

# ISA/ISAT Needs Assessment



2022 Texas Data  
For the ISAT Strategic Planning Meeting  
May 4-5, 2022  
Palacio del Rio Hilton  
San Antonio, Texas



Texas Chapter  
International Society  
of Arboriculture

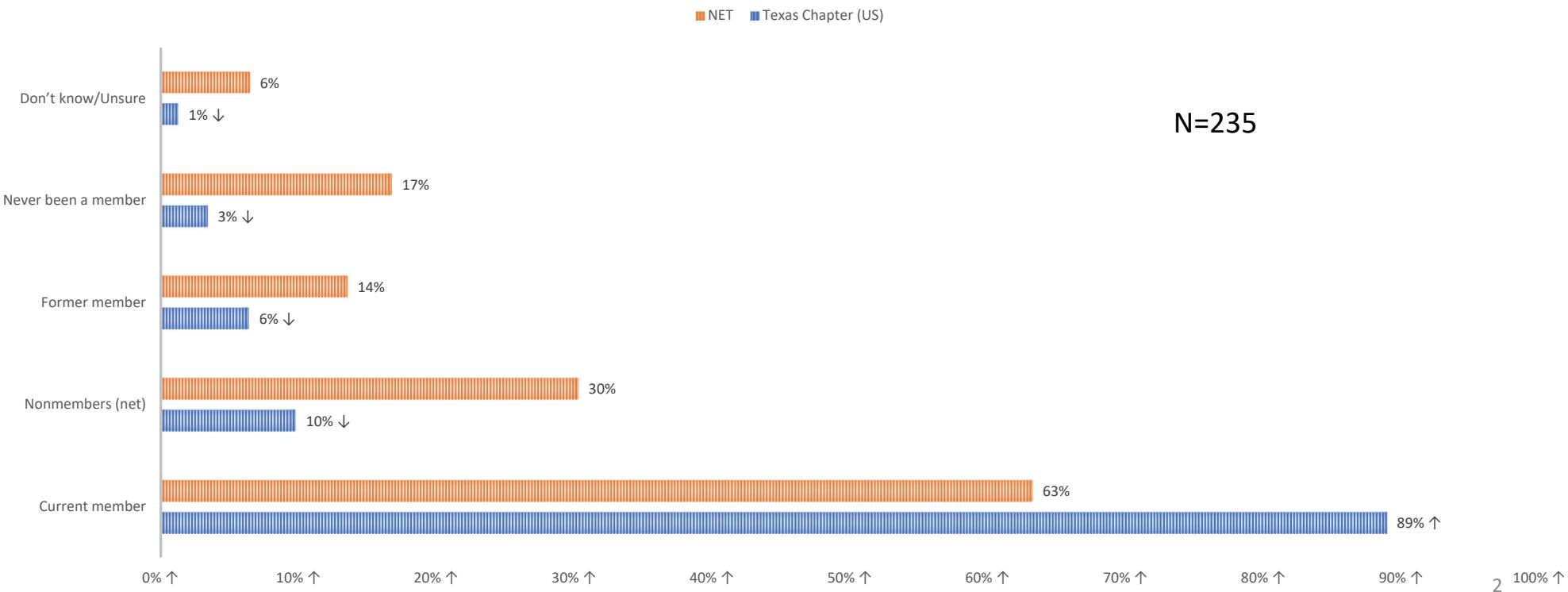
Texas Chapter  
International Society  
of Arboriculture

Online Learning Series

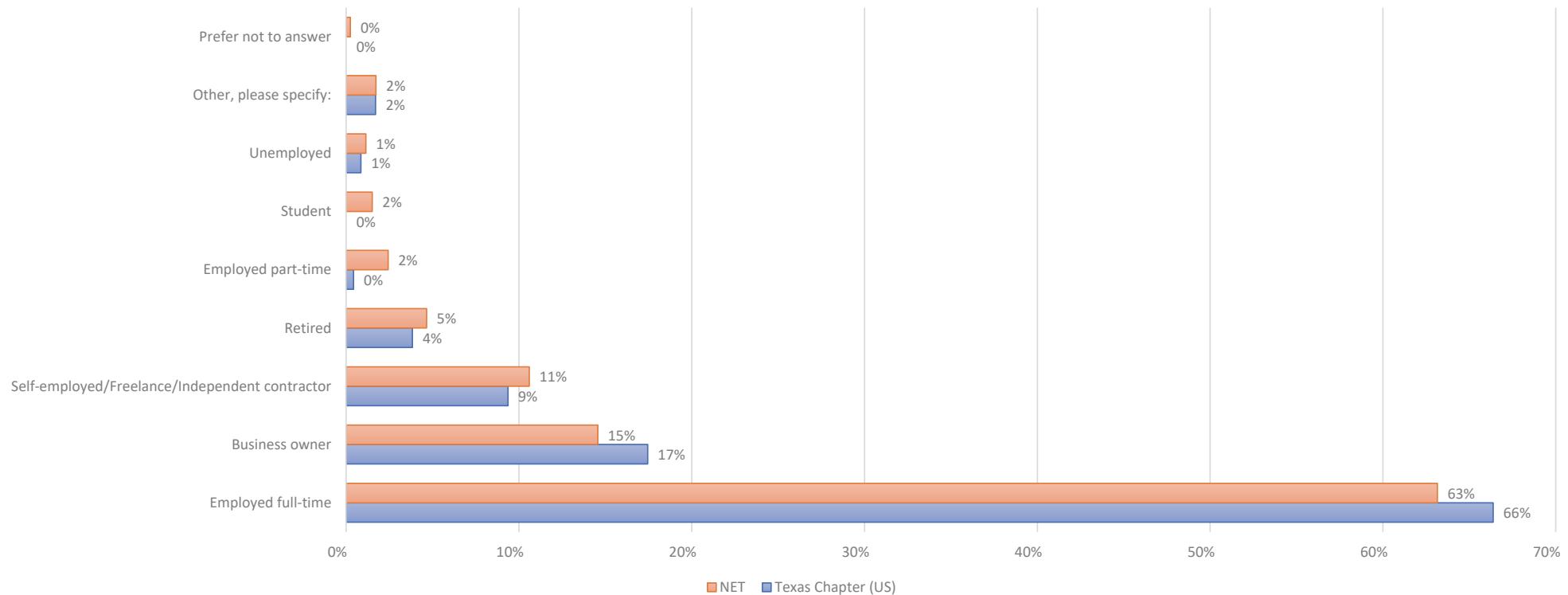
Texas Chapter  
International Society  
of Arboriculture

ArborChats

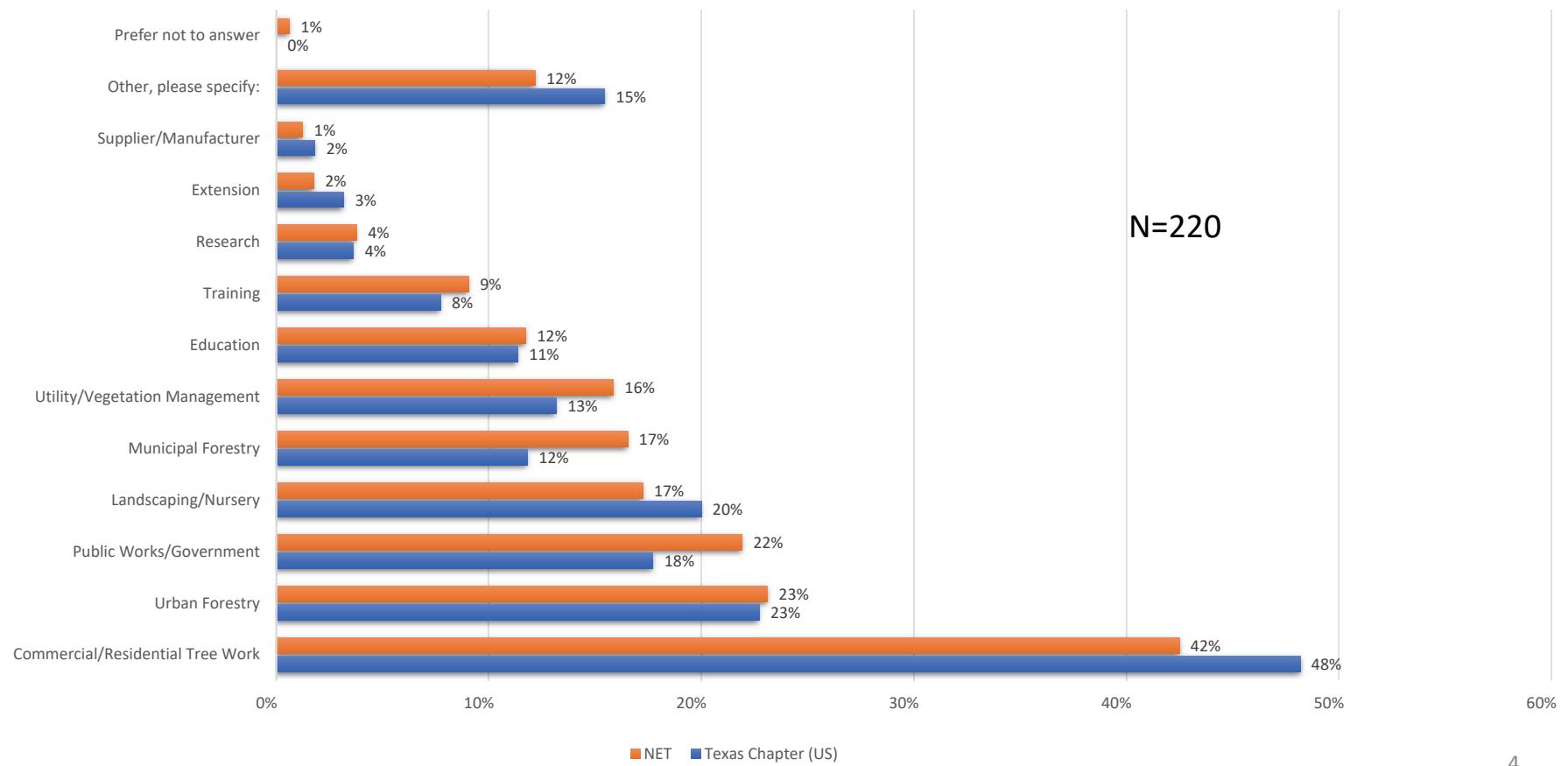
# Which of the following describes your membership status in the International Society of Arboriculture (ISA)?



