United Way
NONPROFIT
CONNECTION

United Way | Greater Houston

2023
nonprofit staff training

survey report

Report for 2023 Nonprofit Staff Training Survey

Response Counts

|			
Completion Rate:	**92.7%**		
	Complete		127
	Partial		10

Totals: 137

1. Where do you find job related skills training and professional development resources (please check all that apply)?
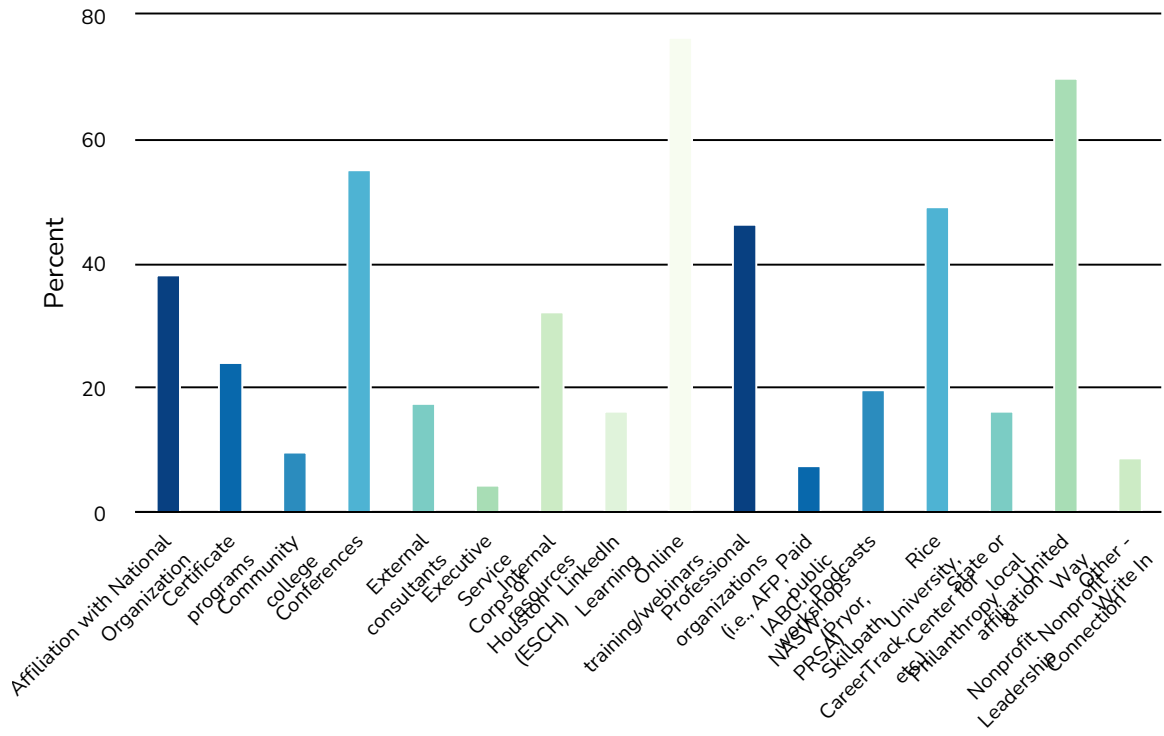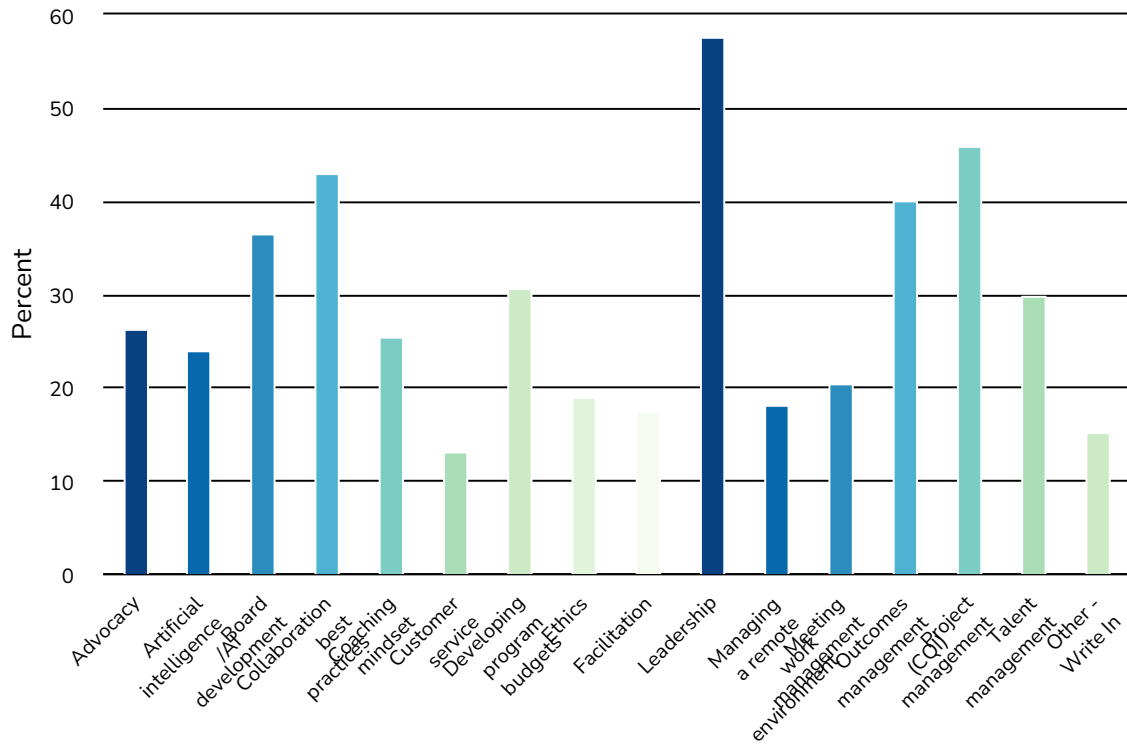
Value	Percent	Responses
Affiliation with National Organization	38.2%	52
Certificate programs	24.3%	33
Community college	9.6%	13
Conferences	55.1%	75
External consultants	17.6%	24
Executive Service Corps of Houston (ESCH)	4.4%	6
Internal resources	32.4%	44
LinkedIn Learning	16.2%	22
Online training/webinars	76.5%	104
Professional organizations (i.e., AFP, IABC, NASW, PRSA)	46.3%	63
Paid public workshops (Pryor, Skillpath, CareerTrack, etc.)	7.4%	10
Podcasts	19.9%	27
Rice University, Center for Philanthropy & Nonprofit Leadership	49.3%	67
State or local affiliation	16.2%	22
United Way Nonprofit Connection	69.9%	95
Other - Write In	8.8%	12

## 2. What is your go-to source when you need information on a particular topic?
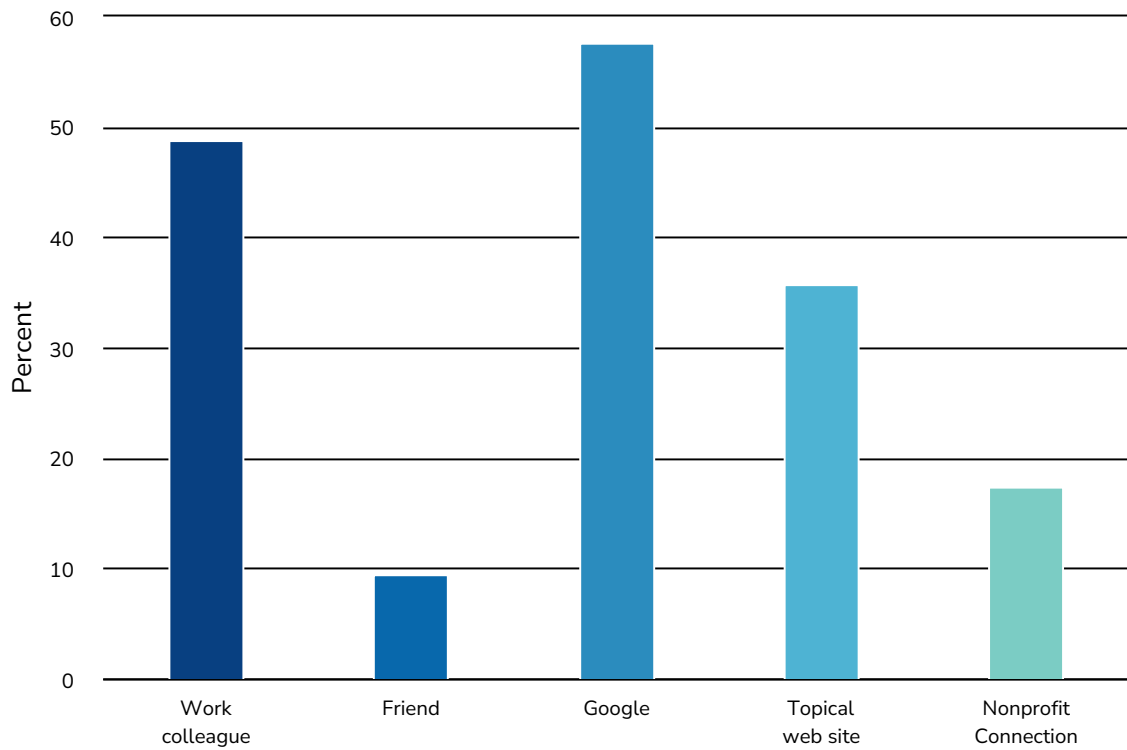
Value	Percent	Responses
Work colleague	48.9%	67
Friend	9.5%	13
Google	57.7%	79
Topical web site	35.8%	49
Nonprofit Connection	17.5%	24

