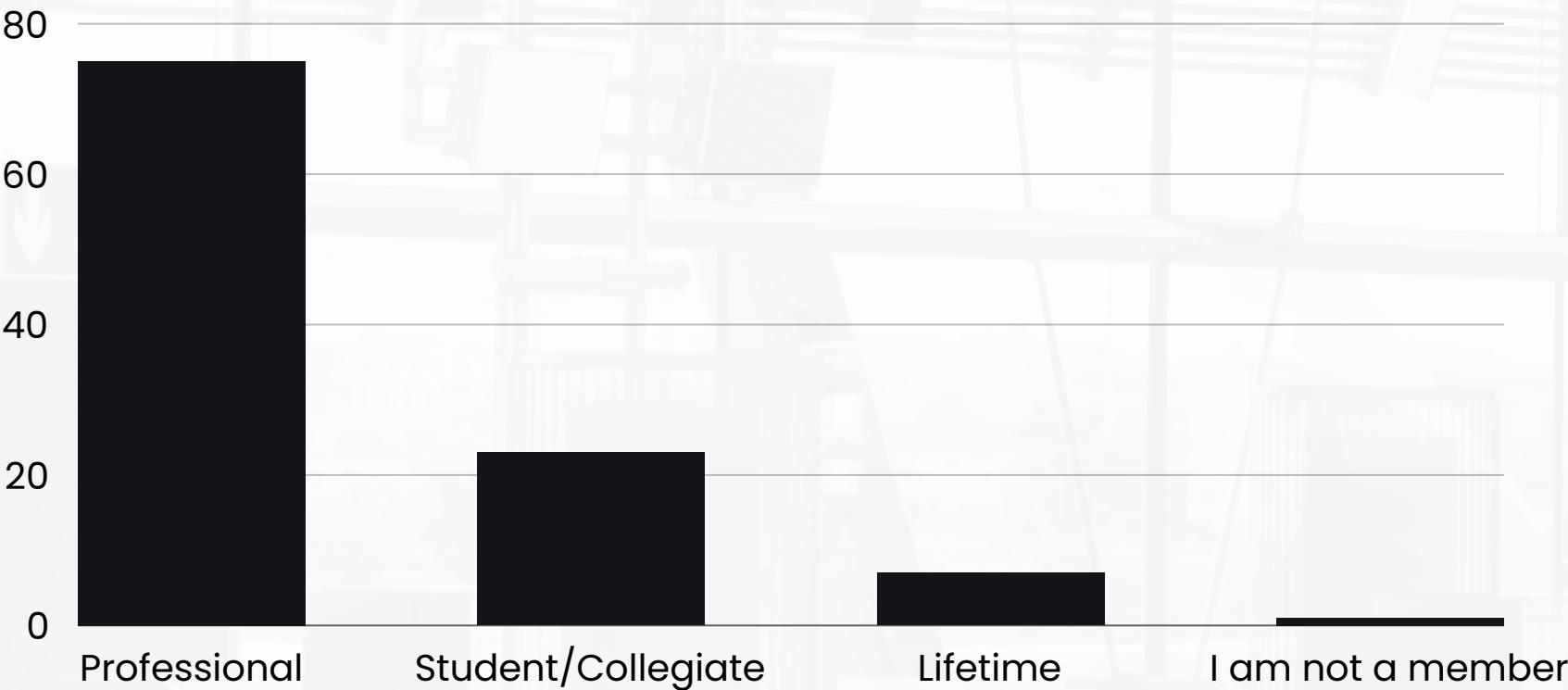
How long have you been a member of OBAP?