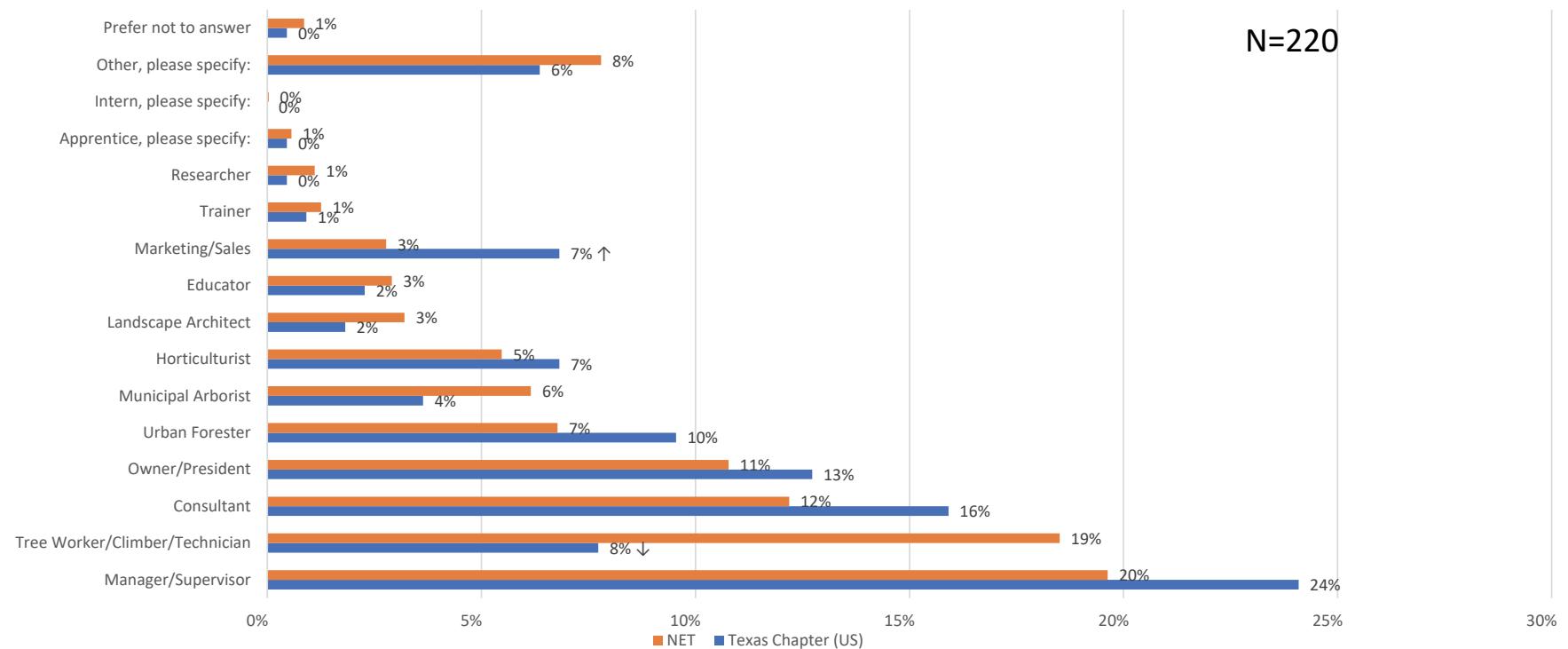
# Which of the following best describes your current employment status? (Select one)



# What is your current area of practice? (Select all that apply)

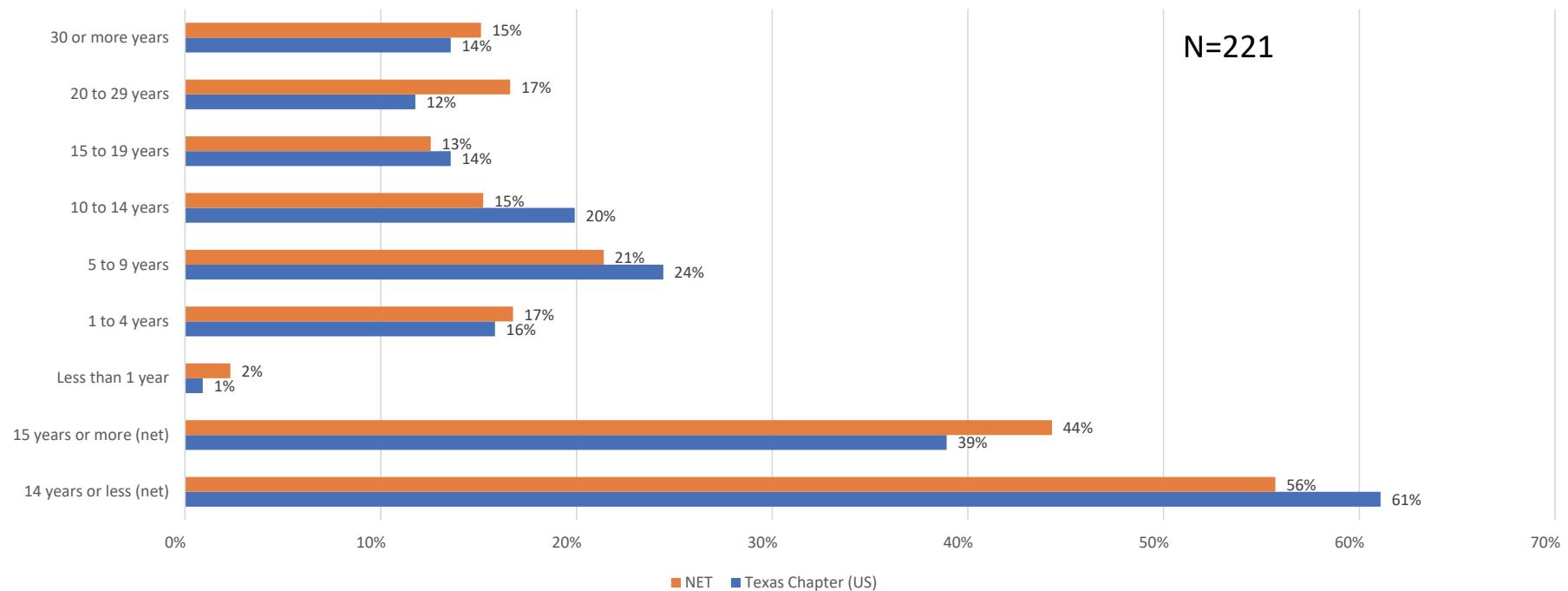


# What option below most closely describes your current job function? (Select one)



# How many years have you been in the arboriculture industry?

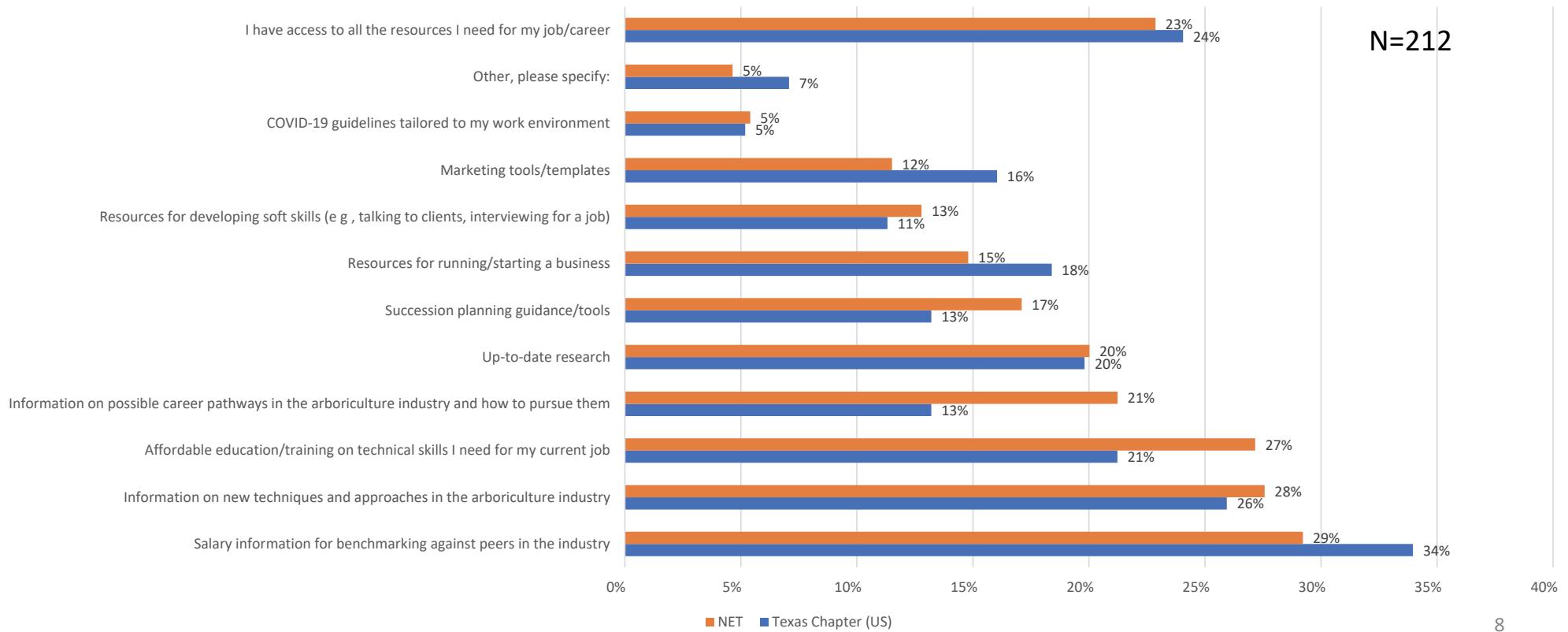
	TX	
Average	16.1	17.1
Median	12	12
Mode	7	7



# What are the primary issues and challenges you currently face in your career?



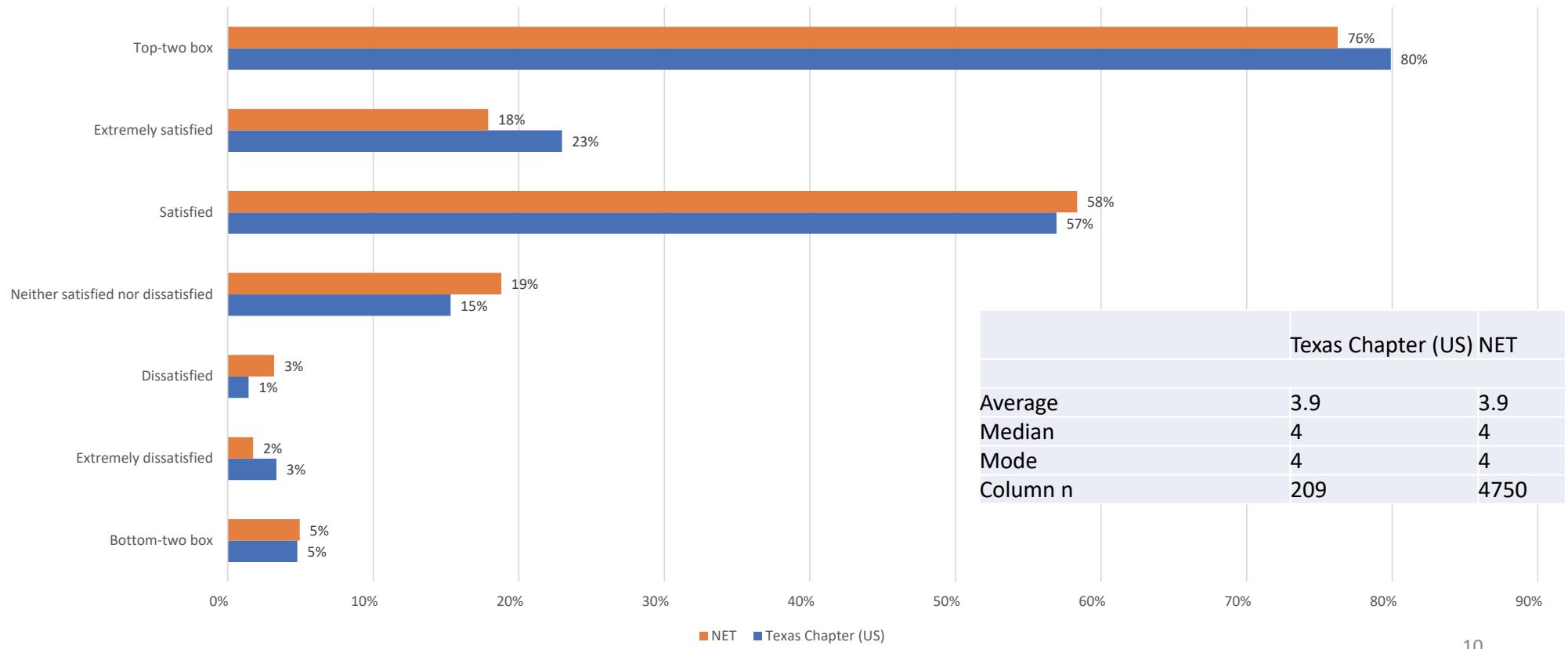
# What resources do you need for your job/career but currently do not receive from any organization (including your employer, if employed)?



