



KEELE WORLD AFFAIRS
Founded 1980: The UK's Leading Forum for
International Politics and Global Issues

Results of Member Survey MS25

Season 44

October 2024–March 2025

Main Report



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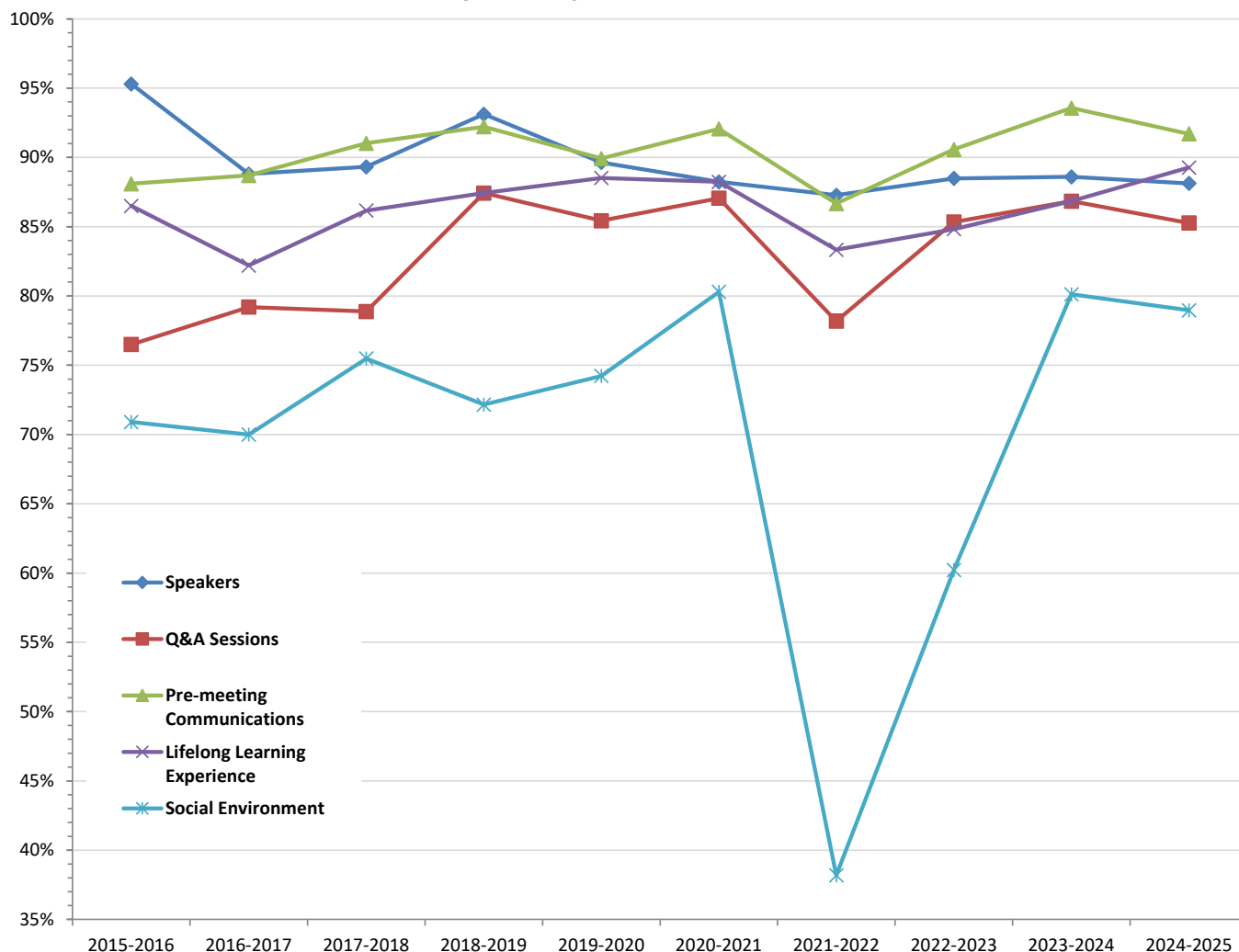
3. Overall Satisfaction compared with previous seasons

The chart below allows a comparison between this season's ratings and those of previous seasons, offering ample insights to analyse and interpret.