- Less than a year
- 1-2 years
- 3-5 years
- 5-10 years
- 10 years or greater



Membership Category Distribution

%



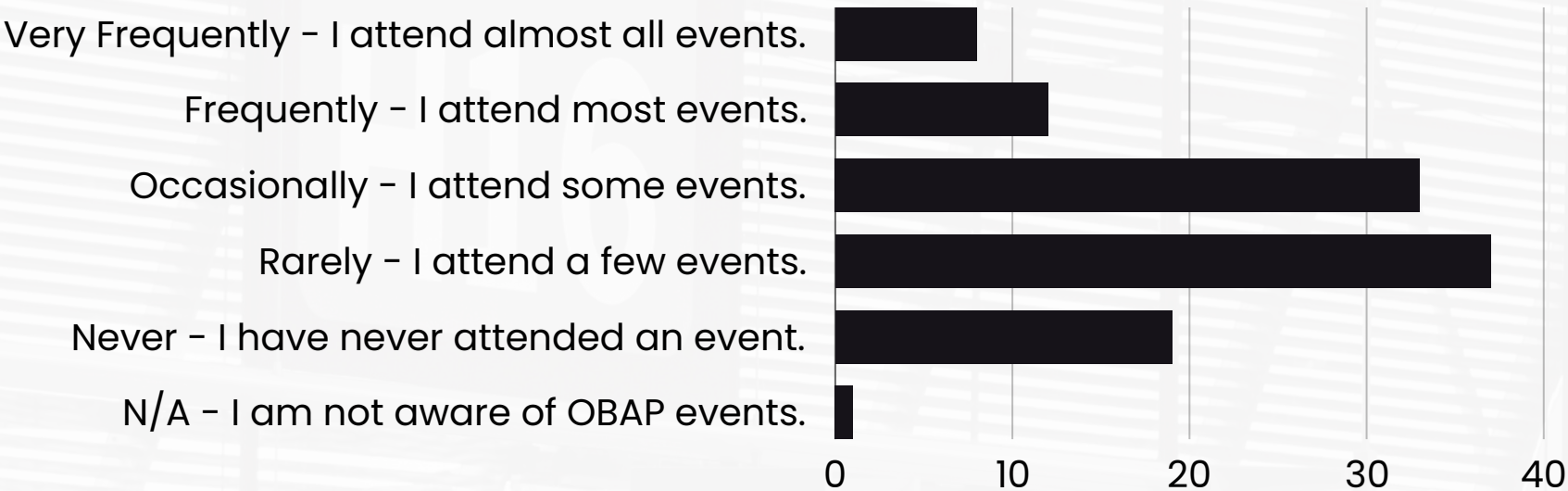


CATEGORY:

MEMBER ENGAGEMENT

How often do you attend
OBAP events?

%



Top Member Interests

ANSWER CHOICES	RESPONSES	#
Supporting OBAP by donating	25.41%	62
Volunteering for programs and other OBAP events/activities	63.11%	154
Career opportunities	50.82%	124
Attending social and professional OBAP events	58.61%	143
Professional development opportunities (e.g., mentorship and seminars)	56.56%	138
Exposure/access for my children via educational programs	17.21%	42
Joining OBAP leadership at some point	25.00%	61
Promoting social causes related to issues that impact OBAP members	28.69%	70
Representing my organization in association with OBAP programs/events	28.28%	69
Total		863

COMMITTEE SERVICE



24%

of members surveyed would serve on an OBAP committee.

