



SACC TEXAS SURVEY 2022 REPORT

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INTRODUCTION:

The purposes and goals of the SACC Texas survey:

- Interact and get to know members
- Get important insights and feedback of members needs and wishes for today and the future
- Evaluate, quality-assure and improve SACC Texas work, contents, and activities.
- Specify when, where and what type of activities are most interesting and not
- Motivate members to be more active and involved in the organization
- Create new possibilities and awareness within the organization

Hypothesis:

- To improve the organization, feedback must be collected and analyzed to find out what the members want and need.
- If we ask the right questions, we will gain important information to improve value of membership and meet members expectations.
- The better communication and awareness, the more motivation and involvement by members, and it will attract new members.

METHOD:

Why?

Why is the survey relevant?

The SACC Texas goal is one of 18 Swedish-American Chambers of Commerce in the USA, working to facilitate and increase business between Texas and Sweden. This survey is a way of gaining important insights and feedback from members of their thoughts and needs, that can be analyzed and evaluated to meet members' expectations and needs. The evaluation is part of updating and assuring quality, plan future investments, contents, resources, and events.

The SACC Texas vision is: To be the main resource for pursuing business opportunities with the Swedish-American network that is rewarding for members personally and professionally. It is a network of people and therefore it is crucial for success to have members participation.

What and how?

Which criteria and goals does the survey have?

How will the questionnaire be executed?

Which methods will be used?

Which analyze methods- models will be used?



The online questionnaire contains 20 questions and takes approximately 10 minutes. Most of the questions are yes, no or I do not know, and multiple-choice answers. It is a quantitative study where the answers results in data, which can be analyzed in statistics for future development with SACC Texas.

Before starting the participants are informed in a letter of missive, why the questionnaire is sent out to members, and how it is set up. The collected information will not be used to identify them as individuals, but the results will be analyzed on a group level and participation is completely voluntary. They can disconnect at any time and the results will only be used as part of this project and purpose. The participants are asked to agree on the informed terms before starting to answer the questionnaire.

First part of the questionnaire contains questions with substantive issues; gender, age, own business or not, profession and profession role, number of employees, connections to Sweden, if presence and location Texas is important to the company, and amount of time working remotely.

The answers will provide data of possible similarities and differences of members', businesses, resources and connections between Texas and Sweden, and working environments.

The last part of the questionnaire are about SACC Texas and the membership; why they chose to become a member, what type of online and face-to-face events they are interested in and not, when the best time is to participate, if they are interested in a digital platform service for members, where they can recommend a member, be recommended by a member, find talents an resources for work/assignments, answer industry related questions, take part in panels and survey etc. The last question is an open text answer where they can in their own words describe how they would like to influence and participate with SACC Texas.

These answers will provide data of possible similarities and differences of members', their needs and expectations personally and professionally, availability to participate and being active members to the activities and future developments. The data will be part of planning and decisions regarding when, what and how to focus on for future activities. The participation will create awareness and willingness to be active in the organization as well as attracting new members.

After finishing the questionnaire, the participants were thanked for their participation and informed of who to contact for more information.

The survey and materials are to be used for creating yearly questionnaire and evaluations for the SACC Texas. The questions need to be specific with updated relevant goals and criteria. It is a formative analyze model, with purpose to improve activities for a target – SACC Texas members.



Who?

Who were involved in the survey?

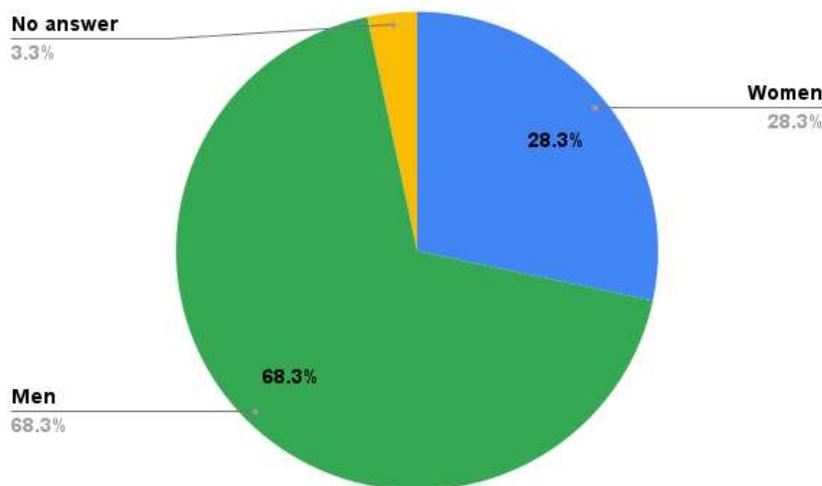
The survey is planned, created, and distributed by Johanna Miceli, Vice chair of the Board of SACC Houston in cooperation with the Board of SACC Houston and Texas. The main target for the survey are all SACC Texas members and others in their network. The survey was digitally distributed by a link via email to all SACC Texas members, published on social media; SACC Texas webpage, newsletter, Facebook and LinkedIn.

The survey will be sent out by email and social media to all SACC Texas members yearly in late springtime.

RESULTS:

Results of questions with substantive issues:

Gender? (60)



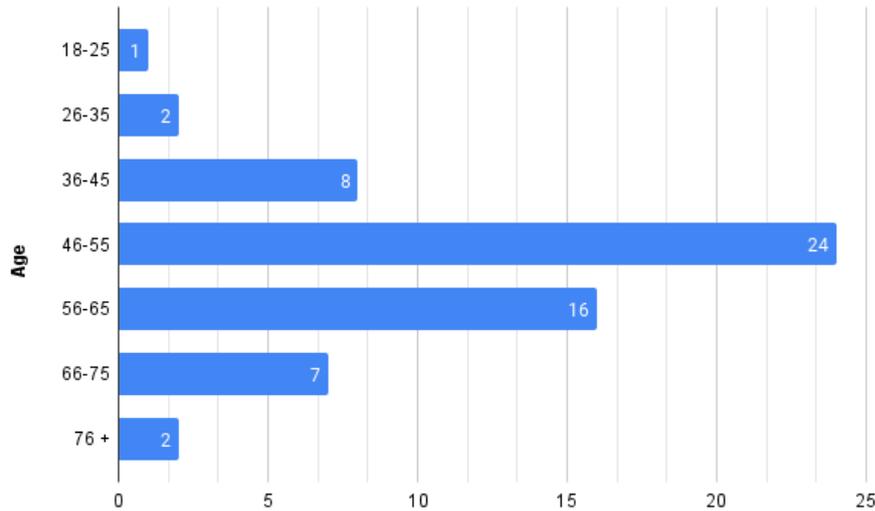
Number of participants: 60

Email with the survey was sent out to 965 respondents, which indicates a low response rate with 60 participants.

