

# PRSA 2009 Chapter Value Perception And Satisfaction Study

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Prepared by The Ketchum Global  
Research Network (KGRN)

June 5<sup>th</sup>, 2009

Leadership Rally

# OUTLINE

- ✓ Study Goals
- ✓ General Methodology
- ✓ Online Survey
- ✓ Who Are PRSA Chapter Members?
- ✓ Attitudes and Behaviors Toward Chapters
- ✓ Driving Chapter Satisfaction and Renewal
- ✓ Gap Analysis
- ✓ Insights
- ✓ Next Steps

# STUDY GOALS

- The objectives of this study are to benchmark standards for PRSA's Chapters, measure attitudes and behaviors of Chapter members, and identify best practices in Chapter programs and activities. Specifically, this research:
  - Identifies key drivers of member's perceived value of their Chapters.
  - Develops systems to ensure PRSA National and Chapter service offerings are designed to meet or exceed member requirements.
  - Provides Chapter leaders with specific information on their respective Chapters.
  - Identifies practices of "best in class" Chapters by size.

# GENERAL METHODOLOGY

- A quantitative research methodology was used to statistically determine what services Chapters need to offer. This was a multi-step process:
  1. Review Survey Findings including 2008 Sections Survey and 2008 Member Value and Perception Survey
    - Examine existing PRSA research and the 2008 Membership Value Perception and Satisfaction Study to gather critical insight and benchmark perceptions.
  2. Launch an Online Survey Among Chapter Members
    - Based on insights gleaned from PRSA and KGRN's research as well as input from Chapter Leaders, the final survey instrument was designed and e-mailed to Chapter members.

# ONLINE SURVEY

- Ketchum worked with Braun Research to field an online survey:
  - E-mail distribution list was provided by PRSA.
  - 16,246 current present day Chapter members were e-mailed the survey; 5,037 completes were received.
  - Six notifications over a five week period were sent to Chapter members and phone calls were also made to encourage participation.
  - Chapter response rates facilitated by PRSA volunteers, staff as well as a multi-prong social media effort.
- To prevent non-response sample bias, data were weighted against the overall profile of the PRSA membership in terms of tenure within the public relations field.
- Study results contain a margin of error of +/- 1.1% at the 95% confidence level; margin of error is truly representative of PRSA across the board.
- Survey field dates: March 17<sup>th</sup> to April 26<sup>th</sup>, 2009.

# Who Are PRSA Chapter Members?

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# Vital Stats About PRSA Members from the Chapter Study

- PRSA members are becoming more affluent:
  - Mean salary increased from \$78,000 in the 2005 National Study to \$86,000 in the 2009 Chapter Study.
- The membership base has a sizable youth component:
  - 53% of members were born between 1965 and 1994.
- A fifth of Chapter members are considered Influencers:
  - Influencers are a sub-sample of 10-15% of the population who exercise influence and control the levers of change in society.
- PRSA members are highly educated:
  - Close to two-thirds hold a Bachelor's degree and close to a third have a Master's degree.
- PRSA is slowly increasing its diversity:
  - The percent of Caucasian public relations practitioners has declined from 93% in 2005 to 87% in 2009.
- Chapter members are employed:
  - Only 3% of survey respondents are unemployed compared to the national average of 9%.

# Attitudes and Behaviors Toward Chapters

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# Chapter Satisfaction & Image

- Results from the Chapter Study indicate that members are satisfied with their PRSA experience.

CHAPTER STUDY 2009					NATIONAL STUDY 2008						
	Mean	Top Box (10-8)	Bottom Box (2-0)	Net (Top Box - Bottom Box)		Mean	Top Box (10-8)	Bottom Box (2-0)	Net (Top Box - Bottom Box)		
Q1	On a scale of 0 to 10 where 0 means "Awful" and 10 means "Exceptional," what is your overall impression of the Public Relations Society of America?	7.28	51%	1%	50%					QUESTION NOT ASKED	
Q2	On a scale of 0 to 10, where 0 means "Not Satisfied" and 10 means "Extremely Satisfied," how satisfied are you with your PRSA National membership?	6.60	35%	3%	32%	Q11	On a scale of 0 to 10 where 0 means "Not Satisfied" and 10 means "Extremely Satisfied," how satisfied are/were you with your PRSA membership?	7.02	48%	4%	44%
Q3	On a scale of 0 to 10, where 0 means "Not Satisfied" and 10 means "Extremely Satisfied," how satisfied are you with your local PRSA Chapter membership?	7.11	53%	4%	49%					QUESTION NOT ASKED	

# Recommend

- Respondents from the Chapter Study are willing to recommend local Chapter membership to colleagues and renew their PRSA membership.