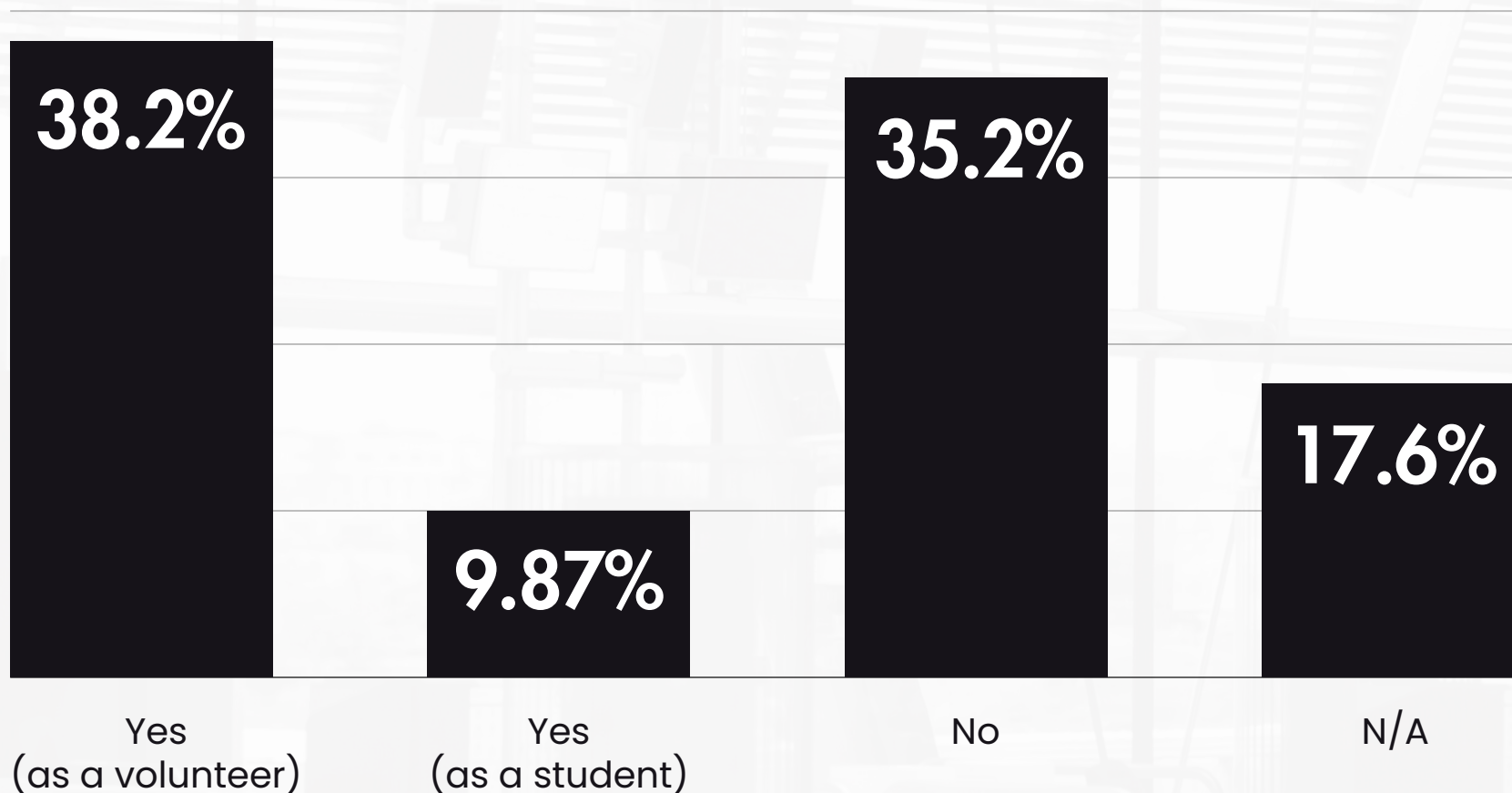
32%

of members surveyed would not serve on an OBAP committee.

44%

of members surveyed are unsure about serving on an OBAP committee.

If you have served as a volunteer in the past (for any OBAP event/activity/program) or are currently volunteering, have you ever participated in an ACE Academy as a volunteer or as a student?





CATEGORY:

MEMBER EXPERIENCE

How would you rate your experience with OBAP?

ANSWER CHOICES	RESPONSES	#
Excellent - I had an outstanding experience and exceeded my expectations.	41.56%	101
Very Good - I had a very positive experience and met my expectations.	35.39%	86
Good - I had a generally positive experience with minor issues.	13.17%	32
Fair - I had an average experience with some significant issues.	3.7%	9
Poor - I had a disappointing experience with many issues.	1.23%	3
Very Poor - I had a very negative experience and did not meet my expectations at all.	1.65%	4
N/A - I have no experience with OBAP.	3.29%	8
Total		243

Do you feel the cost of your membership is commensurate with the benefits?