17 women (28 %), 41 men (68 %) and 2 prefer not to answer (4 %).

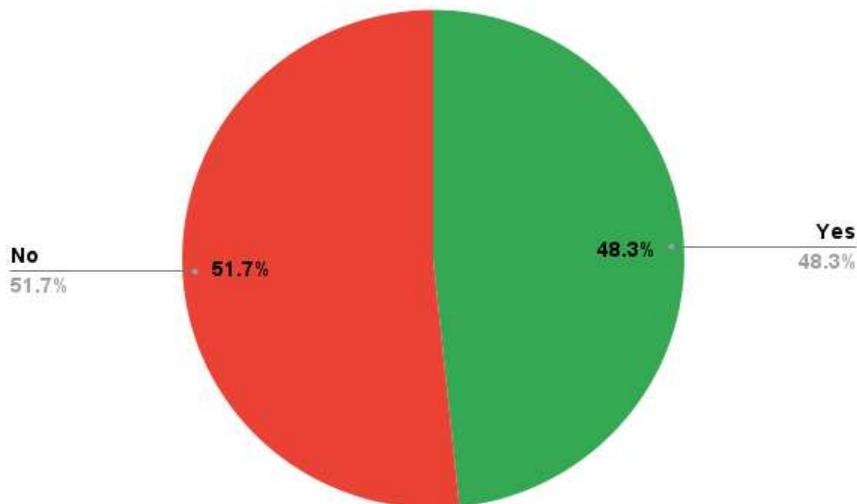


Age? (60)



The participants age varies between 18-76 + years. Most of them are 45-56 years and the fewest are 18-25 years. Average age is 53.

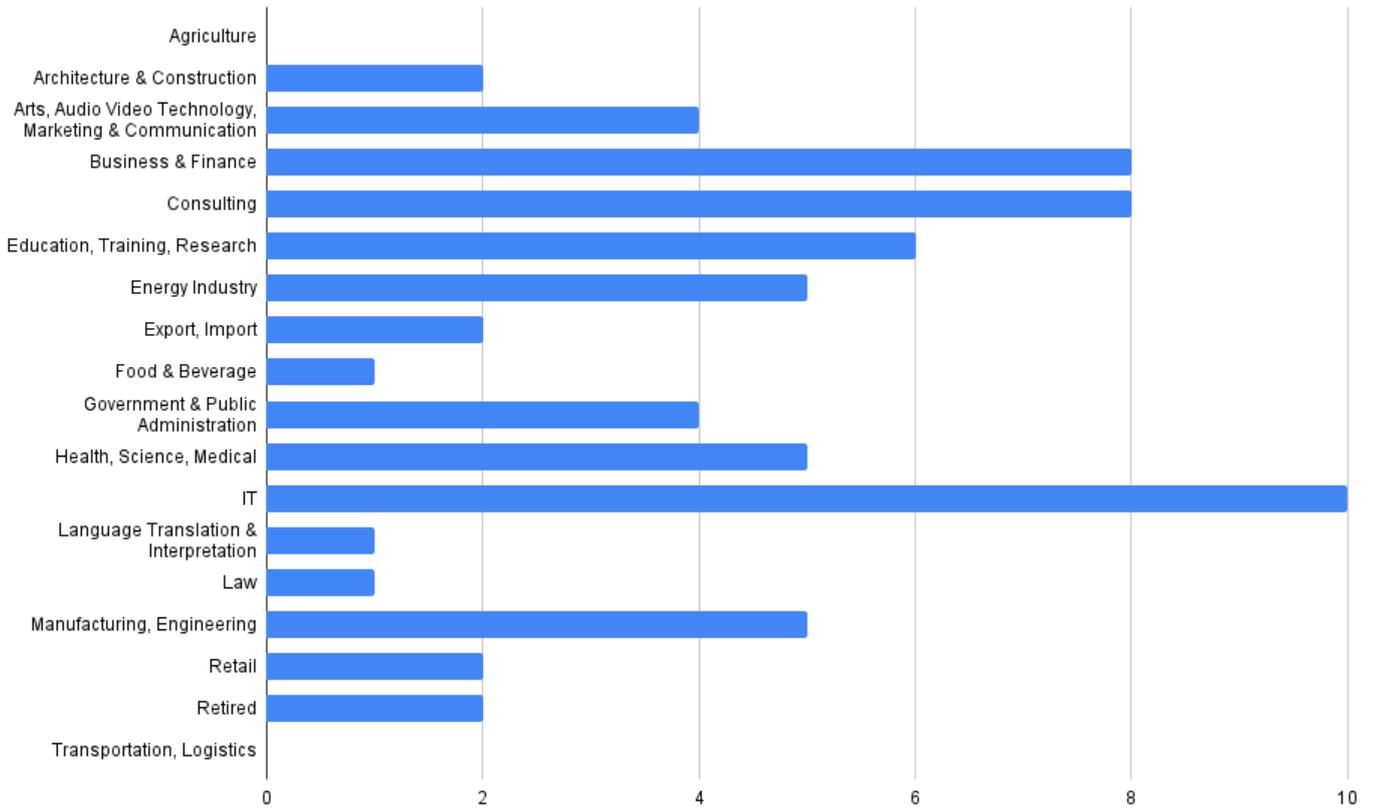
Have their own business? (60)



Average 48 % SACC Texas members have their own business.