3. Please indicate the kind of professional development that is important for you in the coming year (please check all that apply).
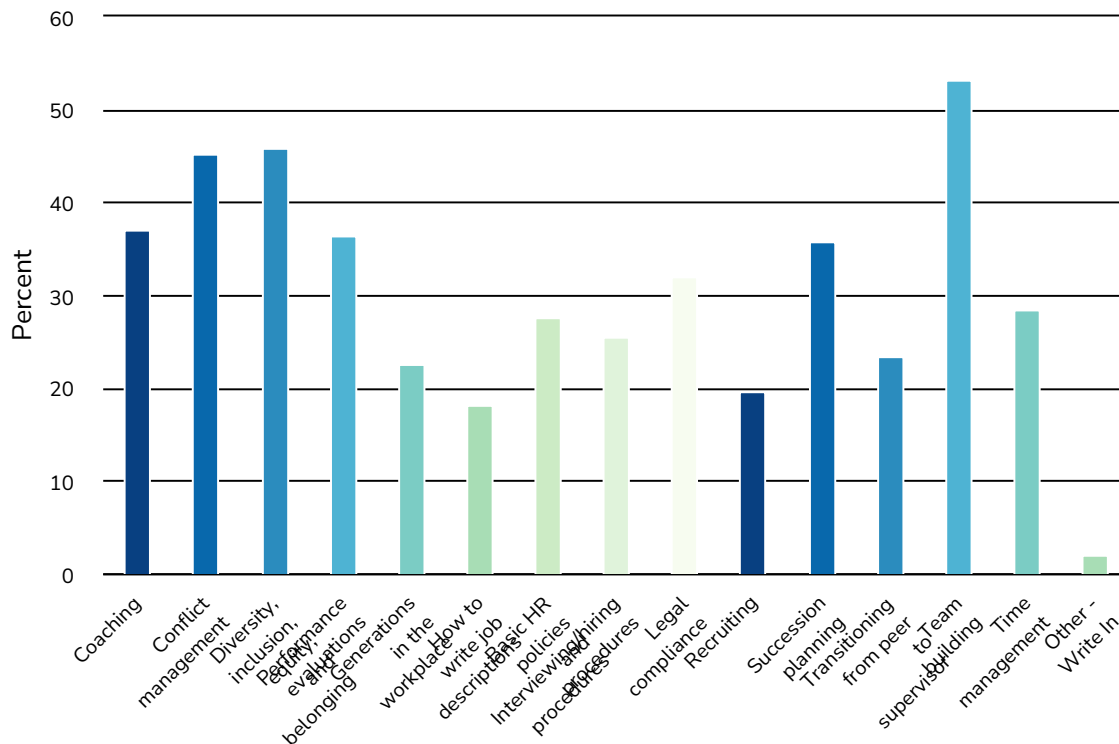

Bar chart showing "Percent" (y-axis, 0 to 60) for professional development categories:
- Advocacy: ~26
- Artificial intelligence /AI: ~24
- Board development: ~36
- Collaboration: ~43
- best practices: ~25
- Coaching mindset: ~13
- Customer service: ~31
- Developing program budgets: ~19
- Ethics: ~17
- Facilitation: ~57
- Leadership: ~18
- Managing a remote work environment: ~20
- Meeting management: ~40
- Outcomes management: ~46
- Project (COI) management: ~30
- Talent management: ~15
- Other - Write In

Value	Percent	Responses
Advocacy	26.3%	36
Artificial intelligence /AI	24.1%	33
Board development	36.5%	50
Collaboration best practices	43.1%	59
Coaching mindset	25.5%	35
Customer service	13.1%	18
Developing program budgets	30.7%	42
Ethics	19.0%	26
Facilitation	17.5%	24
Leadership	57.7%	79
Managing a remote work environment	18.2%	25
Meeting management	20.4%	28
Outcomes management (CQI)	40.1%	55
Project management	46.0%	63
Talent management	29.9%	41
Other - Write In	15.3%	21

4. Please indicate the volunteer management areas that are important for you in the coming year (please check all that apply).
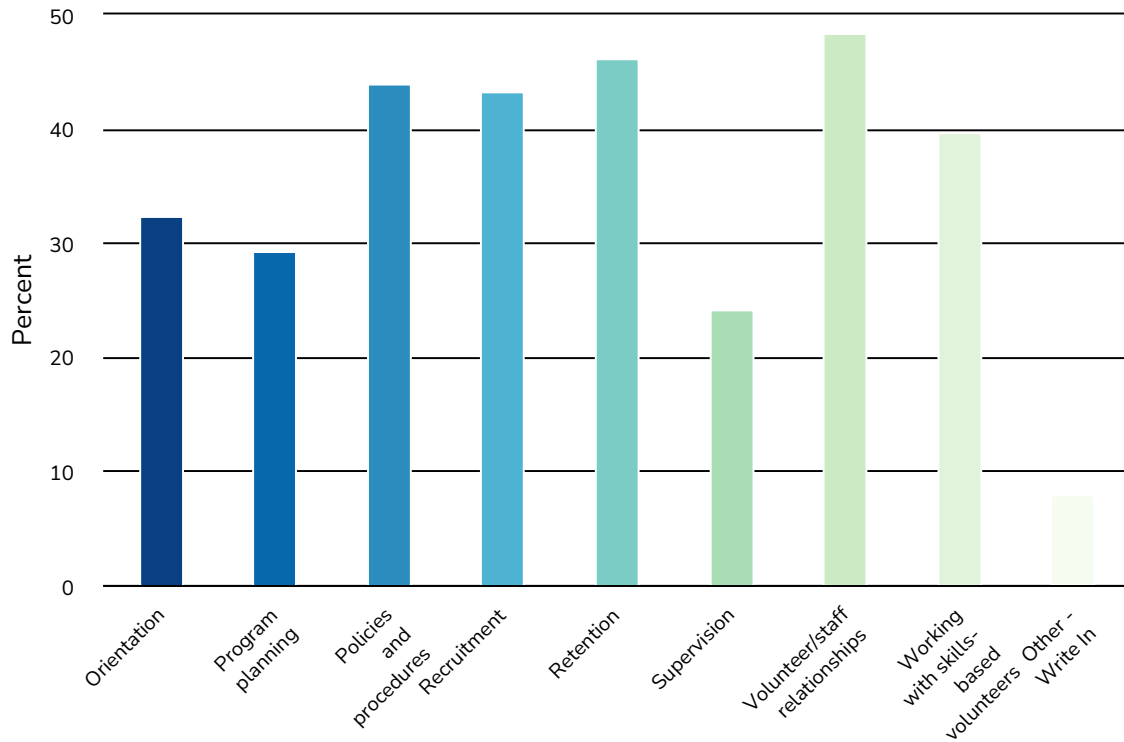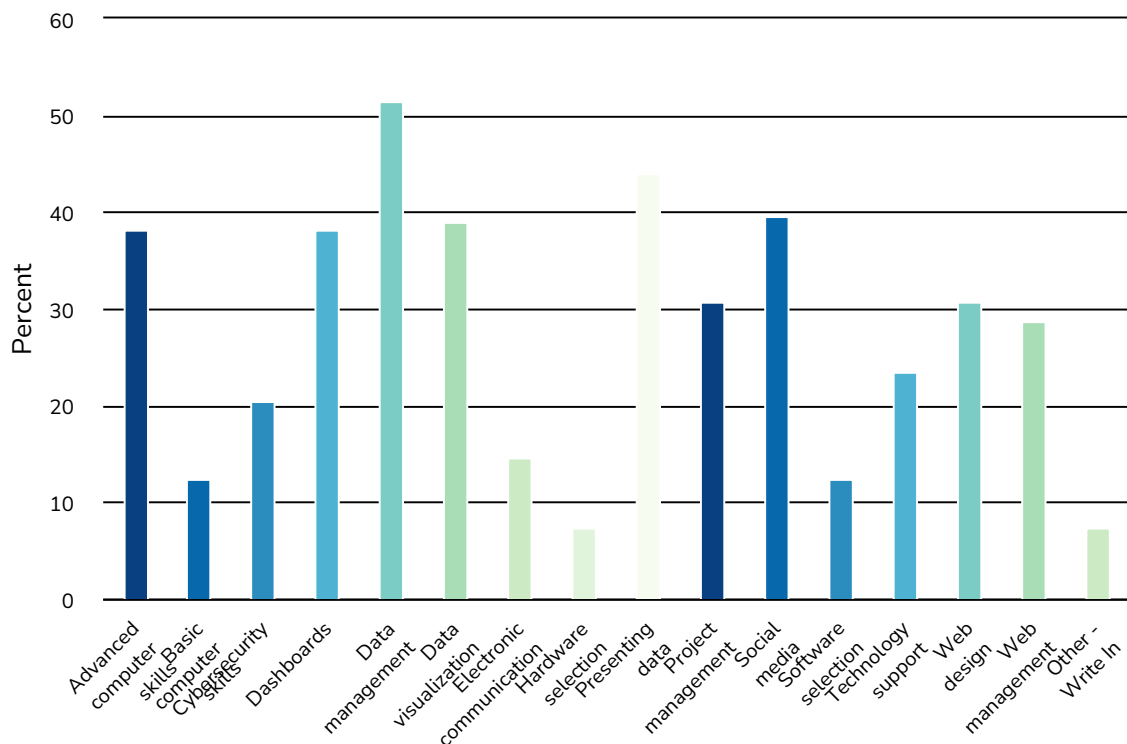

Value	Percent	Responses
Orientation	32.4%	44
Program planning	29.4%	40
Policies and procedures	44.1%	60
Recruitment	43.4%	59
Retention	46.3%	63
Supervision	24.3%	33
Volunteer/staff relationships	48.5%	66
Working with skills-based volunteers	39.7%	54
Other - Write In	8.1%	11

5. Please indicate the human resources areas that are important for you in the coming year (please check all that apply).


