

## **CPRS Calgary 2017 Membership Survey Results - Executive Summary**

CPRS Calgary conducted a membership survey in early 2017. The CPRS Calgary Board of Directors has evaluated the results, and has started implementing the feedback received in the 2017 program year. The Board will continue to use the guidance provided in the coming program year to help us make decisions to improve member engagement and overall satisfaction. To communicate the survey results to members, we have shared a brief presentation at the 2017 AGM and the following provides an executive summary of the survey results. For those wishing to see more complete results or with any questions, please contact [membership@cprscalgary.com](mailto:membership@cprscalgary.com).

As a general summary of the survey results, CPRS Calgary received mainly positive feedback on the work we are doing in our multiple portfolios. Outside of the answers to survey questions, we received quite a few constructive comments and feedback from members that can be used by each portfolio to make improvements to increase member satisfaction.

### **Background**

CPRS Calgary conducts a membership survey every two years to remain responsive to members' needs and to identify opportunities for improvement.

The objectives of the survey include measurements related to:

- The incidence of APR accreditation and future intentions;
- Professional development priorities and preferred timing of venues;
- CPRS Calgary website visitation and satisfaction;
- Preferred channels and frequency of communication;
- Membership duration and type;
- Value and satisfaction with membership;
- Advocacy likelihood;
- Volunteer experiences and intentions;
- Student experiences and preferences;
- Appeal of sponsorship benefits;
- Usage of job postings; and,
- Recommendations to improve CPRS membership experiences.

### **Methodology**

The online survey questionnaire was developed by the CPRS Calgary Survey Committee and was presented to the Board for their review, input and approval.

The questionnaire was programmed into Survey Monkey and was pre-tested for quality control measures prior to the launch of the study.

The sample frame constitutes a census approach, as all 268 CPRS Calgary members were sent invitations to participate (at the time the survey was sent, January, 2017). A total of 59 members responded to the

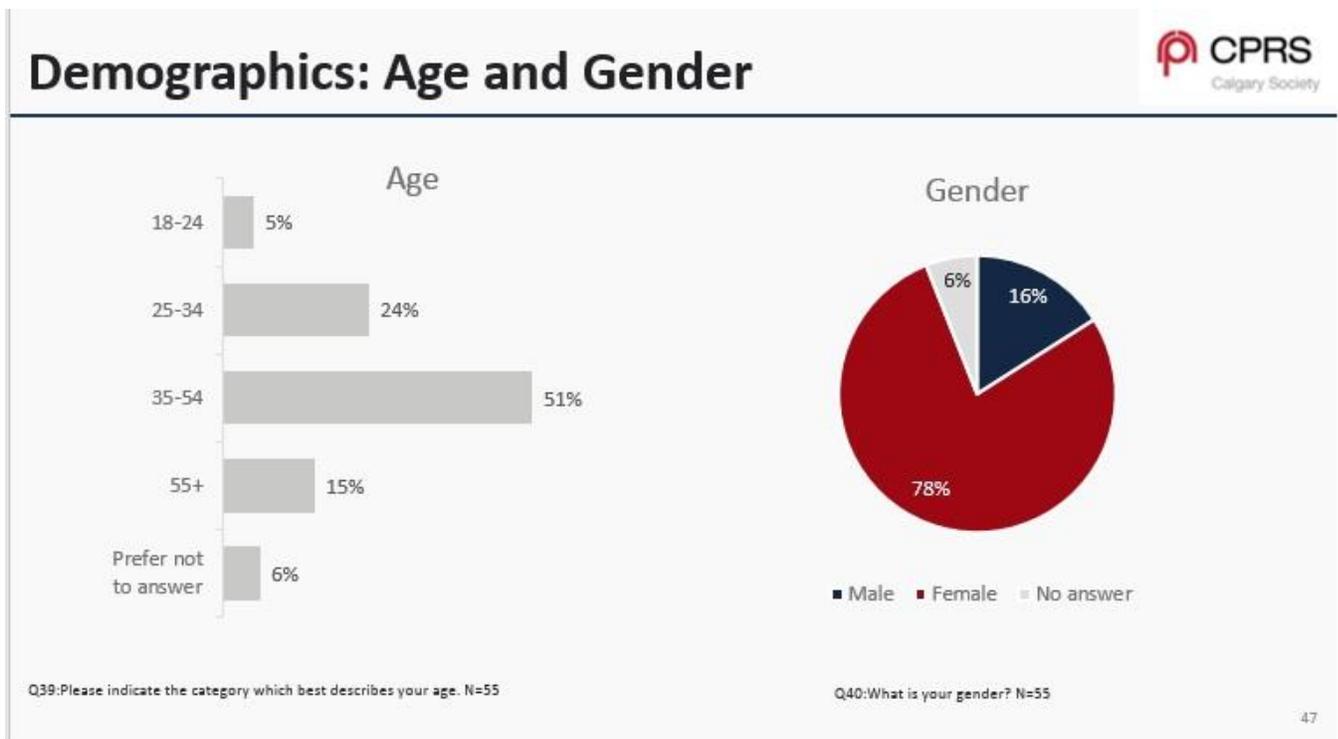
survey, increased from 42 in 2016. The response rate was 22% and the associated margin of error with this sample size is +/- 11.3%, 19 times out of 20.

