

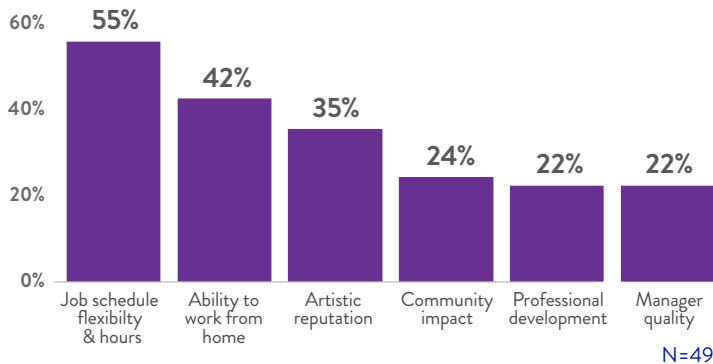
# Preview of ABA Staff Engagement

**JULY 19, 2022**

The Advisory Board for the Arts conducted a large-scale survey of arts staff members globally, from **March–May of 2022**. Fifty arts organizations participated in the initiative from the US, Canada, UK, continental Europe, Asia, and Oceania. Nearly 1500 employees completed the roughly 30-minute survey. The survey uses a technique called conjoint analysis (essentially, forcing prioritization through choices) to tease apart preferences for attributes of jobs that individuals might struggle to evaluate individually. They evaluated 20 attributes of jobs, and also assessed their organizations against those same attributes. ABA members can learn more about the results at [advisoryboardarts.com/compellingoffercontent](https://advisoryboardarts.com/compellingoffercontent).

## Conjoint Survey Demonstrates Different Priorities Than Expected

**What You Believe Matters Most**  
Reponses to ABA Arts Executive Poll, 4/5/22



**Staff Top Ten Priorities**  
From Compelling Offer Survey Results

1. Healthcare benefits
2. Manager quality
3. Job security
4. Job schedule flexibility & hours
5. Artistic reputation
6. Org commitment to DEI&A
7. Organizational transparency
8. Room for advancement
9. Ability to work from home
10. Community impact

N=1491

## Institutions Currently Excelling in Three Areas

**How Institutions Are Rated by Staff**  
*Most common answer in italics*



N=1491

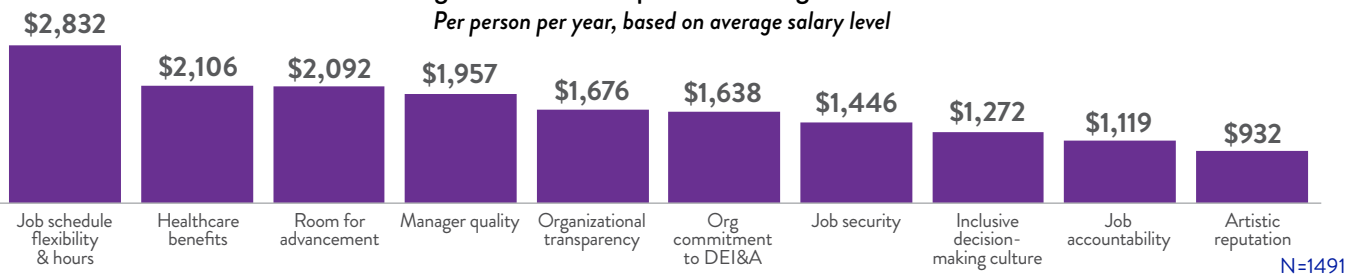
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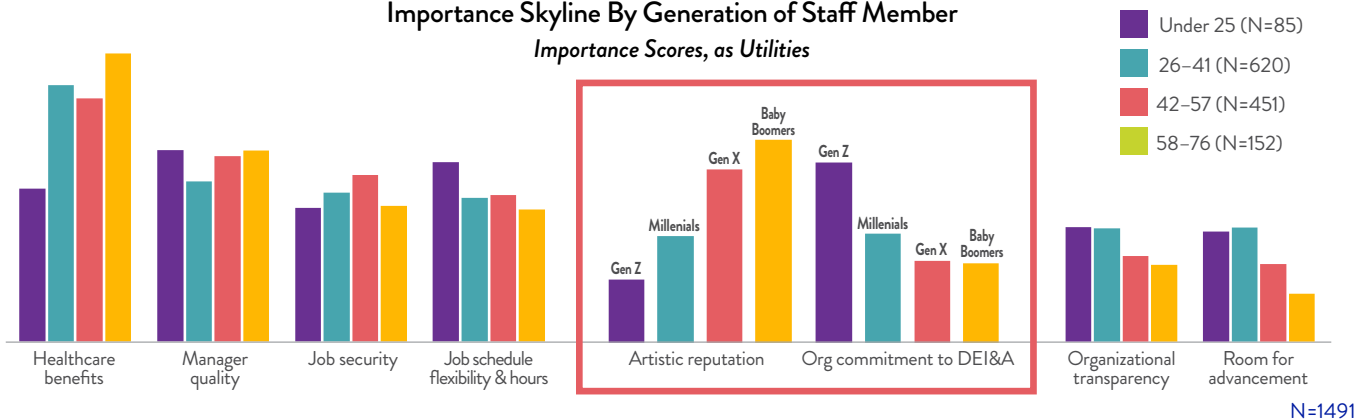
## Greatest Opportunity to Improve Employee Value in Flexibility & Hours

Weighted Relative Impact of Moving to “Best”\*  
Per person per year, based on average salary level



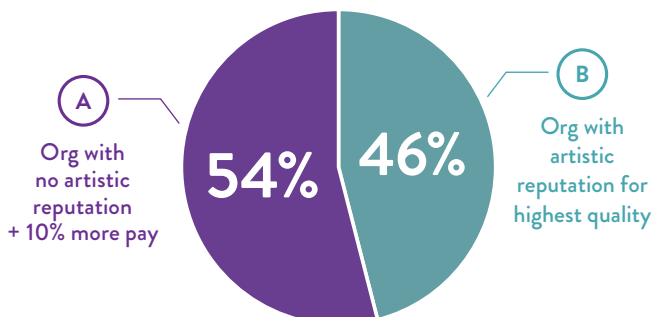
## Generational Differences Are Remarkable

Importance Skyline By Generation of Staff Member  
Importance Scores, as Utilities



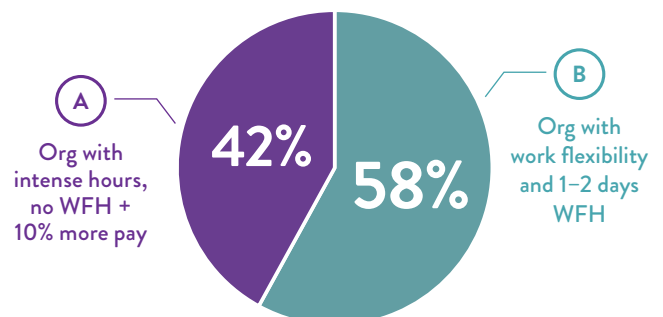
## Flexibility a More Powerful Retention Lever than Artistic Reputation

Share of First Choice



54% of staff will go to an organization with no artistic reputation for 10% pay increase

Share of First Choice



58% of staff will turn down a pay increase for flexibility improvements

\*Calculated by multiplying average value of increase from average with average salary; essentially, salary-equivalent value for each employee