# To what extent do the following reasons drive your decision to maintain membership in ISA

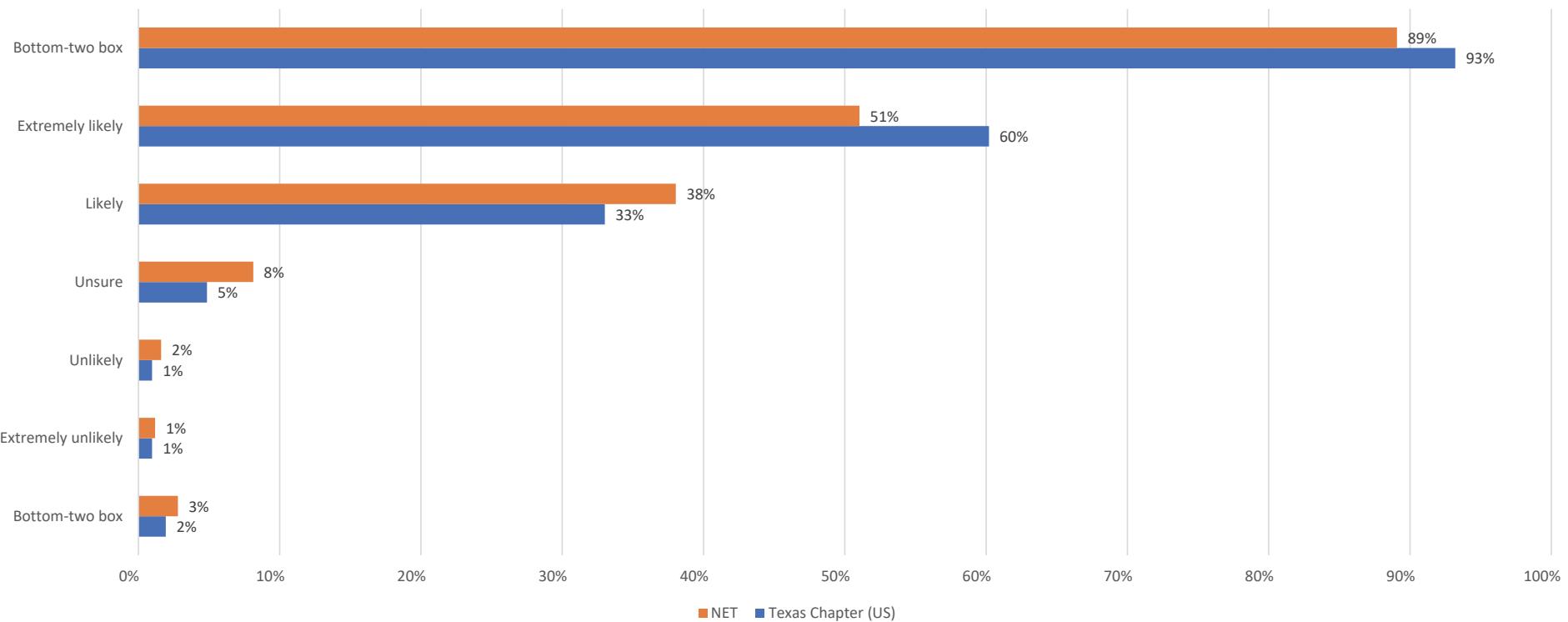
	Texas Chapter (US)	NET	Row n
Staying informed on research and changes/trends in the arboriculture industry	9%	11%	504
	1%	2%	100
	7%	9%	404
	32%	36%	1694
	60%	53%	2524
	<b>91%</b>	<b>89%</b>	<b>4218</b>
	12%	12%	571
	3%	3%	135
	9%	9%	436
	38%	38%	1795
	50%	50%	2356
	<b>88%</b>	<b>88%</b>	<b>4151</b>
Learning about technical training and continuing education opportunities	27%	35%	1640
	10%	9%	433
	18%	26%	1207
	35%	39%	1819
	38% ↑	27%	1258
	<b>73%</b>	<b>65%</b>	<b>3077</b>
Connecting with peers in the arboriculture industry	5%	10%	483
	1%	2%	114
	3%	8%	369
	29%	29%	1360
	66%	61%	2880
	<b>95%</b>	<b>90%</b>	<b>4240</b>
Being affiliated with a professional association that serves the arboriculture industry and promotes greater awareness of the benefits of trees	66%	71%	3326
	33%	36%	1712
	33%	34%	1614
	24%	20%	940
	10%	9%	444
	<b>34%</b>	<b>29%</b>	<b>1384</b>
Registering for the ISA Annual International Conference and Trade Show with the discounted member rate	24%	28%	1302
	7%	10%	468
	16%	18%	834
	31%	31%	1452
	45%	42%	1967
	<b>76%</b>	<b>72%</b>	<b>3419</b>
Obtaining/maintaining ISA Credentials and/or qualifications at a discounted rate	100%	100%	4623

# Overall, how satisfied are you with your ISA membership?

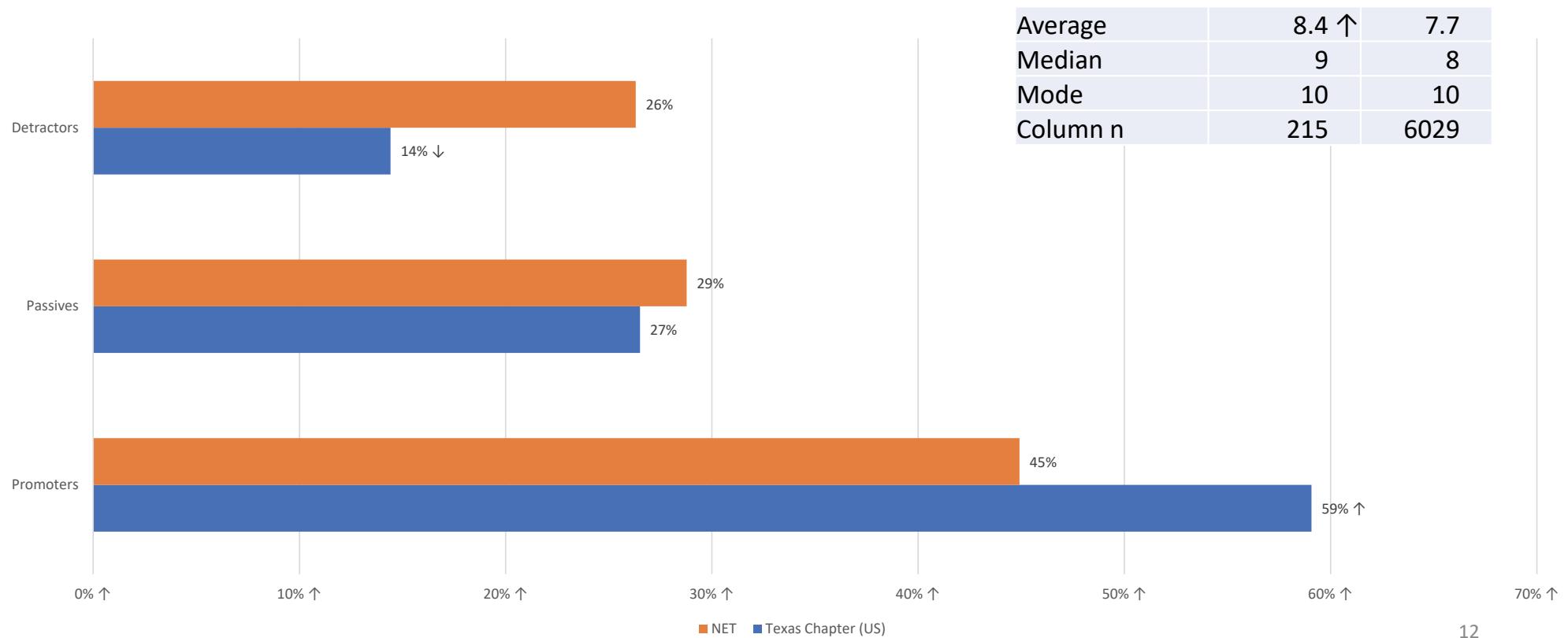


# How likely are you to renew your ISA membership next year?

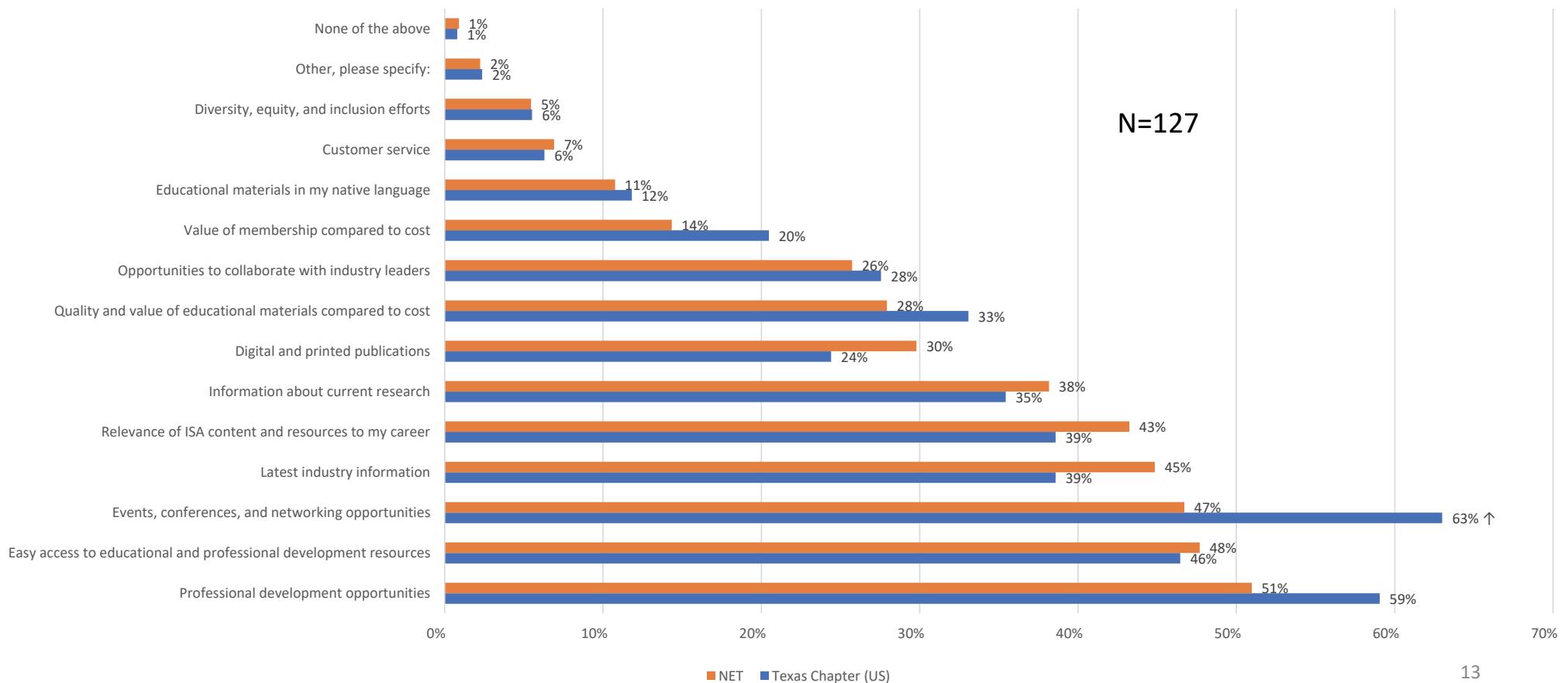
Average	4.5	↑	4.4
Median	5		5
Mode	5		5
Column n	206		4714



