

Hello 

**IABC Edmonton**

2017 Member Survey Results

# Methodology

- Online survey
- Invitations sent to all active members
- Survey was open from Feb 20 to Mar 8, 2017
- There were 466 active members at the start of the survey
- There were 91 responses for a response rate of 20%

# Respondent Demographics

# Respondent Demographics

| Volunteer Status       | %   |
|------------------------|-----|
| Entry Level            | 24% |
| Experienced Generalist | 23% |
| Strategic Advisor      | 20% |
| Senior Leader          | 26% |
| Senior Consultant      | 7%  |

| Currently Employed | %   |
|--------------------|-----|
| Yes                | 87% |
| No                 | 13% |

|                     | Duration Membership | Years in profession |
|---------------------|---------------------|---------------------|
| Less than two years | 37%                 | 21%                 |
| 2-4 years           | 28%                 | 13%                 |
| 6-10 years          | 13%                 | 21%                 |
| 11-20 years         | 15%                 | 25%                 |
| More than 20 years  | 7%                  | 21%                 |

# Respondent Demographics

| Professional certification status        | %   |
|--|-----|
| Considering taking the CMP certification | 33% |
| Not interested in certification          | 32% |
| Waiting for next level CMP               | 20% |
| Not aware IABC offers certification      | 8%  |
| Currently and ABC                        | 4%  |
| Currently taking CMP                     | 3%  |

| Member Type  | %   |
|--------------|-----|
| Student      | 14% |
| Transitional | 6%  |
| Professional | 58% |
| Corporate    | 23% |

# Respondent Demographics

| Volunteer status   | %   |
|--|-----|
| Current Volunteer  | 36% |
| Would consider volunteering but not aware of opportunities | 14% |
| Never volunteered and not interested                       | 14% |
| I am a past volunteer                                      | 16% |

| Who pays dues?            | %   |
|---------------------------|-----|
| My Employer               | 48% |
| I pay (not self-employed) | 39% |
| I pay (self employed)     | 13% |

# Satisfaction & Value

# Satisfaction with IABC Edmonton

| Statement  | Strongly Agree | Agree | Strongly Disagree | Disagree | No Opinion |
|--|----------------|-------|-------------------|----------|------------|
| IABC Edmonton provides a satisfactory range of professional development session topics to meet my needs as a member                                      | 13%*           | 67%** | 0%                | 12%      | 8%         |
| IABC Edmonton provides a satisfactory variety of networking opportunities to allow me to connect with fellow members and other communicators in Edmonton | 11%*           | 73%   | 0%                | 6%       | 10%        |
| IABC Edmonton professional development and networking events are reasonably priced   | 13%*           | 68%   | 1%                | 6%       | 12%        |

\*Strongly agree is about 10% higher if respondent is a current or past volunteer

\*\* Agree is significantly higher (82%) if respondent is entry level



# Key Statements: Value and Loyalty

| Statement   | Strongly Agree | Agree | Disagree | Strongly Disagree |
|---|----------------|-------|----------|-------------------|
| My value comes largely from local programs and services                         | 53%*           | 31%   | 13%      | 3%                |
| I receive excellent service and quick response from IABC Edmonton               | 38%**          | 51%   | 11%      | 0%                |
| I feel welcome and appreciated when I attend local events                       | 37%            | 48%   | 15%      | 0%                |
| My value I get comes largely from intl. programs and services                   | 7%             | 14%   | 60%      | 19%               |
| The difference between member and non-member pricing reflects high member value | 13%***         | 64%   | 19%      | 2%                |
| IABC volunteer roles should be available to non-members for brief trial periods | 17%            | 43%   | 31%      | 9%                |

\*Significantly lower strongly agree if respondent is a leader (35%) or intermediate (41%) and significantly higher (76%) if respondent is entry level

\*\*Significantly higher strongly agree if current or past volunteer (52%)

\*\*\* Significantly higher (24%) if respondent is entry level

# Key Statements: Value, Service and Loyalty

| Statement   | Strongly Agree | Agree | Disagree | Strongly Disagree |
|---|----------------|-------|----------|-------------------|
| Overall I receive good value for the price of annual membership | 19%*           | 61%   | 13%      | 7%                |
| Overall I am satisfied with my IABC membership                  | 24%**          | 64%   | 9%       | 3%                |
| I plan to renew my IABC membership                              | 34%***         | 54%   | 9%       | 3%                |

\*Significantly higher strongly agree (29% ) if respondent is entry level and lower (7%) if intermediate

