

IABC/Toronto Member Satisfaction Survey 2005 Results

Total Respondents: 128 (almost 10% of membership)

1. How did you learn about IABC?

| | Response Percent | Response Total |
|--|------------------|----------------|
| Co-worker/employer | 29.6% | 37 |
| Another member | 18.4% | 23 |
| Mailing | 0.8% | 1 |
| Advertisement | 1.6% | 2 |
| Article in newspaper/magazine | 1.6% | 2 |
| College/university/professor/fellow students | 36% | 45 |
| Career counsellor/recruiter | 0% | 0 |
| Directory or other book | 0.8% | 1 |
| Internet search | 3.2% | 4 |
| IABC/Toronto Web site | 3.2% | 4 |
| Other (please specify) | 4.8% | 6 |
| Total Respondents 125 (3 skipped this question) | | |

Other:

- Research just after university
- Known about IABC for 20 years

2. What prompted you to join IABC?

| | Response Percent | Response Total |
|---|------------------|----------------|
| Invited by chapter member/leader | 11.4% | 14 |
| Marketing piece mailed/emailed to me | 7.3% | 9 |
| Employer/employer | 29.3% | 36 |
| Attended Toronto chapter event (networking or professional development) | 9.8% | 12 |
| Attended IABC headquarters event (e.g., International Conference, Web cast, tele-seminar) | 1.6% | 2 |
| Professional accreditation (ABC designation) | 3.3% | 4 |
| Other (please specify) | 37.4% | 46 |
| Total Respondents 123 (5 skipped question) | | |

Other:

- Networking opportunities
- Discussion among fellow students and colleagues
- Joined first as a student at recommendation of professor
- General interest
- Job search
- Encouraged through school
- Career management & networking
- Access to the careers page

- Involved in IABC Toronto events
- Job hunting

3. From the list below, rank the top 5 local/international benefits which justify your IABC/Toronto Membership (in order of priority with #1 being the most critical)

| | 1 | 2 | 3 | 4 | 5 | Response Total |
|---|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------------|
| Local networking opportunities/events | 35% (27) | 36% (28) | 13% (10) | 9% (7) | 6% (5) | 77 |
| IABC Toronto Career Line | 36% (36) | 29% (29) | 18% (18) | 8% (8) | 9% (9) | 100 |
| Toronto chapter professional development events | 20% (16) | 22% (18) | 29% (23) | 16% (13) | 12% (10) | 80 |
| Communicator | 6% (4) | 24% (16) | 24% (16) | 26% (17) | 20% (13) | 66 |
| Toronto chapter Web site (aside from Career Line) | 6% (2) | 8% (3) | 14% (5) | 39% (14) | 33% (12) | 36 |
| Volunteer opportunities | 21% (6) | 3% (1) | 28% (8) | 17% (5) | 31% (9) | 29 |
| Communication World magazine | 15% (10) | 21% (14) | 20% (13) | 21% (14) | 23% (15) | 66 |
| Job listings on the IABC International Web site | 9% (3) | 18% (6) | 24% (8) | 36% (12) | 12% (4) | 33 |
| IABC worldwide/networking opportunities | 21% (7) | 18% (6) | 18% (6) | 26% (9) | 18% (6) | 34 |
| The IABC International Web site | 13% (5) | 16% (6) | 18% (7) | 29% (11) | 24% (9) | 38 |
| CW Bulletin (emailed newsletter) | 15% (4) | 23% (6) | 19% (5) | 23% (6) | 19% (5) | 26 |
| Discounts on professional development/products offered by IABC headquarters | 8% (2) | 8% (2) | 29% (7) | 29% (7) | 25% (6) | 24 |
| Discounts on third-party products and services | 0% (0) | 0% (0) | 38% (5) | 31% (4) | 31% (4) | 13 |
| IABC Research Foundation studies | 5% (1) | 16% (3) | 21% (4) | 26% (5) | 32% (6) | 19 |
| Maintaining accreditation (ABC) | 37% (10) | 7% (2) | 19% (5) | 11% (3) | 26% (7) | 27 |
| Total Respondents-117 | | | | | | |
| (11 skipped question) | | | | | | |

4. Which three of the above local/international IABC benefits are so critical that you would not renew your membership if they were eliminated from the membership package?

| Chap./local Networking | IABC Toronto Career Line | Chapter Events | Communicator | Chapter Web site (Excl.CareerLine) | Volunteer Opps | CW magazine | Job listings on IABC Inter. site | IABC Worldwide/ Networking opps | IABC Inter. Site | CW Bulletin (emailed news!) | Discounts on PD products offered by IABC HDQ 3 rd party | Discounts on prod./Service | IABC Research Foun. studies | Maintaining ABC | Response Total |
|---|--------------------------|-----------------|--------------|------------------------------------|----------------|-------------|----------------------------------|---------------------------------|------------------|-----------------------------|--|----------------------------|-----------------------------|-----------------|----------------|
| 18% (21) | 39% (45) | 14% (16) | 3% (3) | 1% (1) | 3% (4) | 4% (5) | 3% (3) | 3% (3) | 2% (2) | 0% (0) | 0% (0) | 0% (0) | 0% (0) | 11% (13) | 116 |
| 16% (19) | 20% (23) | 9% (11) | 9% (10) | 3% (4) | 3% (3) | 15% (17) | 6% (7) | 3% (3) | 4% (5) | 2% (2) | 5% (6) | 0% (0) | 1% (1) | 4% (5) | 116 |
| 16% (19) | 11% (13) | 22% (25) | 5% (6) | 3% (4) | 3% (3) | 10% (12) | 5% (6) | 7% (8) | 5% (6) | 2% (2) | 6% (7) | 0% (0) | 3% (3) | 2% (2) | 116 |
| Total Respondents 116 (12 skipped question) | | | | | | | | | | | | | | | |

5. Overall, how satisfied are you with IABC/Toronto's programs and services?

- Very satisfied–35 (30.2%)
- Somewhat satisfied–68 (58.6%)
- Not very satisfied–13 (11.2%)
- Not at all satisfied–0 (0%)

Total Respondents: 116 (12 skipped question)

For the next five questions, please rate your level of agreement on the statements provided.

6. a) You get value for your membership

- Strongly Agree–31 (26.7%)
- Agree–71 (61.2%)
- Disagree–14 (12.1%)

Total Respondents: 116 (12 skipped question)

6. b) Why do you disagree?

- Level of professional development low. i.e. not much available for experienced communicator.
- Not enough of the events focus on true professional development. Many are organizations promoting their own interests.
- Fees are assessed based on IABC international organization. After four years of membership I still see no real effort to leverage the international membership advantages (facilitating professional exchanges between communicators around the world, raising the profile of IABC and its members within business circles and/or the media, and establishing a centre of excellence for the study of international communications, as a few examples.)
- Cost of membership not offset by cost of events + cost of info/services available
- For the \$400 that I personally pay, I don't get much back (This is a function of my time and effort, as well as available ops.)
- Events and programs are focused on members in downtown Toronto making it difficult for those in the GTA to get involved. The events organized for those in the west are of no interest/value (e.g. winery tours). The web site is of little value. The few events I have attended have been disappointing.
- For money being paid for membership, it seems not much comes out of it. The programming has been very bad this year and it seems the board promotes itself too much with members money

- Membership usually indicates some exclusivity, but the information available through IABC is available to members and non-members alike. The discounts offered to members are negligible.
- One of my main reasons for joining is to learn and network. 99% of events are downtown Toronto . . . not at all convenient.
- I am two hours from Toronto. There are not many events that I would attend. I have seen some things happen with IABC that makes me wonder about the true value of this membership.
- Almost every event is in Toronto.
- The current price of membership in the Toronto chapter of IABC is too high. Programming seems to be aimed at junior and intermediate-level communicators. Interesting programs for senior-level people (such as the Think Tank) seem to have withered away. There isn't nearly enough offered for senior communicators, and what there is (i.e. networking sessions) are priced too high. I also find that there is far too much focus on organizational communications, rather than public, media and community relations.
- Need more promotion of ABC to the business community so they understand the benefit of using accredited contractors/employees International need to significantly improve its customer service

7. a) IABC/Toronto offers you sufficient networking opportunities

- Strongly Agree–28 (24.1%)
- Agree–76 (65.5%)
- Disagree–12 (10.3%)

Total Respondents: 116 (12 skipped question)

7. b) Why do you disagree?

- I've only ever attended one networking event—a munch and mingle and no one mingled! Everyone stuck with whomever they came with and I didn't get much value out of it. Attending an event where people were forced to mingle and network would be helpful, for example an event where fun team exercises were involved.
- The networking opportunities should be a forum for an exchange of ideas and should encompass the range of communications that people work in (i.e. agency, corporate, government/public service, non-profit, arts, etc.)
- not enough selection. I know it's not worked well in the past but continuing to try to develop a north of Toronto chapter or sub-chapter and activities outside the downtown core.
- Everything costs too much.
- I am a student and many of the events are geared toward established professionals. Even in the development events, student prices are not listed.
- It would help if some events were low/no cost with drinks, food being picked up by the participants. It would also help if there was some way to meet people without feeling like you're in a singles bar and trying to pick someone up—especially for folks who are more inhibited. Opportunities to share/discuss areas of common concern/interest.
- always downtown . . . always same munch n mingle format
- IABC could be using more tactics other than an event to get people networking. Other events could include special networking groups, teleconferences, etc.
- I live two hours away from the events.
- Sue Horner has been working hard to pull a West End group together. When that happens then it will be more valuable.
- Networking opportunities should be more frequent, in different locations of the city, at a much lower price. I'm offended being asked to pay \$30-\$35 for the "privilege" of meeting with my colleagues—and that doesn't even include beverages. Food ordered has been skimpy over the past few years, leaving members to think that networking sessions are now viewed

as yet another opportunity for the chapter's board to make money off of its members—despite being a so-called not-for-profit organization.

8. a) The event prices match the quality of programs and seminars

- Strongly Agree—19 (16.4%)
- Agree—70 (60.3%)
- Disagree—27 (23.3%)

Total Respondents: 116 (12 skipped question)

8 b) Why do you disagree?