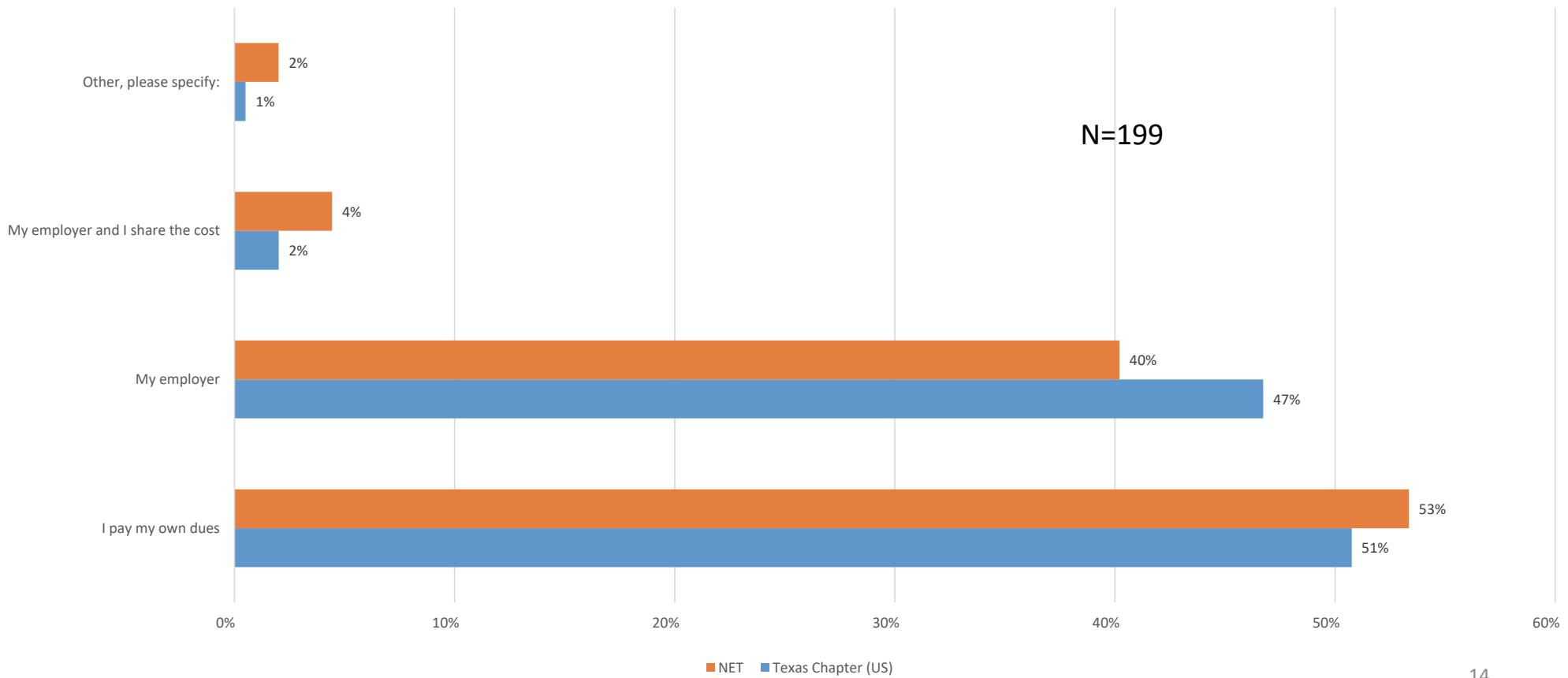
# How likely are you to recommend ISA membership to a colleague or friend in the arboriculture industry?



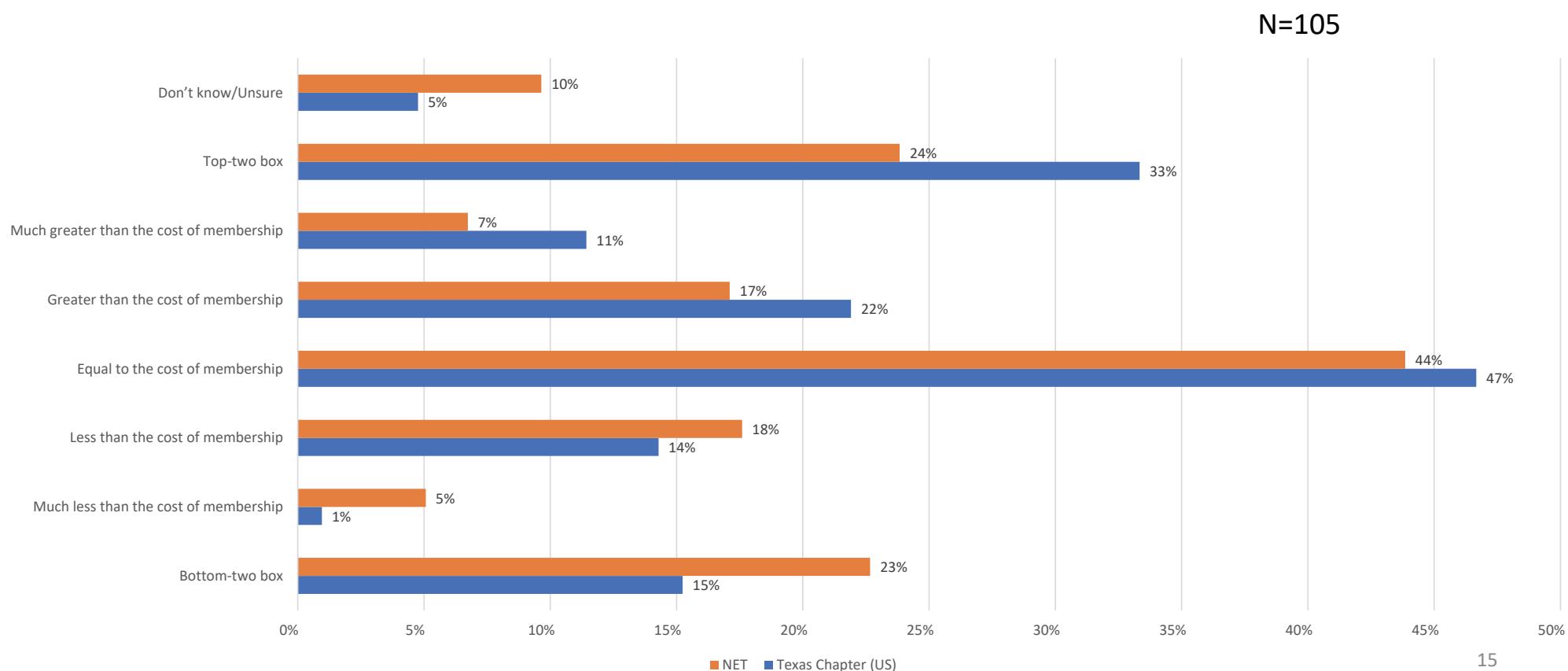
# What are the top areas or offerings from ISA that make you likely to recommend membership? (Select up to 5)



# Who pays your ISA membership dues?

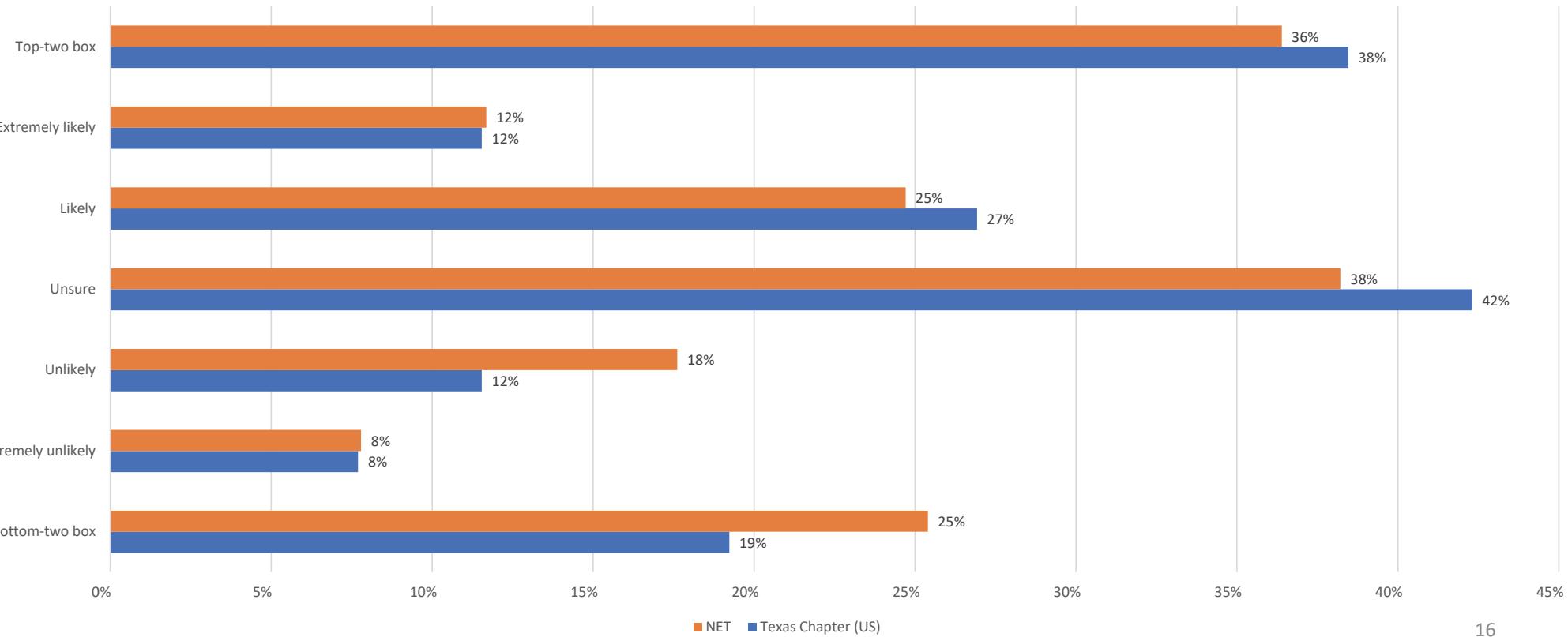


Based on what you currently pay for membership,  
do you believe the value you receive is