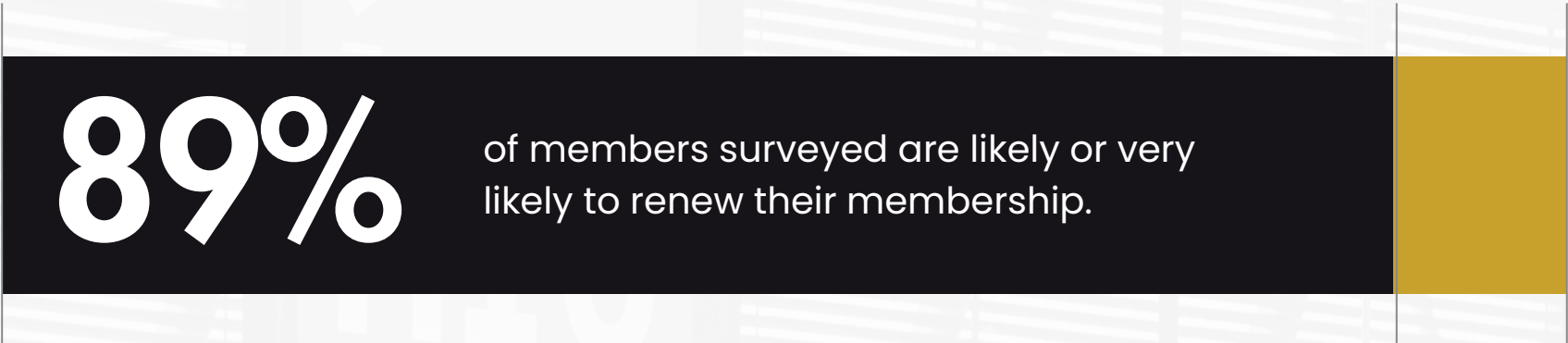
ANSWER CHOICES	RESPONSES	#
Strongly Agree - The benefits far exceed the cost.	35.39%	86
Agree - The benefits are worth the cost.	32.10%	78
Neutral - The benefits and cost are about equal.	23.46%	57
Disagree - The benefits are somewhat less than the cost.	1.65%	4
Strongly Disagree - The benefits do not justify the cost.	2.06%	5
N/A - I am not familiar with the membership benefits.	5.35%	13
Total		243



CATEGORY:

MEMBER EXPERIENCE

How likely are you to renew your membership?



What issues or challenges have you experienced as a member? Please select all that apply from the list below.

ANSWER CHOICES	RESPONSES	#
Communication - Difficulty receiving timely updates and information.	32.78%	59
Event Accessibility - Challenges in attending or accessing events.	30.56%	55
Membership Costs - Concerns about the cost of membership.	10.00%	18
Benefits - Feeling that the benefits do not meet expectations.	15.56%	28
Networking Opportunities - Limited opportunities for networking.	27.22%	49
Support and Resources - Lack of sufficient support or resources.	15.00%	27
Engagement - Difficulty staying engaged or involved with the organization.	30.56%	55
Other - Please specify any other issues or challenges.	15.56%	28
Total		319

NEXT STEPS



OBAP DIGITAL:

We appreciate your feedback on the OBAP website. Organizational leadership is working on several elements to completely revamp the look and feel of the website to provide a more aesthetically appealing interface that is also user-friendly. Some of the upgrades to the website will include integrating AN OBAP store to enable year-round merchandise purchases. Additionally, the website refresh will make navigating the website easier so members can access information with little to no hassle and include plain language for clarity all who peruse our site regardless of their aviation/aerospace knowledge.

With respect to the member portal interface, some enhancements are already in progress and further improvements will be made in an iterative manner to ensure full functionality and continuity.

Lastly, updates to our digital content (e.g., videos and photos) will be made to accurately reflect what the organization is involved in and to represent what our members are doing. All the aforementioned updates/upgrades are estimated to be completed no later than the third quarter of 2025. It is important for us to share we are committed to delivering these improvements by the projected timeline and will continue to seek ways to enhance user experience on our platforms.