\*\* Significantly higher strongly agree (41%) if respondent is entry level

\*\*\*Significantly higher strongly agree (49%) if current or past volunteer

# Reasons for not renewing

| Reasons  | n=19 |
|--|------|
| The cost is too high   | 11   |
| My employer no longer pays   | 6    |
| I am not using my membership   | 4    |
| I don't see value in membership  | 3    |
| I am no longer working in the profession   | 0    |
| Other: <ul style="list-style-type: none"><li>• I was not able to benefit at all from this year's membership</li><li>• If my employer no longer pays I will have to reconsider</li><li>• My employer just started paying this year. If they didn't I don't think there is enough value for membership to be worth the price.</li><li>• Need to choose between IABC and CPRS after student membership expires (too expensive to keep both)</li></ul> | 7    |

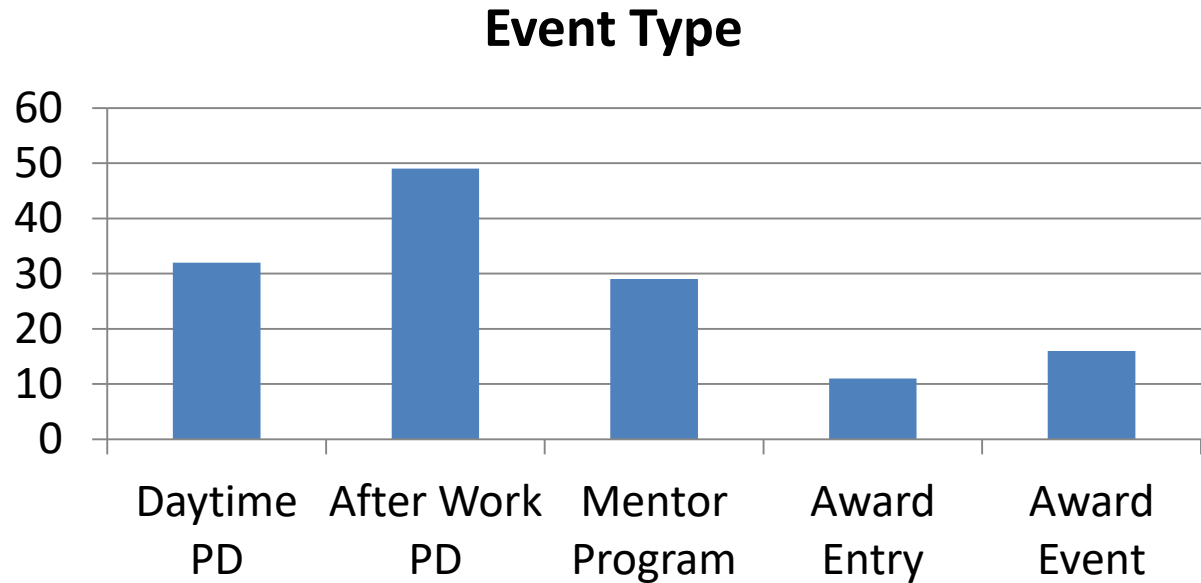


# IABC Programs & Services

# Participation in IABC Programs

Have you participated in an IABC Program or Event in the past year?

|     |     |
|-----|-----|
| Yes | 73% |
| No  | 27% |



# Preference: Format of PD

| Format                                      | # Selected |
|---|------------|
| After work speaker                          | 57         |
| Lunch speaker                               | 49         |
| ½ Day workshop with hands on activities     | 46         |
| Online self-directed Learning               | 43         |
| Breakfast speaker                           | 31         |
| Podcast or re-broadcasts of speakers        | 30         |
| Multi-day conference, multiple topics       | 22         |
| Full day workshop with hands on activities  | 21         |
| In-depth multi-day conference, single topic | 17         |

# Preference: Days of Week/# Events

| Day of Week | # Selected |
|-------------|------------|
| Thursday    | 60         |
| Wednesday   | 57         |
| Tuesday     | 48         |
| Friday      | 43         |
| Monday      | 26         |

| # events in a year | # Selected |
|--------------------|------------|
| 1-2                | 30         |
| 3-4                | 30         |
| 4-5                | 16         |
| More than 5        | 14         |

# Preference: PD Topics

| Topic   | # times selected |
|---|------------------|
| Communication management/ leadership                                  | 49               |
| Issues management/crisis communication                                | 49               |
| Social Media ( <i>#1 if respondent is entry level</i> )               | 48               |
| Changing role of communications ( <i>#2 if respondent is leader</i> ) | 47               |
| Strategic planning ( <i>#3 if respondent is intermediate</i> )        | 45               |
| Brand/reputation management ( <i>#1 if respondent is leader</i> )     | 45               |
| Local best practices ( <i>#3 if respondent is entry level</i> )       | 40               |
| Research/measurement  | 38               |
| Media Relations   | 36               |