Type of business? (60)



Type of business varies, and the most common businesses are IT (10), Business & Finance (8), Consulting (8) and Education, Training & Research (6).



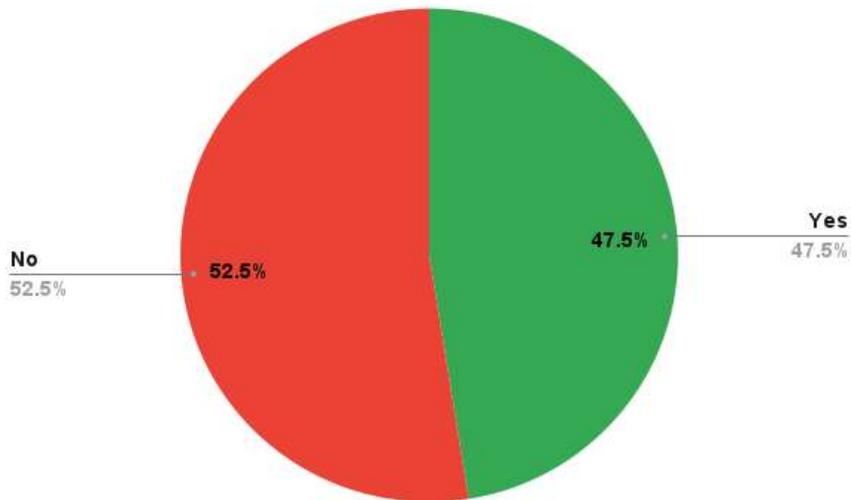
Type of professional roles? (59)

Advisor	1
Artist	1
Attorney	1
BDE, Business Development Manager, Director of Business Development	3
Business Manager	1
CEO, Executive, Executive Director, Co-Director, Owner, President	21
Cert. Executive Coach PCC & Change Management Advisor	1
Chief	1
Consulting CFO, CFO, finance planner, finance advisor	5
Consultant	1
Entrepreneur	1
Housewife	1
None	2
Office Manager	1
Manager	1
Piping Consultant & Designer, Engineer, Individual Contributor, Design Engineering & Management, Engineer Manager	4
Program Coordinator	1
PR Consultant	1
Sales and Marketing, Sales Director, Sales Leader	4
Solution Architect, Program Director	2
Researcher	2
Retired, Retired Oil & Gas Executive	2
VP Network Design & Senior Consultant	1
Total number of answers:	59

Type of professional roles varies and the most common are CEO, Executive, Executive Director, Co-Director, Owner, President.

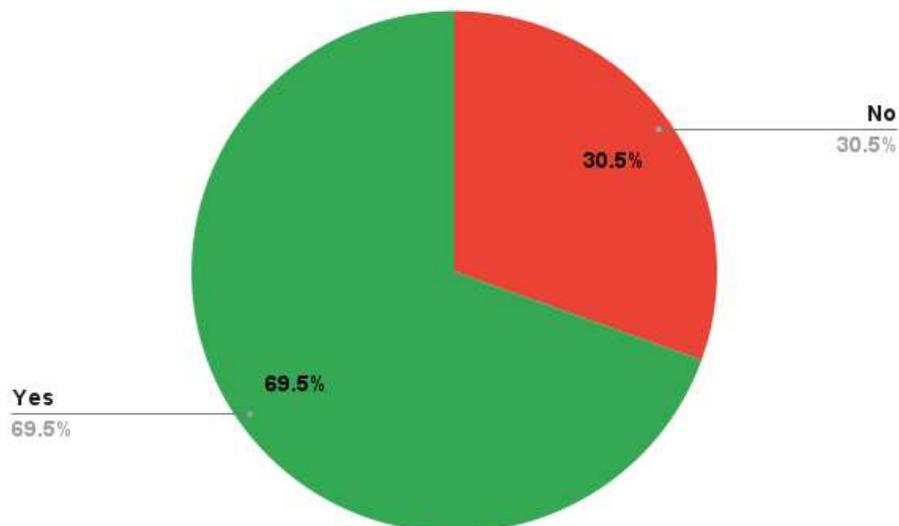


Does the company have any connections to Sweden other than the participant? (59)



Average 48 % of the companies have connections to Sweden (other than the participant).

The presence and location in Texas is important to the company? (59)



For most of the companies (70 %) the presence and location in Texas is important.

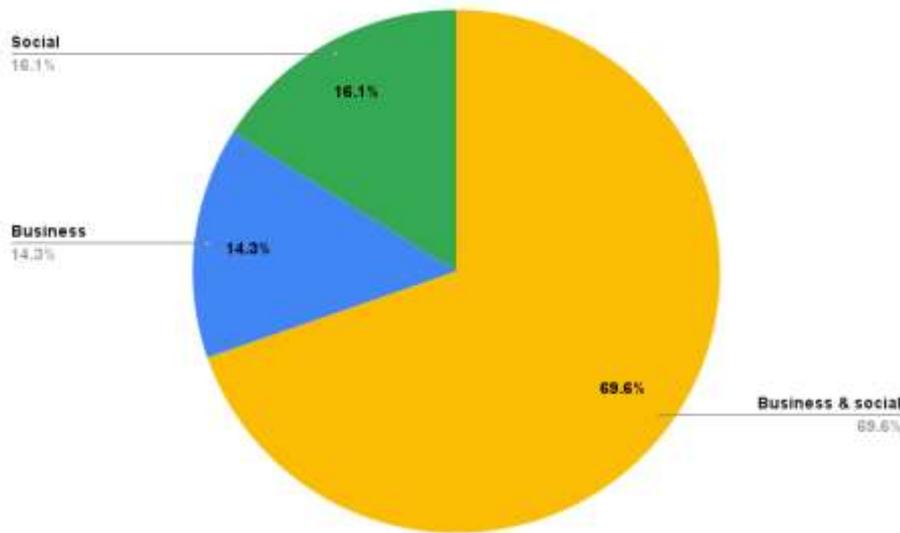
Working remotely per week (0-100 %)? (56)

Some work 100 % remotely and some none. The average working remotely is 57 % per week.