The survey was conducted between January 12, 2017 to February 12, 2017 and several “reminder notices” were sent to members during this timeframe. To encourage participation, CPRS Calgary offered an opportunity for a draw to win free admission to the remaining professional development events in the spring of 2017 and this was awarded to one member upon closure of the survey.

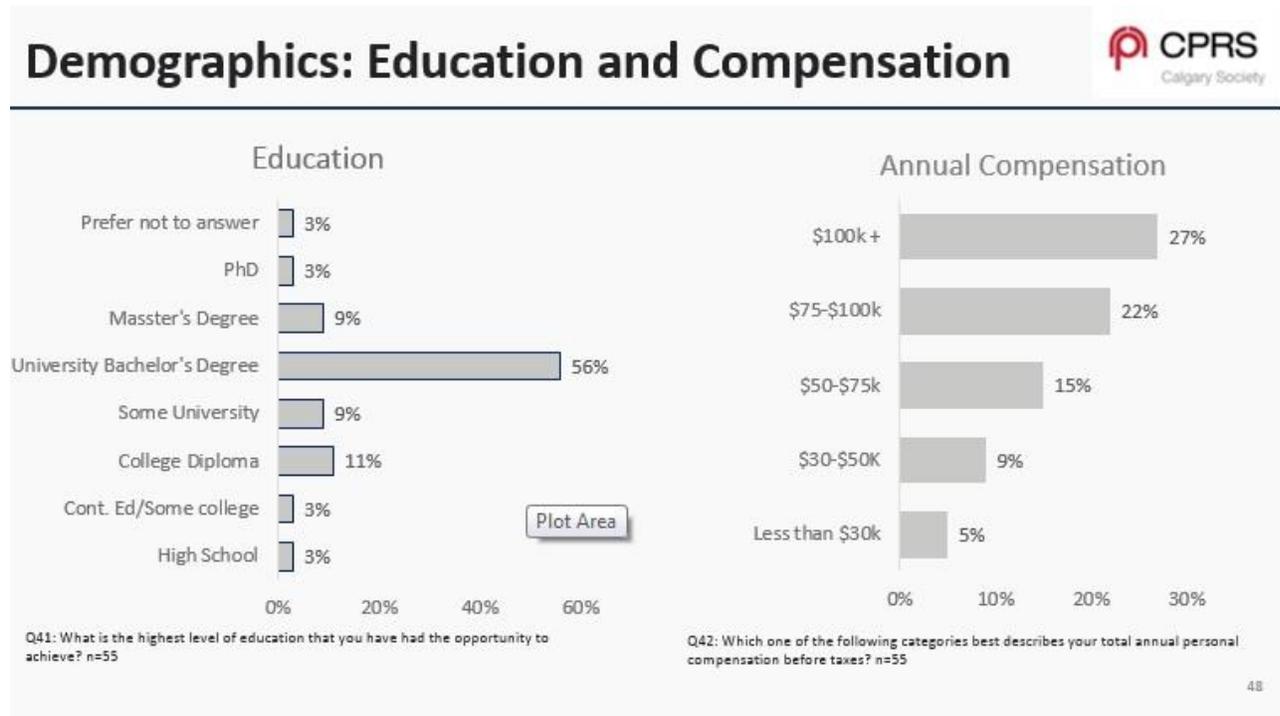
### Demographic

75% of respondents are full members and 46% of those who completed the survey are accredited members. The majority of respondents (75%) have been members for 10 years or less.