- Level of content to often too basic.
- The costs of some events are fair. However, when the event appears to be blatant self-promotion for an organization, the costs is extreme. Also, the costs at some of the venues have been exorbitant (i.e. \$10 for a glass of house wine).
- Lunch prices are way too high for junior level of speakers. AIP seems to bring in more targeted, relevant, senior speakers for only \$10 per evening. (no food, but who cares?)
- I often find the panellists are very weak. Most recently the release of the IABC/Toronto salary survey as a case in point. The panel provided no insight that anyone working in the business for more than 6 months couldn't observe on their own and the president and executive were too busy talking with the people they knew to bother working the room and welcoming guests and unfamiliar faces. The price of the event was steep, and the only real take-away was the data to interpret. Much and Mingles are fine, and some of the morning workshops have been good. But overall, the programming, though excellent on paper, is unremarkable upon attendance.
- Cost of events too high for members and there is no need to be a member to attend events.
- I feel the events are usually good but not great. It isn't the cost I object to so much as the cost for the quality of speaker. The lunches are always nice. I will complain on behalf of a colleague though. Serving beef to a room full of people without providing a vegetarian option or at least a question on the sign up form seems a bit silly for a professional organization that includes event planning (press conferences, employee receptions etc) as a core competency.
- The quality of the content varies widely and the price stays the same. Non-member prices are very similar to member prices.
- I find that the member prices for some stuff shows a very low discount. American Marketing Association (AMA) offers events that are less expensive and still offers good quality for the price to its members. I find they are concerned with the professional development of individual members and that's why its more affordable. A lot of IABC events and teleseminars are geared at organizations paying the cost and sometimes that's not the case. Therefore for an individual the prices can be too high and deterrent.
- I recently attended a lunch-time event where 80% of the time was spent eating lunch and networking and 20% dedicated to the speaker. This was not a valuable use of my time as I was most interested in what the speaker had to say.
- Some of the venues selected are terrible. Some events are terribly overpriced.
- I have attended several chapter events in which the speaker was so poor that I fleetingly considered asking for my money back! Of course, I did not—that would not have been appropriate.
- Some events did not meet expectations, did not match description.
- The "information" part of the session is usually crammed into one hour or less, and the food is never stellar.
- I never know the price of the events because student prices are never listed, so I am less inclined to attend as I cannot afford the events.
- Way too expensive in comparison to other association events I have been to. (3)

- Sometimes we pay for more than we actually get—for example the recent Life or Death by PowerPoint seminar which promised to offer practical skills turned out to be a complete waste of time.
- Lunches and seminars are too pricey
- \$45–\$55 bucks is a lot of money for a couple hours especially for those of us in the non-profit sector (especially if we're paying out of our own pockets). It may be ok if a full meal is included or for a known speaker but otherwise, it's a bit steep.
- A particularly poor experience recently; however, my money was returned and follow-up was swift.
- Some are rather high.
- it can be expensive attending more than one event
- Events are too expensive and the quality isn't there, especially for the Munch 'n' Mingles.
- Would be nice to have lower cost events. All of the networking events have a fee. Creating mentoring or writing groups that are free could encourage more people to become involved.
- Over-priced. Locations not very accessible. Topics and speakers uninspired. Need I say more?
- Most of the programs are best suited for junior/intermediate communicators. Less is available for senior communicators. Sometimes the quality of speaker/food items doesn't fit the level of cost.

9. a) The IABC international services meet your needs

- Strongly Agree–7 (6%)
- Agree–95 (81.9%)
- Disagree–14 (12.1%)

Total Respondents: 116 (12 skipped question)

9. b) Why do you disagree?

- Rarely relevant.
- I have never availed myself of any of International's services except to attend one World Conference in New Orleans. While that was fun, it was too expensive to do often.
- Disagree because I don't use these services.
- International has absolutely no idea how to service its largest chapter, Toronto.
- I rely more on Toronto chapter services than those of International.
- The materials look great but they are priced out of reach (I work at a non-profit), as are the conferences.
- Feels like a hands-off organization.
- I don't know what they do. Other than sending the Communication World magazine, I don't know what to use them for.
- Cost is prohibitive for attendance at the annual conference which is really the only reason I am a member.
- I would prefer to be able to handle business issues (e.g. membership renewal problems) with the TO chapter instead of having to call down to the US.
- I don't really have use for them at this time. I would primarily use research tools and the PRSA provides better material there at this time.
- Almost every time I have cause to e-mail or phone San Francisco with a concern or a complaint, I get fobbed off with a series of defensive excuses (or worse yet, ignored). There is a very serious problem with the lack of customer service exhibited by IABC's staff, particularly those at the most senior levels. This is NOT conducive to membership loyalty.
- Very poor level of customer service. Prohibitively expensive events and materials (for self employed communicator)

10. a) Do you plan to renew your IABC membership this year?

- Yes-91 (78.4%)
- No-1 (0.9%)
- Not yet decided-24 (20.7%)

Total Respondents: 116 (12 skipped question)

10 b) What is your main reason for not renewing your IABC membership?

- Too expensive-0 (0%)
- Don't get much out of it-1 (100%)
- Don't use the services-0 (0%)
- Employer does not plan to pay for membership-0 (0%)
- Other, specify-0 (0%)

Total Respondents: 1 (127 skipped question)

**11. Which other areas of the GTA would you like to see IABC/Toronto events take place?
Please select only one response.**

| | Response Percent | Response Total |
|--|-------------------------|----------------|
| Oshawa | 7.8% | 9 |
| Markham | 3.4% | 4 |
| Richmond Hill | 2.6% | 3 |
| Mississauga | 11.2% | 13 |
| Oakville | 1.7% | 2 |
| North York | 10.3% | 12 |
| No other | 50% | 58 |
| Other (please specify) | 12.9% | 15 |
| Total Respondents 116 (12 skipped question) | | |

Other:

- Hamilton, Burlington (3)
- Harbourfront, Queen's Quay area
- Not a factor for me; good idea to hold events outside the city if there is enough of a critical mass of communicators in the area
- Scarborough
- Etobicoke or Danforth/Queen E.
- Newmarket-it's only an hour south of my location
- Pickering/Ajax/Whitby
- Durham Region-as far east as possible
- Anywhere outside the downtown core (traffic/parking are deterrents)
- Niagara Falls
- Mississauga, Oakville, Burlington

COMMUNICATION VEHICLES

12. Which of the following membership communication vehicles do you read or use and how often?

| | Frequently | Sometimes | Never | N/A | Response Average |
|--|-----------------|-----------------|-----------------|--------|------------------|
| IABC/Toronto Web site (http://toronto.iabc.com) | 43% (50) | 54% (62) | 2% (2) | 1% (1) | 1.58 |
| Career Line (IABC/Toronto's online service advertising career opportunities) | 64% (74) | 30% (34) | 4% (5) | 2% (2) | 1.39 |
| Communicator (IABC/Toronto's monthly newsletter) | 67% (77) | 30% (35) | 2% (2) | 1% (1) | 1.34 |
| IABC/Toronto event flyers | 47% (54) | 45% (52) | 7% (8) | 1% (1) | 1.60 |
| IABC/Toronto e-Lerts | 66% (76) | 29% (33) | 4% (5) | 1% (1) | 1.38 |
| IABC International Web site (www.iabc.com) | 22% (25) | 69% (79) | 9% (10) | 1% (1) | 1.87 |
| Member Speak (discussion forum) on the IABC International Web site (www.iabc.com) | 3% (4) | 24% (28) | 69% (79) | 3% (4) | 2.68 |
| Communication Bank (IABC International library of communication materials) | 8% (9) | 50% (58) | 40% (46) | 2% (2) | 2.33 |
| IABC International professional development materials/conference brochures | 10% (12) | 53% (61) | 34% (39) | 3% (3) | 2.24 |
| Communication World magazine (IABC International's magazine) | 58% (67) | 38% (44) | 1% (1) | 3% (3) | 1.41 |
| Online Member Directory (on www.iabc.com in the Member Centre) | 11% (13) | 50% (57) | 37% (43) | 2% (2) | 2.27 |
| CW Online (IABC International's e-newsletter) | 29% (33) | 51% (59) | 18% (21) | 2% (2) | 1.89 |
| Total Respondents-115 (13 skipped question) | | | | | |

13. Please rate the value of these communications vehicles to you.

| | Valuable | Somewhat Valuable | Not Valuable | N/A | Response Average |
|---|-----------------|--------------------------|---------------------|------------|-------------------------|
| IABC/Toronto Web site (http://toronto.iabc.com) | 54% (62) | 43% (49) | 2% (2) | 2% (2) | 1.47 |
| CareerLine (IABC/Toronto's online service advertising career opportunities) | 83% (96) | 11% (13) | 1% (1) | 4% (5) | 1.14 |
| Communicator (IABC/Toronto's monthly newsletter) | 51% (59) | 37% (43) | 10% (11) | 2% (2) | 1.58 |
| IABC/Toronto event flyers | 29% (33) | 56% (64) | 13% (15) | 3% (3) | 1.84 |
| IABC/Toronto e-Lerts | 57% (65) | 37% (42) | 3% (4) | 3% (4) | 1.45 |
| IABC International Web site (www.iabc.com) | 43% (49) | 44% (51) | 10% (11) | 3% (4) | 1.66 |
| Member Speak (discussion forum) on the IABC International Web site (www.iabc.com) | 8% (9) | 33% (38) | 38% (44) | 21% (24) | 2.38 |
| Communication Bank (IABC International library of communication materials) | 23% (27) | 44% (51) | 17% (20) | 15% (17) | 1.93 |
| IABC International professional development materials/conference brochures | 26% (30) | 45% (52) | 19% (22) | 10% (11) | 1.92 |
| Communication World magazine (IABC International's magazine) | 58% (67) | 32% (37) | 4% (5) | 5% (6) | 1.43 |
| Online Member Directory (on www.iabc.com in the Member Centre) | 30% (34) | 43% (49) | 17% (19) | 11% (13) | 1.85 |
| CW Online (IABC International's e-newsletter) | 27% (31) | 53% (61) | 11% (13) | 9% (10) | 1.83 |
| Total Respondents-115 | | | | | |
| (13 skipped question) | | | | | |

14. How could we improve the member communication vehicles?

- Deepen the content. Writers' perspectives are generally too limited the ideas are too superficial. It would help if writers and the editorial team added context in terms of research, emerging trends and issues.
- IABC Toronto's newsletter is written a more junior level-looking for more strategy, and more focused on GTA influences, considerations, etc.
- I believe the IABC/Toronto newsletter can have a more professional focus and the writing could be a little stronger. The content could also be a little specific to the local market and be a bit more varied.
- Include a little more focus on students and their issues.
- I love the immediacy and efficacy of the e-Lerts. I don't always get to my snail mail (i.e. Communicator). I almost never get to CW.
- For Communicator specifically, ensure each issue has in it articles for new, mid-career and experienced communicators. I often find the content is about what has happened in the chapter. Nice, but unless there is a professional development component or specific ask of me, I do not find the piece at all relevant.
- There seems to be a lot of duplication when it comes to the events notification. Maybe Communicator and e-Lerts could be combined (i.e. make Communicator online)
- Up the calibre of written submissions for Communicator. Seem to recycle through the same contributors and topics on a yearly basis.
- The U.S ones are very high quality. I find the local ones too focused on local people and very basic information. They seem more of a PR vehicle for those who do the writing and are featured than useful information on issues, strategies and trends affecting the industry.
- Keep it brief
- I think they are good. Communicator has excellent articles. The website is very easy to use and Career Line is excellent. I would only request that you not create a whole bunch more vehicles because there are too many things coming across my desk now! I don't always have

time to read the existing newsletters and emails. Keep things simple and streamlined and targeted.