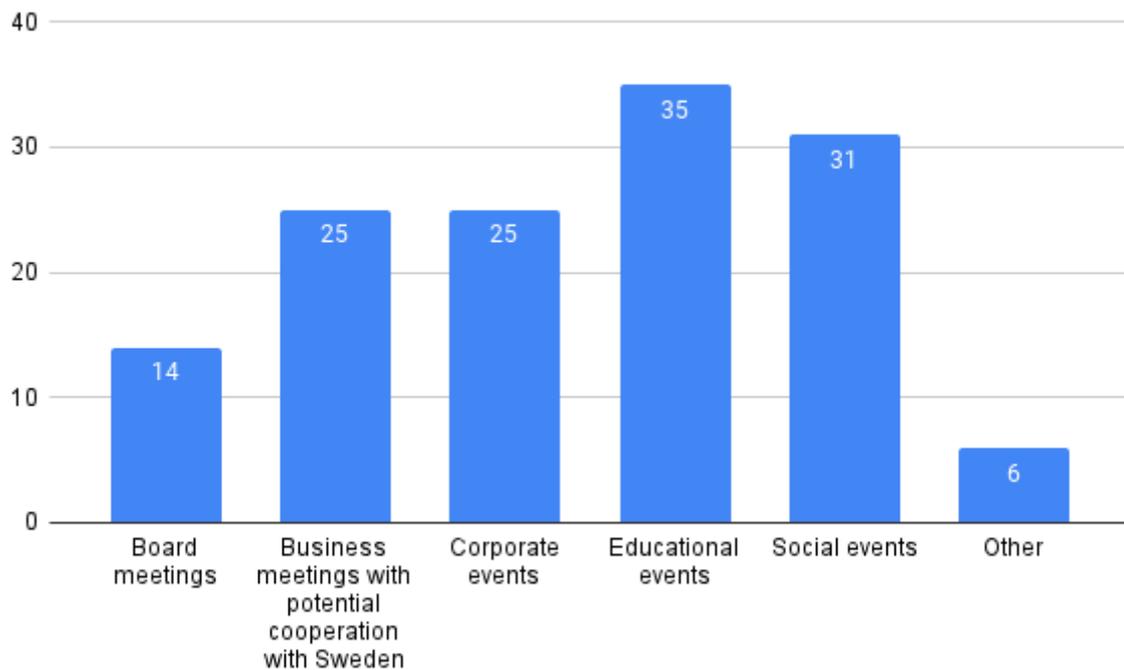
Results of questions about SACC Texas and the membership:

Business and/or social reasons to become a SACC Texas member? (56)



Most participants (70 %) have both business and social reasons to become SACC Texas member.

What type of SACC Texas online events are interesting? (54)





There is a relatively high interest in online events. Comments by the participants on other online events;

“More interested in in person events. Online plays little value, except for education”

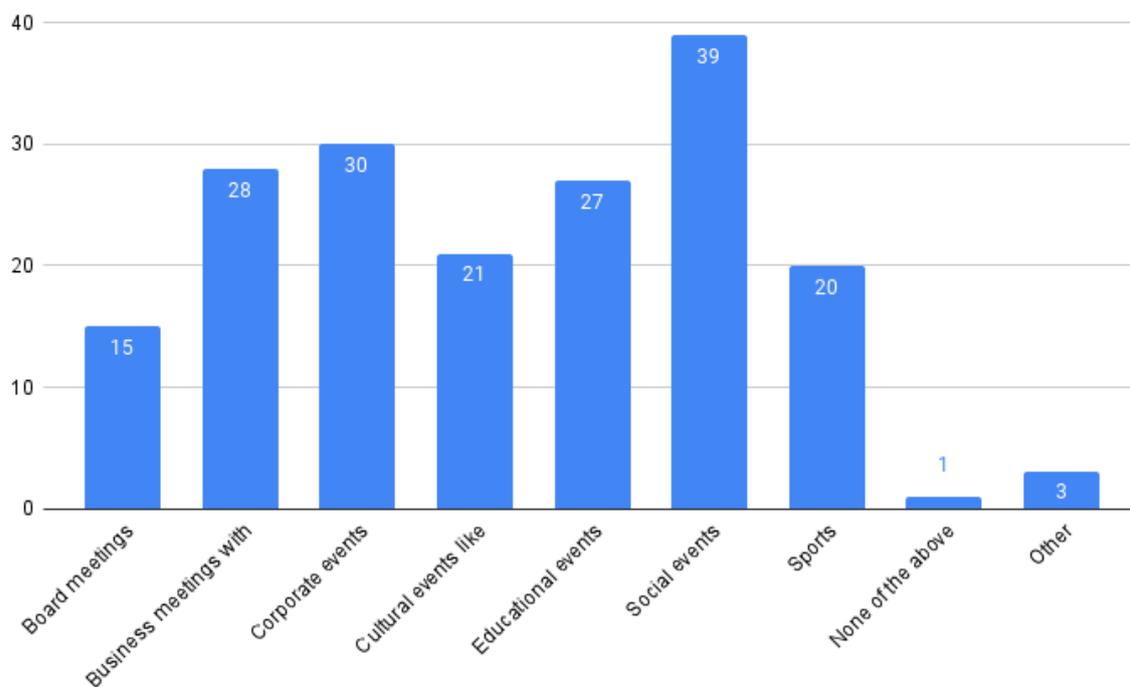
“Insight Swedish start-ups”

“Business meetings and introductions within Texas”

“Professional development events”

“Trade development”

What type of SACC Texas “face to face” events are interesting? (53)



There is a relatively high interest in “face to face” events. Comments by the participants on other “face to face” events;