Ratings this season have experienced a modest drop compared to the previous season, which achieved record-high levels following the pandemic. However, 'Lifelong Learning Experience' has surpassed expectations, earning its highest ranking to date.

The survey highlighted that a majority of the positive feedback centred around the outstanding speakers and programme featured in Season 44, reflecting a strong indicator of 'perceived quality' for Keele World Affairs.

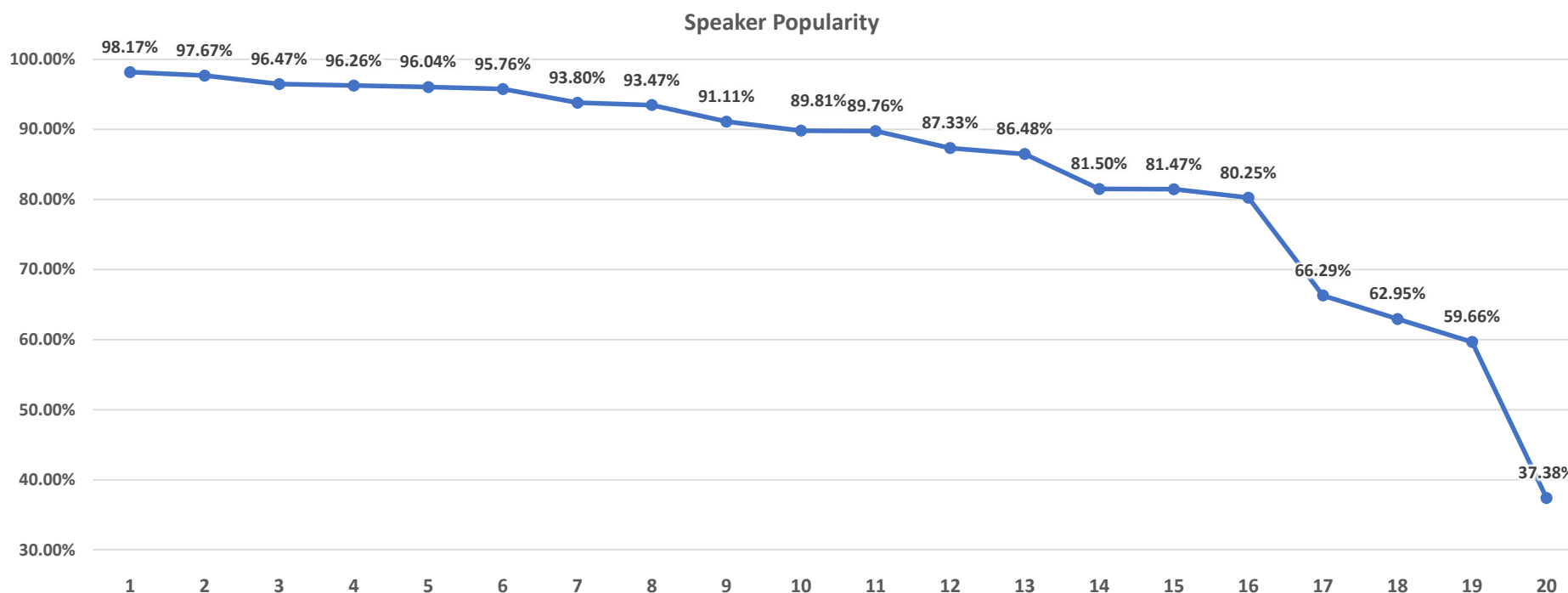
Extremely & Very Satisfied % 2015-2025



4. 'Rating' of Speakers

Popularity is gauged by asking members a straightforward Yes/No question: should the speaker be invited back to Keele World Affairs? This serves as the ultimate 'acid test' for the Speaker Programme team, helping to identify speakers who may struggle to effectively engage with the membership or whose expertise may not resonate strongly with the audience. While some members express a desire to provide more detailed feedback on individual speakers and elaborate on their reasoning, this additional information often cannot be analysed effectively.