- Widen beyond straight PR. engage different segments of the communication realm
- I think it would be nice to see the involvement of different members and not just the same ones. I feel like I'm just getting one take on things that are communicated and every year it's the same stuff. I'm not a seasoned communicator and I find a lot of people in my position don't just do one thing so why write as if we all just either write, do marketing, internal etc.
- You should consider eliminating the print material altogether, or give members the option of receiving electronic versions of materials.
- I find there is a ton of material to read. Is there a way that members could receive material classified as must read, interesting . . . etc.
- Keep them clear, concise and uncluttered!
- Communication World has the same old authors over and over again. How about some new blood? 2. Publish a list of members who are willing to share information or act as a sounding board (and list their areas of expertise/interest).
- Shorter articles
- The Toronto Website isn't as dynamic as it could be. Maybe you could offer more library-type items (event slides after the event has passed, job aids, etc.) that add to what the international site has.
- They're already very good. My only suggestion would be to provide more case studies and real-life samples/examples on dealing with difficult communication issues.
- I would develop an online version of the local print newsletter along the lines of the one developed by IABC International. This wastes less paper and allows me to find the materials more easily (and I don't have to store them!) I'd also like to see pod casts on current professional development issues, maybe a point counterpoint kind of thing on more debatable topics. These could be things I could listen to when I am running, cleaning or all the other things I do when listening to my MP3.
- I can't think of anything—the addition of CW online bulletin was good, I enjoy this news bulletin.
- Try for an expanded audience reach outside of communications world (i.e. potential clients; partners and business leaders)
- solicit articles from those whose organizations were recently in the news—more current affairs type articles * less articles from agencies and independents
- Have more events/materials that are specific to certain industries (i.e. health care)
- I appreciate the variety of formats in which the materials are created. I think they give me lots of information and choice—which I appreciate.
- As a student member, many of them have no relevance to me. Perhaps create a student geared IABC communication vehicle.
- We could use more articles on professional development and currents issues.
- Increase awareness of the existence and value of the lesser-known products. I am aware of E-Lerts, Communicator, Communication World, etc. because they are directly mailed to me, but I had no idea that I could access Professional Development/conference brochures, etc. until this survey. Furthermore, I have no idea where on the Web site to access it. You could also highlight the value of the Int'l Web site. I only use it for the Member Directory and info. on the annual conference, but perhaps there are other uses that I am unaware of? Lastly, I like the idea of Member speak, but you don't really promote it. I would be hesitant to use it because I would assume that since I've never heard of it, most other members probably haven't either, and since the value is in the feedback from other members, I would assume it would be of limited value.
- The Communicator has really gone for the worst lately. It constantly promotes board members or services the board uses versus items I would want to learn and benefit from. Also, the topics of the newsletter are hardly followed—why even have a topic if you are not following it? The content has been too junior for too long.

- I think IABC/Toronto has a great mix of communication for its members. I don't feel like I'm bombarded, but I do feel informed.
- There isn't anything geared to the "in between" group, i.e., those of us who have education and a number of years of experience and are looking to move to the next level . . . all comm/events seem to be geared to beginners or senior level communicators.
- higher levels of research, expertise too many articles on the same themes
- I know it's a huge chapter but it'd help if there could be more of a personal touch.
- Make them less paper-based, more electronic.
- I feel like there's too strong a focus on large organizations and on internal (primarily employee) communication. I'd like to see more on communicating from a smaller organization's perspective. I'd also like more about communications technologies, and more for senior communicators (I've been doing this for 15 years).
- Simplify.
- Career Line—include contract or other short-term positions CW Online— more clearly differentiate from CW print; seems to be too much overlap Member Speak—find a way to alert members when a discussion is going on (perhaps on a specific area you'd want to monitor). Right now you happen on discussions purely by chance. Online Member Directory—don't demand the exact name as listed in your records—pull up possible matches (e.g. last name matches, first name is a variation of a formal name, such as Matt vs. Matthew)
- Notices about conferences more often. Like the LDW to increase membership attendance.
- There are too many e-Lerts and events. I feel that I'm bombarded with messages and it's hard for me to decide what is important.
- Actually, you are doing a really good job -can't see how you could do better. Even though I just rejoined IABC after about 8 years, have been inundated with material from you—emails, hard copy mailings etc . . . Am very impressed.
- More in-depth detail on case studies, examples of great communications strategies
- Tend to be focused at the junior to mid level—what about senior management? Also, "communications" tends to focus on media or internal communications. What about all the corporate communications issues in between?
- The Online Member Directory is not fully accessible. Information is not readily available. It appears to be optional as to whether or not be listed online. The members' forum (online discussion) doesn't seem to be widely used or promoted, therefore my one and only inquiry posted there went unnoticed. No real response. Not a very valuable tool.
- Offer them online
- Communication vehicles are strong; it's finding the time to use them.
- I like that publications typically stick to a theme. Would like to see more information on: 1. Communicating about group benefit plans. (specific area of internal communications.) 2. Communicating with employee groups whose first language is something other than English. 3. Communicating with employee groups in manufacturing environments.
- There is starting to be too much duplication around announcing events—I prefer e-Lerts, so then the flyers that come in the mail seem redundant and wasteful. Communicator could become less newsletter, more magazine—longer articles, more "professional" looking. It sometimes looks "cute."
- Breadth of research and quality of researchers
- More articles!
- The publication seems aimed at junior-to-intermediate level communicators; not very sophisticated. There is too much on coaching and mentoring for my liking. I also found highly distasteful the recent cover story on the photographer. It was lightweight and poorly written to boot—on the cover of the print publication of "the largest chapter of the largest strategic business communication association in the world." With a little bit of digging, it soon became clear that this photographer had taken the board photos that reside on IABC/Toronto's website. It doesn't speak well to editorial integrity when there is this kind of conflict of interest between board promotion and member communication.

- More focus on external communications such as media relations, community involvement, corporate social responsibility, etc.

Note: In addition to the detailed positive comments, about six respondents suggested communication vehicles were fine "as is."

COMMUNICATOR NEWSLETTER

15. Please rate how important the following topics covered in the IABC/Toronto Communicator newsletter are to you.

| | Very important | Somewhat important | Not very important | Not at all important | Response Average |
|--|-----------------|--------------------|--------------------|----------------------|------------------|
| Internal/Employee communication | 58% (64) | 31% (34) | 8% (9) | 4% (4) | 1.58 |
| Media relations | 53% (59) | 32% (36) | 14% (16) | 0% (0) | 1.61 |
| Public relations | 57% (63) | 34% (38) | 9% (10) | 0% (0) | 1.52 |
| Investor relations | 14% (16) | 40% (44) | 39% (43) | 7% (8) | 2.39 |
| Change management | 46% (51) | 41% (46) | 12% (13) | 1% (1) | 1.68 |
| Crisis management | 45% (50) | 48% (53) | 7% (8) | 0% (0) | 1.62 |
| Special events management | 29% (32) | 50% (55) | 21% (23) | 1% (1) | 1.94 |
| Communication sector trends | 67% (74) | 28% (31) | 5% (6) | 0% (0) | 1.39 |
| Volunteer profiles and volunteering opportunities | 14% (16) | 38% (42) | 39% (43) | 9% (10) | 2.42 |
| Online communication and technology | 48% (53) | 41% (46) | 11% (12) | 0% (0) | 1.63 |
| Marketing and brand communication | 58% (64) | 37% (41) | 5% (6) | 0% (0) | 1.48 |
| Career/professional development | 71% (79) | 26% (29) | 1% (1) | 2% (2) | 1.33 |
| Community relations/corporate social responsibility | 43% (48) | 43% (48) | 12% (13) | 2% (2) | 1.72 |
| Writing | 61% (68) | 32% (35) | 7% (8) | 0% (0) | 1.46 |
| Total Respondents 111 (17 Skipped question) | | | | | |

16. What other newsletter topics are important to you but have not been mentioned?

- Government relations
- Communications role in business management–governance, privacy, reputation, etc.
- I liked seeing Corporate Social Responsibility in the list above, because I deal with that in my job, but I've not seen the topic covered very much in the newsletters.
- Some of the same issues as above but as it pertains to non-profits
- student issues
- A calendar of upcoming events would be a helpful addition.
- Innovations in Communication strategy/planning.
- Best practices and case studies from other organizations
- I want to clarify my volunteering response. Opportunities are good but honestly, besides the person profiled and their friends, who really cares?
- Building credibility and buy-in for communications.

- working within a company, working with sales, working in specific industries, delivering measurable value to clients (internal and external)
- The role of communications in driving employee engagement, measurement/evaluation
- Trends; Writing for different communication vehicles and how different styles are required
- Salary surveys–now THAT would make the chapter a world leader!
- Coaching–for example, many communicators are now taking on the role of communications coach to managers and other leaders.
- Case studies of best practices in any of these areas, particularly internal communications and change management. Also, communications leadership, eg. developing leadership skills, best practices, profiles of successful communication leaders.
- Annual report production (from concept to delivery–ethics–communicator's role as part of upper management
- metrics, methods of evaluation
- Executive Relations–building, maintaining and strengthening relations with fellow executives. Note: Majority of articles seem to be geared towards the 1-8 crowd. What about those with more than 10 years of experience who are, or soon will be, in an executive position?
- Perhaps strategic management, measurement/evaluation
- Information for students.
- Online and website STRATEGIES–not just technologies
- Communication in different sectors. There was an interesting article on communication in the public sector vs. private sector. Not-for-profit communications could be another interesting one. Maybe there are unique challenges in certain industries?
- Multicultural communications–Toronto has so many niches. I would like to read about how each niche reacts best to certain communications. I would also like to read about success stories of communication plans.
- Under trends it would be nice to see employability addressed, i.e., what corporations, agencies etc. are looking for in their PR professionals.
- An "On the Move" section would be good to show member movement within the sector. More important would be more consistent devotion to defensible and professional case studies (see PR News) for examples of excellent case studies).
- How about more member profiles, particularly on senior members and what they can contribute to the profession.
- Issues management
- None.
- Diversity communication reputation management public engagement
- Business to Business communications and marketing
- Measurement and objectives setting
- Photography
- Government communications issues planning and budgeting staff development, training
- Communications strategy development–as opposed to just tactics deployment.
- See my previous comment for 3 ideas!
- You've covered the ones I feel are most important.
- Etiquette Standards
- Corporate governance. Government relations. Online communication trends, such as blogs.