NEXT STEPS



CONNECTING AND COMMUNITY:

The social aspect of the organization is a significant draw and incentive for members to join and remain engaged. However, the absence of social events, activities, and networking opportunities across the organization's five regions has been a valid concern among members in recent years. We recognize the importance of consistent engagement with the organization and fellow members beyond the annual conference.

To address this, we recently onboarded 14 new Regional Directors (RDs) and Assistant Regional Directors (ARDs), who are passionate, engaged, and committed to enhancing the membership experience. Their goal is to increase both the number and variety of social events in their respective regions, ensuring members feel connected throughout the year—not just during conference season. Additionally, the Membership Committee has expanded, intentionally bringing in members with diverse perspectives, including recent graduates, newcomers, and seasoned members. This diversity enriches our efforts to design meaningful social events and networking opportunities. We are actively working with the new RDs and ARDs to develop year-round programming that meets the needs of our members, providing the social engagement they want and look forward to.

NEXT STEPS



COMMUNICATION:

A recurring theme in the feedback we've received is that members often reach out via email or directly to an OBAP leader but don't receive a response or the assistance they need. We understand how frustrating this can be and have implemented several solutions to address the issue. One key improvement is the addition of a new staff member dedicated to monitoring the general inbox and managing a new membership-specific email account. While this alone won't fully resolve the issue, we are actively working to enhance communication, particularly by improving how we engage with new members upon joining OBAP.

The Membership Committee is developing new processes to strengthen initial contact with members and foster ongoing engagement. Additionally, we are streamlining communication around volunteer opportunities to increase awareness and involvement. A joint effort between the Scholarship Committee and the Communications team is also underway to provide clearer information about scholarships, including eligibility and qualifications, ensuring members have easy access to these academic opportunities. Finally, we are committed to aligning the content on the OBAP website with other communication channels, a key component of our broader website update scheduled for completion by the third quarter of 2025. These efforts will help ensure a smoother, more consistent communication experience for all our members.

NEXT STEPS



MENTORSHIP:

We heard your feedback regarding the need for more formal mentorship opportunities, ease of finding mentors, and expansion of mentorship beyond professional pilot careers. In response, we are excited to announce that we are taking immediate steps to address these concerns by developing a comprehensive mentorship program for all OBAP members.

This program will be accessible to all members, not just those involved in OBAP initiatives like ACE Academy, Explore Aerospace, or the Ascension Program. We recognize the transformative impact mentorship can have on careers and personal development, and we are committed to ensuring that our members have access to mentors across a broad range of aerospace and aviation professions. This includes, but is not limited to, pilots, air traffic controllers, aerospace engineers, aviation maintenance technicians, dispatchers, aviation management professionals, flight attendants, and aviation safety experts. We aim to launch the program officially in 2025.

If you are interested in becoming a mentor and helping to shape the next generation of aerospace professionals, please visit www.obap.org/volunteer. Select "Volunteer Opportunities" and then choose the Aerospace Professional Development Program to sign up.

In addition, we have recently introduced the Ascension Chapter Mentorship Program in response to requests from our Ascension Project students for more structured mentorship. We are assigning up to three OBAP mentors for each chapter, with two mentors being pilots and one from a non-pilot aviation career. This ensures that non-flight aviation/aerospace degree program students also receive guidance and support.

If you are interested in serving as a mentor for the Ascension Chapter Mentorship Program, please apply through www.obap.org/volunteer.

We look forward to building a stronger, more connected community through these mentorship opportunities and appreciate your continued involvement in OBAP.

NEXT STEPS



■ ENHANCING MEMBERSHIP:

The value of OBAP membership has been a concern for several years, with both current and prospective members raising questions about membership tiers, eligibility, and benefits. Additionally, members have expressed frustration over delayed or unanswered communication from organizational leadership. Recognizing these challenges, we reactivated the Membership Committee earlier this year to address these issues and improve the membership experience.

