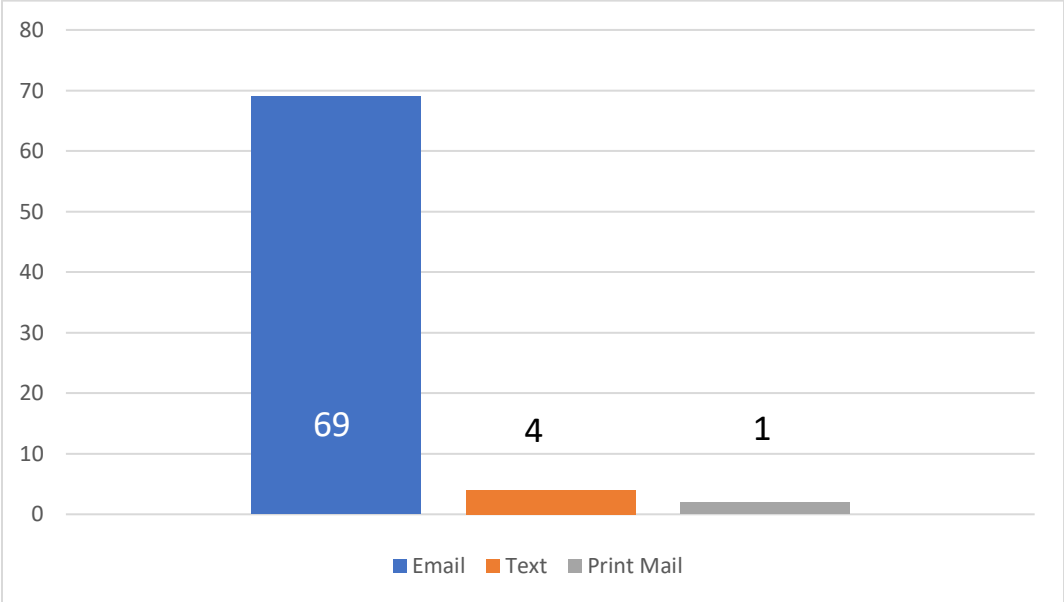
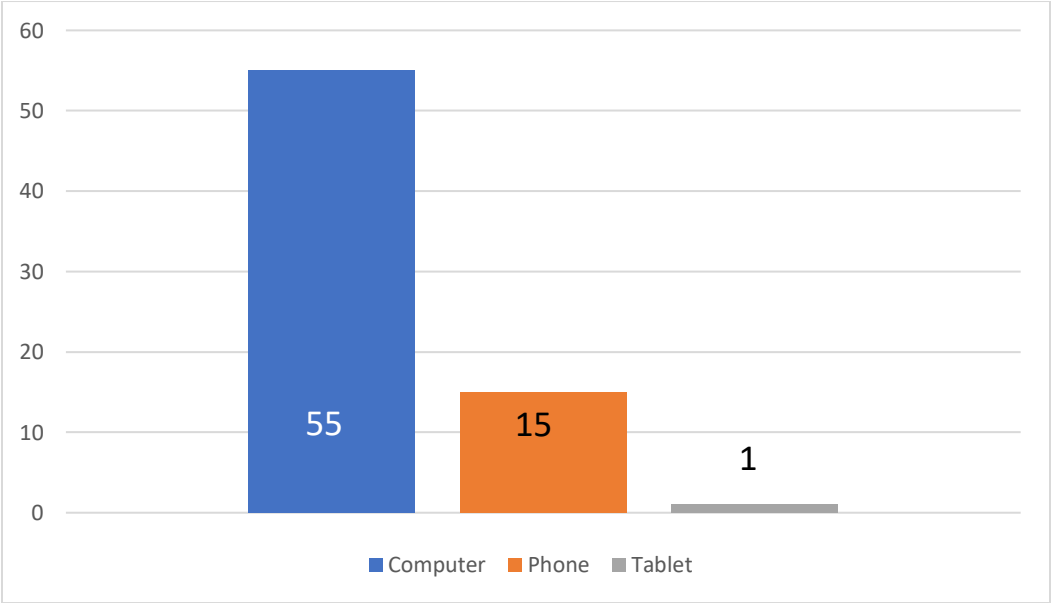