CHAPTER STUDY 2009					NATIONAL STUDY 2008						
		Mean	Top Box (10-8)	Bottom Box (2-0)	Net (Top Box - Bottom Box)			Mean	Top Box (10-8)	Bottom Box (2-0)	Net (Top Box - Bottom Box)
Q4	On a scale of 0 to 10, where 0 means "Highly Unlikely" and 10 means "Highly Likely," how likely are you to recommend PRSA National membership to a colleague?	7.26	53%	4%	49%	Q12	On a scale of 0 to 10 where 0 means "Highly Unlikely" and 10 means "Highly Likely," how likely are you to recommend PRSA membership to a colleague?	7.78	62%	2%	60%
Q5	On a scale of 0 to 10, where 0 means "Highly Unlikely" and 10 means "Highly Likely," how likely are you to recommend PRSA local Chapter membership to a colleague?	7.65	63%	5%	58%	QUESTION NOT ASKED					
Q6	On a scale of 0 to 10 where 0 means "Highly Unlikely" and 10 means "Highly Likely," how likely are you to renew your PRSA membership?	8.40	76%	2%	74%	Q13	On a scale of 0 to 10 where 0 means "Highly Unlikely" and 10 means "Highly Likely," how likely are you to renew your PRSA membership?	8.66	80%	2%	78%

# Chapter Characteristics

- Over 50% of respondents from the Chapter Study consider Chapter leadership to be exceptional.
  - Close to 40% of members who took the Chapter Study regard Chapter event costs in a positive light and over 40% of this audience consider the price of Chapter membership dues to be outstanding.

	Exceptional (8-10)	Satisfactory (3-7)	Awful (0-2)
Chapter membership dues	41%	55%	4%
Chapter event costs	39%	54%	7%
Chapter leadership	52%	44%	4%
Convenience of meetings to my home or office	40%	47%	13%

# Satisfaction and Recommend by Chapter Size

- Satisfaction levels across the Chapter sizes are comparable:
  - Although likelihood to recommend is not robust, it is consistent among large, medium, small and boutique Chapters.

	Large (200+)	Medium (100-199)	Small (50-99)	Boutique (<50)
Satisfaction with Local PRSA Chapter	50%	58%	57%	55%
Likelihood to recommend PRSA local Chapter membership to a colleague	24%	31%	29%	26%

Q3. On a scale of 0 to 10, where 0 means “Not Satisfied” and 10 means “Extremely Satisfied,” how satisfied are you with your local PRSA Chapter membership?

Q5. On a scale of 0 to 10, where 0 means “Highly Unlikely” and 10 means “Highly Likely,” how likely are you to recommend PRSA local Chapter membership to a colleague?

\*% equals top three box (8-10) among all Chapters across four Chapter sizes\*

# Higher Rated Chapter Services - What's Important?

- Respondents to the Chapter survey consider networking events, programs delivered by thought-leaders, job centers, Chapter websites and access to information in the field as the most important services for Chapters to deliver.

	Mean	Top Box (8-10)	Bottom Box (0-2)	Net (Top Box - Bottom Box)
Networking opportunities	8.52	78%	1%	77%
Programs delivered by thought-leaders	8.32	76%	2%	74%
Job center	8.15	73%	4%	69%
Website	8.08	71%	3%	68%
Access to information in the field	8.04	70%	3%	67%
Professional development programs for mid-level professionals	7.94	70%	4%	66%
Professional development programs for senior-level professionals	7.87	69%	6%	63%
Member directory	7.82	66%	4%	62%
Accreditation programs (APR)	7.56	63%	9%	54%
Leadership opportunities	7.47	60%	5%	55%
Professional development programs for new professionals	7.24	57%	9%	48%
Newsletter	7.04	52%	7%	45%

Q10. On a scale of 0 to 10, where 0 means "Not Important" and 10 means "Extremely Important," how important is it to you that the following products or services are delivered by your local PRSA Chapter?