Bar chart showing "Percent" (y-axis, 0 to 60) for the following categories:

- Coaching: ~37
- Conflict management: ~45
- Diversity, inclusion, equity, and belonging: ~46
- Performance evaluations: ~36
- Generations in the workplace: ~22
- How to write job descriptions: ~18
- Basic HR policies: ~27
- Interviewing and hiring procedures: ~25
- Legal compliance: ~32
- Recruiting: ~19
- Succession planning: ~36
- Transitioning from peer to supervisor: ~23
- Team building: ~53
- Time management: ~28
- Other - Write In: ~2

Value	Percent	Responses
Coaching	37.2%	51
Conflict management	45.3%	62
Diversity, inclusion, equity, and belonging	46.0%	63
Performance evaluations	36.5%	50
Generations in the workplace	22.6%	31
How to write job descriptions	18.2%	25
Basic HR policies and procedures	27.7%	38
Interviewing/hiring procedures	25.5%	35
Legal compliance	32.1%	44
Recruiting	19.7%	27
Succession planning	35.8%	49
Transitioning from peer to supervisor	23.4%	32
Team building	53.3%	73
Time management	28.5%	39
Other - Write In	2.2%	3

6. Please indicate the technology/data analytics areas that are important for you in the coming year (please check all that apply).
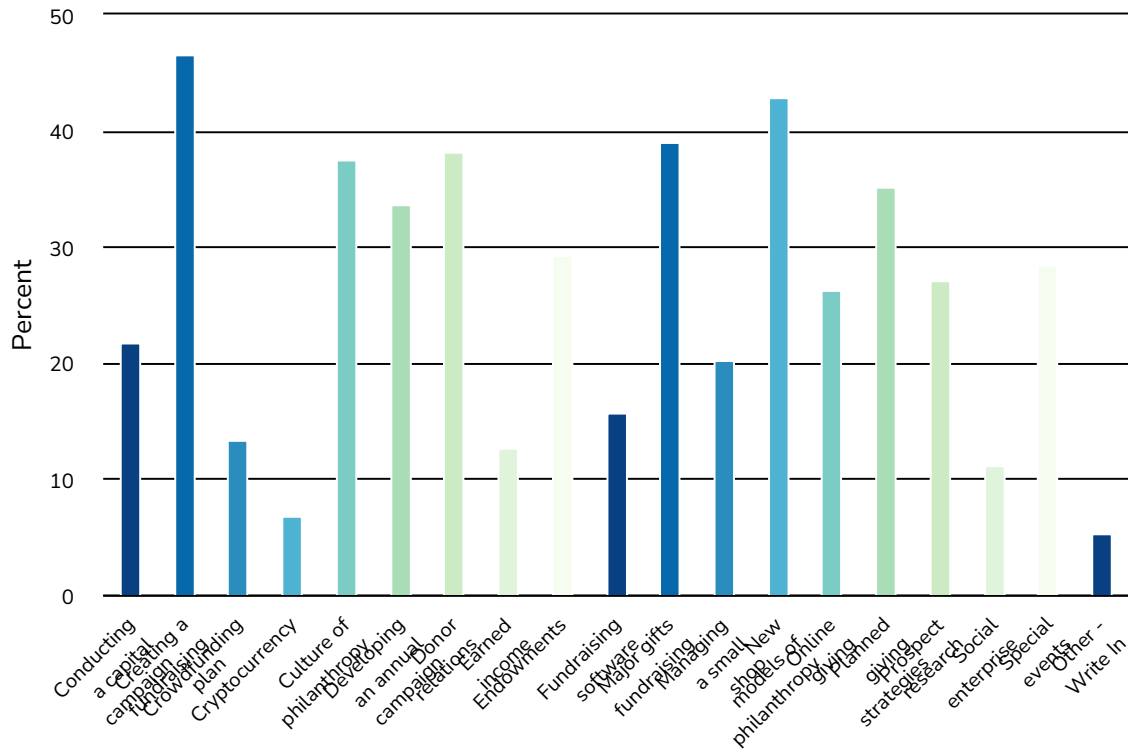
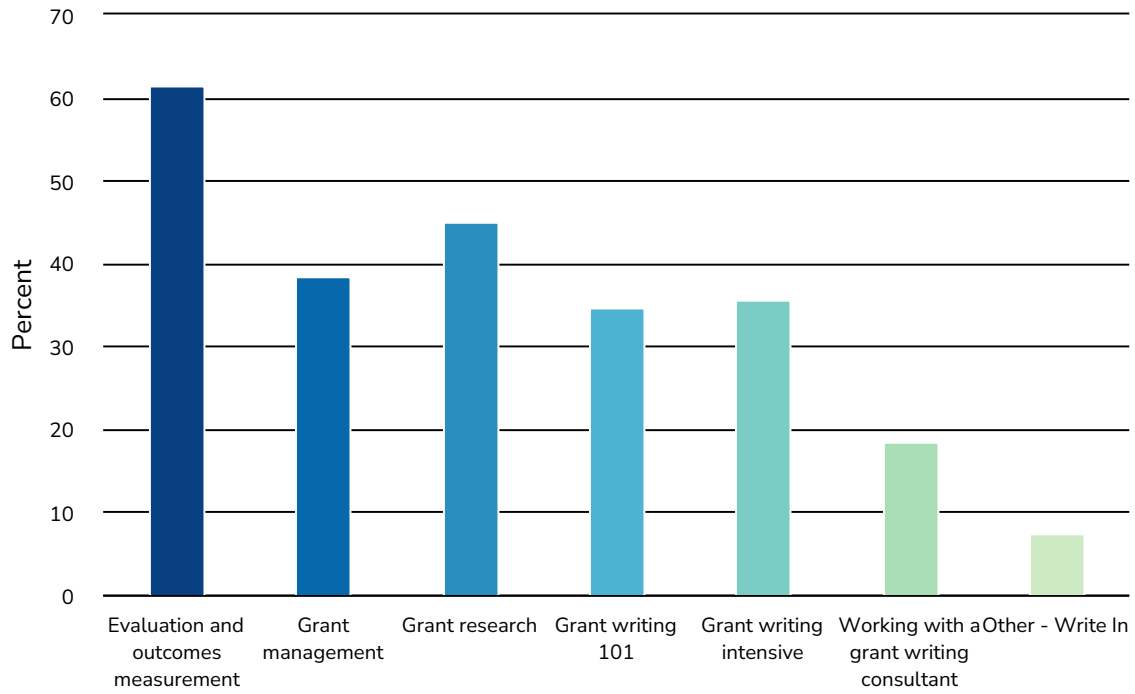| Value	Percent	Responses
Advanced computer skills	38.2%	52
Basic computer skills	12.5%	17
Cybersecurity	20.6%	28
Dashboards	38.2%	52
Data management	51.5%	70
Data visualization	39.0%	53
Electronic communication	14.7%	20
Hardware selection	7.4%	10
Presenting data	44.1%	60
Project management	30.9%	42
Social media	39.7%	54
Software selection	12.5%	17
Technology support	23.5%	32
Web design	30.9%	42
Web management	28.7%	39
Other - Write In	7.4%	10