Communications Survey Results

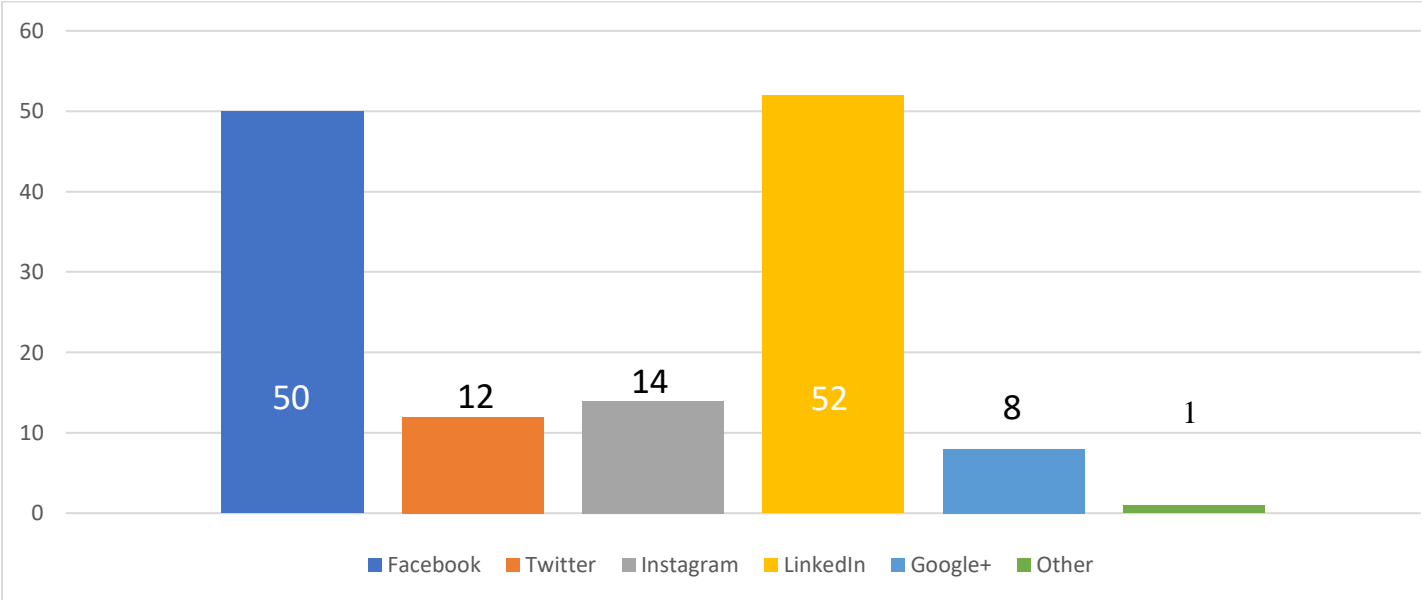
Question 1: How do you prefer to receive MMLA information?