17. Should Communicator continue as a print newsletter, be offered online only or a combination of both? Please select only one response.

- Print version only–15 (13.5%)
- Online and Print Versions–72 (64.9%)

- Online Version only–24 (21.6%)

Total Respondents: 111 (17 skipped question)

18. How can we improve the Communicator newsletter?

- Add content and context that are relevant to both new and more seasoned professionals. As it stands, it's way too superficial.
- More bullets, less prose–quick bits of info, more strategy, higher reader level
- I like the themed newsletters. They provide a lot of information on one subject so that if I'm interested in that subject I read it cover to cover and get a lot out of it. Usually, I do end up reading it all!
- See previous answer.
- it's great, not too long & very informative
- - try to keep articles from being self promotional when contributed.–less self-grandization, more news & info
- There's really only one or two main articles, the rest seems like filler. Combine with e-Lerts. Like the theme approach though.
- Better quality and more in depth subjects.
- I like it as it is. I like having a print version that I can take home and read at leisure when I'm not in front of a computer. I wouldn't object to having an on line version but I prefer print.
- more original content specific stories and case studies that show real learnings
- Getting different members to participate. Highlight more case studies within different sectors, i.e. tech, not for profit, retail, life sciences etc. If you didn't do a print version I think a lot of people would be upset, me included. An online version is also good to have to do searches and refer to archives.
- Perhaps I'm speaking only for myself, but I don't really want to read about the health of the chapter's finances, or about chapter leadership workshops, that sort of thing.
- Keep articles short and concise
- If you offer it in two formats, allow people to unsubscribe from one or the other to avoid duplication, reduce costs, save paper, etc.
- More real-life case studies/examples of handling current or difficult communication issues.
- On the model of the international one which I feel is useful and successful . . .
- Keep the print version but perhaps have some articles with link and more info on the online version. Online could provide more detail if there's not enough space for print. Bring back who's moved, who's changed jobs. This could provide more opportunities to find out about new job opportunities. Develop an online publication with different content like Communication World has done with CW online.
- Offer people a choice between online and print version of the Communicator.
- Perhaps have a Letters to the Editor section, plus a section with an editorial each issue or periodically.
- Reduce the frequency.
- Not sure. I think it's great.
- Articles with worth while content–content that means something to the members.
- I like the print format because I can take it with me (read it on the train etc.), and my interest in the articles varies. Again, I would like to see topics that address the "in between" group, those with education and experience looking to take the next step in their careers.
- Turn it into .PDF and publish it in a library.
- My philosophy with newsletters is that since they can no longer be time sensitive is that they need to be substantive. Most articles do not have enough substance.
- By having an online version available.
- An "On the Move" section would be good to show member movement within the sector. More important would be more consistent devotion to defensible and professional case studies (see

PR News) for examples of excellent case studies). Less marketing of IABC would add value to publication. It is otherwise losing its credibility.

- More in depth articles. They are so fluffy right now. There are so many with experience that would have great contributions to make . . . like a VP who has gone through a merger and how he/she handled it.
- Make it more visually appealing.
- I quite enjoy it. perhaps more can be done with photos.
- I love it and can't believe it's produced by volunteers.
- See previous suggestions
- Keep content fresh and timely. Cover subjects thoroughly, possible with side bar of "how to" tactics or steps / suggestions. Share success stories of various communication programs. E.g. Recognition program launch, Suggestion Programs, etc.
- if you offer it online, you can add the author's contact info/email at the end of each article
- See my previous 3 ideas on subject matter. I also think the newsletter could using a 'refresh' with regard to its graphics, looks, etc.
- Actively solicit articles from other people. Choose your themes in advance provide incentives (non-monetary) for people to contribute.
- Include case studies and practical summaries of plans, etc. More like Melcrum, aimed at a more senior communicator
- More articles/tips.
- Make it a little less rah, rah about people and more directed at what makes them successful. I.e., what they've accomplished, not their title.
- I really like the newsletter. I'd like to see it expanded to include even more articles.
- Improve the calibre and range of topics and writers. Don't allow sponsors/advertisers/suppliers to dictate the editorial content. Cut back on the number of articles on the benefits of accreditation—OK, OK, we get it already!
- Senior level writers. Less self-promotion. Why the heck was the cover article in the last issue about a make-up artist??? Relevancy to the membership.
- more external focus on topics. We also seem to see the same few people quoted in articles all the time. How about a greater diversity of voices.

CHAPTER WEB SITE

19. How useful would the following types of information and services be to you on the IABC/Toronto Chapter Web site?

| | Very useful | Somewhat useful | Not very useful | N/A | Response Average |
|---|--------------------|------------------------|------------------------|------------|-------------------------|
| CareerLine | 89% (98) | 7% (8) | 3% (3) | 1% (1) | 1.13 |
| Chapter news and events calendar | 75% (83) | 24% (26) | 1% (1) | 0% (0) | 1.25 |
| Event registration | 81% (89) | 18% (20) | 1% (1) | 0% (0) | 1.20 |
| IABC award programs | 36% (40) | 46% (51) | 15% (17) | 2% (2) | 1.79 |
| Accreditation (ABC) | 47% (52) | 33% (36) | 16% (18) | 4% (4) | 1.68 |
| Volunteer opportunities | 35% (38) | 41% (45) | 24% (26) | 1% (1) | 1.89 |
| Information on the IABC/Toronto Alliance of Independent Practitioners (AIP) | 21% (23) | 29% (32) | 39% (43) | 11% (12) | 2.20 |
| Discussion forums (message boards/discussion lists) | 21% (23) | 47% (52) | 27% (30) | 5% (5) | 2.07 |
| Advertising and sponsorship opportunities | 10% (11) | 32% (35) | 53% (58) | 5% (6) | 2.45 |
| Links to industry sites (communications & PR) | 49% (54) | 44% (48) | 6% (7) | 1% (1) | 1.57 |
| Total Respondents–110 | | | | | |
| (18 skipped question) | | | | | |

20. How can we improve the IABC/Toronto Chapter Web Site?

- It can be refined a bit more and be made a little easier to navigate.
- Ensure it is compatible with all browsers, not just IE.
- A "help me" (or best practices sharing) section where members can post their communications dilemma to see if anyone has advice/best practices. Special section for "students only" to network.
- Don't clutter it up with too much stuff. Keep things easy to find and easy to navigate.
- Links to agencies and independents by specialty area. I'm constantly getting phone calls about "Do you know an agency or consultant who specializes in" I usually only have contacts I have talked to but I think this would be useful for members and non-members and create advertising revenue for IABC/Toronto
- If resources allow, it would be useful to have a "library" of cases studies, along the lines of the now defunct PR Central.
- Update content more frequently, encourage participation on discussion board
- I love the site as it is. I find it easy to navigate within and find the information I want quickly. Keep up the good work!!
- Needs a fresh look and feel.
- It sometimes feels too static—as though you want to do more with it but never get around to posting the vibrant content.
- Do some usability testing. I don't imagine my opinion expresses the wish of the people! But from my standpoint, pod casting would be a nice addition and there are many fabulous resources on the PRSA (US) web site that are worth adapting to IABC needs. I find that resource phenomenal!
- Providing info and links to other communications training/workshops, e.g. colleges or industry led, particularly if these are different from IABC Toronto offerings.
- Have the discussion forums more prominent so members use it as a way to find out information and have their questions answered. And ensure that the appropriate Board members are alerted to questions from their area and answer them
- More substantial content.

- It has been greatly improved over recent years. I'd encourage more interaction on the discussion board.
- Increase awareness of content. There are so many useful things on the site, but people (like me) may not be aware of all the resources available to them. Maybe every month you could highlight a different feature on the site in the e-Lert?
- It is too hard to get around in. Make it more user friendly.
- For a web site run by and for communicators it's not that clean/user friendly. Get rid of the content for content's sake—a little useful information is better than lots that is useless.
- Allow registration online with a cheque to follow by mail. Make it easier to find AIP.
- I find it is quite well organized and informative.
- See previous . . . more mature subject matter for senior practitioners
- Promote online member directory and discussion forums.
- Make job postings print on one page
- Content needs to be updated and refreshed more frequently. With the exception of the events and news section, almost everything has remained unchanged since the new site was launched.

Note: In addition to the detailed positive comments, about six respondents suggested the web site was fine "as is."

E-LERTS

21. IABC/Toronto's e-Lerts are currently issued on a bi-weekly basis. How often would you like to receive them?

- Weekly-6 (5.5%)
- Bi-weekly-77 (70%)
- Bi-monthly-6 (5.5%)
- Monthly-21 (19.1%)

Total Respondents: 110 (18 skipped question)

22. How could we improve the IABC/Toronto's e-Lerts?

- Place the précis and links first, rather than the list of links—the list never works for me.
- I like the current format. Short descriptions with links to more info if you want it. Allows me to scan quickly.
- I used to get duplicates about 5 minutes apart. It took a long time to rectify. Maybe separate out into events for students and experienced communicators.
- Fine as they are. Keep them short, focused, and to the point. Bi-weekly is quite frequent but probably needed to promote monthly events. I find the writing is very good—informative but compelling to action, well done!
- The e-Lerts are a useful tool and you've made it very easy to navigate the information.
- Ensure they get to us! Especially when I've changed my email address twice on-line and once in person (by calling) and I still am not getting them since I changed my email address :-(
- I do not receive them. So please ignore my answer to #19—I responded only because I can't continue the survey unless I respond to all questions!
- Could be more exciting to read.
- Improve the site that they link to so that following up on the e-mail offers real value.
- I think they're very well-written, and designed for easy online reading. Keep up the good work!
- Shorter, more digestible, less sales oriented . . .
- Timing is about right, I guess if you need to send them more often because there's news you feel is important for people to know, then by all means, send out more often.

- Include all relevant information/updates from IABC international for members who might not visit the international site often.
- Not sure, but I like the fact that they are short and sweet. I would not make it any longer.
- I like the format and find it easy to follow. However, sometimes the "new" section has items repeated in it—it takes the value out of the "new"
- I receive so many emails from so many different organizations that finding the time to read them all is a challenge. Reducing the frequency of the e-Lerts and having more substance to them would make better use of readers' time.
- Don't use yellow as a text colour—too hard to read.
- Have less of them.
- Have only received my first e-Lerts as I just joined so cannot answer this definitively
- Bi-weekly is fine, assuming the content is fresh.
- Send fewer of them, perhaps monthly instead of bi-weekly
- Make them the sole source for information and not duplicate it in print mailings.
- I think events should be listed by date, whether or not it is a repeat listing. Too many things get missed now that there are two columns (new and already advertised).

Note: In addition to the detailed positive comments, about four respondents suggested eLerts were great "as is."