7. Please indicate the finance areas that are important to you in the coming year (please check all that apply).
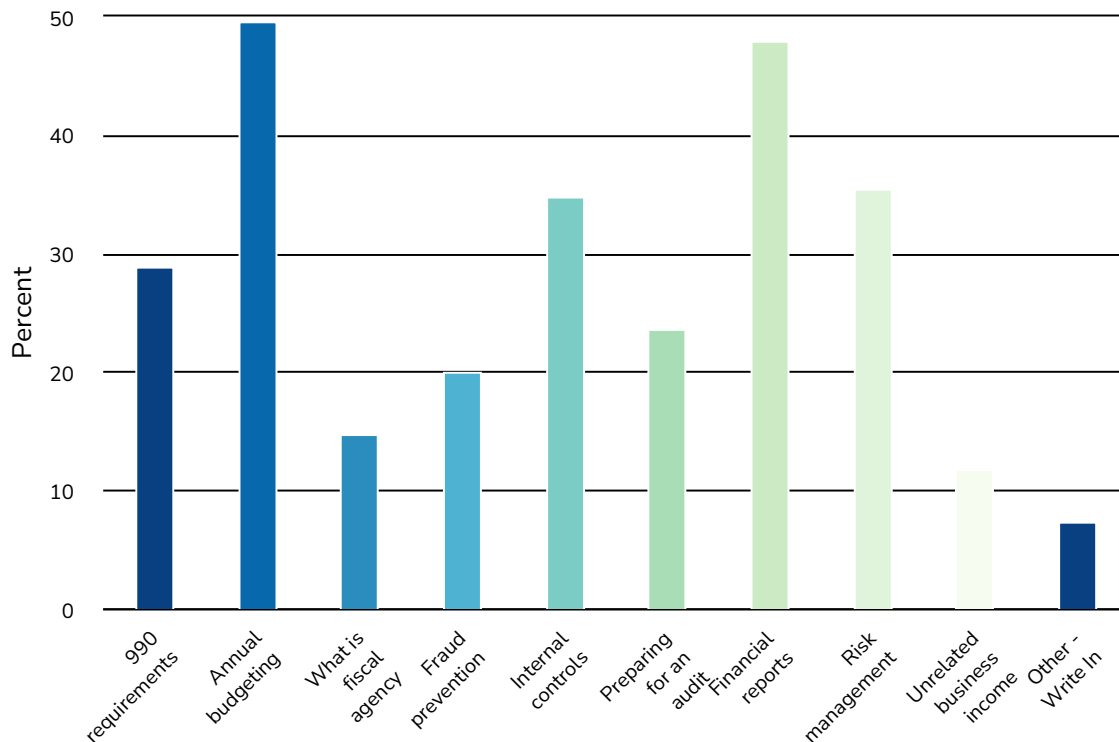
Value	Percent	Responses
990 requirements	28.9%	39
Annual budgeting	49.6%	67
What is fiscal agency	14.8%	20
Fraud prevention	20.0%	27
Internal controls	34.8%	47
Preparing for an audit	23.7%	32
Financial reports	48.1%	65
Risk management	35.6%	48
Unrelated business income	11.9%	16
Other - Write In	7.4%	10

8. Please indicate the fund development areas that are important for you in the coming year (please check all that apply).

Value	Percent	Responses
Conducting a capital campaign	21.8%	29
Creating a fundraising plan	46.6%	62
Crowdfunding	13.5%	18
Cryptocurrency	6.8%	9
Culture of philanthropy	37.6%	50
Developing an annual campaign	33.8%	45
Donor relations	38.3%	51
Earned income	12.8%	17
Endowments	29.3%	39

Value	Percent	Responses
Fundraising software	15.8%	21
Major gifts fundraising	39.1%	52
Managing a small shop	20.3%	27
New models of philanthropy	42.9%	57
Online giving	26.3%	35
Planned giving strategies	35.3%	47
Prospect research	27.1%	36
Social enterprise	11.3%	15
Special events	28.6%	38
Other - Write In	5.3%	7

9. Please indicate the grant related topics that are important for you in the coming year (please check all that apply).
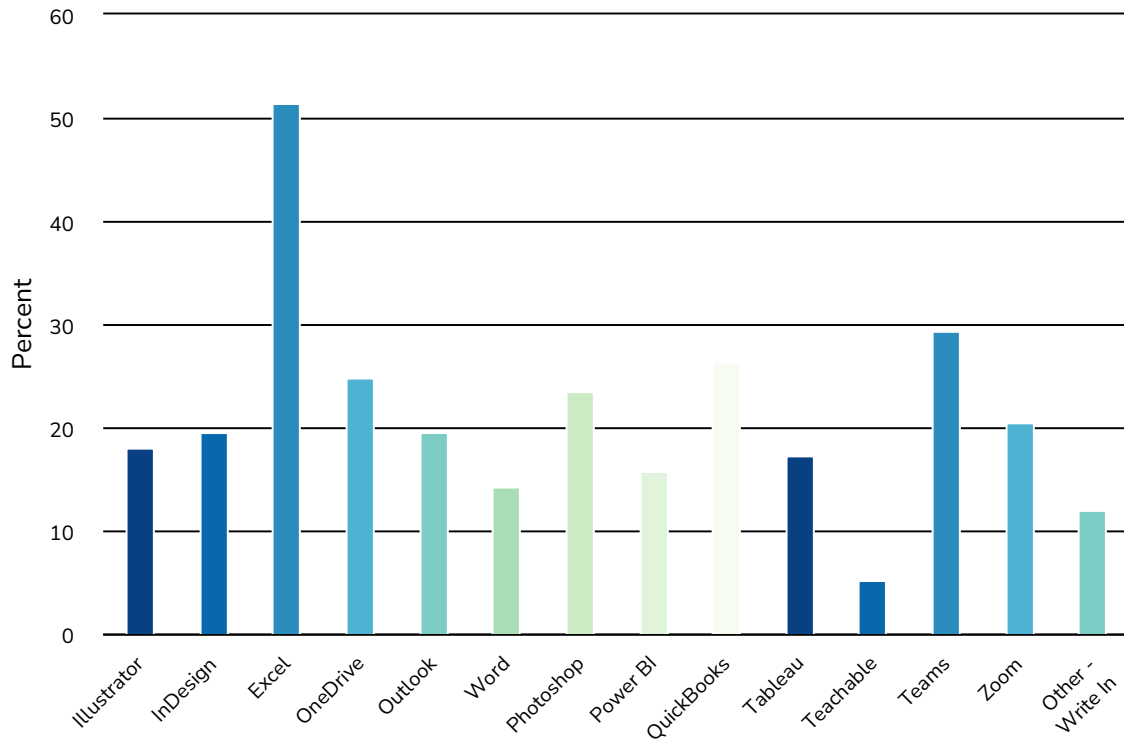

Value	Percent	Responses
Evaluation and outcomes measurement	61.5%	83
Grant management	38.5%	52
Grant research	45.2%	61
Grant writing 101	34.8%	47
Grant writing intensive	35.6%	48
Working with a grant writing consultant	18.5%	25
Other - Write In	7.4%	10

