



Membership Program Survey STATEMENT OF CONFIDENTIALITY

Updated: 02/26/2025

EMBAC EXECUTIVE DIRECTOR (NOT BOARD) - HAS ACCESS TO DATA

The purpose of the Membership Program Survey benchmarking study is to provide EMBAC members with a credible, comparative, and confidential assessment tool in support of continuous improvement efforts. The Membership Program Survey, research portals, and Program Survey Dashboard are managed by a third-party research firm, Percept Research, to protect the confidentiality of participating institutions.

You will see two types of questions within the survey, public and confidential:

1. Responses to black-colored questions are public measures that may be displayed within the Snapshot Grid available to EMBAC members and the list of global programs provided on EMBAC's public-facing website.

2. Responses to green-colored questions are confidential and will be visible only to Percept Research and the EMBAC Executive Director for aggregate reporting purposes. We encourage members to answer **all** survey questions to improve the accuracy and quality of the insights available in the research reports and dashboard.

Only aggregate data and composite metrics are available in the reports provided -- institutions are not individually identified in any Membership Program Survey reports.

EMBAC has established this policy on behalf of participating institutions because it believes institutional anonymity and confidentiality of data are essential in the advancement of research to benefit the entire membership.

If you are having difficulty or have questions about this survey, [submit a support ticket to Percept Research](#).