


IABC/Regina 2007 member survey

		Response Percent	Response Count
Improving media coverage for your organization		23.2%	13
Coaching leaders on effective media relations		28.6%	16
Speechwriting skills		28.6%	16
Effective presentation skills		41.1%	23
Personal organization/effectiveness skills		21.4%	12
Reducing information overload for employees		48.2%	27
Communicating with First Nations and Métis audiences		33.9%	19
Using social media (e.g. blogs, wikis, RSS)		53.6%	30
Government communications		23.2%	13
Building leadership skills		26.8%	15

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Becoming a consultant		19.6%	11
Advertising copywriting		16.1%	9
Managing your communications career		33.9%	19
Becoming an accredited communicator		21.4%	12
Developing communication strategies		30.4%	17
Selling ideas to senior management		35.7%	20
Effective event planning		23.2%	13
 Other topics		12.5%	7
	answered question		56
	skipped question		0

2. Do you have a topic or area of expertise that you would be willing to present on at a chapter event? If so, please indicate the topic below, along with your name and phone number.

	Response Count
	10

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	<i>answered question</i>	10
	<i>skipped question</i>	46

3. At what time of day are you able to attend a chapter event (please check all that apply).

	Response Percent	Response Count
Breakfast event	48.2%	27
Lunch event	85.7%	48
After work event	42.9%	24
Half-day event (PD)	51.8%	29
	<i>answered question</i>	56
	<i>skipped question</i>	0

4. Do you have a preference on where events are held? (check one)

	Response Percent	Response Count
Downtown only	25.0%	14

4. Do you have a preference on where events are held? (check one)			
Outside downtown only		1.8%	1
Both are fine		73.2%	41
	<i>answered question</i>		56
	<i>skipped question</i>		0

5. IABC Regina typically delivers some chapter events with a learning/professional development focus and some with a social/networking focus. How would you like to see those two goals balanced? (check one)			
		Response Percent	Response Count
More emphasis on learning events		42.9%	24
More emphasis on networking events		0.0%	0
An equal balance between the two		57.1%	32
	<i>answered question</i>		56
	<i>skipped question</i>		0

6. On a scale of 1 to 5 with 1 being very difficult and 5 being very easy, how easy do you find it to meet new people at IABC Regina events?

		Response Percent	Response Count
1 (very difficult)		1.8%	1
2		23.2%	13
3		39.3%	22
4		26.8%	15
5 (very easy)		8.9%	5
		<i>answered question</i>	56
		<i>skipped question</i>	0


7. Our chapter is considering partnering with IABC Saskatoon to hold an event or two in the coming year, possibly at a location between our two chapters, e.g. Davidson. Would you consider attending such an event in the afternoon/evening?

		Response Percent	Response Count
Yes		57.1%	32
No		42.9%	24
		 VIEW Comments	17

7. Our chapter is considering partnering with IABC Saskatoon to hold an event or two in the coming year, possibly at a location between our two chapters, e.g. Davidson. Would you consider attending such an event in the afternoon/evening?

	<i>answered question</i>	56
	<i>skipped question</i>	0

8. Do you have any other comments or suggestions you would like to share about IABC Regina chapter events?

		Response Count
	 view	10
	<i>answered question</i>	10
	<i>skipped question</i>	46

9. On a scale of 1 to 5 with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with how the chapter communicates with you?


		Response Percent	Response Count
1 (very dissatisfied)		0.0%	0
2		7.5%	4
3		32.1%	17
4		47.2%	25

9. On a scale of 1 to 5 with 1 being very dissatisfied and 5 being very satisfied, how satisfied are you with how the chapter communicates with you?