10. Please indicate the top marketing/communications topics that are important for you in the coming year (please check all that apply).
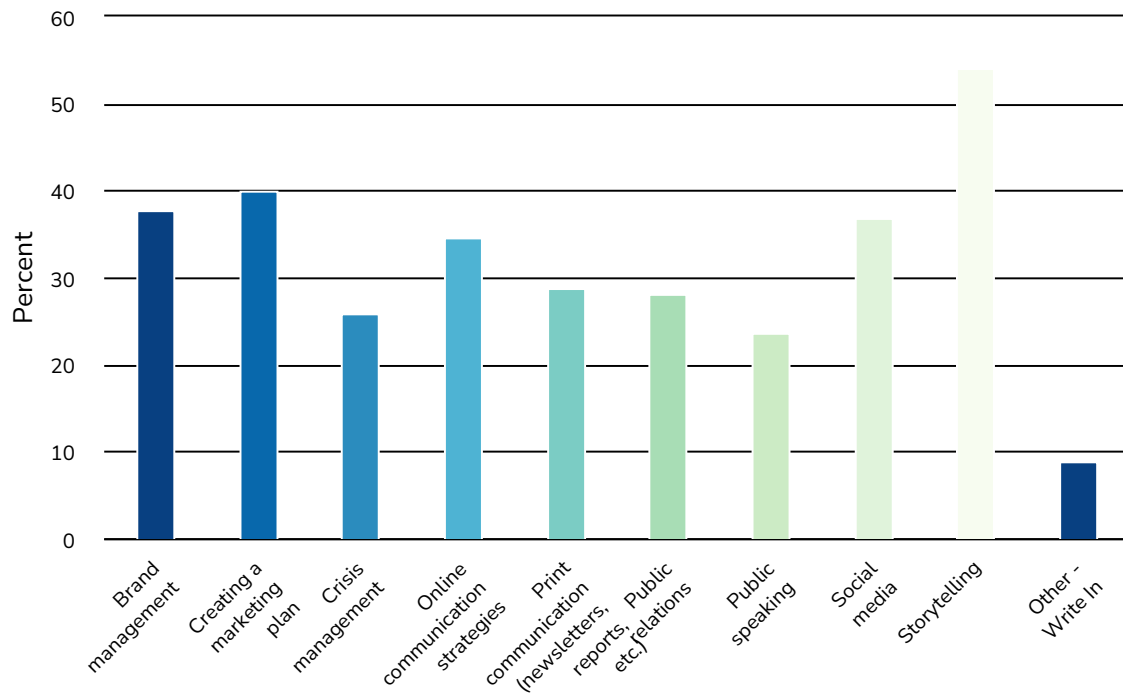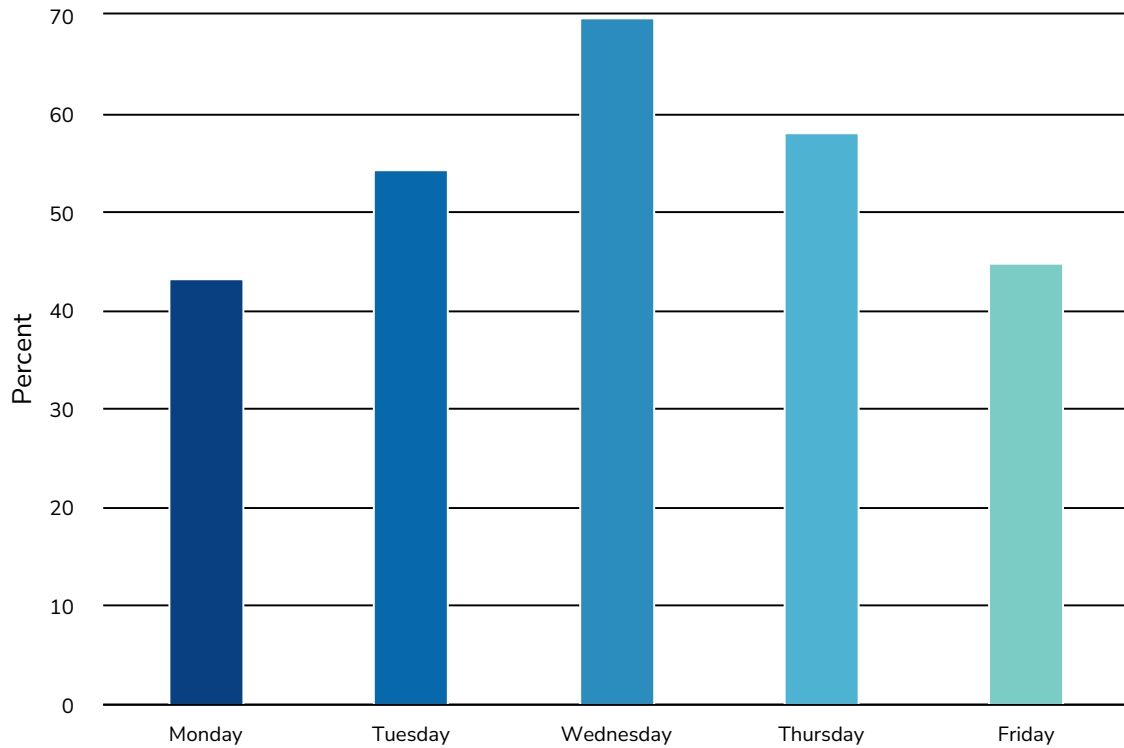
Value	Percent	Responses
Brand management	37.8%	51
Creating a marketing plan	40.0%	54
Crisis management	25.9%	35
Online communication strategies	34.8%	47
Print communication (newsletters, reports, etc.)	28.9%	39
Public relations	28.1%	38
Public speaking	23.7%	32
Social media	37.0%	50
Storytelling	54.1%	73
Other - Write In	8.9%	12

11. Please indicate computer software training areas that are important for you in the coming year (please check all that apply).
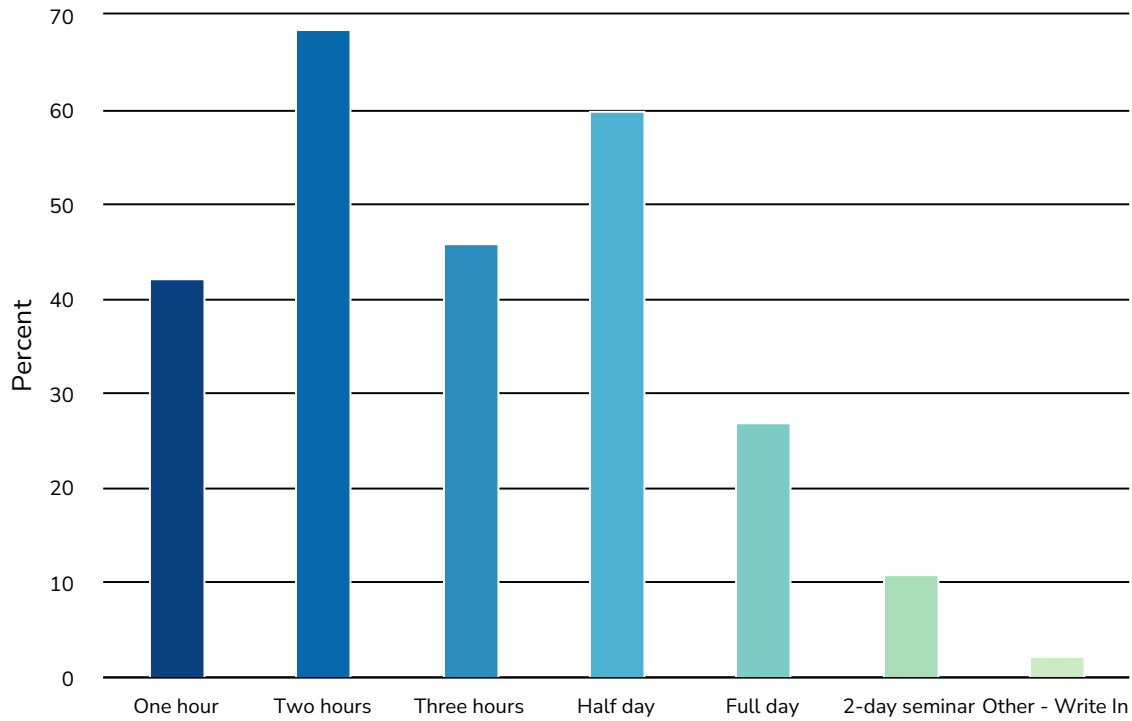
Value	Percent	Responses
Illustrator	18.2%	24
InDesign	19.7%	26
Excel	51.5%	68
OneDrive	25.0%	33
Outlook	19.7%	26
Word	14.4%	19
Photoshop	23.5%	31
Power BI	15.9%	21
QuickBooks	26.5%	35
Tableau	17.4%	23
Teachable	5.3%	7
Teams	29.5%	39
Zoom	20.5%	27
Other - Write In	12.1%	16

12. Please indicate which days of the week you would prefer to attend training (please check all that apply).
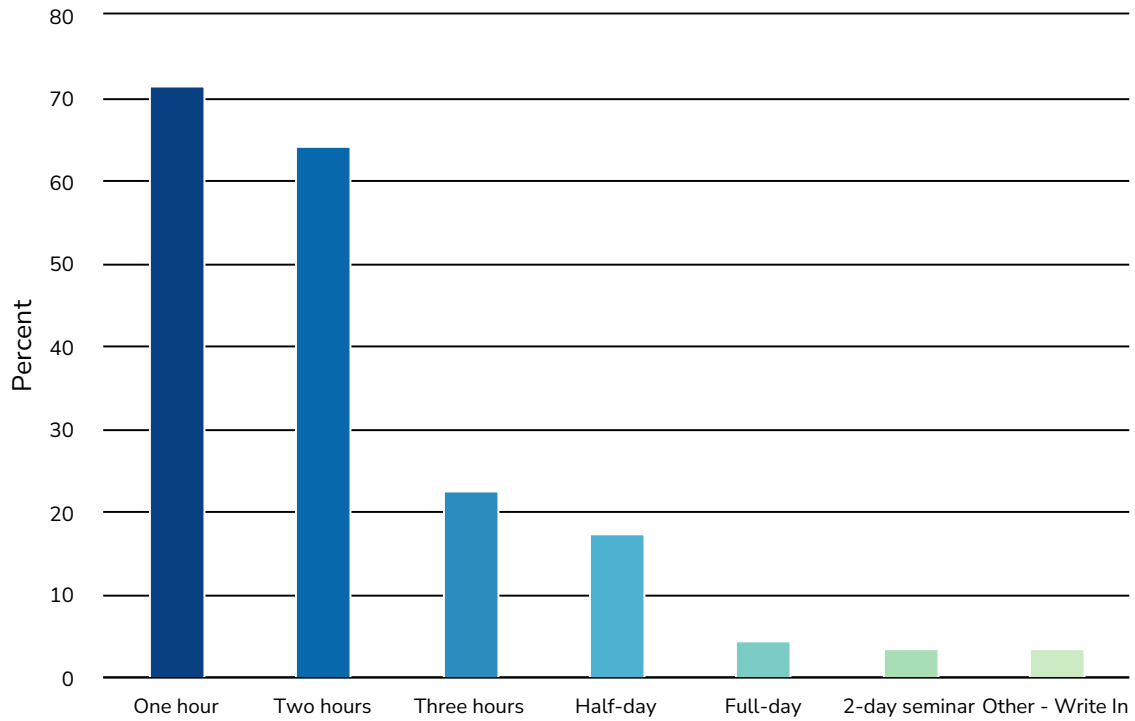

Value	Percent	Responses
Monday	43.4%	59
Tuesday	54.4%	74
Wednesday	69.9%	95
Thursday	58.1%	79
Friday	44.9%	61

