AAMC Group on Business Affairs

5 Needs Assessment Highlights

150 GBA members (11%) responded to the needs assessment survey, conducted in May 2020.

1. Business Challenges

- COVID-19
- Budget reductions (50%)
- Adapting to changes (22%)

2. Learning

The top learning formats members prefer are:

- Sharing best practices (84%)
- Online education (74%)

3. Barriers

Competing priorities and time constraints are what most prevent members from engaging more with GBA (78%). Help reduce this burden by:

- Creating new content and resources that require 30 minutes or less to complete
- Clearly stating the expected time commitment at the onset of activity

4. Skills

The skills members want to focus on developing or strengthening are:

- Business analysis & planning (74%)
- Change management (70%)
- Negotiation (63%)

5. Networking

Most valuable connections are between members of...

- Similar institutions (88%)
  - Organize discussions by grouping members at institutions with similar attributes
- Same role (86%)
  - Design role-specific virtual meeting spaces, breakout sessions, and chat groups
- More experience (75%)
  - Set up a mentoring program or advice forum for members to share guidance and novel ideas