

Invitation to Participate in Upcoming Co-op Technology Survey

Key Highlights

- NRECA will soon be updating the 2013 Co-op Technology Survey to reflect the current state of technology in our cooperative community.
- All members are strongly encouraged to participate to ensure robust survey results.
- An invitation to participate will be sent by email to cooperatives by March 18th with link to the online survey.

What has changed?

NRECA has begun an initiative to update the 2013 Co-op Technology Survey to reflect the current state of technology at cooperatives around the country. With the speed at which our industry is evolving, particularly in areas of technology, it is important that this survey be updated to remain accurate and useful. This is a confidential and comprehensive survey of member technology policies and practices. The survey helps present a robust picture of the current levels of technology adoption across the NRECA membership. Furthermore, the project supports “Telecommunications and Information Technologies Support for Electric Cooperatives” resolution (page 21 in the 2018 resolutions).

What is the impact on cooperatives?

The survey is designed for the benefit of our member cooperatives, especially co-op leadership and IT staff. The data collected will be analyzed and presented in results that will provide insights and best practices for co-op benchmarking and technology decision-making.

The quality of the survey results relies upon robust data input, and we encourage all cooperatives to actively participate in this effort for the collective benefit. Strong co-op participation will enable a more robust and projectable sample as the basis for analysis.

The responses collected through this effort will be used only towards updating the Co-op Technology Survey and held confidential. Travel is **not** required for this survey; the online survey link will be sent electronically to members.

What do cooperatives need to know or do about it?

An email will be sent to cooperatives **by March 18th** from Mike Sassman, Manager of NRECA Market Research Services. The email will contain a link to the online survey, and response are requested **by April 1st**. The survey should take approximately forty-five (45) minutes to complete.

By participating in this survey, cooperatives can:

1. Help shape a tool for co-ops to know what other co-ops are buying in various technology sectors. These insights will assist cooperatives in assessing the possible options in today's technology market. Thoroughly considering a variety of available options can lead to better technology investment decisions and associated savings.
2. Support NRECA's understanding of the current technology posture of co-ops, so that we can effectively showcase co-ops' leadership in projects and represent the cooperative perspective in key stakeholder forums about technology status and related needs of our community.
3. Help identify gaps in technology and/or underserved areas, i.e. those without affordable or accessible options, to enable NRECA's business and technology strategies group to define areas for related beneficial research.
4. Demonstrate co-ops' willingness to help the wider community benefit from information on technology use, through *Cooperation Among Cooperatives*.

As a thank you for your participation, we will provide you a password protected copy of the results when they become available (Summer 2019). Non-participating NRECA members will receive only the executive summary of the survey.

Please note: It is possible that the link in the email can cause the message to be blocked by some servers, so if your co-op does not see the message by noon on **March 19th**, please check your spam folders. If you do not receive the message or have any other issues, please call **NRECA Market Research Services** at: **1-800-747-3786**.

Contact for Questions:

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