13. Please indicate the timeframe that you would prefer to attend live training (please check all that apply).
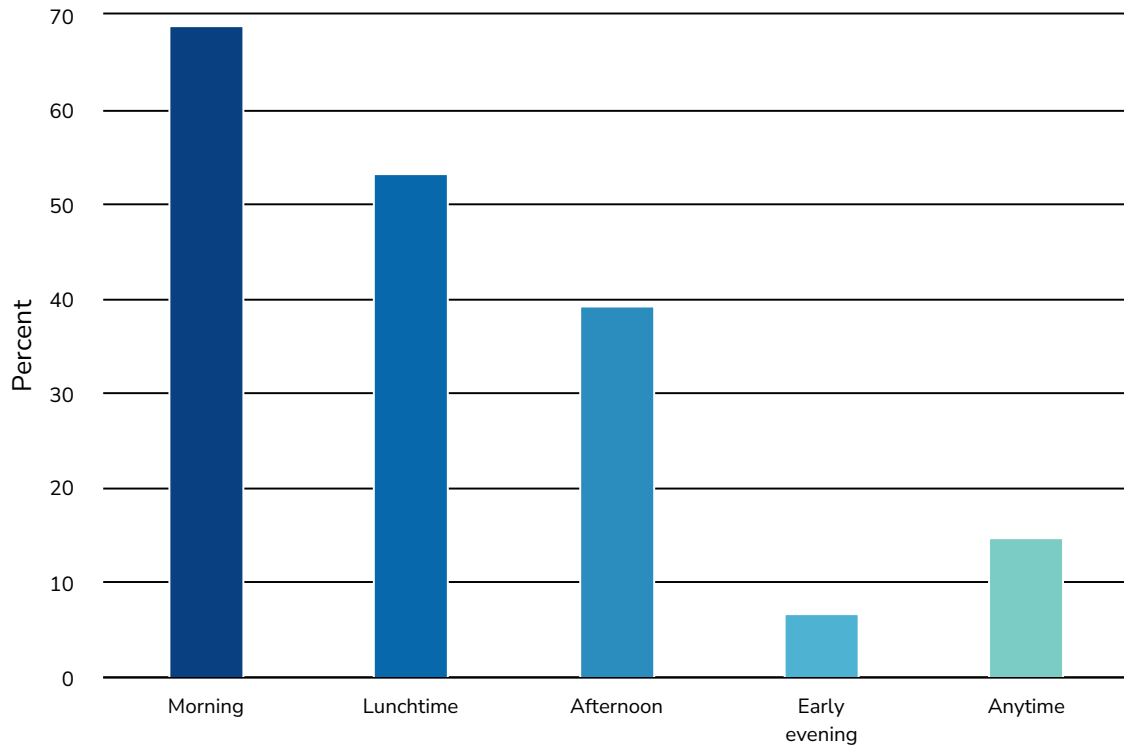

Value	Percent	Responses
One hour	42.3%	58
Two hours	68.6%	94
Three hours	46.0%	63
Half day	59.9%	82
Full day	27.0%	37
2-day seminar	10.9%	15
Other - Write In	2.2%	3

## 14. Please indicate the timeframe that you would prefer to attend virtual training (please check all that apply).

Value	Percent	Responses
One hour	71.5%	98
Two hours	64.2%	88
Three hours	22.6%	31
Half-day	17.5%	24
Full-day	4.4%	6
2-day seminar	3.6%	5
Other - Write In	3.6%	5

## 15. Please indicate which times of day you would prefer to attend live training (please check all that apply).

Value	Percent	Responses
Morning	68.9%	93
Lunchtime	53.3%	72
Afternoon	39.3%	53
Early evening	6.7%	9
Anytime	14.8%	20

16. Please indicate which times of day you would prefer to attend virtual training (please check all that apply).
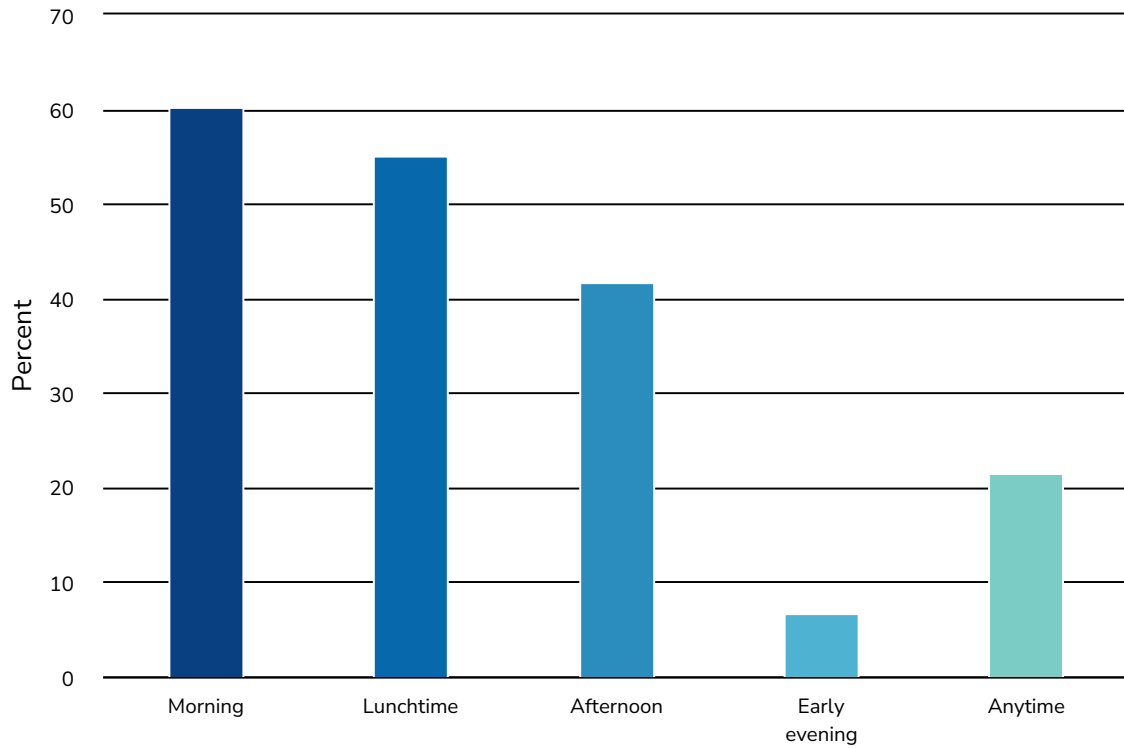
Value	Percent	Responses
Morning	60.4%	81
Lunchtime	55.2%	74
Afternoon	41.8%	56
Early evening	6.7%	9
Anytime	21.6%	29