Graph 1



Graph 2



## RESULTS BY PORTFOLIO

### Professional Development

The top five choices for professional development events that members are interested in attending in 2017 are: 'Research and evaluation', 'Strategic planning', 'Risk and crisis communications', 'Social media' and 'Media relations'. The timing of PD events that people were most likely to attend was a 'weekday webinar', followed by 'early evening (5:00 pm – 7:00 pm)' and in third, 'a lunch event 11:30 am to 1:30 pm'. The top barriers to attending PD events were a 'Conflict with work schedule', 'Topics not of interest', and 'Time of day' and 'Venue' were closely ranked. We received valuable comments on the administration side, content suggestions and parking feedback that we will consider when planning future events.

### Accreditation

46% of survey respondents were accredited CPRS members. For the 54% not accredited, half of those individuals responded that they were somewhat or very likely to pursue their accreditation in the next two years. Reasons that they gave for not pursuing their APR will be helpful for the Accreditation Portfolio's communication and awareness campaigns including responses that they can't see the benefit, while some are planning on doing it in the future or are not yet eligible.

### CPRS Calgary Website

At least 59% of respondents visit the website at least monthly. Comments were provided on why individuals do not visit the site more often and the website team has already been addressing updates to

make the site more appealing and user friendly. Top reasons for visiting the site include 'Information on events', 'Careers', 'News/blog' and 'Member services'. Overall, CPRS survey participants were 78% satisfied with the site, though with 53% in the "somewhat satisfied" category, we see room for improvement.

### **Communications**

We asked members questions along the lines of their actual vs. preferred method of receiving communications from the society. We found a slight discrepancy in a few areas where members aren't receiving communication through their preferred method, though overall the results were fairly consistent. 'CPRS Calgary e-newsletter/email', 'Website' and 'Linked-In', were the top three preferred methods. While we found that the 'CPRS National e-newsletter/email' and 'communications from colleagues' are over-delivering on messaging. 63% of respondents stated they would like communication at least every two to three weeks from the society which helps the Communications Portfolio plan and schedule the frequency of member updates.