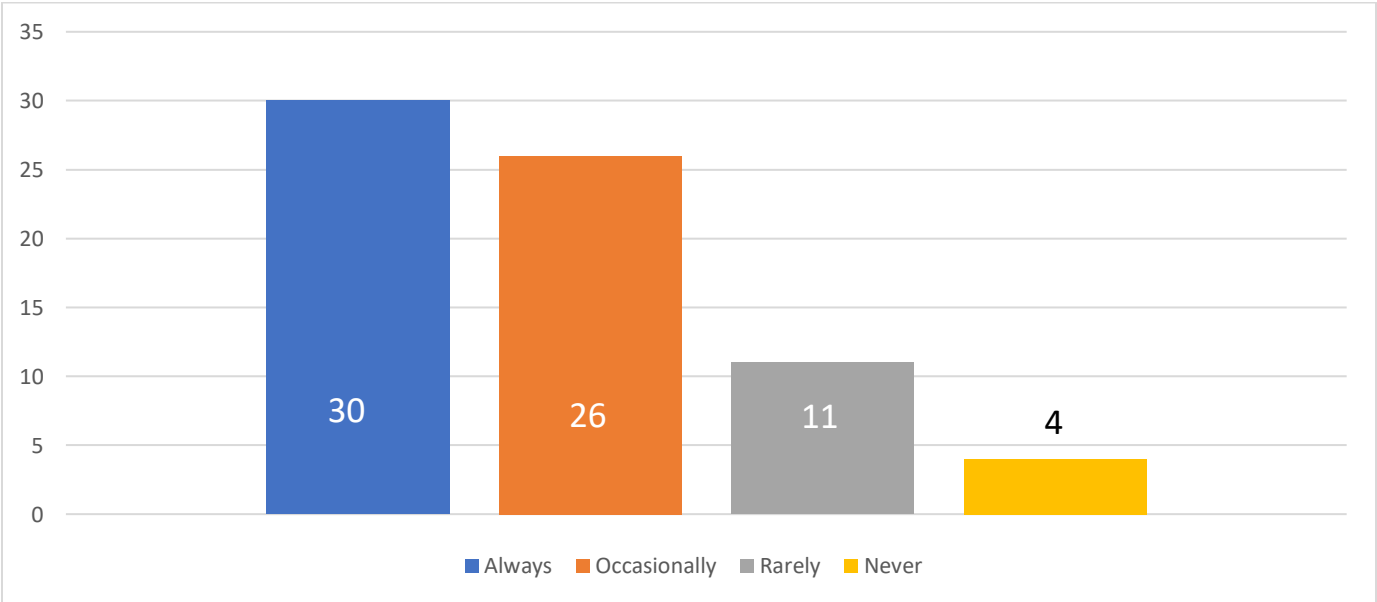
Question 2: Which device do you view most of your emails?



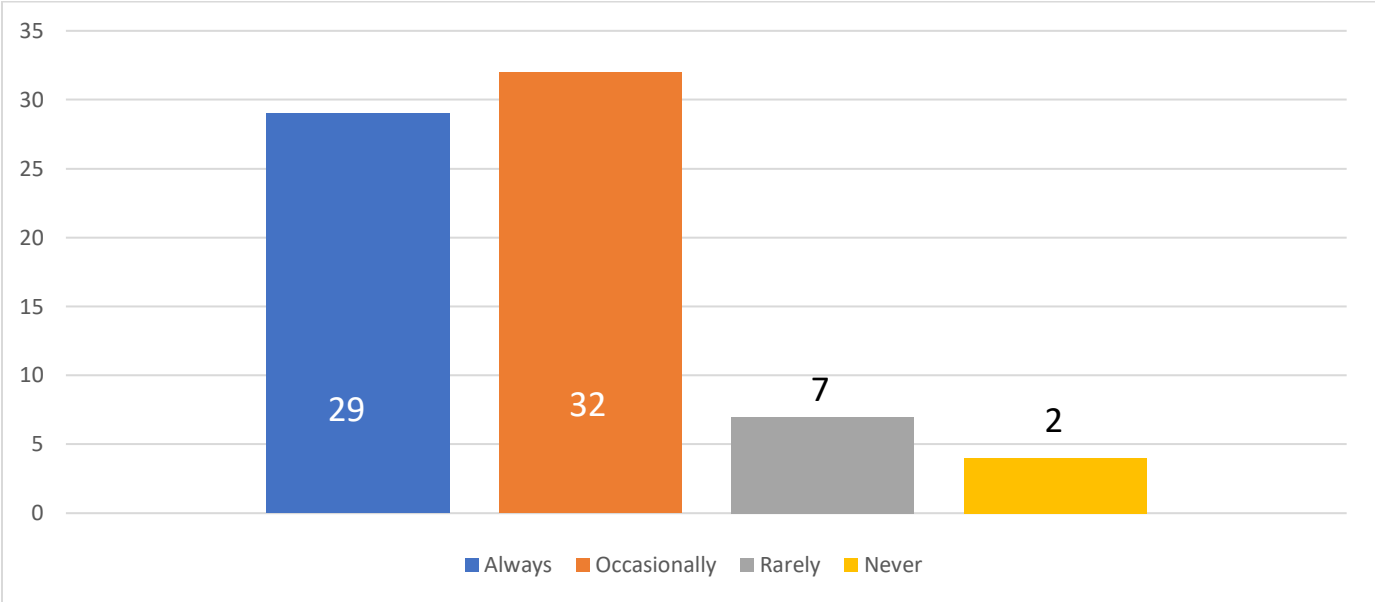
Question 3: What types of social media do you use on a regular basis?