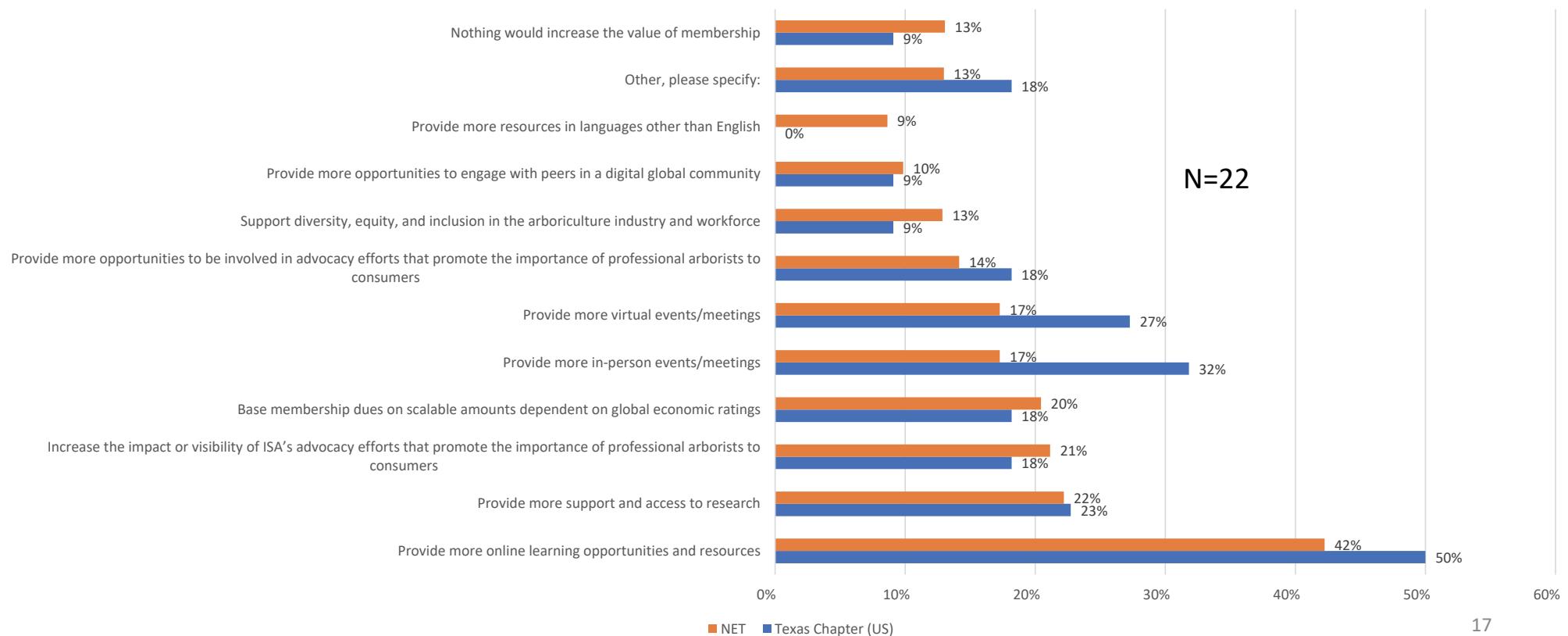


# How likely are you to join or rejoin ISA as a member in the next year?

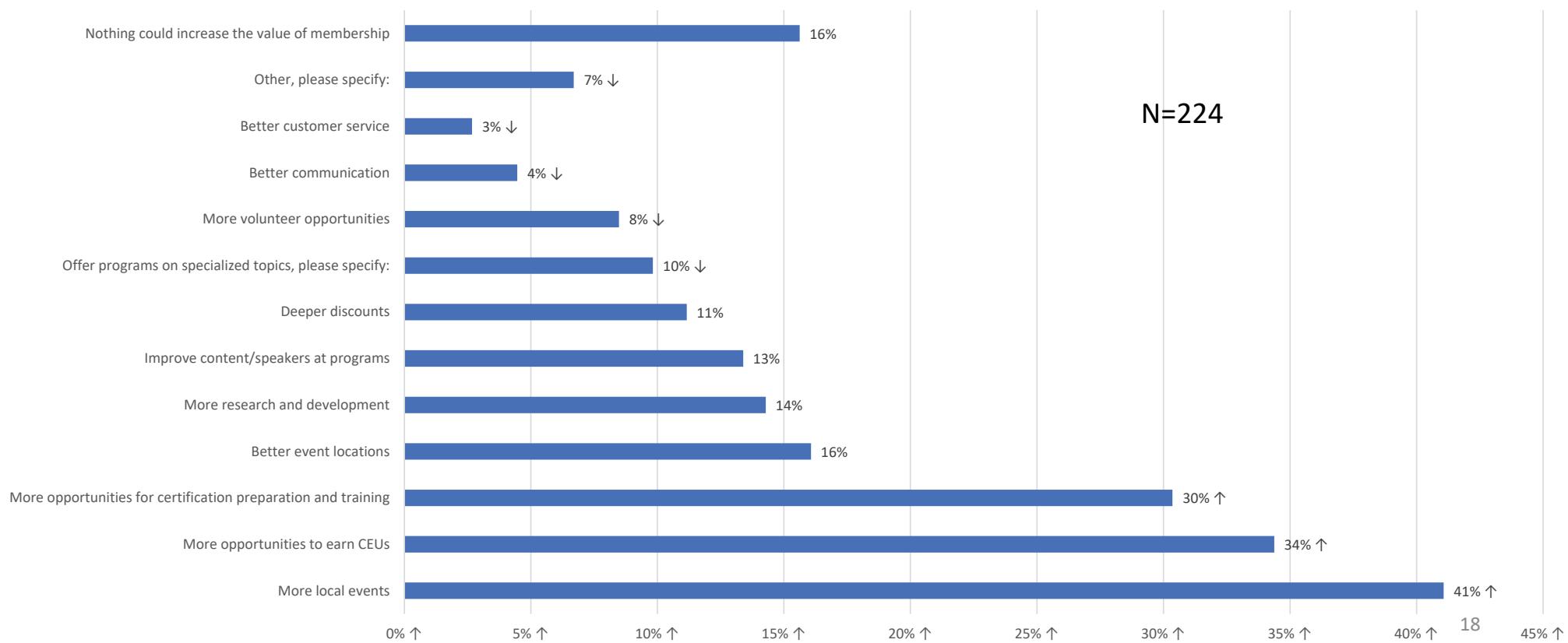
N=26



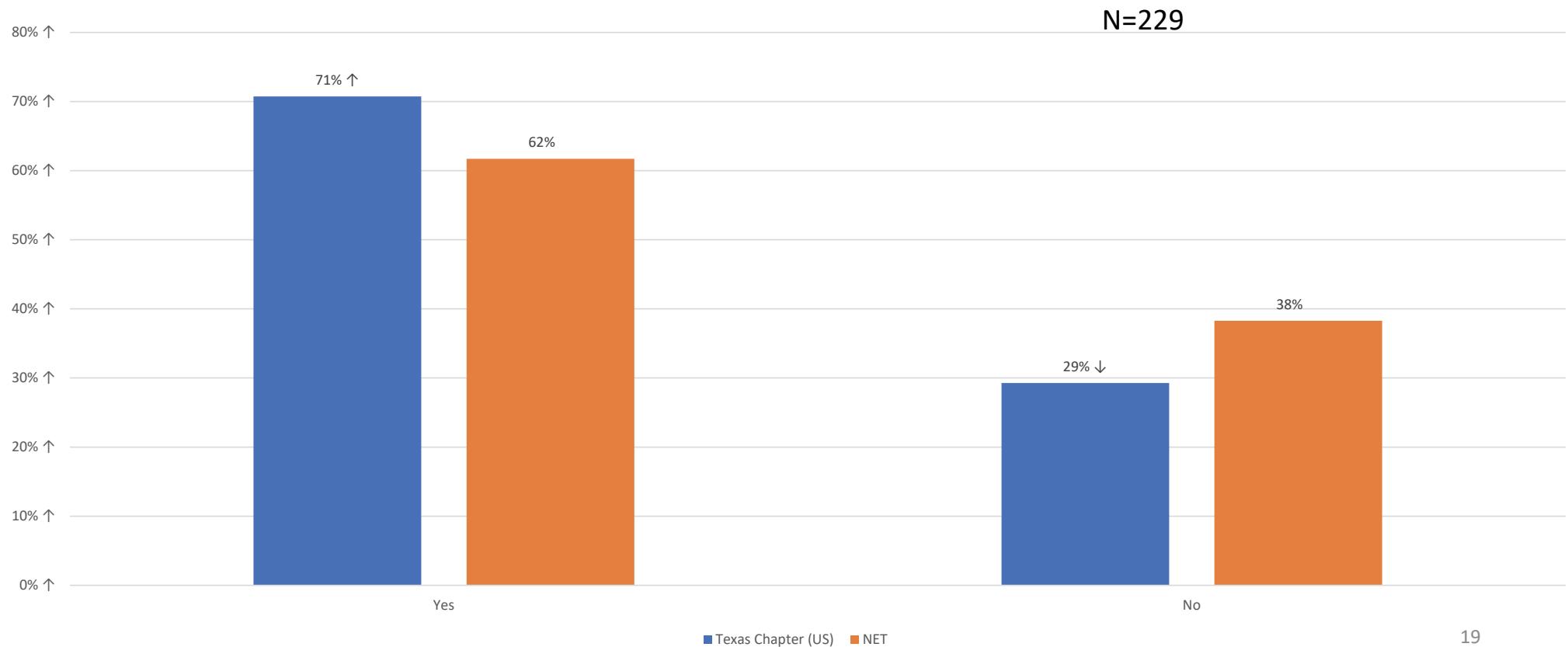
# What could ISA add or change that would make membership more attractive to you? (Select up to 5)



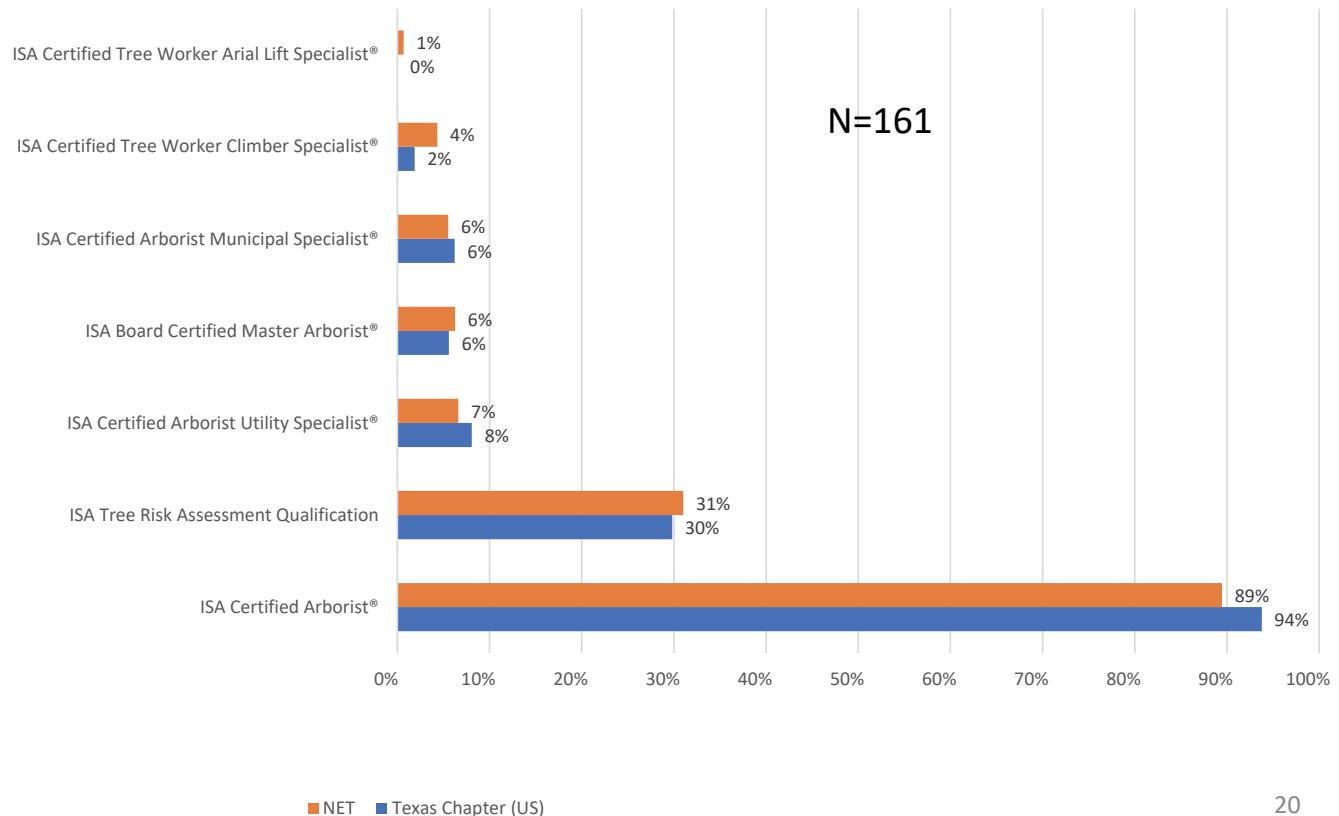
# What could Texas Chapter (U.S.) do to increase the value of membership? (Select all that apply)



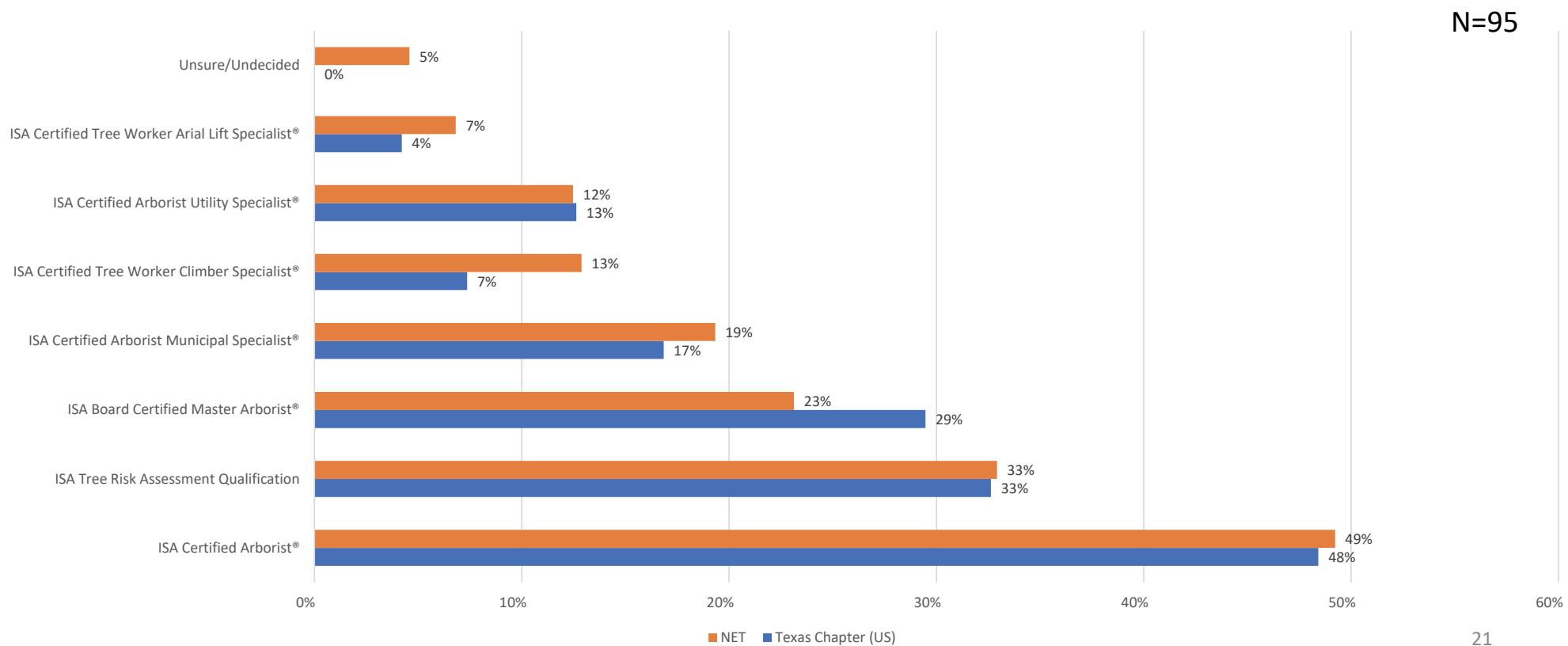
# Do you currently hold/maintain an ISA credential?