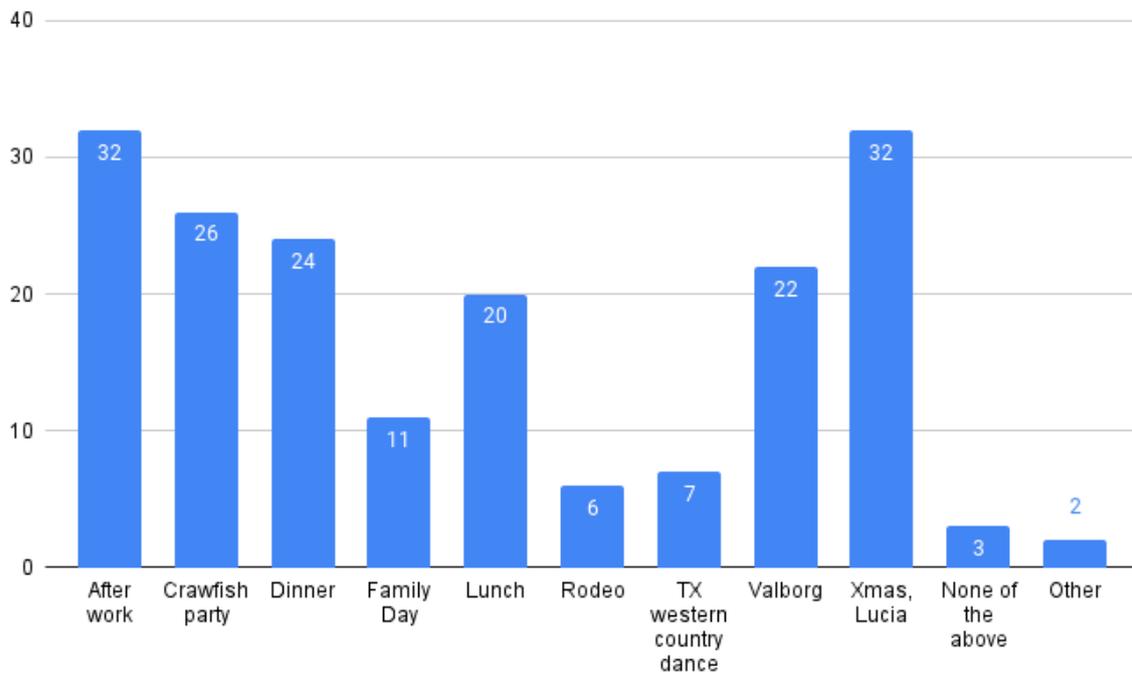
“Business meetings with potential cooperations within Texas”

“Professional development events”

“Trade development with regional/Texas local chambers”

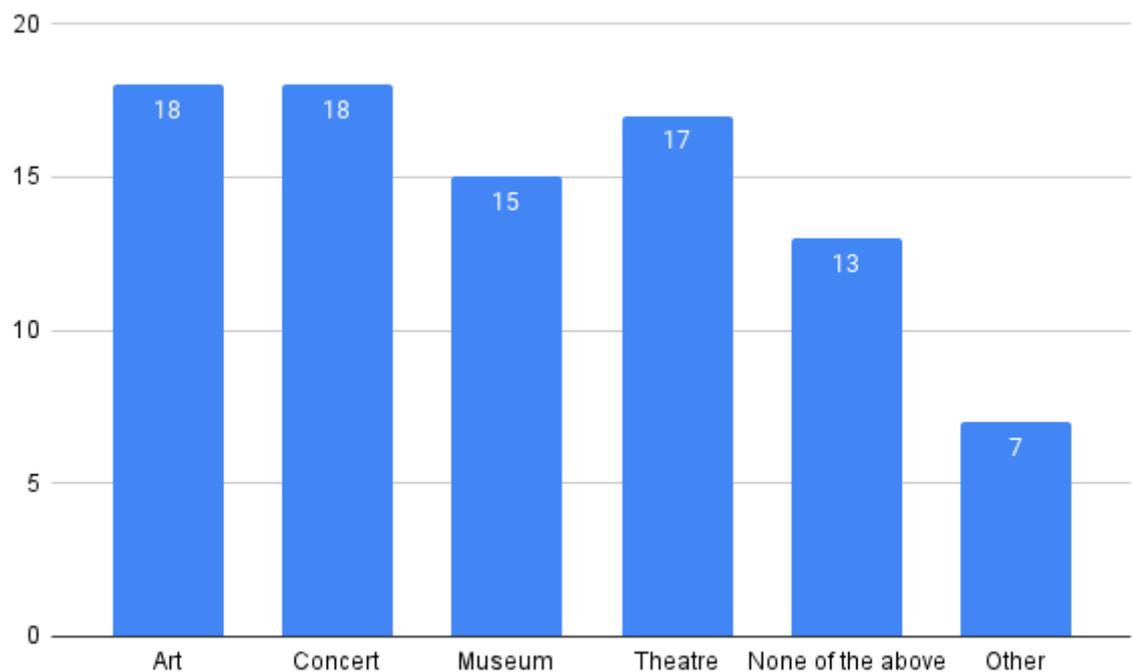


What type of SACC Texas social events are interesting? (53)



There is a relatively high interest in after work, Xmas, and Lucia. Comments by the participants on other social events; *“Meet and greet”*

What type of SACC Texas cultural events are interesting? (52)



