Stakeholder Analysis –evaluation of the survey

Aim and structure of the survey

The survey focused on the values of EDEN and on the expectations of existing and potential EDEN members.

Results

Meaning of the brand EDEN for the respondents:

The 3 most frequently selected tags were identified as

community
collaboration
research

Three most agreed statements about EDEN

EDEN is an international *community* of practice.
EDEN offers opportunities for *recognition by the wider community* beyond my own institution.
My participation in EDEN has helped me *improve my research*.

Most important statements about EDEN

EDEN presents opportunities to participate in *an international community of practice*
EDEN helps me to gain *recognition by the wider community beyond my own institution*
EDEN contributes to the *improvement of my research*

Most often used membership services (with scores above 10%)

Annual Conferences	64,6%
EDEN website	40,5%
Conference proceedings	31,6%
NAP Members Area	30,4%
EURODL publications	25,3%
EDEN NewsFlashes	24,1%
Research Workshops	20,3%
Open Classroom Conferences	17,7%
Webinars	16,5%
Best Research Paper awards	13,9%
Synergy sessions	11,4%

### Most valued membership benefits

Access to **professional networking opportunities with peers** and colleagues from all over the world
The reputation of officially **belonging to the largest active professional community** in open, distance

and e-learning in Europe
Attendance at conferences at reduced fees

Future expectation of EDEN members

What should EDEN aspire to become in the future?

The average priority ranking (1 most important to 5 least important) showed the following picture:
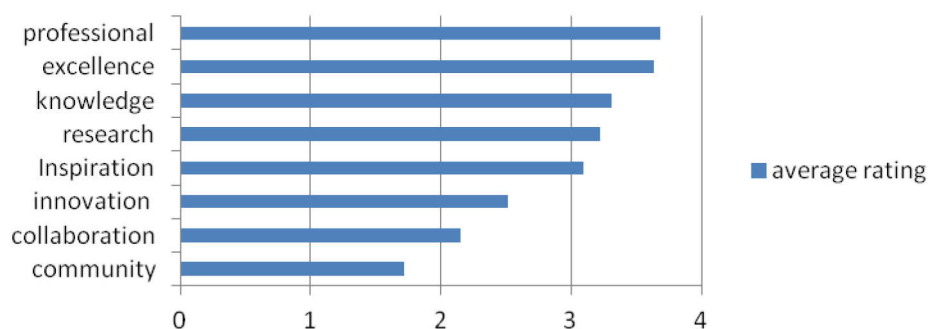
4 mostly stressed words: ***community, collaboration, innovation, inspiration and research***

Note: the first 2 tags coincide with the 2 dominant terms characterising the brand EDEN at present for the respondents.

Geographic areas in which EDEN should develop its representation

Most respondents mentioned Europe as a whole or certain countries/regions of Europe (over 50 %). The remaining answers scattered around the world, but interestingly Russia, Turkey, the Middle East and North Africa were mentioned more than once. The answers were not conclusive.

Sectors in which EDEN should further develop its representation

Answer Options	Response Percent	Response Count
Higher Education	75,8%	50
Adult and Further Education	57,6%	38
Vocational Training	27,3%	18
K-12 Education	19,7%	13
Corporate/Industry Training (if yes, please specify below)	16,7%	11

Note: this is very similar to what we do at present

EDEN activities regarded as most important in order to improve the respondents' professional development?

Answer Options	Response Percent	Response Count

Annual Conferences	84,8%	56
Research Workshops	62,1%	41
EURODL publications	57,6%	38
Webinars	43,9%	29
EDEN website	43,9%	29
NAP Members Area	33,3%	22
Open Classroom Conferences	33,3%	22
EDEN NewsFlashes	31,8%	21
Best Research Paper awards	25,8%	17
Synergy sessions	22,7%	15

When compared with the ranking of the mostly used membership benefits, the research workshops moved from the 7th place to the 2nd, and the webinars also moved up from position 9 to position 4. The first can be partly attributed to the fact that most respondents were researchers from the HE sector, and the research workshops are one of the most useful tools in EDEN's toolkit. The second one points to the importance of training.

To the question of what EDEN should do for the members that is doesn't do at present, only a few answers arrived. Some mentioned some form of training (like free webinars, frequent seminars in specific fields, training opportunities, technological fora), publishing opportunities (in EURODL, or publishing in a networked form) and asked for "toolkits" for lobbying in their institution for ODL issues.

Expected membership benefits for non-EDEN members

The most frequently mentioned membership benefits were the participation in conferences, workshops, events (especially at reduced fee!) and the collaboration/networking with peers, followed by access to up-to date information about the recent developments in the field and the contribution to their professional development.

Expected membership services

The most comprehensive answer sounded as:

"Range of activities, including smaller conferences. The annual conference provides a centrepiece for the year. Research workshops are also valuable, but there should be greater scope for organising symposia relating to the SIG interests, including perhaps opportunities for devolved national events (Think TED and TedX). Production of white papers should be considered as a means of being more active in policy advocacy. A key role is support for the formation of partnerships (for funding calls, projects, inter-institutional collaboration etc.)"

Arguments to convince the institution to apply for EDEN membership

The arguments mentioned a wide range of statements, like

- EDEN is at the cutting edge of technology, effective, strong benefit of conferences and other communications, eLearning and online-learning focus. Research orientation. International scope and level of scholarly efforts

- The best network to be a part of since one is interested in school level distance learning, offering synchronous and asynchronous e-learning capabilities and establishing new policies for life long learning in local or European level Interaction and collaboration with the world of knowledge .
- We need to be part of the EDEN community in order to keep up with all recent advances in online education
- Professional environment to exchange ideas, practices, for networking and creation of new opportunities
- Covers key area in development education and training, value added of international cooperation, networking of institutions and individuals, sharing experiences, motivation of individuals, source of experience, practice and inspiration
- Innovation in education and evidence based policy and programme development
- Openness to new and innovative methods and ways of teaching. Critical examination of methods and ways of teaching. Systematic study and treatment that correspondents to students. Adapted approaches to teaching each students. Experiential learning and teaching. Linking the material with everyday life. Teaching from known to unknown. Raising regular curriculum to the next level. The creativity use of various programs, online platforms and social networks in the implementation of the lessons. Integration of other subjects and different areas of life.
- Involvement and increasing the possibility to participate to EU funded projects and initiative
- It's a collaborative network with professionals updating this topics and exchanging areas and experiences; networking and journal access, take part in a European network; Network of like minded educationalists. A network that crosses sectors (schools, VET, HE, workplace).
- The growing need of constant innovation in learning technologies and of open research and education development to its fullest potential
- The positive impact in our teaching and the opportunity to communicate our teaching practices