# Preference: PD Topics

| Topic  | # Selected |
|--|------------|
| Writing  | 35         |
| Marketing/advertising  | 34         |
| Employee engagement  | 33         |
| Public consultation  | 32         |
| Internal communications                                      | 31         |
| Change management  | 31         |
| Content creation<br><i>(#2 if respondent is entry level)</i> | 28         |
| Brainstorm/generate creativity                               | 25         |
| Organization trust   | 24         |

# Preference: Topics

| Topic  | # Selected |
|--|------------|
| Special events   | 22         |
| Business development   | 20         |
| How to write and award winning entry   | 19         |
| How to sell your ideas   | 17         |
| Cause marketing  | 13         |
| Other:   | 9          |
| <ul style="list-style-type: none"><li>• Government relations/lobbying</li><li>• Emerging trends</li><li>• Visual communication</li><li>• Communicators as strategic advisors</li><li>• Digital marketing and communications (2)</li><li>• Respectable speakers</li></ul> |            |

# Awareness of IABC Services

| IABC Service                                     | Aware | Somewhat Aware | Not Aware |
|--|-------|----------------|-----------|
| Edmonton jobline                                 | 91%   | 8%             | 1%        |
| International job service                        | 65%   | 19%            | 16%       |
| Sponsorship of IABC Edmonton program or event    | 43%   | 23%            | 34%       |
| Sponsorship of regional Canadian conference      | 35%   | 26%            | 39%       |
| Sponsorship of regional International conference | 30%   | 22%            | 48%       |

# Utilization of IABC Services

*- accessed in past or plan to access in future*

| IABC Service                                     | %   |
|--|-----|
| Posting a job on Edmonton jobline                | 93% |
| Sponsorship of IABC Edmonton program or event    | 23% |
| Posting a job with International                 | 14% |
| Sponsorship of regional Canadian conference      | 2%  |
| Sponsorship of regional International conference | 2%  |

# Member Communication

# Importance of Information

| Type of Information  | Very Important | Important | Not Important | Don't Know |
|--|----------------|-----------|---------------|------------|
| Notice of coming professional development and networking events or programs offered by IABC Edmonton | 77%            | 20%       | 1%            | 2%         |
| Current job postings for Edmonton and Area   | 72%            | 24%       | 1%            | 3%         |
| Local news and updates on the activities of IABC Edmonton  | 53%            | 35%       | 11%           | 1%         |
| Opportunities to volunteer/get involved in IABC Edmonton   | 35%            | 45%       | 17%           | 3%         |
| Notice of coming professional development and networking events offered by IABC International        | 18%            | 36%       | 45%           | 1%         |
| Opportunities to volunteer/become involved in IABC International                                     | 9%             | 33%       | 55%           | 3%         |
| Current job postings published on an international level   | 8%             | 36%       | 52%           | 4%         |
| Regional/International IABC news and updates   | 5%             | 53%       | 42%           | 0%         |

# Communication Preferences

| Type of Information                     | Individual Email one topic | Weekly Email multiple topics | FYI Newsletter | Social Media |
|---|----------------------------|------------------------------|----------------|--------------|
| Current job postings for Edmonton       | 64%                        | 32%                          | 15%            | 26%          |
| Edmonton PD Notices                     | 39%                        | 53%                          | 32%            | 27%          |
| Local Volunteer Opportunities           | 18%                        | 53%                          | 42%            | 31%          |
| Local news and updates on IABC Edmonton | 12%                        | 55%                          | 44%            | 31%          |

*Note: Respondents could select multiple responses*

# Satisfaction with Communication Methods

| Vehicle                | Satisfied | Somewhat Satisfied | Somewhat Dissatisfied | Dissatisfied |
|------------------------|-----------|--------------------|-----------------------|--------------|
| IABC Edmonton email    | 65%       | 30%                | 5%                    | 0%           |
| FYI Newslettter        | 53%       | 40%                | 6%                    | 1%           |
| Twitter Feed           | 47%       | 41%                | 9%                    | 3%           |
| IABC Edm Facebook Page | 40%       | 44%                | 16%                   | 0%           |
| Communication World    | 34%       | 44%                | 18%                   | 4%           |
| International email    | 31%       | 42%                | 26%                   | 1%           |