The chart below reveals that 16 out of 20 speakers achieved an impressive "Invite again Yes" score exceeding 80%, with 9 speakers surpassing the 90% mark. These results highlight a notable engagement and approval from the membership for the majority of speakers this season.



The chart shows that one speaker's rating was notably low for Keele World Affairs. Despite their specialist knowledge, members did not rate the content of the talk highly.

5. Popularity of speakers this season

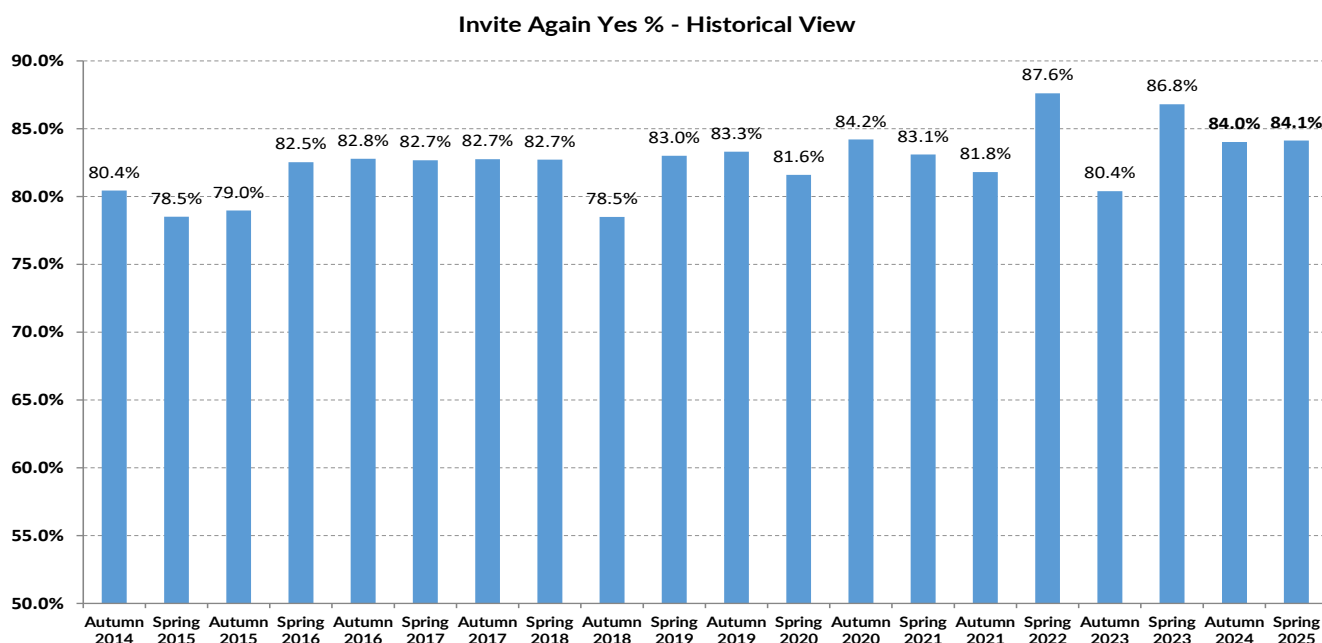
Ratings now cover over 227 meetings, including instances where some speakers have returned multiple times. Season 44 proved to be exceptional, featuring one advisory panel member who spoke again, earning an impressive 97.6% rating. Among the six other returning speakers, two secured the highest ratings of the season, one surpassed 90%, and another exceeded 80%.