# Lower Rated Chapter Services

- Some products and service offerings by Chapters are considered less important; most notably, award programs, diversity initiatives and Chapter blogs.

	Mean	Top Box (8-10)	Bottom Box (0-2)	Net (Top Box - Bottom Box)
Conferences	6.86	47%	8%	41%
Support for Students	6.80	49%	10%	39%
Access to information in the field	6.70	70%	3%	67%
Social media (LinkedIn or Facebook)	6.64	44%	12%	32%
Ethics programs	6.50	40%	11%	31%
Teleseminars, webinars, remote learning	6.37	50%	10%	40%
Mentoring programs	6.36	47%	9%	38%
e-Group or listserv	6.32	34%	16%	18%
Special interest groups	6.28	35%	13%	22%
Volunteer opportunities	6.24	39%	12%	27%
Award Programs	6.13	38%	14%	24%
Diversity initiatives	5.46	28%	19%	9%
Chapter blogs	5.05	22%	22%	0%

Q10. On a scale of 0 to 10, where 0 means "Not Important" and 10 means "Extremely Important," how important is it to you that the following products or services are delivered by your local PRSA Chapter?

# Higher Rated Chapter Services – Chapter Performance

- Survey respondents have a positive impression of APR accreditation, programs that facilitate networking, award programs and leadership opportunities.

	Mean	Top Box (8-10)	Bottom Box (0-2)	Net (Top Box - Bottom Box)
Accreditation programs (APR)	7.75	65%	3%	62%
Networking opportunities	7.55	60%	3%	57%
Award programs	7.43	59%	4%	55%
Leadership opportunities	7.40	58%	4%	54%
Support for students	7.38	57%	4%	53%
Job center	7.24	55%	5%	50%
Professional development programs for new professionals	7.11	53%	5%	48%
Member directory	7.12	53%	6%	47%
Volunteer opportunities	7.09	51%	5%	46%
Programs delivered by thought-leaders	7.09	51%	5%	46%
Newsletter	7.06	51%	5%	46%
Web site	6.95	48%	5%	43%

# Lower Rated Chapter Services – Chapter Performance

- Several products and service offerings within Chapters are considered uninspiring and in need of revitalization - most notably, PD for senior level professionals, diversity initiatives and Chapter blogs.

	Mean	Top Box (8-10)	Bottom Box (0-2)	Net (Top Box - Bottom Box)
Professional development programs for mid-level professionals	6.91	46%	5%	41%
Conferences	6.86	46%	5%	41%
Access to information in the field	6.70	44%	7%	37%
Social media (LinkedIn or Facebook)	6.64	43%	8%	35%
Ethics programs	6.50	40%	7%	33%
Teleseminars, webinars, remote learning	6.37	39%	9%	30%
Mentoring programs	6.36	38%	9%	30%
e-Group or listserv	6.32	39%	10%	29%
Special interest groups	6.28	37%	9%	28%
Professional development programs for senior-level professionals	6.05	36%	13%	23%
Diversity initiatives	5.74	29%	13%	16%
Chapter blogs	5.49	26%	15%	11%

# Networking

- Forging professional connections resonates with members who responded to the Chapter Study; staying abreast of trends within the industry is also deemed a valuable result of networking.

	Extremely Valuable (8-10)	Valuable (3-7)	Not Valuable (0-2)
Professional connections	55%	39%	6%
Learning about emerging trends	46%	46%	8%
Social connections	38%	50%	12%
Seeking employment opportunities	31%	52%	17%
Promoting myself	29%	55%	16%
Collaborating to solve problems	27%	55%	18%
Finding people to hire	21%	56%	23%
Marketing my business	19%	53%	28%
Finding a mentor	19%	51%	30%
Obtain new business leads	19%	51%	30%

Q14. On a scale of 0 to 10, where 0 means "Not Valuable" and 10 means "Extremely Valuable," how valuable are the following results of the networking opportunities available to you through your local PRSA Chapter?

