

## Response to ETAC Publication Survey

In January 2023 the Emerging Talent Advisory Council (ETAC) sent out a survey to gather feedback regarding our viewership and the content of our publications. Thank you to everyone for taking your time to fill out the survey – we heard you! We received 47 responses and appreciate your feedback as it's one of the most useful tools we can use to help ourselves grow and improve. We identified and outlined 4 themes below along with links to existing resources and our action plan to improve our content.

**Theme #1: Approximately 50% of the respondents are unaware of the content published by ETAC. Of the respondents who are aware, they have located the information via the ELFA website, ELFA promotional email, and LinkedIn.**

**Action #1:** Work with ELFA staff and both the ETAC Emergence and Marketing taskforces to better advertise the materials that are published by the ETAC Training & Professional Development team.

- Please join our New LinkedIn group for news and updates:  
<https://www.linkedin.com/showcase/emergingtalent/>

**Theme #2: Out of all the content published, readers have found the Ask a Leader Interview series to contain the most valuable content.**

**Action #2:** We plan to publish at least one Ask a Leader interview per quarter and will experiment with different ways in which the content is delivered. *In addition to traditional articles, respondents also expressed interest in short videos or online streaming.*

- Check out our latest Ask a Leader: Interview with Lara Hernandez: [Ask a Leader- Interview with Lara Hernandez \(elfaonline.org\)](#)

**Theme #3: Professional development, leadership skillsets, and industry knowledge are the top 3 areas of interest.**

**Action #3:** We plan to incorporate *professional development, leadership skills, and industry knowledge* into our next Emergence event on July 13-14th. Planned Emergence sessions include Overcoming Workplace Fear, Ask a Leader Panel discussion, & Personal Brand Building to name a few. Please join us in Baltimore for Emergence 2023 to further develop and expand your professional development.

- Registration for Emergence is open: [www.elfaonline.org/events/2023/Emerge](http://www.elfaonline.org/events/2023/Emerge)

**Theme #4: Create resources that are delivered in different forms of media as some respondents found it hard to navigate the existing resources.**

**Action #4:** We are working to create an Emerging Leader Resource Toolkit that includes articles, links, books, podcasts, videos, etc. that will make it easier to access the information that you need most for your career development journey.

- To be announced

We heard you and are dedicated to continuing to build content focused on professional development that is delivered through a greater diversity of media and platforms.

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