Since its reactivation, the committee has established a dedicated email address (membership@obap.org), managed by three co-chairs. With this structure in place, we've ensured that all inquiries receive responses within 24 hours, fostering more timely and effective communication with our members. The committee is also conducting a comprehensive review of membership tiers to determine what updates are needed to better meet members' needs. This includes exploring ways to enhance or add benefits across all tiers to increase the value of membership.

We are also considering launching a "Why OBAP" campaign, which would highlight the purpose of membership, the perks of each tier, and the impact members have on others. This campaign will be featured on our website and shared widely, serving as both an educational tool and a reclamation effort to encourage lapsed members to rejoin the organization.

NEXT STEPS



■ VOLUNTEERISM:

We recognize your concerns about the need for more volunteer opportunities beyond the Annual Conference, the desire for a clearer volunteer process, and questions surrounding conference costs for volunteers. OBAP offers nearly 1,000 volunteer opportunities annually across a variety of programs and events nationwide. In 2024 alone, nearly 500 volunteers supported students through our ACE Academies. We remain committed to expanding these opportunities and streamlining the volunteer application process to make it easier for members to get involved.

NEXT STEPS



■ ANNUAL CONFERENCE:

Thank you for sharing your valuable feedback about the OBAP Conference. We understand that the location and safety of the event are top priorities. Our team carefully selects venues that meet high standards for safety, accessibility, and inclusiveness, and we remain committed to upholding these values at every conference.

We deeply appreciate the dedication of our volunteers, who work long hours to support the event, and we are actively exploring ways to offer better accommodations and discounts. Options under review include volunteer pricing and special accommodation packages for future conferences.

We also recognize that members volunteer for different reasons—whether to give back to the OBAP community or to network and advance their careers. In response, we are developing volunteer roles that provide meaningful contributions while also supporting professional growth and fostering valuable connections.

We understand that the cost of attending the conference can be a challenge, especially as inflation and travel expenses continue to rise. Keeping the event affordable while maintaining a high-quality experience is a top priority. While we know not everyone can purchase a full registration, we encourage members to take advantage of early bird pricing and customize their participation by adding specific event tickets as needed.

NEXT STEPS



MENTAL HEALTH AND WELL-BEING:

Over the past five years, mental health and well-being have become more socially accepted topics of conversation. This shift has gradually reached the aviation and aerospace industry, with more organizations offering resources and fostering workplace discussions on mental health. However, additional efforts are needed to better support aerospace professionals, particularly those who identify as Black or are part of the BIPOC community, as they often face unique challenges related to their race, ethnicity, or gender.

OBAP recognizes the importance of supporting the mental health of its members and aerospace professionals at large. In 2024, the organization conducted an exploratory research study focused on the experiences of Black aerospace professionals. The findings from this research are helping shape policy and serve as a catalyst for positive change within the industry.

Building on this momentum, OBAP has established a mental health taskforce to further increase awareness and expand access to mental health resources. This taskforce is dedicated to normalizing mental health discussions within the industry and will meet monthly over the next year. At the end of their term, they will present a report with findings, recommendations, and actionable next steps to ensure that mental health becomes a central focus within the organization's structure.

NEXT STEPS



MISSION:

Thank you for your thoughtful feedback regarding OBAP's mission, particularly around political activism and advocacy. While OBAP's core mission has traditionally focused on educational outreach, mentorship, and increasing representation in aviation and aerospace, we recognize the importance of addressing broader conversations—such as policy and advocacy—that impact our industry and communities. We are actively exploring ways to integrate more discussions on these topics into our programming to ensure members are informed, empowered, and equipped to engage with issues affecting the field.

We also agree that expanding the representation of diverse careers within aviation and aerospace is essential. OBAP is committed to highlighting a broader range of professions within the industry and creating platforms for professionals across various sectors to share their experiences. This commitment was reflected in our recent election cycle, during which the Governance Committee made a deliberate effort to recruit candidates beyond the typical aviation and aerospace roles. Additionally, the use of a board matrix has helped ensure our leadership reflects a wide range of occupations, fostering more diverse perspectives at the board level.