# Interest in Chapter Programs

- Respondents of the Chapter Study are attracted to a diverse array of PD programs. Social media/social networking resonate with Chapter members as well as programs that increase their skill-sets as public relations practitioners.

	CHAPTER			
	Mean	Top Box (10-8)	Bottom Box (2-0)	Net (Top Box - Bottom Box)
Social media/social networking	7.77	65%	5%	60%
Strategic planning	7.73	62%	3%	59%
Measurement and evaluation	7.55	59%	4%	55%
Reputation management	7.41	57%	4%	53%
Crisis communications	7.29	54%	5%	49%
Issues management	7.25	54%	5%	49%
Media Relations	7.22	55%	7%	48%
Branding	7.12	52%	7%	45%
Web 2.0 writing	6.99	51%	9%	42%
Leadership training	6.99	51%	8%	43%
Change management	6.69	43%	8%	35%
Research	6.64	41%	9%	32%
Search engine optimization	6.63	45%	12%	33%
Sustainability/corporate social responsibility	6.48	40%	10%	30%
Word-of-mouth	6.40	39%	10%	29%
Employee communications	6.34	39%	12%	27%
Presentation techniques	6.19	36%	13%	23%
Career planning	6.14	40%	15%	25%
Ethics	5.97	33%	14%	19%
Accreditation preparation	5.71	38%	22%	16%

# Chapter Experience by Chapter Size\*

- Regardless of size, there are common threads that connect Chapters.

	Total		Large (200+)	Medium (100-199)	Small (50-99)	Boutique (<50)
	% Yes		% Yes	% Yes	% Yes	% Yes
Professional	71%		73%	77%	78%	77%
Beneficial	56%		58%	68%	73%	67%
A Learning Experience	55%		57%	55%	66%	65%
Social	54%		55%	61%	58%	61%
Relevant	54%		44%	51%	57%	60%
Welcoming	42%		56%	60%	68%	59%
Fun	24%		27%	31%	41%	32%
Enlightening	24%		28%	28%	37%	29%
Cliquish	22%		15%	12%	21%	14%
Empowering	11%		11%	13%	19%	11%
Memorable	10%		20%	18%	12%	7%
Boring	6%		5%	2%	4%	3%
Not For People Like Me	4%		2%	1%	1%	3%
Meaningless	4%		1%	0%	0%	1%
Alienating	3%		2%	1%	3%	1%
Overwhelming	1%		3%	1%	3%	0%

Positive

Negative

Q9. In general, how would you describe your experience at your local PRSA Chapter program, events or meetings?

\* For "Total", numbers are % saying the adjective describes Chapter experience\*

\*% equals top three box (8-10) among all Chapters across four Chapter sizes\*

# Driving Chapter Satisfaction and Renewal

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# Driving Chapter Satisfaction and Renewal

- Chapter leadership and membership dues drive satisfaction levels, attitudes and behaviors toward their local Chapters. Event costs also influence how members perceive their Chapters.

	Satisfaction with local PRSA Chapter membership		Likelihood to recommend PRSA local Chapter membership		Likelihood to renew your PRSA membership	
	Strength of Correlation	Relative influence	Strength of Correlation	Relative influence	Strength of Correlation	Relative influence
Chapter leadership	0.72	130	0.67	126	0.41	112
Chapter membership dues	0.54	97	0.54	101	0.44	120
Chapter event costs	0.51	92	0.50	93	0.38	104
Convenience of meetings to my home or office	0.45	81	0.43	80	0.23	64

Very Strong Correlation

Strong Correlation

Moderate Correlation

Weak/No Correlation

# Driving Chapter Satisfaction and Renewal

## Through Networking

- Programs that facilitate professional and personal connections, and keep Chapter members abreast of emerging trends are seen as the most meaningful aspects of networking.