Which of the following ISA credentials do you currently hold/maintain? (Select all that apply)

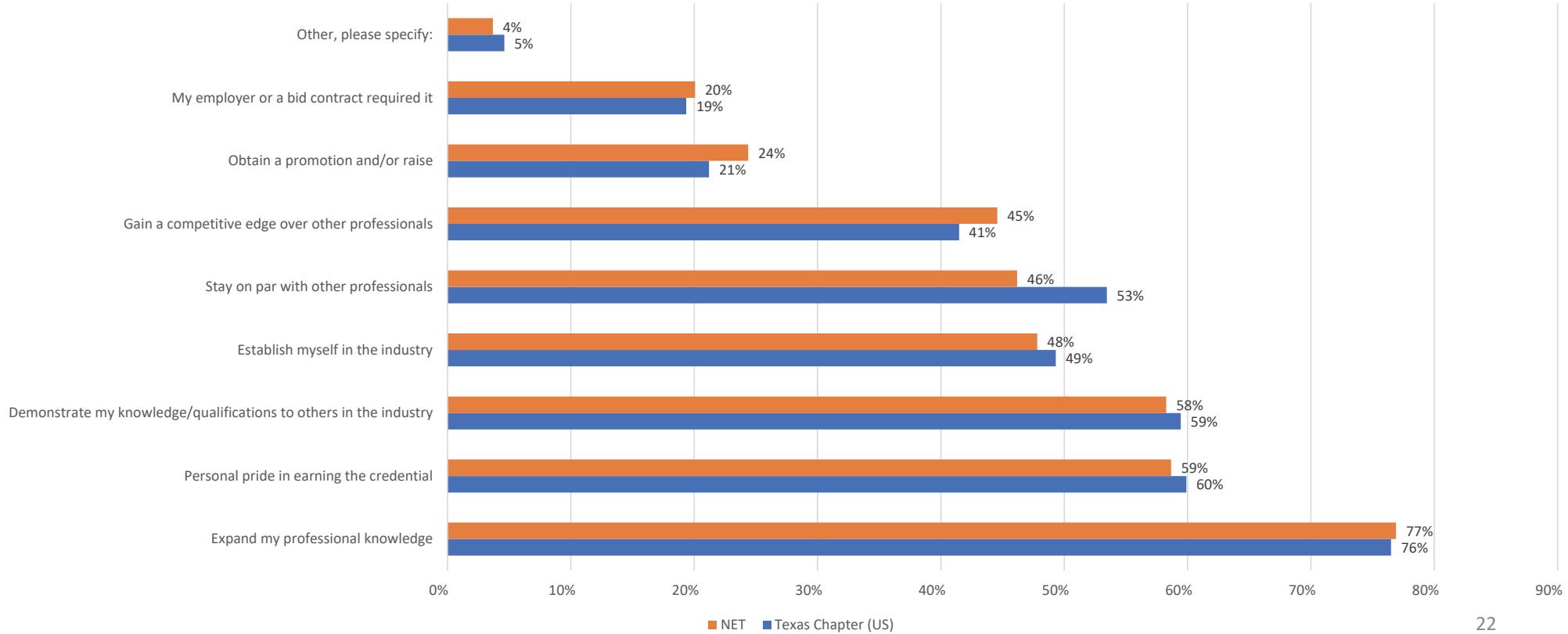


Which of the following ISA credentials are you in the process of earning or do you plan to earn in the future?



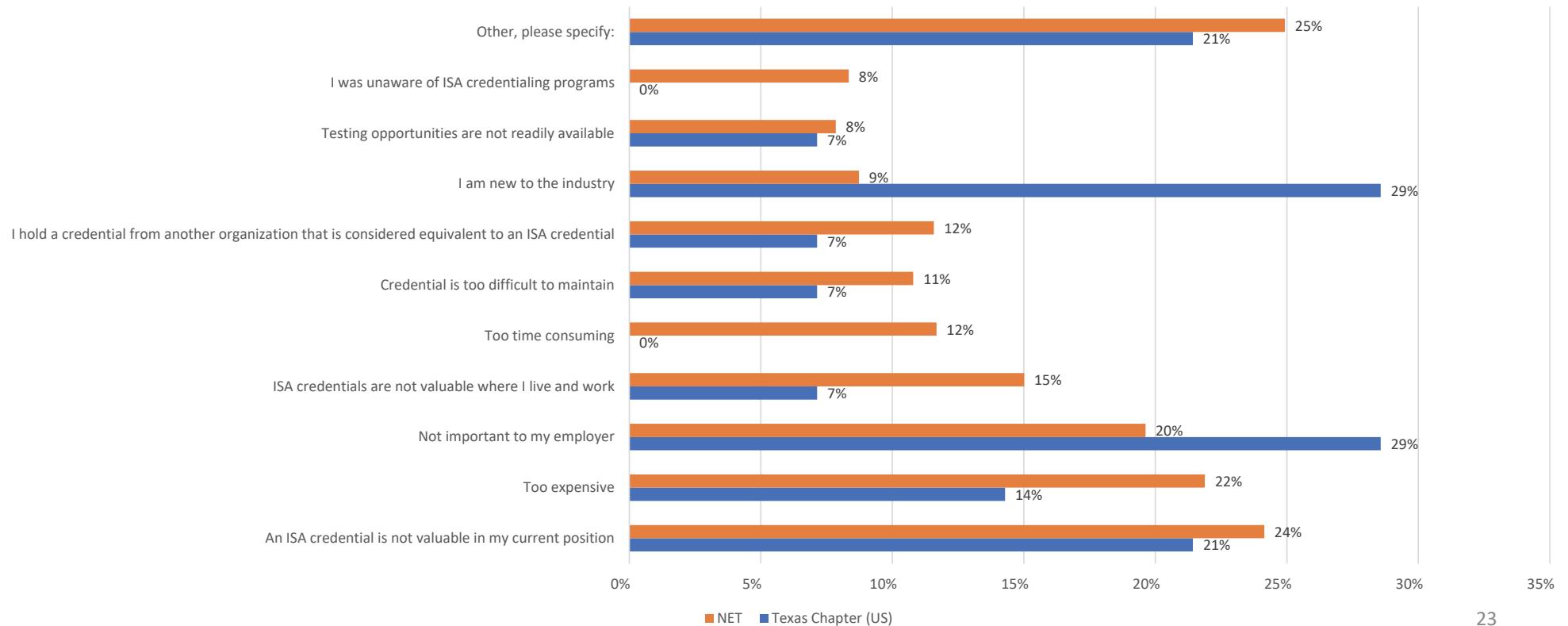
For you personally, what are the primary reasons for pursuing an ISA credential? (Select all that apply)

N=217



# Why have you not maintained or pursued an ISA credential? (Select all that apply)

N=14

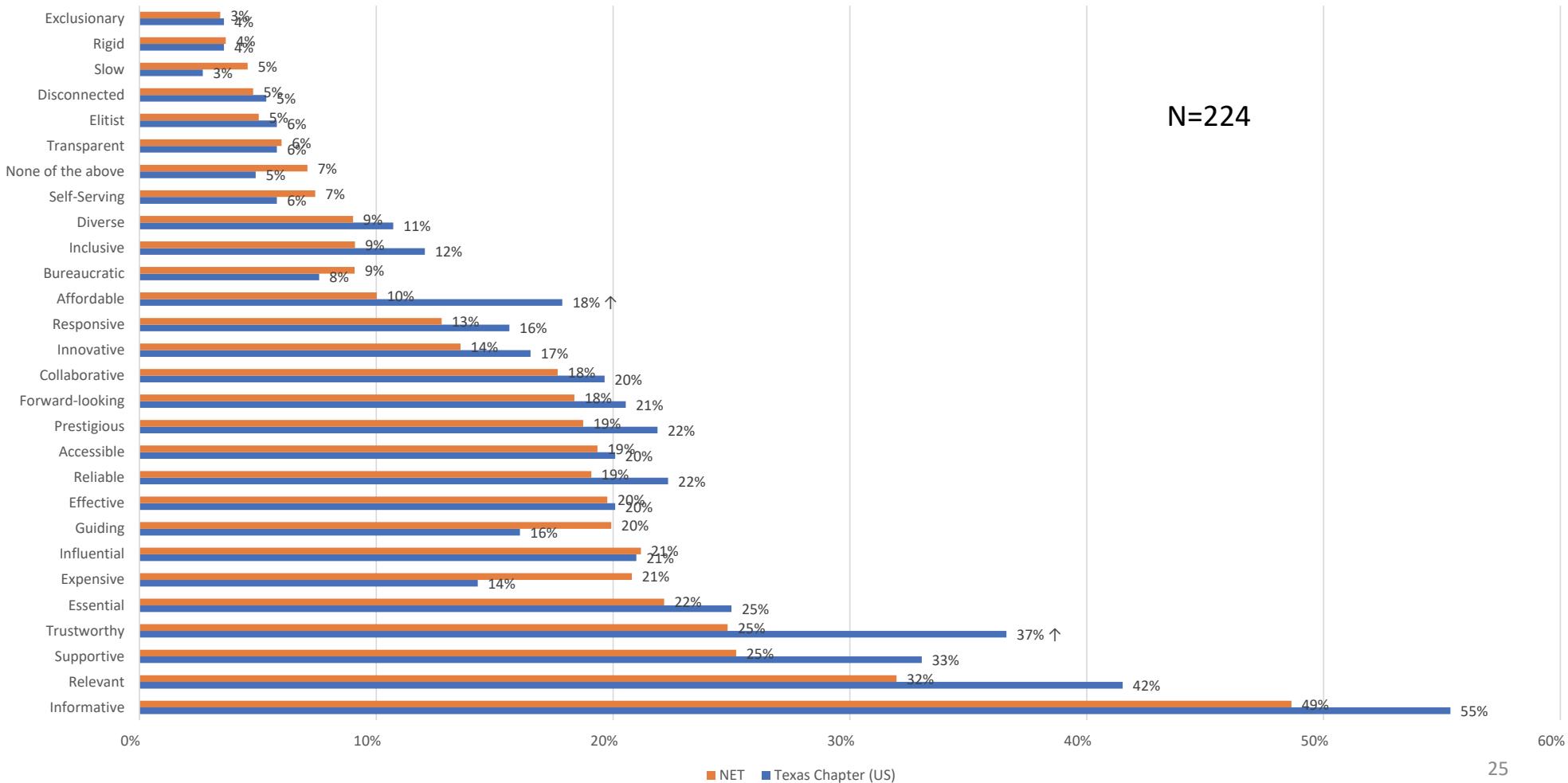


How satisfied are you with your experience in the ISA component organization(s) in which you hold membership?