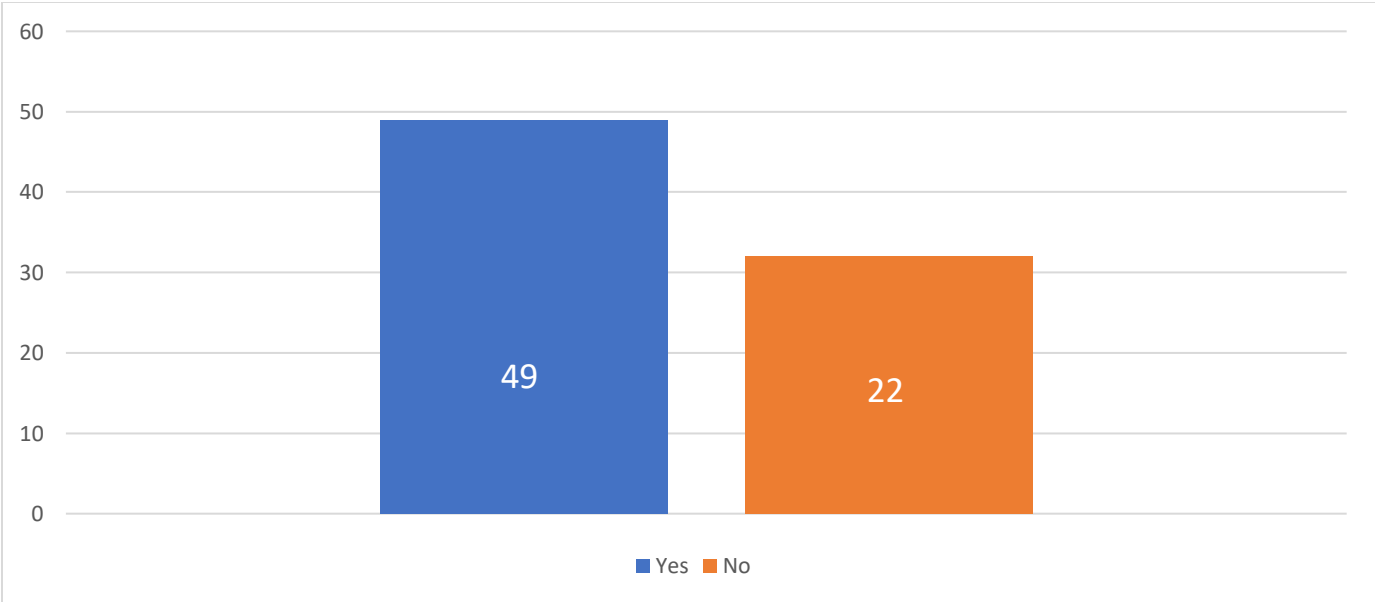
Question 4: Do you read the MMLA Pipeline email?