	Satisfaction with local PRSA Chapter membership		Likelihood to recommend PRSA local Chapter membership	
	Strength of Correlation	Relative influence	Strength of Correlation	Relative influence
Professional connections	0.54	126	0.55	131
Learning about emerging trends	0.51	118	0.49	117
Social connections	0.50	117	0.50	119
Promoting myself	0.45	105	0.43	104
Collaborating to solve problems	0.45	104	0.43	103
Seeking employment opportunities	0.39	91	0.39	93
Finding a mentor	0.37	87	0.35	83
Marketing my business	0.37	86	0.35	83
Finding people to hire	0.36	83	0.36	86
Obtaining new business leads	0.36	83	0.33	80

Very Strong Correlation

Strong Correlation

Moderate Correlation

Weak/No Correlation

Q14. How valuable are the following results of the networking opportunities available to you through your local PRSA Chapter?

# Drivers Summary

- Improving offerings that are considered hidden drivers and enhancing offerings such as mentoring programs, diversity initiatives and support for students can be instrumental in driving Chapter satisfaction.

	Relatively Low Stated Importance	Relatively High Stated Importance
y	<p><u>Hidden Drivers</u></p> <ul style="list-style-type: none"> <li>• Conferences</li> <li>• Newsletter</li> <li>• Special interest groups</li> <li>• Volunteer opportunities</li> </ul>	<p><u>Key Drivers</u></p> <ul style="list-style-type: none"> <li>• Leadership opportunities</li> <li>• Networking opportunities</li> <li>• Professional development programs for mid-level professionals</li> <li>• Programs delivered by thought-leaders</li> <li>• Access to information in the field</li> <li>• Professional development programs for senior-level professionals</li> </ul>
	<p><u>Relatively Unimportant</u></p> <ul style="list-style-type: none"> <li>• Award programs</li> <li>• e-Group or listserv</li> <li>• Ethics programs</li> <li>• Social media (LinkedIn or Facebook)</li> <li>• Teleseminars, webinars, remote learning</li> <li>• Chapter blogs</li> <li>• Mentoring programs</li> <li>• Diversity initiatives</li> <li>• Support for students</li> </ul>	<p><u>Table Stakes</u></p> <ul style="list-style-type: none"> <li>• Accreditation programs (APR)</li> <li>• Website</li> <li>• Professional development programs for new professionals</li> <li>• Member directory</li> <li>• Job center</li> </ul>