# Additional comments on how IABC Edmonton can communicate better with members

- Currently I receive way too many emails from IABC. I joined thinking that I would get involved and have been so busy with work (outside of Edmonton) that I get so behind in all the emails I receive.
- Doing a fabulous job!
- More targeted information with less emails will be an asset - easier to read and manage.
- PD sessions more useful for people in the early years of their careers. Would like to see more sessions targeted to people who are more senior in their careers.
- First Fridays could be better communicated - since it's for more senior communicators, perhaps an invite directly to people who have a longer tenure in the profession to let them know what it's about.
- Personalized emails or invitations - more engagement ...free events are nice (or low cost)
- Make sure the content is more integrated across all social platforms and offer more free workshops. I feel like the PD content is very traditional PR/Comms focused. Lots of people have commented to me that we need to more digitally focused or we will lose members to ACE or Digital Alberta.

# Additional Comments on how IABC Edmonton can communicate better with members

- Honestly, there are regular errors in communication theory and functional communication regularly in IABC edmonton communications, including this survey. It's tough to buy in to the value of the local chapter with ongoing issues as an experienced communications professional. I would prefer that the current planning/communications be replaced with lower volume but higher quality communications. With such a high subscription fee, perhaps some compensation is required at the chapter level to ensure quality activities are undertaken.
- he events teams and membership presentations should make sure to highlight what else is happening in IABC at that time to show cross promotion of benefits from being a member and that they are aligned.
- Too many emails!
- Let members know the value of their membership. What they get for being a member....access to other communicators, discounts on PD sessions and events, jobline etc
- I really like breakfast events. For those of us juggling career and family it's a great option. Social media has much improved keep it up.

# Additional Comments on how IABC Edmonton can communicate better with members

- If I volunteer, I would like to receive more publicized recognition. Boost every Facebook post -- boost events, add option for job posters to pay to have their jobs boosted on our Facebook page (Facebook has a new job listing option as well that could be explored), boost posts marketing membership to anyone who has ever mentioned communications in northern Alberta, same with marketing volunteers, mentorship, the special awards we can nominate people for, articles, etc. The social media team should have a huge budget. The instagram account is super weird. The photos and posts seem really irrelevant. I look to IABC for professional development, not cutesy "It's Fri-yay" junk. IABC International has so much content that could be shared and people follow IABC Edmonton for a marketing platform. The brand has gotten really confusing lately. My expectation is for IABC to position itself as a subject matter expert. Also, where is the brand journalism? More, please. Twitter posts are fleeting, so repost, repost, repost. Retweet your members frequently to showcase them as content experts, especially the board. Way too many emails from International. I have colleagues complaining they don't know what content is from local and what's from International and it risks them unsubscribing from the local content.

# Additional Comments on how IABC Edmonton can communicate better with members

- In my experience with IABC Edmonton, there is very low emphasis placed on promoting the International Conference, Western Conference, the Gold Quill Awards, etc. These are incredible development and learning opportunities for Edmonton and area-based communicators to be recognized on an international level, and I personally feel there is a very low awareness due in part to the local chapter not recognizing and promoting these opportunities. I also feel that the FYI Newsletter could use a TON of work. The content is simply not engaging and provides very little value to me as a communicator. I've seen some slight improvements, but there is huge missed potential here.

# Other Comments

- Honestly, when I emailed to say that I was unable to use the membership this year, I would have loved an offer to delay my membership by one year. I would not have asked for my money back but would have appreciated an opportunity to actually benefit from my membership and to contribute back. I work between the US and Canada and believed I would be returning home but am still actually based in the USA.
- Help with Capital Awards entries or Gold Quill entries would be appreciated
- I have been disappointed in the local PD offerings. All events seem to be evening parties which are not my thing. Family commitments will win out every time.
- Much more difficult to do events on a limited budget (cuts) or when transitioning between jobs.
- Just received my membership so will be interested to see how the year goes.
- I have been a mentee for two years and cannot believe the growth and energy that is occurring. It's a crown jewel in IABC Edmonton's programming.
- This survey was too long.

# Other Comments

- know this is a challenging request, but I would REALLY like to see more opportunities for communicators to get together that reside outside of Edmonton. I currently live in Fort McMurray and would love to be engaged more but geographically, it just isn't feasible most of the time. Perhaps one way to do this is to consider webcasting or recording in-person PD sessions. I've seen IABC Edmonton cover off plenty of great topics that I would personally be willing to pay a reasonable fee to see. This isn't necessarily an answer to my statement above - but one way to engage more members that do not directly reside in Edmonton.
- I've really enjoyed be a student member this year! I look forward to continuing my membership next year. Great volunteer, mentorship and PD opportunities for students.