IABC/Toronto GENERAL QUESTIONS

23. How would you rate IABC/Toronto's performance on the following categories?

| | Excellent | Very good | Good | Fair | Poor | N/A | Response Average |
|--|-----------|-----------------|-----------------|----------|--------|----------|------------------|
| Offer networking opportunities | 19% (21) | 35% (39) | 35% (38) | 5% (6) | 3% (3) | 3% (3) | 2.36 |
| Provide professional development and resources | 15% (17) | 30% (33) | 35% (39) | 12% (13) | 5% (6) | 2% (2) | 2.61 |
| Provide volunteer opportunities | 15% (17) | 29% (32) | 28% (31) | 12% (13) | 2% (2) | 14% (15) | 2.48 |
| Total Respondents 109 (19 skipped question) | | | | | | | |

24. What do you use the networking opportunities for? Check all that apply.

| | Response Percent | Response Total |
|--|------------------|----------------|
| Generating business | 12.8% | 14 |
| Professional development | 65.1% | 71 |
| Social interaction | 50.5% | 55 |
| Expanding professional contacts | 78.9% | 86 |
| Career opportunities | 49.5% | 54 |
| Other (please specify) | 10.1% | 11 |
| Total Respondents 109 (19 skipped question) | | |

Other:

- Information exchange
- Don't use very much (4)
- Meeting past colleagues
- Don't really use networking opportunities—although I like the idea they exist!
- Finding placement opportunities for students; understanding where comms. biz going at a micro level

- Introduce my colleagues to a wider circle.

EVENTS

25. How many IABC events have you attended in the past 12 months?

- One–26 (23.9%)
- 2-3–40 (36.7%)
- 4-5–21 (19.3%)
- 6-10–9 (8.3%)
- More than 10–0 (0%)
- None–13 (11.9%)

Total Respondents: 96 (32 skipped question)

26. Which IABC events have you attended in the past 12 months? Check all that apply.

| | Response Percent | Response Total |
|---|-------------------------|-----------------------|
| Munch 'n' Mingles (evening networking events) | 42.7% | 41 |
| Breakfasts | 17.7% | 17 |
| Luncheons | 43.8% | 42 |
| Seminars | 53.1% | 51 |
| IABC International Conference | 8.3% | 8 |
| IABC Canada Conference | 6.2% | 6 |
| Web casting | 18.8% | 18 |
| Other (please specify) | 16.7% | 16 |
| Total Respondents–96 (32 skipped question) | | |

Other:

- AIP (2)
- Accreditation College (4)
- LDW planning meetings and LDW, AIP nights,
- LDW Conference
- Awards gala
- Volunteer night (2)
- Numerous awards judging sessions
- Think-tank
- Ovation awards seminar
- Volunteer Thank you, Wordfest
- Communicator of the Year luncheon

27. Do you have any preference regarding where the event is held?

| | Response Percent | Response Total |
|--|-------------------------|-----------------------|
| Hotel | 30.3% | 33 |
| Club | 8.3% | 9 |
| Board room | 2.8% | 3 |
| Restaurant | 11% | 12 |
| Other (please specify) | 47.7% | 52 |
| Total Respondents 109 (19 skipped question) | | |

Other:

- Not restaurants (2)
- Downtown Toronto (3)
- No preference, just inexpensive.
- I don't care as long as the food is good, the service is fast, and there is PARKING NEARBY—the parking is crucial. For luncheons, I would recommend a buffet to save serving time.
- It depends, if it's a seminar then I like somewhere where I can sit and take notes comfortably
- Room that facilitates presentations
- No preference as long as conducive to networking and interaction
- No preference, different locations suit different subjects/styles
- No preference, as long as it is TTC accessible
- Anywhere parking is convenient and relatively inexpensive
- No real preference as long as it's clean and looks professional
- Cheaper more casual places
- Depends on event—sometimes a low cost location is ok (2)
- Only preference close to GO train
- Somewhere with cheap parking or on subway line
- Easy TTC access!
- Least expensive, closest to highway, respectable
- Location and pricing should dictate this, not a limiting choice.

28. What types of speakers or topics would you like to see?

- New trends, changes in the workplace and technological advances that impact communications. Speakers must have perspective, something to say and not be focused primarily on seeking new business from audience.
- Train the trainer type events for media relations, crisis communications, government relations.
- Strategy, case studies on making communications a management function, leveraging relationships with execs
- Corporate Social Responsibility Communications planning best practices Creating hype through internal communications strategies/planning
- Communication tactics/strategies for non-profits
- Experts in particular areas (i.e. business trends, health care experts, education experts).

- Current trends in internet PR (weblogs etc.) How has the Gomery inquiry affected our business? Simple copyright law and how it applies to PR.
- "Hot topic" speakers—anyone who you might see quoted in the current business media on a communications related topic.
- Leaders in the field—PR, CSR, media relations etc. Issues management/reputation management
- Innovative communicators—people willing to provide real world success & failure stories—the authors of 'Why business people speak like idiots'
- Roundtable forums to share tips and tools rather than just listen to someone speak. Ideally about 5-8 companies with similarities (e.g. large global firms with employees in several countries—share best practices on how they deal with distribution, language issues, time zones, etc.)
- The branding one was really good and I enjoyed the salary survey—though it was a little pricey. I would like to see media speak, maybe seminars on media training for the trainers, really good case studies on internal communications in challenging environments.
- Practical applications, case studies of smart programs or effective use of a tool. Want the minimum on self-promotion . . .
- Media relations, events management, public relations
- How about a panel of non-communicators talking about communications and how they work with communications and what they would recommend for us in terms of building better relationships with them—e.g. CEOs, sales director, CFO, VP Operations, Product Manager, etc. I can help by suggesting some potential speakers on this topic. We should tap more of our senior members and ABCs to see if there is something they could present, e.g. a case study of a project. Any chapter member who wins a Gold Quill would be a good candidate for making a case study presentation.
- Case studies of successes. Maybe focus on Ovation Awards winners—A series or panels that talk to successful programs and their results. More informal events with facilitators—perhaps to engage senior communicators—i.e. technology or communications in government or healthcare. It could be limited to small groups in a round table setting and people get a chance to share ideas and best practices on a topic they are close to versus something that is generic. Also maybe take the social aspect a step further. A series to introduce people to great event venues and restaurant around the GTA. Maybe a chance for sponsorship from the restaurant—but it would give event planners a chance to see a new venue that they could book. Or simply check out a new restaurant.
- Would like to hear from people who are in the field, marketing, media relations, investor relations from various industries . . . not just from agencies or consulting groups.
- Professional development for senior communicators Measurement/evaluation Injecting creativity into a corporate environment
- A variety—mix it up a bit
- Measurement! Measurement! Measurement!
- How to get yourself accredited
- Strategic communications coaches Event planners—offering an A-Z guide on current trends / tips in event management Member currently working in HR communications—and other trends (profile non-traditional pairings of departments with communications)
- Internal-communications or technology-use experts
- Internal Communications—especially an expert on earning employee trust
- Innovations Peer Panels Non-profit and public sector specific
- Employee communication, use of technology to communicate
- Leadership in communications Case studies of successful communications programs/projects including measurement/evaluation Strategy and communications counsel
- Non-profit perspective, .e.g, effective communications on a shoestring
- Metrics, evaluation and research, communication trends
- Recent news makers

- Speakers who are well-informed on a certain issue, (i.e. media relations, measurement) or certain area (i.e. health care communications)
- More cross-over w/other professional associations.
- Communications in an evolving technical world–planning mid-long term website strategies–balance technology and communication needs in managing a website–building intranets–using the web to promote public issues–things that are also relevant to not-for-profits–website usability and writing
- On-line communication (other than retail marketing) non-profit or association communication
- High profile, highly experienced with proven speaking abilities
- Change communication
- Media relations, career building, a job fair/opportunity to connect with employers and hear about what they're looking for.
- I'd like to have hard outs after the speakers, and that they really address what the topic said they would. Usually there is a clever title that the speaker does not live up to.
- more senior level fewer speakers who are there to sell something fewer junior level topics
- Media relations Web/e-communication Development/Fundraising Communicating for non-profits
- Speakers from the television/film industry
- People in the news.
- Topics that match communication trends
- Topics . . . already covered in other questions. Speakers–make them the leaders in the field–not people who are trying to pick up clients
- Someone hip and cool that speaks about trends in PR and communication.
- Technology issues surveying what's new in the field, new trends
- Business to business product marketing communications
- Change managers from government
- Perhaps reputable reporters and media relations experts–how they work together in an interdependent relationship. Special event experts–what to look for when responsible for organizing special events. Speakers that can offer tools to take away (as opposed to just an overview . . .)
- See my 3 ideas . . . other related issues regarding internal communications.
- Special events. Writing.
- Investor relations Accreditation (missed last series, sorry) Teaching comms. What bus. needs from graduates?
- Business etiquette. Networking tips.
- More senior-level. Ones that allow for interactivity, such as a panel. (One of the best things IABC/Toronto ever held was the panel with the media.)
- Business leaders Opinion leaders Media editors and journalists
- More senior communicators presenting case studies of successful programs. More events related to external communication.

29. Would you be willing to exchange sit-down, full course IABC lunch events for sandwich buffets with higher quality or even paid speakers?

- Yes (87, including 12 “absolutely or definitely” responses)
- No (2)
- yes–food is never good anyway
- Not completely
- Yes, absolutely. A very good idea.
- Yes–it's not about the food, it's about the networking and learning.

- Yes. I go for the speaker—not the lunch.
- Absolutely—priority for me is in the quality of the speaker or topic.
- Yes, provided a vegetarian option is offered
- Yes, I have been advocating for a buffet for years but IABC Toronto insists on wasting an hour of my time serving me a big, expensive lunch that I don't want!! Sandwiches are one approach but build-your-own sandwiches gives more flexibility—not everyone likes the same things. CPRS just had a luncheon at a cafe and had a nice buffet lunch where you could choose from salad and two types of pasta. It was good and fast as people could serve themselves as they came in. Rather than bring in paid speakers (this would be OK occasionally), I would use the buffet as a way to reduce the cost of luncheons so more people could afford to come and to compress the time—so many people can't afford 4 hours to travel to and attend a luncheon that offers just a 20-minute presentation. It wastes most of your day! You need to compress the upfront registration and food service time so the speaker starts right at 12:30 and is done by 1.
- Paid speakers would have to be big names and would have to be more in depth than one hour. I don't like buffet during seminars because the line-ups take too much time and time away from networking around a table.
- Yes I would. I was disappointed with the last lunch and learn I had . . . It seemed it was all about the lunch and networking and less time was devoted to the topic I had come to hear about. I'm more interested in listening and learning from the speaker on the topic. Sandwiches are more than adequate.
- I usually get something out of the luncheons. I like the local flavour of the presentations (e.g. LCBO, CNW) Maybe you could mix and match.
- ABSOLUTELY!!!! This is a fantastic idea.
- Depends upon the cost.
- Interesting concept. It all depends on who you can attract as speakers. I think the full course events right now are overpriced.
- Yes, as long as the sandwiches taste good!
- Yes—absolutely. This would save on time.
- Sure! It's the learning that's important, not the food.
- Absolutely! But don't forget to ensure that there are dietary options for lacto ovo vegetarians, vegans and the kosher or halal among us . . .
- Sure, but I usually can't make it to lunch events because I work in North York and don't have a car and they are held downtown.
- High quality speakers are most important. Would rather stay with sandwich buffets though. In orders words, spend money to get a high quality speaker rather than spending it on the food and the required staff to serve a full course meal.
- Yes, but only if I perceived the speakers to be of higher quality. I would not be impressed to pay the same money for a sandwich buffet with speakers of equal caliber. It would seem like a cut-back.
- Yes, it's the speaker that is important.
- Yes but not for paid speakers. They should be doing it for free to give back to their industry.
- Definitely, more opportunity to network at a buffet.
- I haven't been to one, but in theory I would say definitely
- yes, as long as you pay for the sandwiches
- As the as the cost is controlled / maintained and reasonable.
- YES—great idea!!
- Actually, I'm not remotely interested in any meals! I find them distracting from the agenda (and sometimes messy). The actual seminar detracts from my concentration on eating & the eating detracts from my concentration on the seminar. I'd much prefer a shorter session and just coffee & fresh fruit.