X

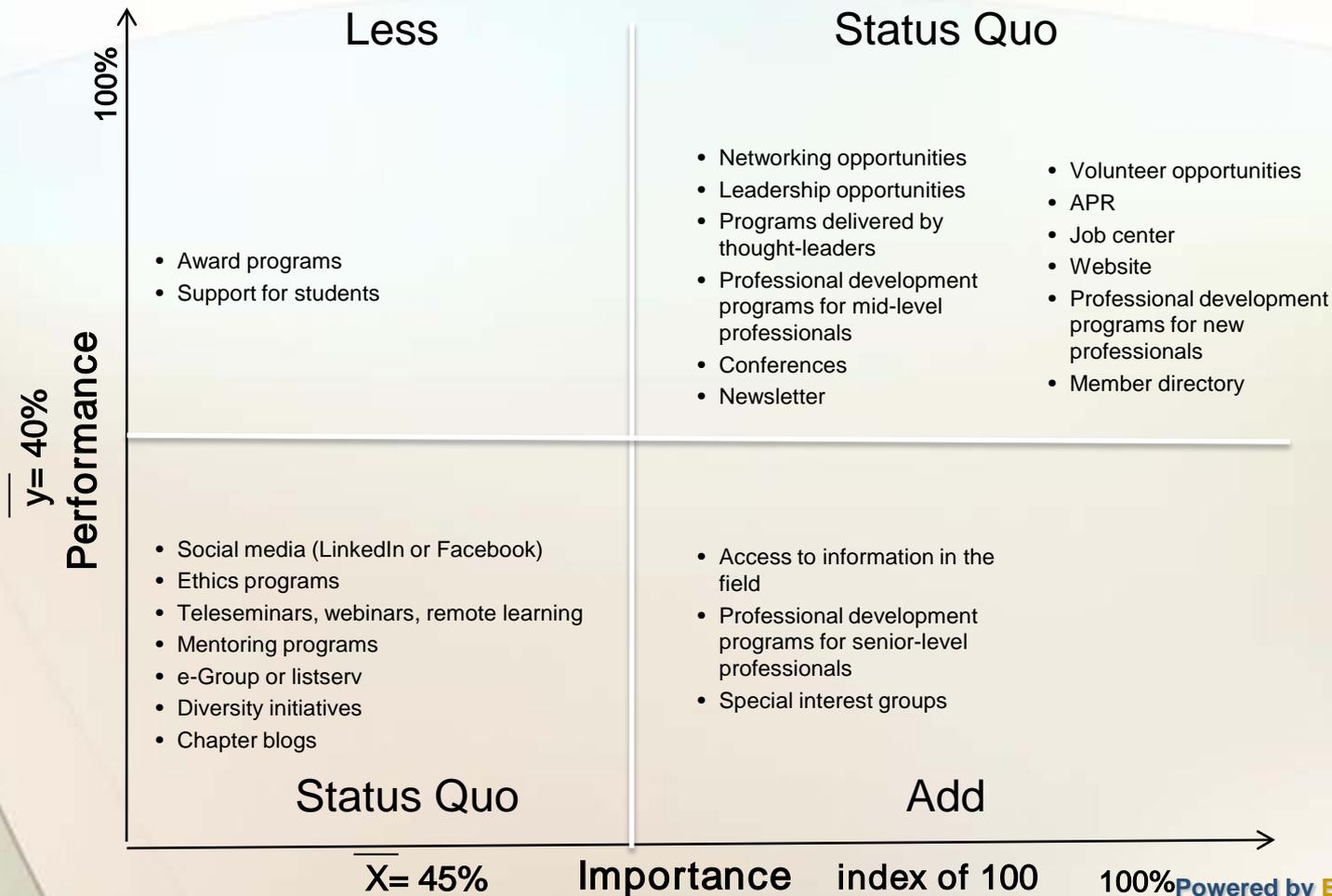
# Gap Analysis

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# Quadrant Analysis: Performance vs. Importance of PRSA Service Offerings



# Insights

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# Chapter Sweet Spots

- **The Chapter experience is about face-to-face networking and building relationships with peers:**
  - Continue to offer events that foster peer support and learning.
- **Chapter events and programs should reflect the diversity of experience:**
  - Chapter members' practice specialties are not always agency specific; consider offering events that are applicable to other fields.
- **Present “hot topic” speakers to Chapter members:**
  - Drive participation on a local level by offering round table and panel discussions with thought-leaders.
- **Members of small sized Chapters are most likely to encounter cliquishness:**
  - Chapter leaders of these cohorts need to be vigilant when it comes to making their members feel welcomed.

# Chapter Sweet Spots

- **Focus on hidden and key drivers:**
  - How members experience conferences and perceive volunteer, leadership and networking opportunities explicitly drive Chapter satisfaction and recommendation.
- **Vary locations of Chapter meetings when possible:**
  - Holding meetings and programs in different venues will add a level of freshness and desired unpredictability to the Chapter experience.
- **PD for senior level professionals is an issue on the Chapter level as well as National:**
  - Giving these practitioners chances to learn from seasoned thought-leaders will increase relevance of Chapter meetings and activities.
- **Don't be afraid to drop programs that aren't excellent:**
  - Members will have a more satisfying experience on the Chapter level if programs are consistently exceptional.

# Next Steps

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## Now: Next Steps

- **June 9<sup>th</sup>, 2009 → WebEx to current Chapter leadership**
- **June 15<sup>th</sup> to June 19<sup>th</sup> → Online Focus Groups**
- **Week of July 13<sup>th</sup> → Chapter Summaries**

# **Member Research Task Force**

**Rosanna M. Fiske, APR, Co-Chair**

**Susan Balcom Walton, M.A., APR, Co-Chair**

**David M. Imre, APR, Board Liaison**

**Christina M. Darnowski, M.L.S, Staff Liaison**

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Leadership Rally