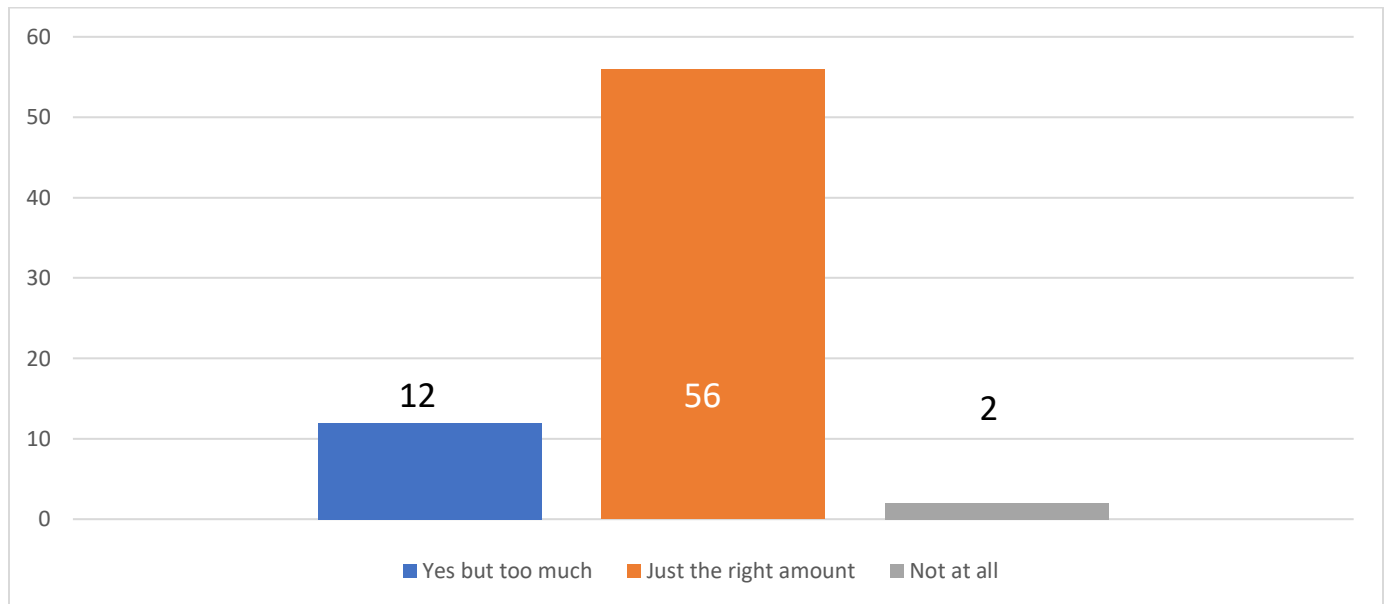
Question 5: Do you read the MMLA bi-monthly newsletters?



Question 6: Have you logged into your MMLA website profile?



Question 7: Do you feel like you are kept informed with MMLA events/news/etc.?



Question 8: Do you have any ideas on how we can improve our communications with MMLA members?

- 1) board members select 3-5 members each month to contact to inform, engage and encourage involvement.
- 2) I'm new to MMLA, so still getting used to the content
- 3) less is more
- 4) Don't think it needs improvement. Members are kept well informed
- 5) I'm new to the group so just getting familiar with everything.
- 6) Conference calls
- 7) Post Events on LinkedIn
- 8) I think you are doing a good job
- 9) More speakers on hot industry topics
- 10) Less= More
- 11) I feel I get the right amount of information
- 12) Send some personal/short emails w/ bulleted updates
- 13) Text alerts a day before upcoming events would be lovely
- 14) I'm in compliance / audits /business controls for Banks/Creditors - so for me - more of that ;-)
- 15) Its very good. Only would cut back about 20% on reminders/repeats
- 16) Social media works wonders
- 17) I think you do a fine job.
- 18) MMLA communications are great. no suggested changes

- 19) Current emails are a bit lengthy, and hard to fully view on a phone. Incorporate "lessons" or even sales ideas within the communication to provide additional value. Current website update is needed as it is hard to navigate currently.
- 20) Keep the emails alerts focused on current events, upcoming event, legislation pending. Send out separate emails for Legislative alters, and title them as such. Same for social event and MMLA events (such as golf outing). Newsletters are not the medium for important items.
- 21) There is one event coming up August 24th and I feel like I've received an email about it every single day for the last week. Other than this upcoming event, I never know what events are happening and when. I'd rather get one reminder email for a specific event and then a broad event schedule at the beginning and middle of each month.
- 22) An app maybe helpful, engaging content (there is not that much happening in Regulations an changes so that is not such a benefit. Use our time to bring great speakers and ways to build our business. New LOs etc are trained well at their companies unless they are super small brokers. Look at the bulk of membership and how u can cater to them. Don't send so many emails
- 23) Seems to work fine. You have info on the website augmented by email.
- 24) More content on LinkedIn / Facebook including Facebook event reminders
- 25) Fewer emails are more impactful as when they are received the information is important. MMLA emails are always going into my Promotions folder since they are so numerous. Additionally, I am more interested in the happenings in my area not all around the state unless it is regarding conferences. Truly interactive content on Social Media would also be good.

Question 9: What is your job position?

- 1) 7 Account Executives
- 2) 11 Loan Officers
- 3) 11 VP and Upper Management
- 4) 20 Marketing/Operations/Closing/Business Development
- 5) 3 Attorney
- 6) 4 Underwriter

Question 10: What is your age?