17. What training format do you prefer?

38% Hybrid

29% Virtual
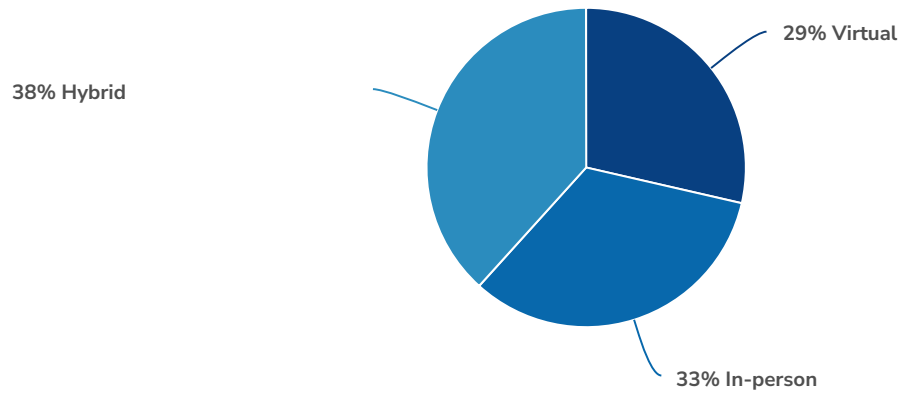
33% In-person

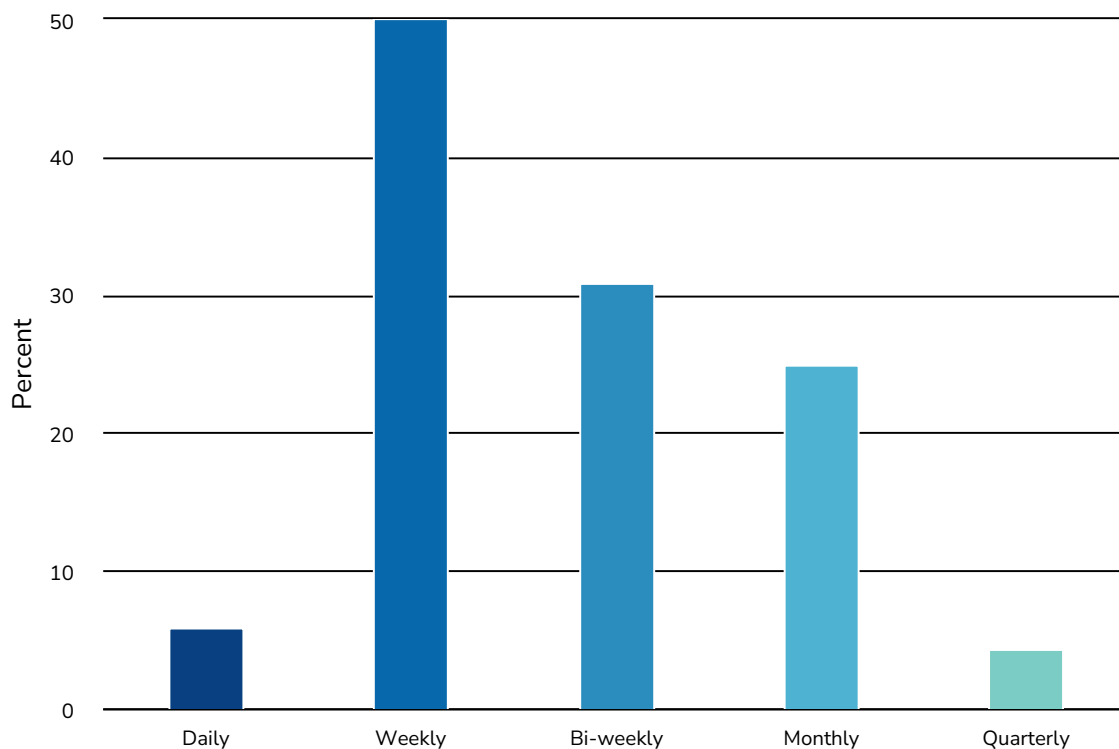| Value	Percent	Responses
Virtual	28.6%	38
In-person	33.1%	44
Hybrid	38.3%	51

Totals: 133

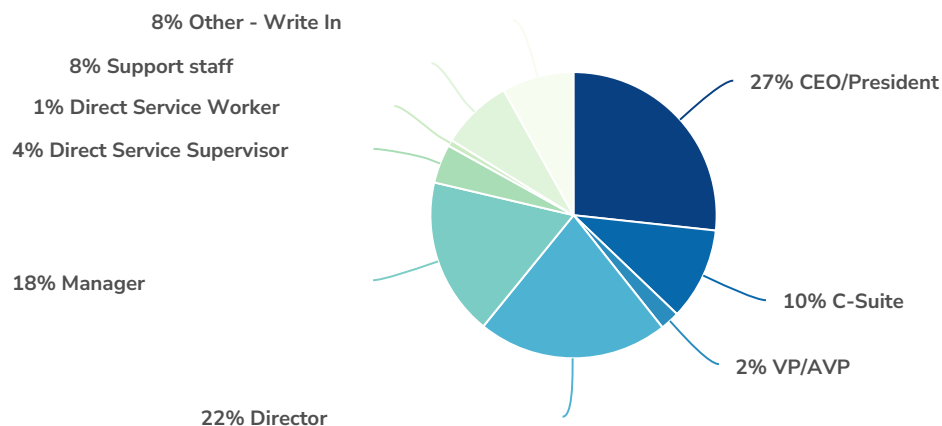## 18. How do you prefer to receive information about upcoming training (please check all that apply)?
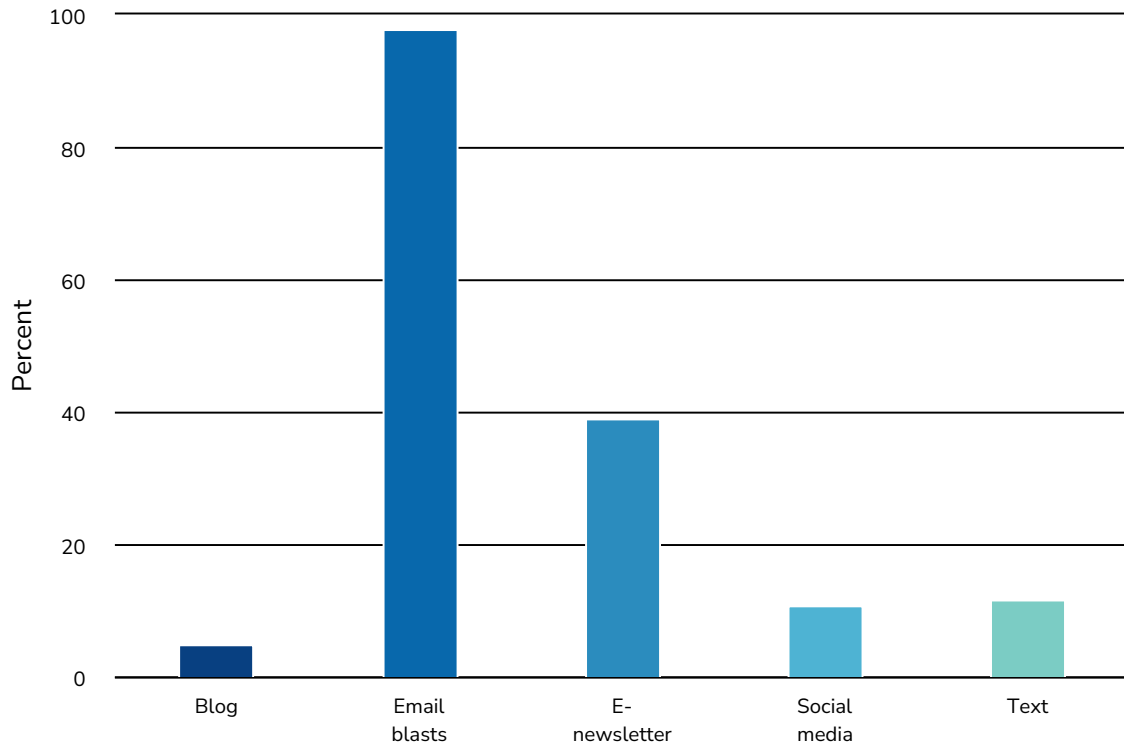
Value	Percent	Responses
Blog	5.1%	7
Email blasts	97.8%	133
E-newsletter	39.0%	53
Social media	11.0%	15
Text	11.8%	16

19. How often would you prefer to receive information?

Value	Percent	Responses
Daily	5.9%	8
Weekly	50.0%	68
Bi-weekly	30.9%	42
Monthly	25.0%	34
Quarterly	4.4%	6

20. What is your role in your organization?

8% Other - Write In
8% Support staff
1% Direct Service Worker
4% Direct Service Supervisor

18% Manager

22% Director

27% CEO/President

10% C-Suite

2% VP/AVP

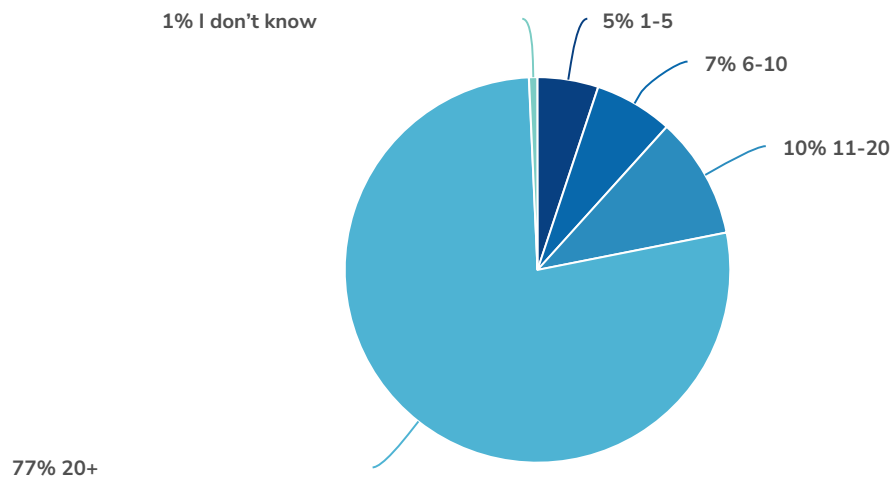| Value	Percent	Responses
CEO/President	26.7%	36
C-Suite	10.4%	14
VP/AVP	2.2%	3
Director	21.5%	29
Manager	17.8%	24
Direct Service Supervisor	4.4%	6
Direct Service Worker	0.7%	1
Support staff	8.1%	11
Other - Write In	8.1%	11

Totals: 135

21. Will your organization receive United Way of Greater Houston funding under Second Century Vision?

27% I don't know

24% Yes

4% No, we applied but were not funded

46% No
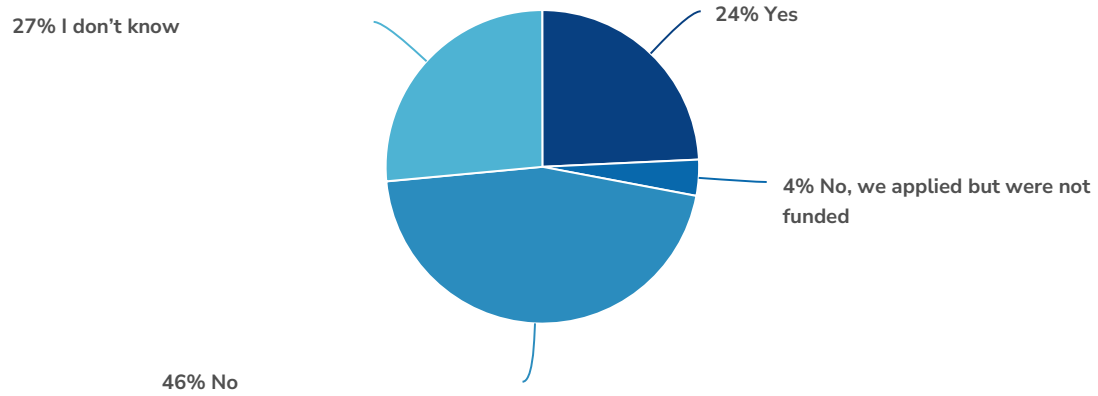
Value	Percent	Responses
Yes	24.3%	33
No, we applied but were not funded	3.7%	5
No	45.6%	62
I don't know	26.5%	36