	Texas Chapter (US)	Row n
1	2%	5
2	1%	3
3	1%	2
4	16%	37
5	45%	104
6	37%	86
<b>5&amp;6</b>	<b>82%</b>	<b>190</b>

N=427

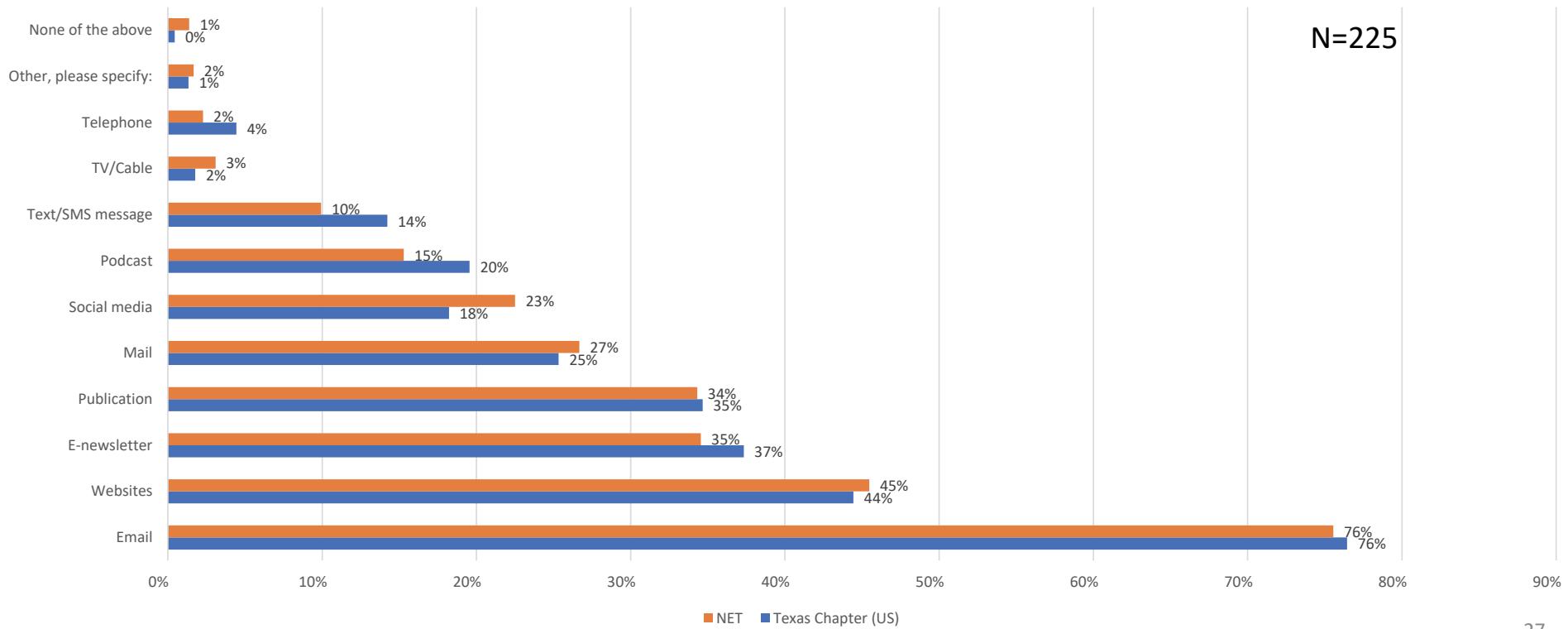
# Which of the following attributes do you most associate with ISA?



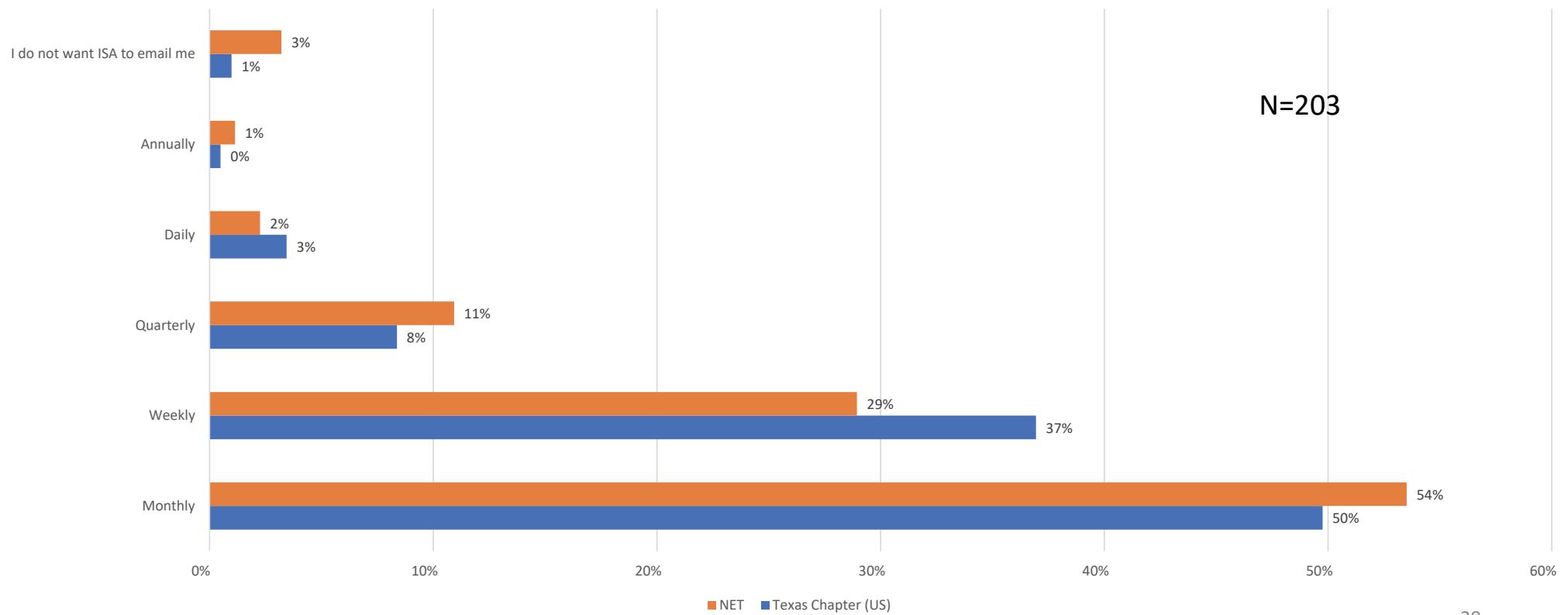
# What is your level of agreement with the following statements

	Texas Chapter (US)	NET
ISA is a valuable source of cutting-edge industry information	3% 2% 1% 20% 60% 18% <b>77%</b> 2% 1% 1% 24% 52% 22% <b>74%</b> 3% 2% 1% 12% 57% 28% <b>85%</b> 9% 3% 6% 34% 46% 12% <b>57%</b> 5% 1% 4% 19% 53% 22% <b>76%</b> 6% 3% 3% 25% 50% 20% <b>69%</b>	4% 1% 3% 24% 54% 18% <b>73%</b> 3% 1% 2% 23% 54% 21% <b>75%</b> 3% 1% 2% 17% 57% 23% <b>80%</b> 6% 1% 5% 40% 42% 11% <b>54%</b> 4% 1% 3% 24% 52% 20% <b>73%</b> 5% 1% 4% 26% 53% 16% <b>69%</b>
ISA supports important research on behalf of the arborist community		
ISA supports valuable educational opportunities		
ISA provides valuable networking opportunities globally		
ISA is an inclusive network of practitioners, scientists, and students interested in arboriculture and urban forestry		
ISA provides the resources needed for career advancement		

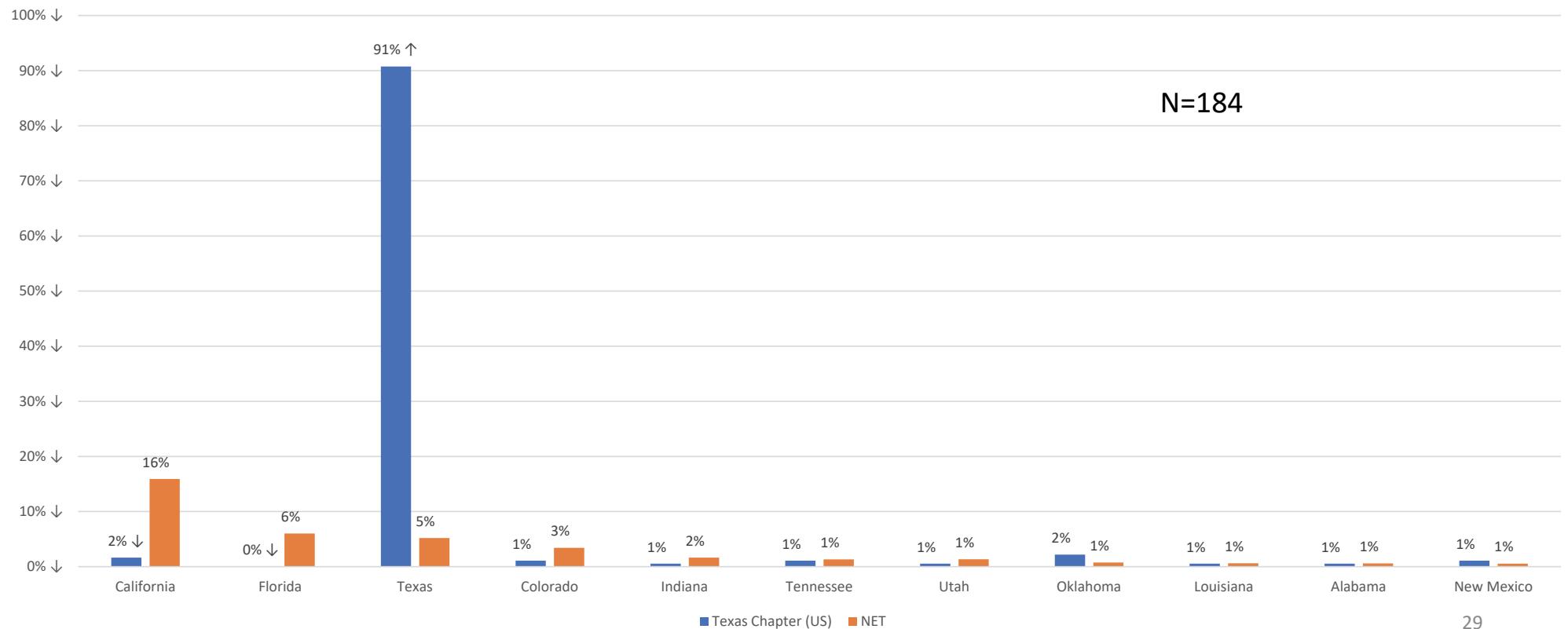
In general, not exclusive to ISA, what are your preferred methods for receiving news, updates, and other information regarding the arboriculture industry?



