

An E-Scan Report
Staffing &

Space Survey

For Human Resources Planning



2008-2009



CUNA

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2008-2009 Staffing and Space Survey



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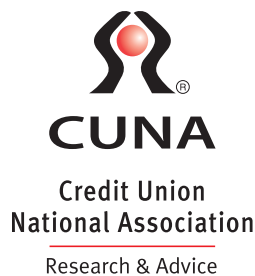
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Introduction & Methodology

This report summarizes the results of an online survey conducted by CUNA's Center for Research & Advice in Madison, Wisconsin between May and July of 2008. The survey was hosted by enetrix™, a recognized leader in the field of Web-based surveys. Their state-of-the-art technology and advanced security measures ensured the safety of the data.

In May of 2008, invitations to participate in the survey were sent to 3,000 affiliated credit unions with \$10 million or more in assets based on year-end 2007 NCUA 5300 Call Report data. A cover letter with instructions for filling out the survey and a printed survey were sent to an HR professional or the CEO/manager at all credit unions in the sample. As an incentive, credit unions were offered a discount on the report if they responded to the survey. The surveys could be filled out online or returned directly to CUNA Market Research in postage-paid envelopes.

Responses were monitored. After three weeks, credit unions that did not respond to the initial mailing were sent a follow-up postcard, again requesting their participation and providing instructions. The following week, another letter and printed survey were sent to sampled credit unions that had not yet participated in the survey.

By the end of July, 699 usable questionnaires were returned to CUNA Research Services, resulting in a response rate of 23%. The data was stratified by assets and weighted to adjust for the over- or under-representation of credit unions in any strata. Weighting is a standard survey analysis

procedure designed to increase the reliability of the survey results, done to ensure that the results are not biased by a specific group of credit unions.

As a result of the sample being limited to credit unions with \$10 million or more in assets, all references to "credit unions" in the following summaries refer to that universe of credit unions.

Based on a sample of 699 respondents, the maximum sampling error for the overall percentages is $\pm 3.2\%$ at a 95% confidence level. That is, in 95 of 100 similar samples, the overall percentages would fall within 3.2 percentage points of those observed in the data tables.