5 (very satisfied)		13.2%	7
	<i>answered question</i>		53
	<i>skipped question</i>		3


10. What is your preferred channel of communication from the chapter? (check all that apply)

	Response Percent	Response Count
Fax	0.0%	0
E-mail	98.1%	52
E-newsletter	39.6%	21
IABC Regina web site (http://regina.iabc.com)	37.7%	20
Handouts at chapter events	7.5%	4
Announcements at chapter events	11.3%	6
Personal phone call	5.7%	3
Other channel	0.0%	0
	<i>answered question</i>	53

12. Which of the following would you be likely to visit the site for? (check all that apply)			
Profiles of new chapter members		15.1%	8
Job postings		64.2%	34
Volunteer opportunities within IABC Regina		17.0%	9
Discussion forums/Ask an expert		24.5%	13
Links to communications resources on the Internet		47.2%	25
Tips and tools for communicators		47.2%	25
Articles on best practices written by chapter members		35.8%	19
 Other (please specify)		3.8%	2
	<i>answered question</i>		53
	<i>skipped question</i>		3

13. Our chapter is considering using some form(s) of social media to improve communication among chapter members. Which of the following would you be likely to use? (Check all that apply.)

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	Response Percent	Response Count
Podcasts	9.4%	5
Facebook	34.0%	18
Online discussion forums	37.7%	20
Member blogs	22.6%	12
Online registration tool for chapter events	64.2%	34
 Other (please specify)	5.7%	3
	<i>answered question</i>	53
	<i>skipped question</i>	3

14. IABC Regina used to have a regular e-newsletter called Connections that featured articles about chapter members, events, tips and best practices in communications. Would you be interested in seeing Connections produced again?

	Response Percent	Response Count

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Yes		67.9%	36
No		32.1%	17
	<i>answered question</i>		53
	<i>skipped question</i>		3

15. If you had an idea or a concern to offer, how comfortable would you be approaching a member of the IABC Regina board?



		Response Percent	Response Count
Very uncomfortable		5.7%	3
Somewhat uncomfortable		18.9%	10
Comfortable		49.1%	26
Very comfortable		18.9%	10
I don't even know who is on the board		7.5%	4
	<i>answered question</i>		53
	<i>skipped question</i>		3

16. On a scale of 1 to 5 how satisfied are you with IABC Regina?

		Response Percent	Response Count
1 (very dissatisfied)		0.0%	0
2		3.8%	2
3		34.0%	18
4		50.9%	27
5 (very satisfied)		11.3%	6
		<i>answered question</i>	53
		<i>skipped question</i>	3

17. On a scale of 1 to 5 , how likely would you be to recommend IABC Regina to your colleagues?

		Response Percent	Response Count
1 (very unlikely)		0.0%	0
2		0.0%	0
3		26.4%	14
4		39.6%	21

17. On a scale of 1 to 5 , how likely would you be to recommend IABC Regina to your colleagues?			
5 (very likely)		34.0%	18
	<i>answered question</i>		53
	<i>skipped question</i>		3
18. Do you have any other comments or suggestions regarding communication within IABC Regina?			
			Response Count
		 view	9
	<i>answered question</i>		9
	<i>skipped question</i>		47
19. Would you like a member of the Board to contact you to discuss any ideas, questions or concerns?			
		Response Percent	Response Count
Yes		1.9%	1
No		98.1%	52
	 view	If yes, please enter your name, phone number and e-mail address below.	
	<i>answered question</i>		53

19. Would you like a member of the Board to contact you to discuss any ideas, questions or concerns?

skipped question

3

20. How long have you been a member of IABC Regina?

		Response Percent	Response Count
Less than 2 years		22.6%	12
2 to 5 years		20.8%	11
6 to 10 years		26.4%	14
More than 10 years		30.2%	16
	<i>answered question</i>		53
	<i>skipped question</i>		3

21. How long have you worked in the communications profession?

		Response Percent	Response Count
Less than 2		9.4%	5

21. How long have you worked in the communications profession?			
years			
2 to 5 years		17.0%	9
6 to 10 years		13.2%	7
More than 10 years		60.4%	32
	<i>answered question</i>		53
	<i>skipped question</i>		3