Totals: 136

22. The number of years your agency has been in existence.

1% I don't know

5% 1-5

7% 6-10

10% 11-20

77% 20+

Value	Percent	Responses
1-5	5.1%	7
6-10	6.6%	9
11-20	10.2%	14
20+	77.4%	106
I don't know	0.7%	1

Totals: 137

23. How do you pay for your personal professional development?

13% Do not attend unless free

3% Apply for scholarships

20% Pay out of my own pocket

64% Organization pays
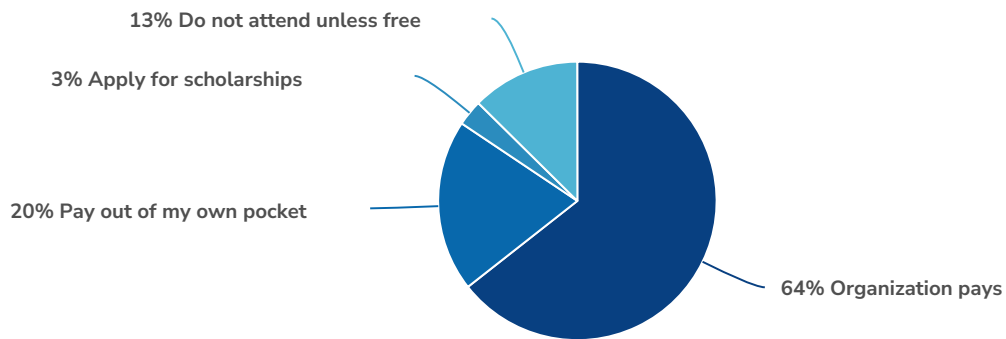
Value	Percent	Responses
Organization pays	64.4%	87
Pay out of my own pocket	20.0%	27
Apply for scholarships	3.0%	4
Do not attend unless free	12.6%	17

Totals: **135**

24. What is your annual budget?

13% I don't know

18% $9 million and up

24% $3 million to $8.9 million

21% Under $500,000

9% $500,001 and $999,999

16% 1 million to $2.9 million
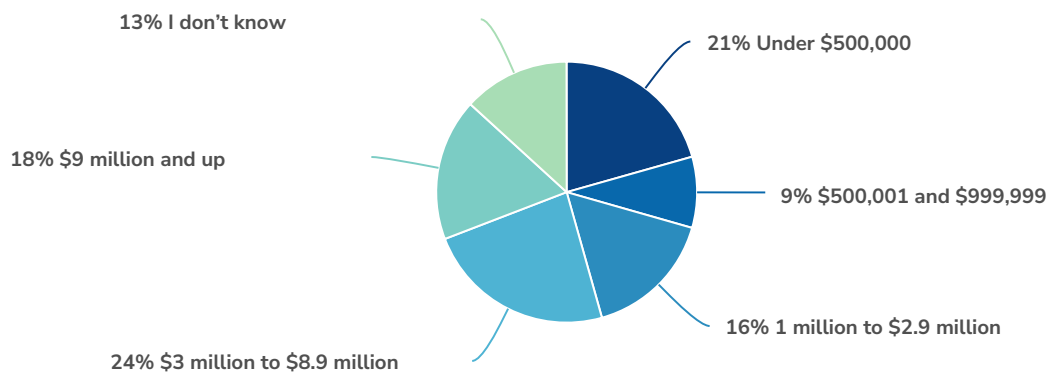
Value	Percent	Responses
Under $500,000	20.6%	28
$500,001 and $999,999	8.8%	12
1 million to $2.9 million	16.2%	22
$3 million to $8.9 million	23.5%	32
$9 million and up	17.6%	24
I don't know	13.2%	18

Totals: 136

25. Number of staff

	1-14	15-49	50+	I don't know	Responses
Full-time Count Row %	56 40.9%	34 24.8%	42 30.7%	5 3.6%	137
Part-time Count Row %	80 61.5%	14 10.8%	11 8.5%	25 19.2%	130
Totals Total Responses					137

26. Services your agency provides (please check all that apply).
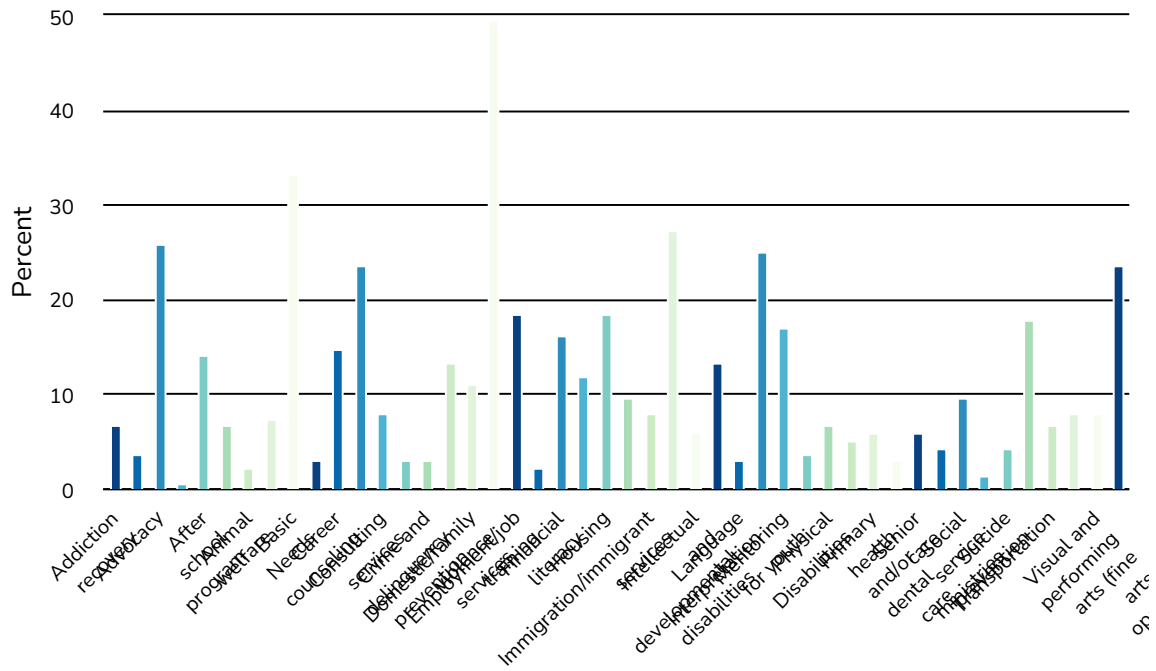
Value	Percent	Responses
Addiction recovery	6.7%	9
Adoption and foster care	3.7%	5
Advocacy	25.9%	35
After school program	14.1%	19
Alcohol and drug abuse prevention	6.7%	9
Arts education	7.4%	10
Basic Needs	33.3%	45
Camping	3.0%	4
Career counseling	14.8%	20

Value	Percent	Responses
Childcare/youth development	23.7%	32
Consulting services	8.1%	11
Credit counseling	3.0%	4
Crime and delinquency prevention	3.0%	4
Disaster recovery	13.3%	18
Domestic/family violence services	11.1%	15
Education	49.6%	67
Employment/job training	18.5%	25
Financial literacy	16.3%	22
Homelessness/shelter services	11.9%	16
Housing	18.5%	25
Human trafficking	9.6%	13
Immigration/immigrant services	8.1%	11
Information and referral	27.4%	37
Intellectual and developmental disabilities	5.9%	8
Job training	13.3%	18
Language interpretation	3.0%	4
Mental health	25.2%	34

Value	Percent	Responses
Mentoring for youth	17.0%	23
Parks and recreation	3.7%	5
Physical Disabilities	6.7%	9
Prenatal care	5.2%	7
Primary health and/or dental care	5.9%	8
Refugee services	3.0%	4
Senior care	5.9%	8
Services to persons with visual or hearing impairments	4.4%	6
Social service ministries	9.6%	13
Suicide prevention	4.4%	6
Support groups	17.8%	24
Transportation	6.7%	9
Veteran services	8.1%	11
Visual and performing arts (fine arts, opera, dance, theater, symphony, etc.)	8.1%	11
Volunteers	23.7%	32
Adult day care	0.7%	1
Animal welfare	2.2%	3
Environmental protection	2.2%	3

Value	Percent	Responses
Sports		1.5% 2