- The speakers have often been high quality it's just that they aren't relevant. Food is secondary, so if you can snag someone who will only come for a fee and are relevant to what IABC TO members want, that would be great
- Yes, although I would prefer to see morning breakfast speakers (even brown bag events), so as not to cut so much into my work day.
- Yes. The food is just average anyway.

30. When do you prefer to attend seminars?

| | Response Percent | Response Total |
|--|------------------|----------------|
| Morning | 32.1% | 35 |
| Lunch | 33% | 36 |
| Evening (after work) | 34.9% | 38 |
| Total Respondents-109 (19 skipped question) | | |

31. What type of topics influence you to attend seminars?

| | Response Percent | Response Total |
|--|------------------|----------------|
| Learning | 56% | 61 |
| Advancements in industry | 9.2% | 10 |
| Trends | 26.6% | 29 |
| Other (please specify) | 8.3% | 9 |
| Total Respondents 109 (19 skipped question) | | |

Other

- All of the above (8)
- Learning and advancement in industry

32. What would you say is a reasonable cost for a seminar?

| | Response Percent | Response Total |
|--|------------------|----------------|
| \$25-50 | 45% | 49 |
| \$50-75 | 38.5% | 42 |
| \$75-100 | 2.8% | 3 |
| Other (please specify) | 13.8% | 15 |
| Total Respondents-109 (19 skipped question) | | |

Other:

- Free to members unless speaker is high profile—then 25-50.
- It depends on whether it is a one hour seminar with a local person or a full day seminar with a group of speakers.
- included in membership charge
- Lunch w speaker \$25; seminar *\$100
- \$25-35
- Depends on how long and if food is provided. 25-50 for a 1.5 hour breakfast is reasonable. 100 seems reasonable for a four hour seminar, but not for a 2 hour lunch session.

- \$20 to \$40–your range is too large above!
- 20
- Depends on the content, speaker, time etc (3)
- 25-75 depending on content
- \$25 or less.
- depends on duration, the lower the cost, the better
- I prefer 25-50, but for a fabulous speaker or learning experience, will pay more

33. How could we improve the IABC/Toronto events?

- Add value by adding relevance to diverse members.
- Don't schedule them for mornings. It's very difficult for anyone within GTA or outside GTA to get to a morning event on time.
- Better speakers–"meatier" presentations and materials, fill the time–the only luncheon I attended had a presenter that went 20 minutes–not worth being out of the office for 2 hrs.
- I find the seminar topics are often too broad and the speakers are not exceptional–they should be leaders in the industry, not just anyone–so I don't get a lot of value out of them. If they were more focused and higher quality, I'd attend more of them.
- Have more professional development events. Encourage an environment that functions more as an ideas exchange rather than a socializing affair.
- Have some that have a student focus like CPRS 360 event
- Lower the prices–cut out the "fancy food" (that is not really that good anyway). Try some new venues for the luncheons. I'm really tired of the Sutton Place. Can't we move it around the city?
- Ensure the speakers are of high calibre with in-depth knowledge. I think most people go to these to learn new info, and I have attended some in the past when the content was light.
- Minimal cost to members (\$20 max)–regular networking events (i.e. monthly)
- Offer in a few locations–west end, east end, down town. Keep them to 2 hours or less.
- Too much overlap between luncheons and seminars topics. Do more with less.
- You do a great job! Haven't participated in enough to take advantage . . . Consider: web casts are pricey for single-person operations. Any ideas for cost-sharing or a per person charge? Perhaps individuals could work it out, like carpooling . . .
- Offer them at lunch! I have small children who need to be taken to school in the morning and cared for in the evening.
- I find that events overall are getting pretty expensive for what they are. Keep the luncheons price down and get more creative with menus and negotiating with other venues. IABC Toronto is an outstanding organization and is doing a great job. I'm proud to be a member.
- Have sponsors pay for the events
- Make them more leading edge. Got some great topics and speakers for Naked Communicator but seminars seem same-old. Maybe series that people have the option of purchasing one or the entire series??
- I'd say making it more affordable and available for people to attend events and seminars. I would also like to see more seminars and professional development activities than networking opportunities.
- The events I have attended have been well organized and offered useful information. Might there be a possibility for offer industry specific seminars, e.g. for professionals in healthcare, etc.?
- Events/seminars for less than \$25 for members. Or throw special events at low cost to get people (especially recent students) into the habit of going and then being able to see the value of higher priced events.

- It would be fantastic to attend an event and not have people try to sell me something e.g. designers, freelancers, consulting services, etc. I hate the fact that vendors/suppliers join professional associations to get close to potential clients.
- Ensure we get value from the speakers. Unfortunately, that has not always been the case . . .
- Find cheaper venues to make them more affordable.
- . . . By targeting your topics and audiences better. e.g. "This seminar will appeal to students seeking their first job" was hugely successful.
- I like the idea of the sandwich buffet.
- You do very well in this area. Keep up the good work (2)
- Review responses from this survey.
- Less self-promotion by organizers; better sound/PA systems; less self-promoting speakers
- * Annual Golf Event
- Let members know who is registered so they can look out for people they may want to re-connect with.
- Offer student discount rates for attendance
- I feel that they are always more about networking than about the substance of learning. I attended an IABC/Ragan seminar in Chicago last year, and the emphasis was on learning, with networking being a bonus. It feels the other way around here.
- Take the show on the road and offer seminars in the east end if the numbers are there and the west end—where the numbers have been gathered.
- Have more "learning" events, such as the one on the IABC Ovation Awards, which I think was very good.
- Much better speakers and topics—more accurate information about the speaker, topic and what will be covered. I have noticed a downfall of speakers and lack of accurate information in the last year.
- I've been on maternity leave. The last seminar I attended was great—at the TSX. My only concern is that there didn't seem to be much food for an evening event.
- A series of connected events rather than a smattering of disconnected events would be more meaningful.
- More senior speakers lower costs
- If members are going to be charged for registration, the fees for non-members should be significantly higher to encourage membership (more value in membership) and reduce the fees for members who already pay fairly high membership fees.
- Make them more cost effective for people who don't have large corporate budgets paying for them.
- They should be cheaper. Also, the Much 'n' Mingle that I went to didn't have an ice-breaker which would have helped at a networking event.
- For munch and mingles I think you should have people appointed to help newcomers meet people, and perhaps you could give out "first timer" or "first year at IABC" badges to make it more likely that other will reach out to them.
- Larger spaces for Munch n Mingles. The one I attended was so crowded you could barely move.
- Keep it affordable.
- As mentioned before, reduce the food & provide a superb subject/speaker.
- Offer some outside of Toronto.
- Get your pricing more in line with that of other chapters/other organizations around the city. Stop looking at events as "money making" ventures, and instead take care of the PD needs of the membership itself. Explore new (lower-priced) locations, preferably located near the subway line and/or to ample, inexpensive parking.

- I'm out of town by a three hour drive. It would be great to have lunch seminars on a Friday or Monday so I can attach a weekend to my visit and make it more convenient to attend.
- Implement the suggestions previously mentioned.

AWARDS

34. a) During the past two years, have you submitted an entry to an IABC awards program (Ovation, Silver Leaf or Gold Quill)?

- Yes 24 (22%)
- No 85 (78%)

Total Respondents: 109 (19 skipped question)

34. b) For which IABC awards did you submit an entry? Check all that apply.

- Ovation Awards (IABC/Toronto) -15 (62.5%)
- Silver Leaf Awards Program (Across Canada)-11 (45.8%)
- Gold Quill Awards Program (International)-9 (37.5%)
- Other, specify-2 (8.3%)

Total Respondents: 24 (104 skipped question)

34. c) What is your main reason for not submitting an entry? Please select only one response.

- No time/too busy-33 (38.8%)
- Don't have any work to submit-25 (29.4%)
- Disappointed with previous feedback-2 (2.4%)
- Too expensive-4 (4.7%)
- Don't consider awards programs valuable-8 (9.4%)
- Other, specify-13 (15.3%)

Total Respondents: 85 (43 skipped question)

35. a) Have you attended the Ovations Gala in the past two years?

- Yes-21(19.3%)
- No-88 (80.7%)

Total Respondents: 109 (19 skipped question)

35. b) Why haven't you attended the Ovations Gala in the past two years? Unless someone I knew was receiving an award, I would not attend.

- Didn't win therefore couldn't justify \$\$
- Didn't win an award. No other compelling reason to attend (5)
- Not interested, or not familiar with award recipients.
- No awards submitted, not interested, lurking in the background (4)
- Not available at the time of the events/scheduling conflict (6)
- Out of the field raising children!
- Student or other new member- just joined (7)
- I have been gravely ill (battling cancer). I won't attend this year due to the price.
- High cost vs. moderate level of interest.
- Too expensive, no entry, nothing to wear.
- Doesn't interest me. (11)
- Would only attend if entered. (6)
- I have to attend too many Galas in my position already. Something more down to earth would be better.