Overall, nine speakers this season achieved ratings above 90%, an undeniably high benchmark, with an additional four scoring 85% or better. However, it is worth noting that Professor Kate Sullivan de Estrada did not perform as well, despite being regarded elsewhere as an international expert. These results highlight both the season's overall success and the rigorous expectations set by the audience.

6. Historical view of speaker ratings

Each season consistently strikes a balance, blending high ratings with the occasional less favoured speaker or topic.

For the 'Invite Again Yes' scores, the average across all seasons from 'Spring 2014' to 'Spring 2025' stands at 82.5%. Season 44 showed a slightly better-than-average performance with an 84.1% rating. However, in recent years, Spring 2022 and Spring 2023 achieved higher scores than Spring 2025. These results highlight an ongoing trend of excellence with room for occasional variation.

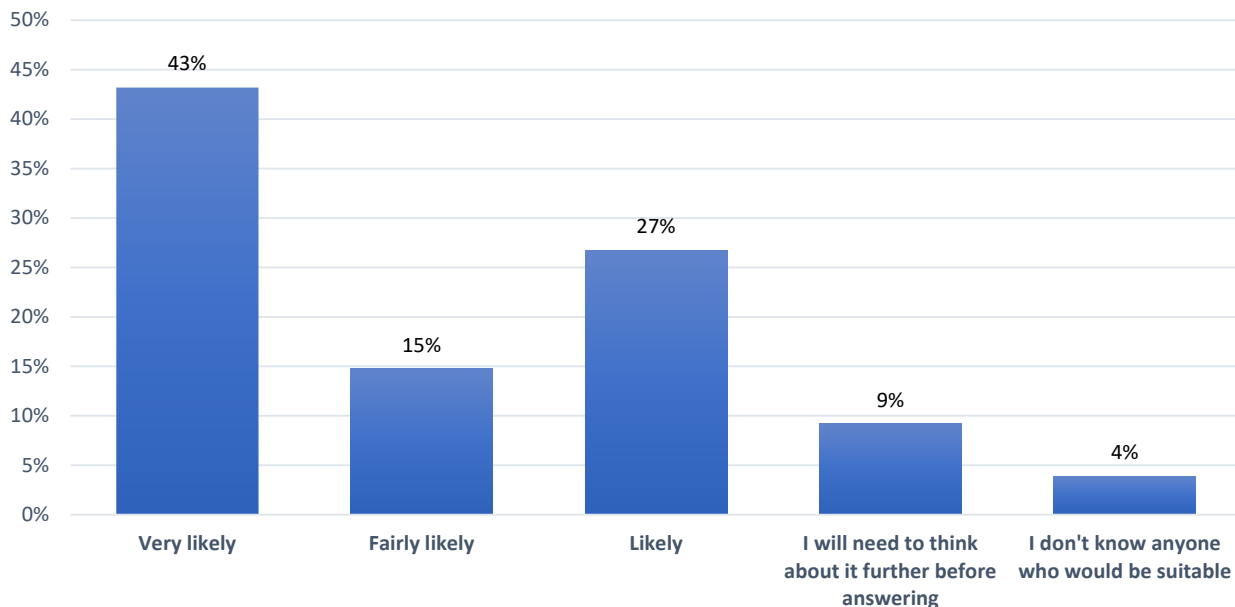


Note: For reference, a balanced opinion among members results in a 50% score for a speaker. In cases where 80% vote 'Yes' and 20% vote 'No,' it demonstrates a strong preference, with 4 out of 5 members in favour of inviting the speaker back. This provides a clear metric for gauging member support.

7. Encouraging members to seek new joiners

In the survey, participants were asked, “Are you likely to encourage someone to join next year who would be a suitable member—someone who would attend regularly and align with our ethos?” This question helps gauge the enthusiasm of current members and their willingness to recommend Keele World Affairs to like-minded individuals.

A significant majority of members responded positively to this question, mirroring the encouraging trend observed last season. This reflects a strong willingness among members to advocate for the program and invite like-minded individuals to join.