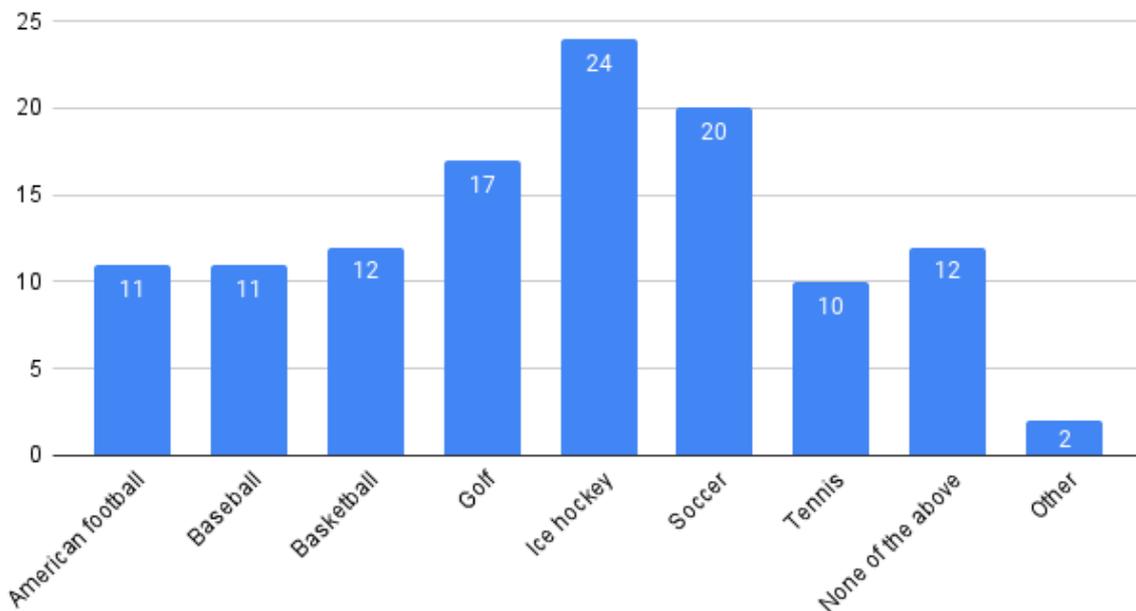


There is a medium / low interest in cultural events. Comments by the participants on other cultural events;

“Cross-cultural with regional/local Texas chambers”

“Swedish cultural”

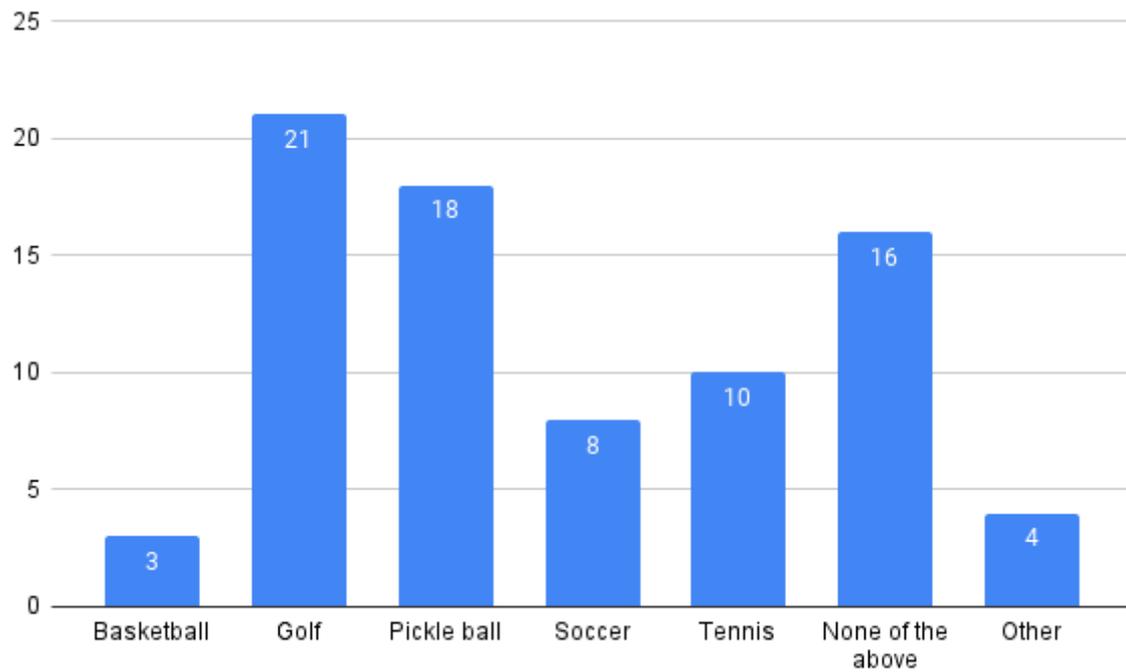
What type of sport event would be interesting to see with SACC Texas members? (52)



There is a medium / low interest in sport events seeing together with SACC Texas members. No comments by the participants on other sport events.



What type of sport event would be interesting to participate in playing with SACC Texas members? (51)



The sport events with golf, pickle ball are popular. Comments by the participants on other sport events;

"Running"

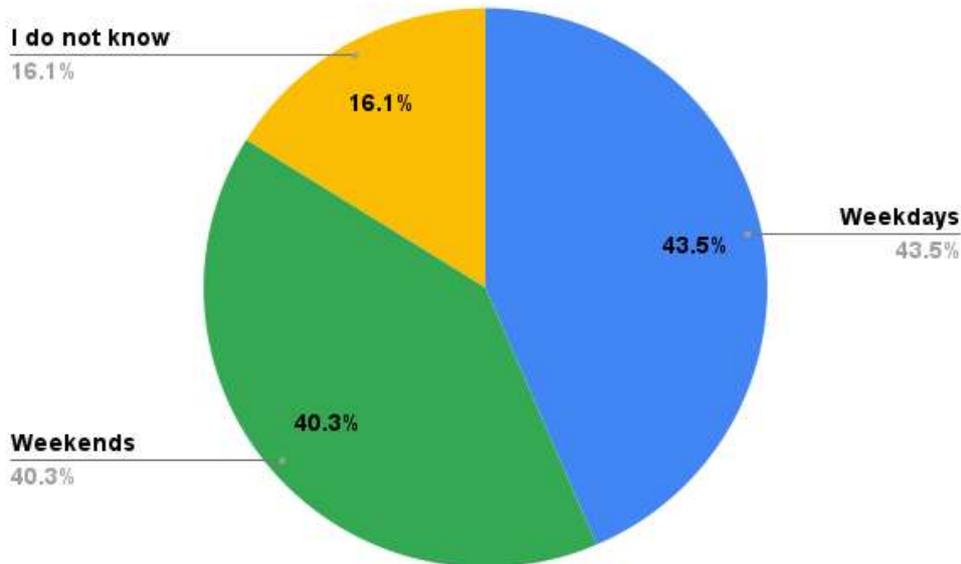
"Pickle ball"

"Paddle"

"Ping pong"