- I was never an award winner. However, I am going this year because my group is an award winner.
- Haven't submitted or won an award. I absolutely hate awards events/galas.
- Used the time to make a connection with colleagues from other provinces that was going to valuable to me in my position.
- Price, timing coincided with another obligation.
- Our firm wasn't entered. Plus, I don't have much time in the evening, with a little one at home.
- Difficult to attend evening events. I haven't submitted entries. About three or four years ago I did attend a gala and enjoyed it.
- Don't believe in awards. Usually self-promoting nominees who seem to be more adept at applying their PR skills nominating themselves than their toward their clients.
- New member–plan on attending this year.
- I feel like it's for communicators who are more senior than me and feel I may be a bit out of place at this stage in my career. As well, I have a limited budget/time and spend it on seminar events and volunteering at this point.
- No entry, not that interested and too expensive.
- Don't perceive attendance as a valuable use of my time when (1) I am not receiving an award; (2) I don't know anyone receiving an award; (3) I am not likely to "learn" or gain anything of significant value to my career
- boring, expensive
- Too self-congratulatory
- Too difficult to travel down, as it means staying overnight which runs the cost up.
- Networking for business development is weak there.
- Not a member and don't feel quite connected to IABC community yet.
- No time–new job, single mom, can't afford it . . .
- Don't see the benefit
- Too busy, no real interest in attending. Tried to volunteer to help at event this year, but have not heard from the coordinator in months.
- Did not know about it. Have only been a member this past year.
- Do not like awards programs generally.
- I have some doubt about how the awards are measured. My previous manager submits entries and puts her name on it. She does maybe 5% of the work yet her name is put on the award. I have seen her win awards for projects that she caused so much internal damage on. She highly disrespected people and departments trying to accomplish her task. So much that the company has paid a psychologist to work with her on her behaviour. With all this said, she turns around and submits an entry for a project that she was barely involved in and others who did do the work don't get mentioned. This person is very active with IABC and is accredited–which makes me wonder if the reason why she wins is because of her connections and involvement in IABC. I believe that in order to truly deserve this award a person/team needs show that they have really worked hard and well together in order to achieve great results. The "Getting There" part of the awards entry is not there. How can I put much value on an Ovations Award when this is what I see?
- No connection.
- No interest. Too high priced.
- Too far to travel on a week day

ACCREDITATION

36. Are you accredited?

- Yes–10 (9.3%)
- No–98 (90.7%)

Total Respondents: 108 (20 skipped question)

37. a) Which accreditation designation do you hold?

- Accredited Business Communicator (ABC)–8 (80%)
- Accredited in Public Relations (APR)–0 (0%)
- Both, ABC and APR–2 (20%)

Total Respondents: 10 (118 skipped question)

37. b) Do you plan to go through the accreditation process in the next two years?

- Yes–45 (45.9%)
- No–53 (54.1%)

Total Respondents: 108 (20 skipped question)

37. c) Why have you not considered becoming accredited?

- No time/too busy–9 (17%)
- No real value in marketplace–16 (30.2%)
- Too difficult–0 (0%)
- Not enough experience–19 (35.8%)
- Never heard about it–0 (0%)
- Other, specify–9 (17%)

Total Respondents: 53 (75 skipped question)

VOLUNTEER OPPORTUNITIES

38. Have you ever been asked to volunteer with IABC?

- Yes–51 (47.2%)
- No–57 (52.8%)

Total Respondents: 108 (20 skipped question)

39. a) Do you currently volunteer with IABC?

- Yes–28 (25.9%)
- No–80 (74.1%)

Total Respondents: 108 (20 skipped question)

39. b) How did you become a volunteer with IABC?

- Someone asked me–12 (42.9%)
- I applied on the Web Site–5 (17.9%)
- I attended the volunteer recruitment night–5 (17.9%)
- Other–6 (21.4%)

Total Respondents: 28 (100 skipped question)

Other

- Employer encouraged me to volunteer as membership was paid by employer.
- I sought out the opportunities.
- Through conversations
- I saw a need and stepped in.
- I asked about it
- I contacted the VP

40. How many hours do you spend on volunteer work for IABC on average each month?

- Less than five hours–13 (46.4%)
- 5 -10 hours–11 (39.3%)
- 10 -15 hours–2 (7.1%)
- 15–20 hours–0 (0%)
- More than 20 hours–2 (7.1%)

Total Respondents: 28 (100 skipped question)

41. a) Are you satisfied with your volunteer experience?

- Yes–25 (89.3%)
- No–3 (10.7%)

Total Respondents: 28 (100 skipped question)

41. b) Why aren't you satisfied with your volunteer experience?

- It was only through a great deal of effort that I was given the opportunity to volunteer. It really shouldn't be this difficult for someone to get involved. It took over three months before I was given an opportunity.

Total Respondents: 1 (127 skipped question)

42. How could we improve volunteering opportunities?

- Inform new members of volunteer opportunities and get them involved.
- Explain exactly what they entail.
- Offer a reduced membership for volunteers.
- Include them in e-alerts
- A small budget for soft drinks and cookies would be appreciated at meetings.
- Don't know–an unexplored area for me right now, haven't really considered it. But, any volunteer opp is difficult–once you're locked in, you're locked in. My concern would be with too much of a "work load" and time commitment.
- I think you do a good job now engaging people and recognizing them. I think it's important to make sure when we ask someone to volunteer that there is something concrete for them to do and that the expectations are clearly defined.
- Relevance
- Make sure you keep it at the right level–less admin, more higher level consulting and ability to use expertise and learn management skills
- Well I was originally asked to volunteer for the ovation awards and I agreed to help and was looking forward to it. Then people in charge got switched and I was told I would hear from someone and I never did. I followed up and I was told that they were going to set a date. Then it seemed that I was going to be something different than what I was asked to do. I felt there was no organization and I was kept out of the loop. I would love to volunteer but am cautious now. I would like to do some stuff but it seems there are little volunteer positions available.
- The volunteer program seems to be working well.
- All volunteer opportunities seem to be board positions. Is there anything else? Create a mentorship program where experienced communicators can work with students or those new to the profession.
- Ensure the time requirements and expectations are very clear–up front.
- Make volunteer opportunities SMART: Specific, Measurable, etc. I believe most people will make a short-term commitment to a project that interests them.
- I think it is fine the way it is, I am simply a working mother with a young child–not a good time for me.
- I think you offer great volunteer opportunities. I just don't have time!
- If you are considering a buffet for future seminars, maybe that's how you need to think about volunteer opportunities. For those of us who have not tried it out, we need a forum where we can get a sense of what is available and what kind of time commitment it might represent. A volunteer buffet..

- Promotion and communication—let me know about the opportunities and feature how they will be a benefit to me.
- Perhaps include these in e-lets especially if there are a few available. Or, post right on the home page of the Toronto site. Or even include a section on Career Line under paid opportunities for volunteer opportunities.
- I must note that I have volunteered in the past (2 years) on my own initiative. The only reason I am not doing so now is that I am involved in two other non-profit groups on a volunteer basis and cannot add a third.
- Let members know up front before they go to a volunteer recruitment night what positions are available.
- IABC provides many opportunities and has a great system in place—including recognition.
- Be willing to "develop" volunteers. I once volunteered with a portfolio and never got called back after the first meeting, despite the fact that I did what was required/assigned of me. Part of the value of volunteering is developing your skills, but there is no opportunity to do this if there is no feedback and worse yet, no further opportunity to participate, which can also be demoralizing.
- The entire process needs to be more organized. I felt like I was constantly waiting for someone to contact me, and when they finally did, the directions were very unclear on what to do.
- Clearer communication about the type and number of opportunities available including the time commitment expected/required.
- Make them paid positions.
- Make it easier for people to volunteer in small ways rather than having to take on something big right away.
- Relevant to job and not time consuming. Better co-operation between Board committees
- When a person volunteers, the VP or portfolio manager should get back to them within a few days. I volunteered for another portfolio and she still didn't get back to me. I wonder if you have a problem recruiting and retaining volunteers—if so, make sure that the VP gets back to the potential volunteer as soon as possible.
- Make them smaller, short term commitments. We are often very busy people!
- I volunteered with the marketing committee on the 2003 conference in Toronto. Rather than specific jobs, opportunities to help out on an ad hoc basis (writing, editing, planning, and strategizing) on specific projects would enable me to fit volunteering into my schedule. Assignments that are month to month might be an interesting option for many.
- I would like to volunteer but not sure how to do that living outside the GTA.
- Can't hurt to solicit volunteers—directly by phone or email with description of opportunity.
- Portfolio Directors need to follow-up with volunteers. I volunteered for 3 committees this year. Only one committee has kept contact with me.
- Have a discussion around volunteering opportunities as part of new member orientation. And, make it a yearly discussion when people renew their memberships.
- Ensure that volunteers understand what is required of them. Ensure that people volunteer for the right reason—to give back to the association/industry, rather than looking to make business/profile gains. (That should be secondary.) The prevailing sense these days is that there is far too much self-interest exhibited by a great number of volunteers.

MEMBERSHIP

43. a) Would you recommend IABC membership to a colleague?

- Yes—98 (90.7%)
- No—10 (9.3%)

Total Respondents: 108 (20 skipped question)

43. b) Why would you NOT recommend IABC membership to a colleague?

- Doubtful of its value to most of my colleagues who have extensive experience.
- I would encourage someone who is new to the profession to join. However, as a senior communicator, I find that few of events offer anything of value. The Naked Communicator

event was one of the best that IABC/Toronto has ever organized and I personally would welcome more events like that and I would be willing to pay the cost.

- I don't get a lot out of it
- It's a rather impersonal organization. I recall how hard it was, and how aggressive I had to be initially, pursuing volunteering opportunities.
- I might and in fact have recommended IABC to a colleague, but only because they were looking for a job. I know there is value in the membership for job searchers, but otherwise I've been disappointed.
- Too expensive for the value. Until local events and the Communicator become valuable again, I will tell me colleagues to sit tight and wait.
- Very little tangible value and the intangibles do not add up to the fee.
- It would depend what they wanted to get out of the membership.
- As indicated all over the place, I don't think I'm getting good value for the high price of membership in IABC/Toronto. And I have no assurance that things will improve in the future. Why, then, WOULD I recommend membership?
- At the moment, apart from seeking accreditation/maintaining accreditation, the membership fee is very high for the overall value received (particularly at the international level)

THINK TANKS

44. Have you heard about IABC/Toronto think-tanks?

- Yes-44 (%)
- No-34 (%)

Total Respondents: 78 (50 skipped question)

45. If yes, where?

- Communicator (8)
- Annual Report (1)
- Through fellow LDW volunteers/an associate/friend/word-of-mouth (8)
- eLerts (10)
- IABC/Toronto Communication vehicles in general (3)
- Web Site/Event listings (4)

Total Respondents: 78 (50 skipped question)

46. Have you ever attended an IABC/Toronto think-tank? If no, why not?

- Yes (7)
- No (64)
 - I have not been asked to participate. (4)
 - I had never heard of them. (16)
 - Other commitments/time conflicts (11)
 - Lack of time and not convinced of value.
 - No-but I would love to.
 - No. I wanted to but did not receive info.
 - None have been on subjects I am passionate about. (2)
 - I haven't. Not sure if you have to be invited or maybe because I'm still considered junior (less than 2 years experience)
 - Isn't participation by invitation? (2)
 - Originally, it was a timing conflict. More recently, I've started to question the value of it.
 - No. I try to prioritize my free time/learning opportunities, and I'd rather attend lunch & learns.