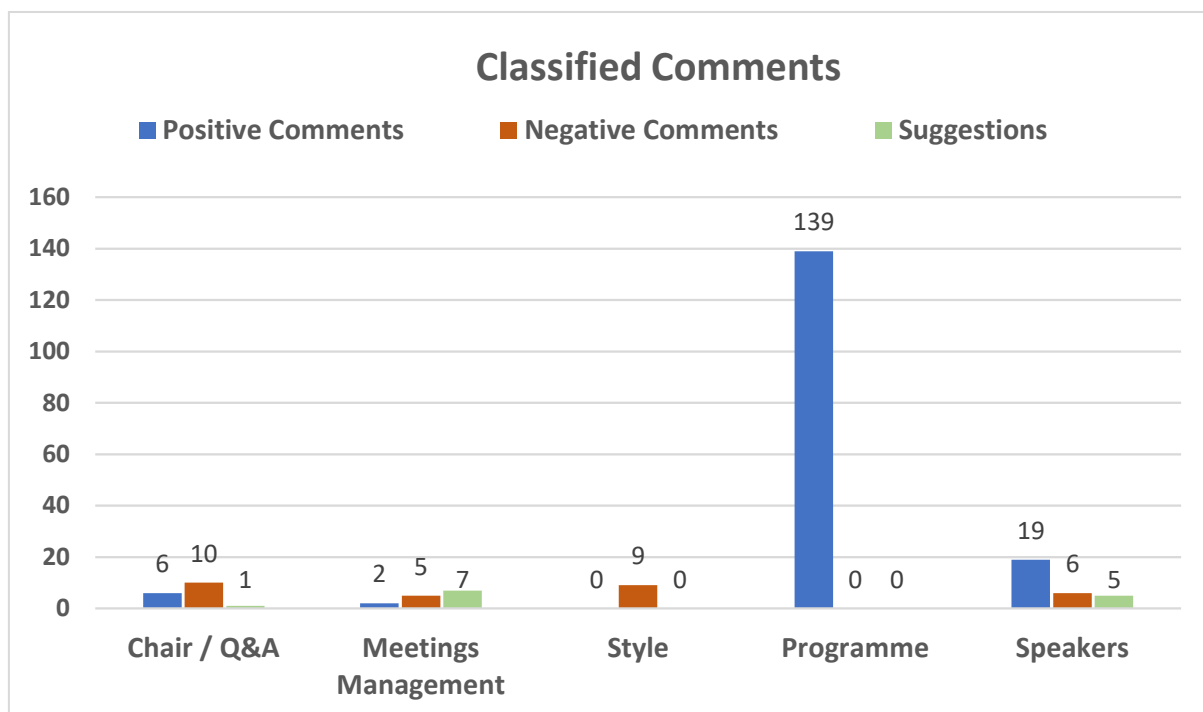
8. Members' Feedback: Comments

In the survey, participants were asked “Have your final say **about things under the control of our teams** like emails you receive, meeting registration, information and support, chairing and management of Q & A, speaker programme, or simply your overall experience during your year of membership?”, and include any positive feedback as well as critical comments or suggestions.

The survey results included an impressive total of 174 positive comments, highlighting strong appreciation for the program. Additionally, there were 43 comments that could be seen as negative, offering constructive feedback, along with 15 thoughtful suggestions for improvement. This mix of responses provides valuable insights to enhance future seasons.

The comments gathered span a wide range of perspectives, making classification a challenge. Some focus on the overall experience, while others reflect on the guiding ethos of Keele World Affairs. Many express heartfelt gratitude for the dedication and efforts of trustees and volunteers, highlighting the programme's impactful organisation. Interestingly, even some of the critical remarks carry a tone of appreciation, underscoring the nuanced feedback provided by members

The chart below illustrates the five leading categories of comments received. A sizeable portion of positive feedback highlights the excellence of the Keele World Affairs programme and the exceptional quality of its speakers. Conversely, meetings conducted in a conversational format primarily drew negative responses, indicating a preference among members for structured formats.