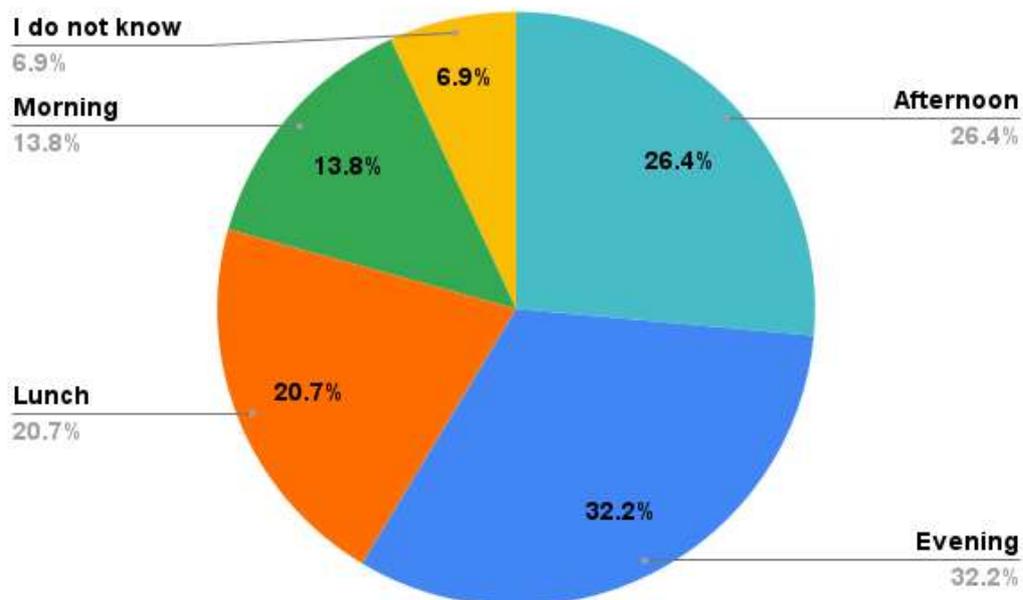


Which days are the most convenient to participate in events? (51)



44 % prefer weekdays, 40 % of the participants prefer weekends and 16 % do not know.

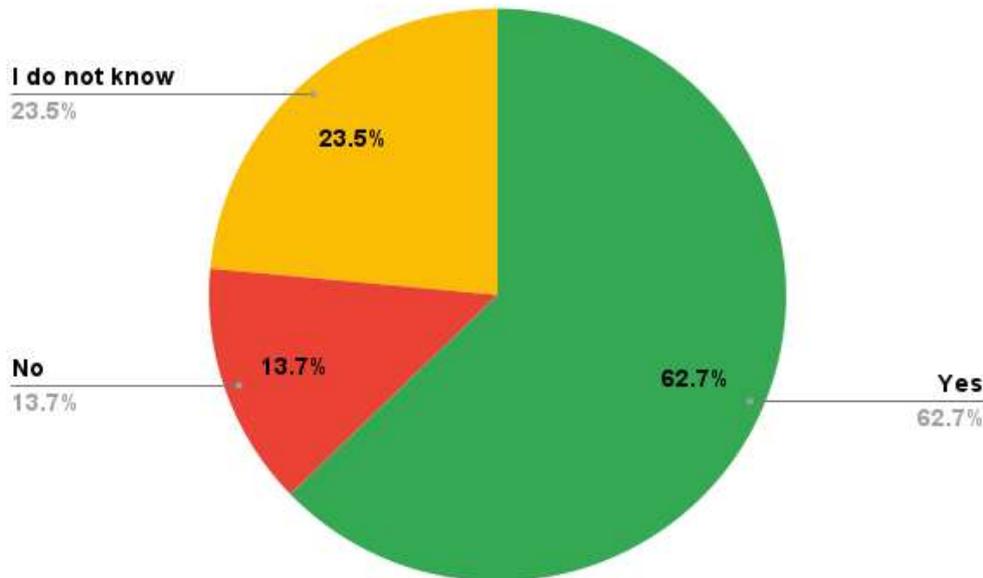
What time is the most convenient to participate in events? (51)



32 % prefer evenings, 26 % prefer afternoon, 21 % prefer lunch, 14 % prefer morning and 7 % do not know.



Are you Interested in a digital platform service, where you can recommend a member, be recommended by a member, find talents and resources for work/assignments, answer industry related questions, take part in panels and surveys etc? (51)



Most SACC Texas members (63 %) are interested in a shared digital platform.

In what other ways would you like to influence and participate with SACC Texas?

Comments from the participants:

"Participate and be involved (if possible) a mutual cooperation with Sweden and U.S.A. on business and governing aspects"

"Perhaps board member"

"Driving more meetings with customers/partners. Meeting more Swedish companies with Texas connections. Also U.S. companies with interest in Swedish products and innovation"

"I like to be involved as a passive participant"

"Programming virtual meeting"

"I'd like to find out if there is enough interest for a San Antonio meeting or group"

"Networking and opportunities in Sweden for Geothermal activities"

"Other international chambers"

"Already involved"

"Nothing specific at this time"

"E-Mail Opinion or Zoom Meeting Discussion"

"Na"

"Help where I can, helping Joakim and André find trainees"

"Business meetings"

"Listen, be helpful and supportive"



"Drive more B2B and B2C"

"Inspirational"

"Consular receptions"

"Attend events"

"Part of the board and help with various assignments"

"I think you should split up the FB group for Dallas, Austin and Houston right now. It is difficult to understand where the different events is"

"Expand out of the SACC Texas bubble. Meet and discuss business (trade) issues with native Texas business organizations"

"Nothing comes to mind"

"Being a board member"

"Need to understand mission statement before able to respond"

"More Austin events. I would like to help out in any way I can"

"N/A"

"Advisory"

"Board"

"Make sure events are not in Plano, its never a convenient location for folks working downtown"

"None"

"Don't know"

"Not sure"

"Association/Board work"

"Planning events"

"Make sure it stays a business organization and not a social club. There are other associations that can fulfill the social needs"

REFLECTIONS:

Insights and thoughts:

Analyzing and reviewing the results of the questionnaire have provided the SACC Texas with important insights of who our members are, their needs and wishes for today and future improvements. The material has been a communication tool for interaction and gathering feedback from members. The results indicate member differences in needs, expectations, and resources, as well as insights of relevant ideas for improvements to the SACC Texas organization and content for members. It is important to show awareness of these differences as well as joined interests, to find solutions for improvements of member experience and participation. The communication with members needs to be on-going and relevant for members personally and professionally.