- I believe they are held on weekends, which does not appeal to me.
- No–didn't feel I had enough experience to participate (3)
- No because I haven't volunteered for the group.
- Didn't know I could. I thought it was by invitation only and only for accredited members.

Total Respondents: 71 (57 skipped question)

ALLIANCE OF INDEPENDENT PRACTICIONERS (AIP):

47. Have you heard of the Alliance of Independent Practitioners (AIP)?

- Yes and I'm self employed–14 (13%)
- No and I'm self employed–1 (0.9%)
- Yes and I am NOT self employed–57 (52.8%)
- No and I am NOT self employed–36 (33.3%)

Total Respondents: 108 (20 skipped question)

48. Do you think AIP offers valuable benefits for IABC members?

- Yes–28 (25.9%)
- No–2 (1.9%)
- Don't know–78 (72.2%)

Total Respondents: 108 (20 skipped question)

49. I know how and where to find out more information about AIP if I need to.

- Yes–71 (65.7%)
- No–37 (34.3%)

Total Respondents: 108 (20 skipped question)

50. What other services would you like IABC/Toronto to offer?

| | Response Percent | Response Total |
|---|-------------------------|-----------------------|
| Educational programs | 57.4% | 62 |
| More scholarships | 13.9% | 15 |
| More volunteer opportunities | 18.5% | 20 |
| Field trip programs | 25.9% | 28 |
| Membership benefits package | 40.7% | 44 |
| Annual chapter professional development conference | 52.8% | 57 |
| Local strategic interest groups (bringing together communicators who are in the same industry or geographic area) | 55.6% | 60 |
| Affinity programs | 14.8% | 16 |
| Other (please specify) | 7.4% | 8 |
| Total Respondents–108 (20 skipped question) | | |

Other:

- We need to be involved with the PR programs at the colleges and universities to make sure we are profiling
- the organization and recruiting new members for the future.
- Affinity and benefits programs that offer value to Canadians (international has many but they forget about
- one of their biggest chapters north of the border AKA Toronto

- Mentoring program, resume reviews
- Greater involvement of students
- Canadian led on-line seminars (vs. US)

DEMOGRAPHICS

51. How long have you been a member of IABC?

- Less than 1 year–18 (16.7%)
- 1–2 years–11 (10.2%)
- 3–5 years–24 (22.2%)
- 6 –10 years–31 (28.7%)
- 10–15 years–16 (14.8%)
- More than 15 years–8 (7.4%)

Total Respondents: 108 (20 skipped question)

52. What category of membership do you hold?

- Full member–95 (88.8%)
- Student member–5 (4.7%)
- Associate member–0 (0%)
- Retired member–1 (0.9%)
- 500 Club–3 (2.8%)
- Other, specify–3 (2.8%)

Total Respondents: 107 (21 skipped question)

53. a) Do you belong to any other professional/industry associations?

- Yes–44(41.5%)
- No–62 (58.5%)

Total Respondents: 106 (22 skipped question)

53. b) What association do you belong to?

- Canadian Marketing Association (CMA)–4 (9.5%)
- Canadian Public Relations Society (CPRS)–16 (38.1%)
- International Public Relations Association (IPRA)–1 (2.4%)
- Public Affairs Association of Canada (PAAC)–3 (7.1%)
- Canadian Investor Relations Institute (CIRI)–0 (0%)
- Canadian Women in Communication (CWC)–6 (14.3%)
- Periodical Writers Association of Canada (PWAC)–0 (0%)
- Other, specify–21 (50%)

Total Respondents: 42 (86 skipped question)

54. Who currently pays for your membership to IABC?

- Employer–67 (62%)
- Share cost with employer–2 (1.9%)
- Self–39 (36.1%)

Total Respondents: 108 (20 skipped question)

55. Are you?

- Male–17 (15.7%)
- Female–91 (84.3%)

Total Respondents: 108 (20 skipped question)

56. In which of the following age groups do you belong to?

- 18-24 years–3 (2.8%)
- 25-34 years–38 (35.5%)
- 35-44 years–44 (41.1%)
- 45-59 years–21 (19.6%)
- 60 years or older–1 (0.9%)

Total Respondents: 107 (21 skipped question)

57. What is your highest level of completed education?

- Some high school–0 (0%)
- Graduated high school or equivalent–0 (0%)
- Some college–3 (2.8%)
- Graduated college–11 (10.2%)
- Some university–4 (3.7%)
- University degree–36 (33.3%)
- Combination of graduated university and post-graduate/college–28 (25.9%)
- Some post-graduate–7 (6.5%)
- Post graduate degree–15 (13.9%)
- Other, specify–4 (3.7%)

Total Respondents: 108 (20 skipped question)

58. Do you have a public relations (or communications) diploma, certificate or degree?

- Yes–58 (53.7%)
- No–50 (46.3%)

Total Respondents: 108 (20 skipped question)

59. How many years you have worked in the communications profession?

- Less than one year–3 (2.8%)
- 1 to less than 3 years–5 (4.6%)
- 3 to less than 5 years–10 (9.3%)
- 5 to less than 7 years–9 (8.3%)
- 7 to less than 10 years–23 (21.3%)
- 10 to less than 12 years–15 (13.9%)
- 12 to less than 15 years–10 (9.3%)
- 15 to less than 20 years–17 (15.7%)
- More than 20 years–16 (14.8%)

Total Respondents: 108 (20 skipped question)

60. What industry or sector do you work in?

| | Response Percent | Response Total |
|--|-------------------------|--|
| Advertising/marketing | 1.9% | 2 |
| Agency (public relations) | 2.8% | 3 |
| Association/not for profit/charitable (including trade association) | 15.1% | 16 |
| Consumer products and services (including food & beverage, retail) | 2.8% | 3 |
| Education | 2.8% | 3 |
| Entertainment | 0.9% | 1 |
| Financial services/Insurance | 15.1% | 16 |
| Hospitality/hotel/tourism | 0.9% | 1 |
| Human resources consulting | 0.9% | 1 |
| Government (Federal/Provincial/Regional/Municipal) | 9.4% | 10 |
| Healthcare/medical/hospital | 4.7% | 5 |
| Industry/manufacturing/transportation (including airlines) | 2.8% | 3 |
| Pharmaceutical/biotech | 0% | 0 |
| Professional services | 5.7% | 6 |
| Real estate | 0% | 0 |
| Research | 0.9% | 1 |
| Self-employed/consultant | 10.4% | 11 |
| Technology (high tech/telecommunications) | 8.5% | 9 |
| Union | 0.9% | 1 |
| Utilities (water, power, gas, energy)/transport/oil | 1.9% | 2 |
| Currently not employed | 0.9% | 1 |
| Other (please specify) | 10.4% | 11 |
| | | Total Respondents-106 (22 skipped question) |

Other:

- Student
- HR Consulting
- Broadcasting
- Professional Services–Law
- Mining
- Telecommunications
- Professional Association
- B2B Information Services
- Retail–service oriented
- Automotive
- Insurance Consulting

61. What area or city do you work

| | Response Percent | Response Total |
|---|-------------------------|-----------------------|
| Aurora/Newmarket | 0% | 0 |
| Barrie/Orillia | 0.9% | 1 |
| Brampton | 0.9% | 1 |
| Burlington/Hamilton | 2.8% | 3 |
| Markham | 0% | 0 |
| Mississauga | 9.3% | 10 |
| Oakville | 4.7% | 5 |
| Pickering/Ajax/Oshawa | 1.9% | 2 |
| Richmond Hill/Thornhill | 0% | 0 |
| Toronto–Downtown (south of Eglinton) | 55.1% | 59 |
| Toronto–West (West of Yonge, North of Eglinton) | 1.9% | 2 |
| Toronto–East (East of Yonge, North of Eglinton) | 11.2% | 12 |
| Vaughan | 0% | 0 |
| Other (please specify) | 11.2% | 12 |
| Total Respondents 107 (21 skipped this question) | | |

Other:

- Toronto north!
- West, south of Eglinton
- Peterborough (3)
- Kitchener/Waterloo (2)
- Belleville
- South Etobicoke
- North Bay

62. If you have any additional feedback not already addressed in the survey, please specify.

It was too long! I think the intro mentioned a few minutes, but it was more like 30. (5)

- It was nice to be asked for feedback. However, I found some of the questions didn't allow for an "I don't know" or "unsure" response.
- Keep up the good work. The 2004 board did a great job and the 2005 looks great. I have nothing but positive things to say about IABC Toronto. I should also salute the office (John Chagnon in particular) for always being approachable, efficient and thorough. Thank you!
- Feedback . . . Well I find the return on investment to be rather poor. \$400 per year and then you have to pay for every single event. I am a member of a very elite club where the membership is \$200 a year, we get the same amount of publications as IABC produces (higher quality), we also have events that you have to pay for, but we also have events which

cost nothing for members and are great for networking and sharing experiences. Some events are even paid for by the club or at times a sponsor will cover the costs.

- Thank you for the opportunity to provide feedback. It is such an invaluable tool to gauge how we're doing and provide guidance on where our future path should take us. Keep up the good work!
- Thank you–plus try to ensure that international thinks of Canada when they are developing services. Also reconsider chapter policy in Canada about accessing career sites in other regions within Ontario and even Canada. I think a member from any region of the country should be able to access IABC career sites within the Canada . . .
- Keep doing these surveys, they do provide people with opportunities to give their opinions and ideas. Will the results be available to members?
- It seemed like you were missing “Don't know” options in some of the answers. Where I did not feel I could answer for lack of experience of information, I was forced to choose the no option instead of “Don't know” or “Not important to me.”
- IABC has come a long way and I commend the Board for a job well done. Thank you for doing this survey and asking for member input.
- Although the Professional Development events are very important to me, I did not list it among the top 5 reasons for justifying membership because you don't have to be a member to attend these events and the difference in price is usually minimal.
- Your earlier question about what services, if dropped, would cause me to give up my membership. You need a category of “other”, plus allow for only one answer. My own would be if you got rid of AIP, and it's the main reason I continue to renew my IABC membership. What I was forced to put was “networking opportunities” for all three . . .
- If I had to pay for this on my own (my employer pays) I would not renew my membership.
- What about bringing together groups of people with a facilitator to share information, issues, challenges and ideas on a particular topic–say, employee communications for example.
- I hope that IABC/Toronto looks to reinvent itself and once again become a chapter/association with a MEMBER focus.

Note: To view an online version of these results, go to
<http://www.surveymonkey.com/Report.asp?U=91983275507>