Journal of Employee Assistance (JEA) reader survey

The survey was open for the entire month of January 2016

Total number of responders: 430

Results overview:

1. The JEA is a unique and valuable resource about EA.
2. EAPA received some valuable and actionable ideas for improving content (ideas for articles – see these on the last page of this document)
3. Responders told us their time is in short supply and they need “how to info” – the News Briefs section is their favorite feature of the JEA (by 80%+) so we need to give readers some brief how to articles. This would address needs of Millennials and newbies to the EA profession.
4. We are missing an opportunity to become a valuable resource to Canadian EA professionals

Results:

1. Are you

☐ an EAPA member 90%
☐ not an EAPA member 6%
☐ a CEAP® 47%

2. Do you live in

☐ USA 92%
☐ Canada 2%
☐ Caribbean or Central America 1%
☐ South America 0
☐ Africa 1%
☐ Asia 1%
☐ Australia/New Zealand 1%
☐ UK 1%
☐ Europe 1%

3. Do you typically read the JEA: 84% read all or some of the JEA

☐ from cover to cover 24%
☐ some of the articles 60%
☐ I seldom read it 10%
☐ I never read it 5%

If you never or seldom read the JEA, what keeps you from reading more?
85 responses of which half said they did not have time to read the JEA. Others: too US centric, too PC, too formal, not formal enough (i.e. wish it were a peer reviewed journal), left the field.
4. What are the top three topics the JEA should cover in 2016?
Total responses: 854. Most fell into the following categories (not in any order):
• Addictions especially info about impact of medical marijuana
• Millenials – what EA services do they want – how do they impact the workplace
• International news – especially Africa
• CIR/Workplace violence/PTSD - especially terrorism
• Law and ethics topics
• Value of EAP/ROI/ How to market EAPs
• Culture/race/ageism/ gender as they impact EA practice

5. Which of the following JEA columns do you read regularly? (Check all that apply) News Briefs is a favorite

☐ Maria Lund’s Front Desk column 44%
☐ Jeff Harris’s Effective Management Consulting column 51%
☐ Marina London’s Tech Trends column 47%
☐ Sandra Nye’s Legal Lines column 48%
☐ News Briefs 85%
☐ Web Watch 29%

6. Are most JEA articles

☐ too short 7%
☐ too long 9%
☐ just right 85%

7. What can the JEA give you that you do not get anywhere else?
238 responses. The overwhelming answer to this question is that the JEA covers the unique field of EA from every conceivable angle: “The JEA is the most relevant resource for my daily work.”

8. In what format would you prefer to receive the JEA?

☐ the printed version that comes in the mail only 25%
☐ the electronic version accessible online only 24%
☐ both the mailed printed version and the online electronic version 51%

9. What other comments, feedback, or ideas do you have for the JEA?
149 responses – 69 of which were positive e.g. “you are doing a great job, thank you”
• 3 responders: JEA should be available to everyone (not just members)

ARTICLE IDEAS
☐ f/u to 2015 World EAP Conference CIR summit
☐ articles about EA in African and other countries
☐ newcomers survivor guide or articles geared towards newbies to the field – help for the under 40 crowd
☐ articles that cover issues related to EA in Canada
☐ Struggles from the field – post a problem – answer it (Dear Abby style)
☐ Highlight a CEAP – how did they get into EA
Interviews with EA leaders about the future of EA
Politics of working with work organizations
Decline of EAP – Fact or Fiction
How to respond to an active shooter situation
Life coaching as part of EAP
Effects of Fukushima nuclear disaster
EAP and corrections
Response to terrorism in San Bernadino
Issues re seeing minors – what forms (consents, statements of understanding) to use
EAP and Syrian refugee crisis