This material will be used for feedback with members, combined with other activities like; meetings, events and joined collaborations personally and professionally. The questionnaire



is a great tool of creating new ideas, awareness and collaborations among members and their network. The goal is to create motivation and positive development for the SACC Texas members and Swedish-American business opportunities.

The questionnaire has provided important information that for example there is positive interest of the digital platform for members sharing business interests, which can have a great impact on how members can interact, find talents, work/assignments, resources, be recommended or recommend a member, and facilitate business networking that gain Swedish-American business opportunities. Most of the participants work in IT, which indicate they are used to digital platform infrastructure, which can be positive for integrating new systems.

Needs to attract new young members. The collaboration with SIREUS can generate new members and networks. SIREUS is a platform for increased talent mobility and knowledge exchange between Sweden and the U.S. in innovation, science, and entrepreneurship. It is a three-year-long collaboration project between The Swedish American Chambers of Commerce (SACC-USA) and twelve Swedish universities. There are more men than women among the members. Maybe the current members that are women, can be interviewed in the SACC Texas newsletter, and one of the questions could be how to be better in including women in the network etc. The same thing is for younger members where the personal interview could create great insights on how to attract more young members as well as marketing opportunities with the interview material.

Average 52 % of the companies do not have connections to Sweden (other than the participant). Could the participants influence the companies to join Swedish networks and businesses? Most of the participants are executive in their professional roles, which indicate they have mandate on decision making and can contribute with mentorships for new incoming Swedes to Texas, start-ups and/or established companies moving to Texas. This is positive for the future of **SACC Texas goal: working to facilitate and increase business between Texas and Sweden** and **vision: To be the main resource for pursuing business opportunities with the Swedish-American network that is rewarding for members personally and professionally.**

Most of the participants joined SACC Texas on both business and social reasons, which means that events need to be motivating socially and professionally. Some critic is made of the social events, that the events should be more business oriented. Joined collaboration with other Swedish organizations like; The Swedish Club of Houston, SWEA and others can benefit SACC Texas members to access of larger Swedish network as well as more social activities. A meeting is booked on Aug 25th at the Swedish Consulate of Houston for the board of Houston, to discuss future program and events.

Most participants are interested in watching ice hockey game with other SACC Texas members, which could indicate that the last ice hockey game in Dallas is to be booked again for 2023 program agenda. Playing golf and pickle ball are popular sports to join playing with



SACC Texas members. The events are both social and business oriented, and they are an easy way of networking in a relaxed environment. Corporate events like upcoming Sweden-Texas Green Tech Innovation Summit 2022, visits from DI and online SACC Texas talks with Swedish regions are activities to encourage business development, business network with Sweden and USA.

Many of the participants prefer weekdays and almost as many prefer weekends as well. Since both daytime and evenings are the most convenient time for members to participate, events should be planned with variation.

There was a high interest in online events in education. One way of creating educational topics and events is to include SACC Texas members and ask who is interested in hosting and joining program creations. The knowledge and experience from SACC Texas members could result in specified educational topics. Examples of educational topics could include: Swedish and American business cultures, change management, business development, Texas legal system for business, working remotely in Texas, internships possibilities within SACC Texas etc. Other ways are to see possibilities on educational partnerships and collaborations.

The survey is an important tool to be used as quality assurance to the organization's procedures, and yearly to be updated and distributed with new relevant and specific questions of the SACC Texas future goals and issues. Improvements can always be done and by important feedback.

If the data would include more and other participants, the results could differ from what is included in this study. Since the questionnaire is planned, executed, and distributed internally its credibility could be biased. It can also result in being relevant to the organizations goals of gaining feedback from its members and creating a communication tool to be used for future planning of activities, events, resources and developments.

Future possible improvements to the study:

- Adding qualitative interviews with new and current members to gain more in-depth insights from participants. The information would then be subjective to the interviewed participants, but they could create better understanding of different perspectives. The SACC Texas Newsletter serve this function partly and provide members of interesting insights.
- Including more participants externally from the SACC Texas organization would improve the credibility of the study.



Executive summary:

Interesting and important insights from the SACC Texas Survey 2022 Report:

- ✓ We **need to recruit 18–25-year-old people**. The new collaboration with **SIREUS** can generate new members and networks. It is a three-year-long collaboration project between The Swedish American Chambers of Commerce (SACC-USA) and twelve Swedish universities.
- ✓ There are **more men (68 %) than women** among the members. One way to attract more women might be to do personal interviews, including questions regarding how to motivate women to participate in the SACC Texas organization and network in the Newsletter.
- ✓ **52 % of the companies do not have connections to Sweden** other than the participant. **Most of the participants are executive** in their professional roles, **48 % have their own business**, which indicate mandate on decision making and can contribute with **mentorships** for new incoming Swedes to Texas, start-ups and/or established companies moving to Texas. **Positive initiatives** were made to volunteer, mentor and support new people and business in Texas. These are great effects for the **SACC Texas**:
Goal: *“working to facilitate and increase business between Texas and Sweden”*
Vision: *“To be the main resource for pursuing business opportunities with the Swedish-American network that is rewarding for members personally and professionally”*
- ✓ **High interest of the digital platform for members** sharing business interests, which have a great impact on how members can interact, find talents, work/assignments, resources, be recommended or recommend a member, and facilitate business networking that gain Swedish-American business opportunities.
- ✓ **High interest in online educational events**. We welcome SACC Texas members to contact us with your ideas regarding educational topics and creation of events. Some examples of topics:
 - Swedish & American Business Cultures
 - Change Management & Business Development
 - Green Tech Innovations / Energy
 - Texas Legal System for Business
 - Working Remotely in Texas