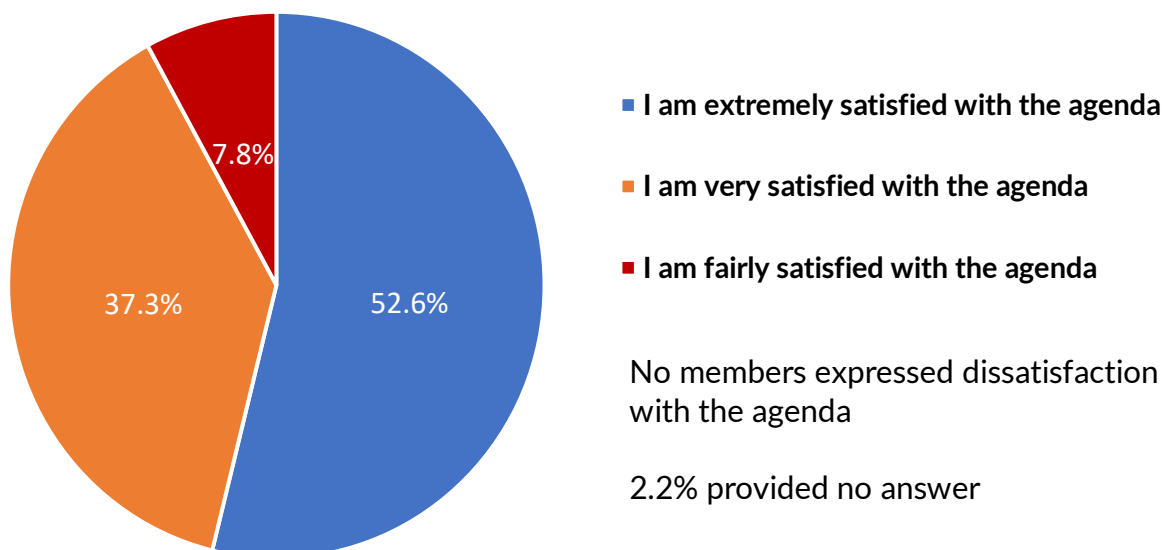


The table below organises the comments received from January 2025 to March 2025 into three categories: positive, negative, and suggestions for improvement. This breakdown offers a clear overview of feedback trends during this period.

Categories	Positive Comments	Negative Comments	Suggestions
Attendance	1	0	0
Chair / Q&A	6	10	1
Communication	4	4	0
Meetings Management	2	5	7
Interval / Catering	1	3	0
Membership	0	0	1
Style	0	9	0
Programme	139	0	0
Q&A Session	0	5	1
Speakers	19	6	5
Videos	2	1	0
	174	43	15

9. Keele World Affairs Programme Satisfaction

Members were surveyed with the question, “Looking at recent programmes, how do you rate the Keele World Affairs agenda?”



The feedback was overwhelmingly positive, with a clear consensus and no reports of dissatisfaction. This reflects a strong alignment between the agenda and the expectations of the membership.

10. Open Question on Topics

The survey posed the question: *Given our purpose as Keele World Affairs, are there any big international topics you feel we are not addressing. Remember, anything you suggest will need to appeal to the majority of members, not serve just your own special interest. And we'd need to drop an existing topic/speaker to fit it in. You can write whatever you like in the text box below but please limit yourself to no more than three suggestions.* This approach encourages thoughtful and balanced input from members.

Thank you all for your valuable contributions to this interesting and significant area.

The survey received 147 responses to this question, many of which included multiple suggestions for potential topics. This feedback will undoubtedly assist in shaping future programming. The Trustees and the speaker team will analyse these further as they give valuable insights into the interests and priorities of members.

The chart below highlights the most frequently requested topics, extending to those proposed by only two members. Nonetheless, topics that were suggested by just one person will nevertheless be given consideration.