# How often would you like to receive emails with news, updates, and other information from ISA?

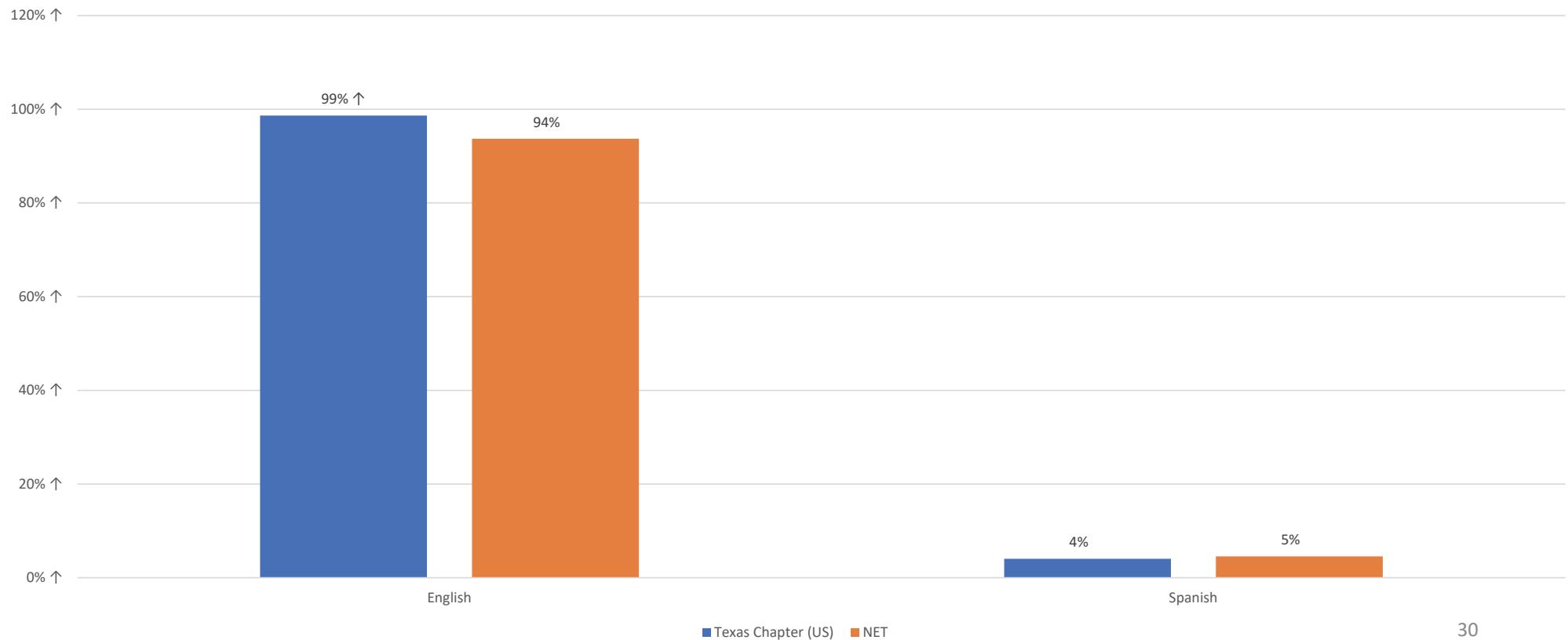


# In what state or territory do you reside?



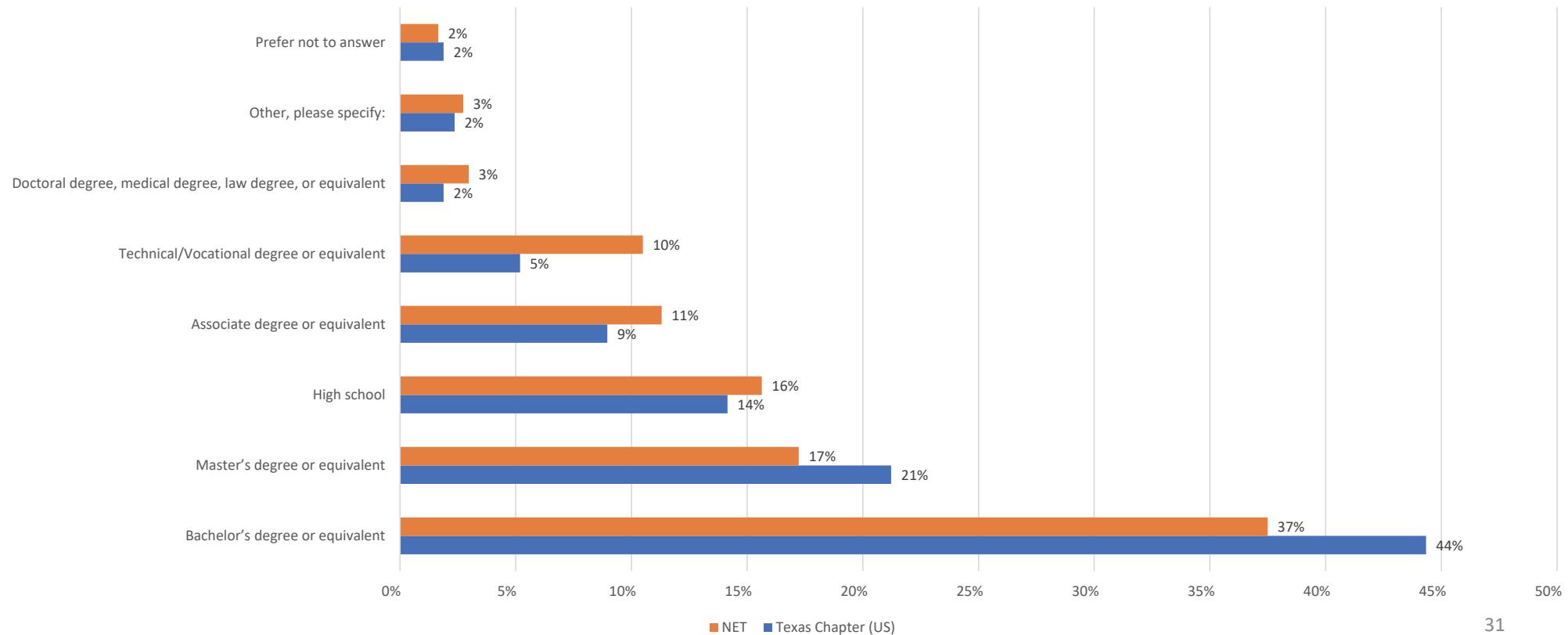
# What is your preferred language? (Select all that apply)

N=223

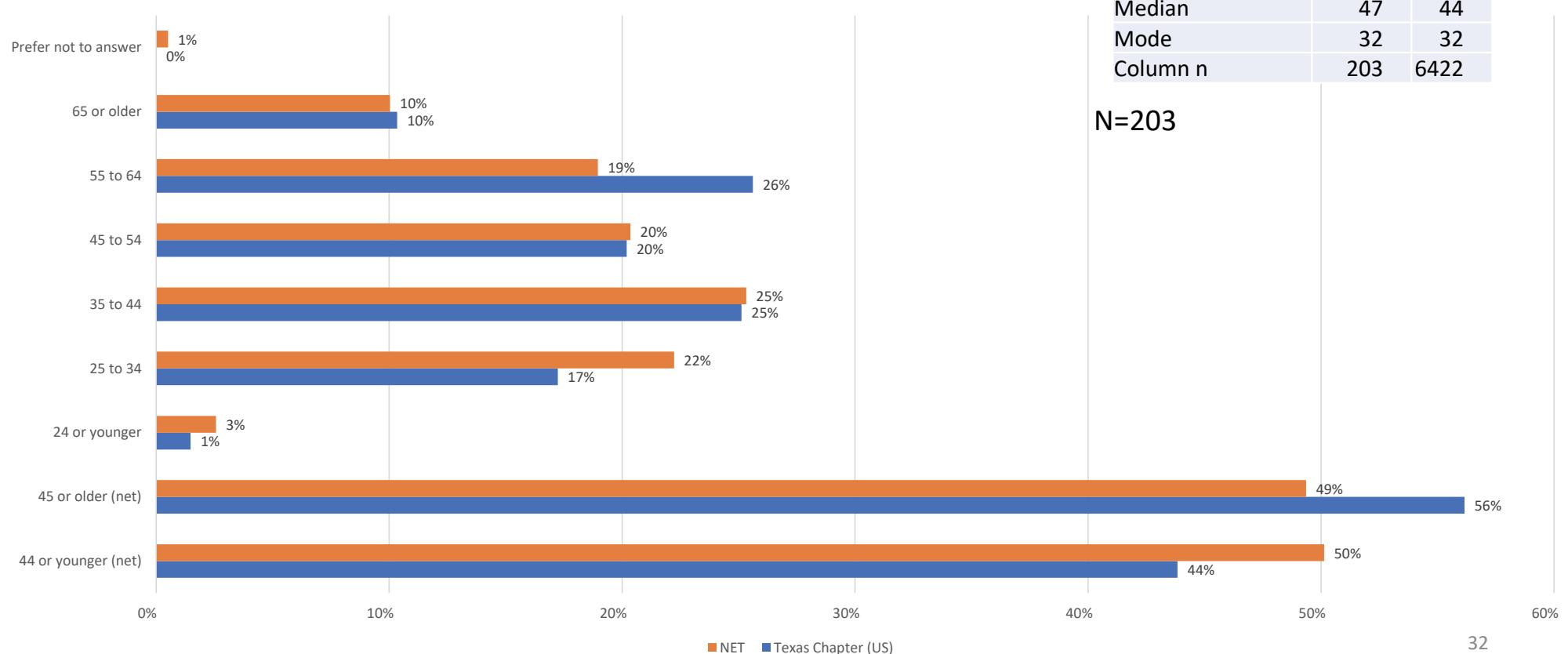


# What is the highest level of education you have completed?

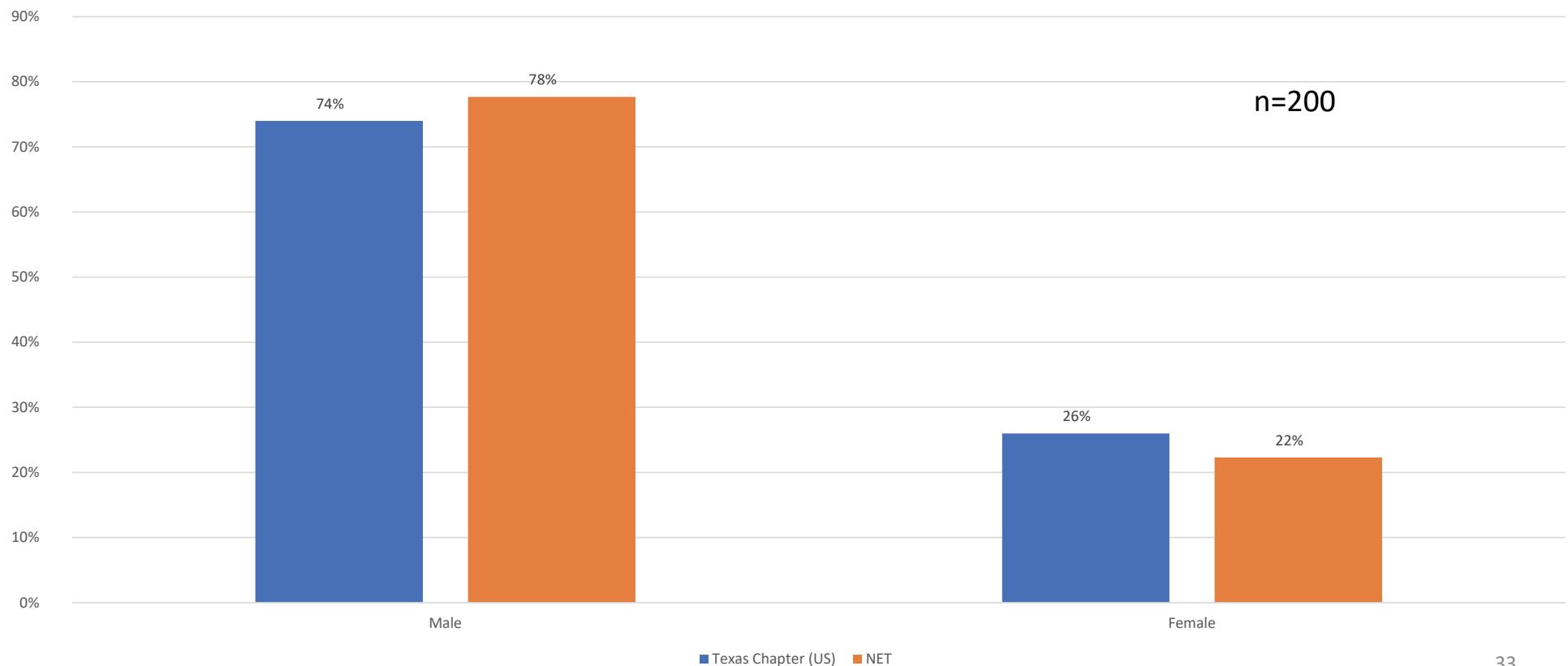
N=212



# For statistical purposes, what year were you born?



For statistical purposes, with which gender identity do you most identify? (Select all that apply)



Please indicate the racial and/or ethnic groups with which you identify. (Select all that apply)