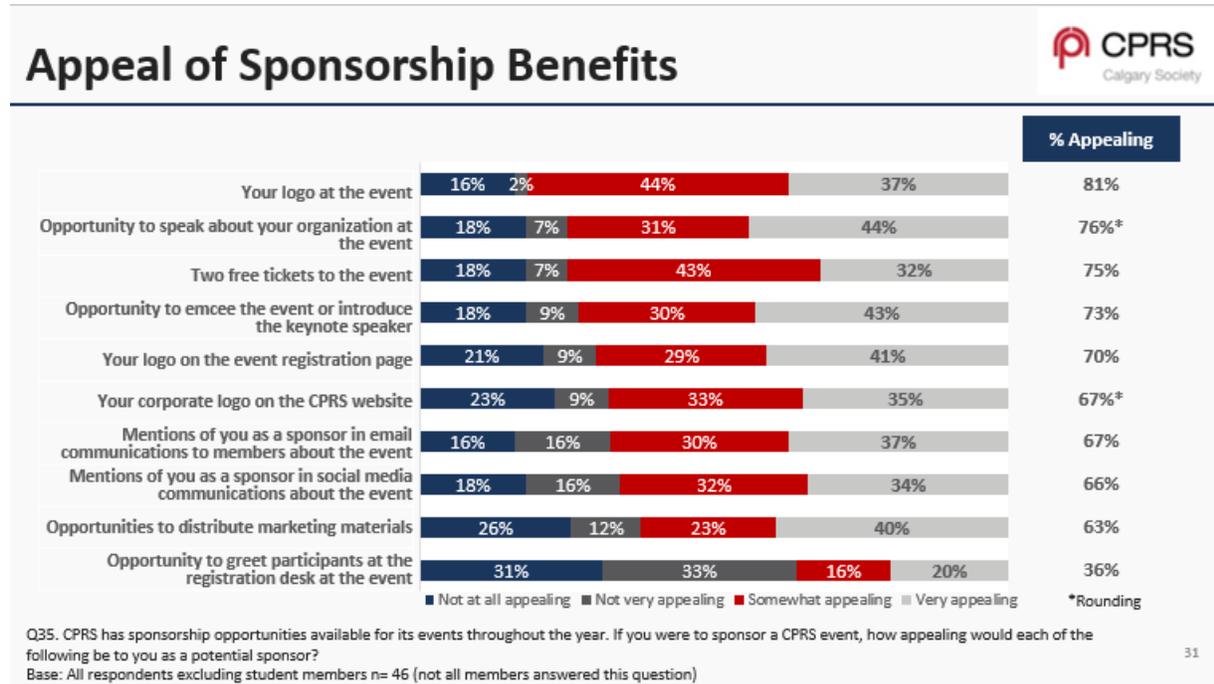
### **Students**

While our overall student memberships are high, our survey participation from students was not considered to be statistically significant. We will use the results from the student survey as anecdotal evidence and continue to survey students after student events. 'Professional networking', 'A day in the life of a PR practitioner' and 'Technical capabilities (computer skills)' were listed as the top three preferred PD events. The CPRS Student and Education Portfolio held events related to professional networking and a day in the life of a PR practitioner and will use this information to plan events for next year. The 'CPRS Calgary e-newsletter', 'Facebook' and the 'CPRS Calgary website' were the top choices for communications channels. Just over one-half (55%) of student members prefer an event of two hours or less and over two-thirds prefer an event three hours or less. On event fees, 66% of students would pay \$20 or less to attend an event. For scholarship awareness, 56% were aware of two \$1000 scholarships offered to students every year.

### **Sponsorship and Job Postings**

CPRS Calgary was able to gauge the attractiveness of a number of promotional benefits for sponsorship that will assist the Sponsorship Portfolio moving forward (Graph 3). The survey produced 17 individual comments on factors that would influence the likelihood of sponsorship, the two main factors were cost and return on investment. The number of members who had actually posted a job on the site was low, only 9%, with answers given for no submissions the highest in, 'I haven't had any job postings' and 'I am not responsible for direct recruitment'. This leads the CPRS Calgary Board of Directors to explore other avenues, perhaps reaching out to human resources organizations or professions to get the word out about the job posting opportunities.

Graph 3



### Volunteering

The survey provided some good feedback to the society on volunteers, with 46% of respondents having volunteered in the past two years. Out of all respondents, 69% are highly likely to volunteer for special events, and 67% for mentorship to students and new members. That information should provide a focus for next year’s portfolios to expand one-time opportunities for volunteering, to increase engagement with less of a commitment and to also continue to offer mentorship coaching opportunities. Of interest, where we split out responses from APR vs. non-APR, we found that non-APRs are more likely to volunteer at 57% vs. 35% among APRs. Top reasons for volunteering were ‘Giving back to the profession’, ‘Networking opportunities’ and ‘Professional development’. The 31 respondents who had not volunteered with the association cited conflict with their work schedule, ‘Having volunteered in the past (on a break)’ and ‘Lack of information about positions’ as reasons for not volunteering. The survey also collected 18 comments about appealing volunteer opportunities that the society can consider when promoting or considering future volunteer positions.

### Membership

In overall satisfaction with the value of fees paid for CPRS membership, 81% of members were somewhat satisfied or very satisfied, including 56% who are only “somewhat satisfied” indicating there is still room to improve. CPRS Calgary has an 86% advocacy rate, where members would recommend CPRS Calgary membership to colleagues or friends. This is highly positive for the association. Eleven members offered

comments that will be useful to the membership portfolio on how the membership experience could be improved.

**Graph 4**

