

IABC/Phoenix Membership Survey Highlights of Results - March 2002

Background: On March 7, 2002, all 309 IABC/Phoenix members were invited to participate in an online survey to assess current programs/services and suggest improvements. 102 members (33%) responded to 21 survey questions.

Demographics of participants

- Typical respondent has worked 10+ years in field, been IABC member 3-10 years
- 43% work for corporation, 19% government org, 17% non-profit org
- 44% are not very active in chapter, 31% somewhat active, 25% very active
- Typical respondent attends 2-5 luncheon meetings per year

IABC/Phoenix chapter ratings:

- Overall rating on meeting expectations for professional org:
 - 47% excellent, 46% good, 5% fair, 2% poor
- 67% feel highly informed, 30% somewhat informed about chapter

Chapter programs/services: % rating highly valuable

- **79% - Member services (Job Bank, etc.)**
- **61% - Networking opportunities**
- **57% - Edit Express**
- 50% - other programs (seminars, Leadership Academy)
- 46% - Web site
- 43% - luncheon meetings
- 36% - Award program (Copper Quill)
- **25% - Edit**

Luncheon elements: % rating good/excellent

- **62% - topic relevance**
- **62% - cost of attendance**
- 58% - quality of speakers
- 58% - length of program
- 53% - program formats
- 52% - location of meeting (highest “needs improvement” – 17%)
- **47% - networking opportunities**

Luncheon topics: % who “wouldn’t miss” attending

- **51% - how-to advanced, advising, influencing**
- 39% - working with local media
- 37% - professional speaker on motivation, success
- 36% - local exec on communications issue (lowest “unlikely to attend” – 5%)
- 33% - how-to on fundamentals, planning, writing
- 32% - how-to mid-level, delegating, staffing
- 28% - member panel, career advancement, entrepreneurship
- 26% - working with tech resources (lowest “unlikely to attend” – 6%)
- 24% - community leader on local initiative
- 24% - member on case study, success story
- 22% - non-local IABC member on trends, issues
- **12% - local exec on current biz issue**
- **11% - local exec on personal success story**

Revised IABC/Phoenix Web site: 79% have visited it

- 46% of these rate it highly improved, 39% improved

ListServe Area: 60% have used it

- 55% of these rate it somewhat valuable, 25% not valuable

Write-in Comments

Participants were asked what “should be changed” about various programs and services. Listed here are topics mentioned by three or more members:

Luncheon program:

- Rotate location (21 members suggested this)
- More/better networking (4)
- Bring back buffet (3)
- Better sound (3)

Publications:

- Eliminate Edit (8)
- Add more content to Edit (8)
- Improve Edit format (4)
- Make Edit more timely (3)
- Positive comments on Edit Express (6)
- Positive on both publications (5)

Web:

- Positive comments on redesign (5)

Other programs:

- Positive comments on Job Bank (4)
- Add online resumes (3)
- Positive comments on Leadership Academy (3)

Gaps in services:

- Add programming for senior members (5)
- Add specific programming (3)
- Add mentoring (3)
- Improve networking (3)

One thing would they would change:

- Rotate luncheon site (7)
- Make meetings friendlier (5)
- Make membership/programs more affordable (5)
- Get more members involved (4)

Implications and Recommendations

1. The membership's overall approval rating for the chapter is extremely high (93% positive) and 67% feel highly informed about IABC/Phoenix. This suggests that major changes are not necessary at this time

2. However, the results suggest these areas for discussion and/or action:
 - Eliminate Edit or make it more timely, content-rich
 - Choose a non-central-Phoenix location for one or more meetings a year
 - Add programming for advanced-level members
 - Develop an effective mentoring program
 - Add a resume-posting area to the Web site
 - Improve informal networking opportunities
 - Seek "expert" presenters for most programs
 - Explore niche programming for key groups (freelancers, non-profits, corporate, business owners, workers with kids, etc.)
 - Introduce the ListServe service to more members
 - Offer a hard-to-resist membership drive incentive
 - Resurvey membership in March 2004

IABC/Phoenix Membership Survey Results - March 2002

Q1: How many years have you worked in the field of business communications?

2 or less	3-10	11-20	20+
6%	42%	30%	22%

Q2: How many years have you been a member of IABC?

2 or less	3-10	10+
34%	42%	24%

Q3: What is your current employment situation?

Corp	Gov	Non-profit	Agency	Self/emp Freelance	Seeking	Other*
43%	19%	17%	6%	7%	2%	7%

*Other: Association (2), education (3), other (2)

Q4: How currently active are you with IABC/Phoenix?

Very	Somewhat	Not very
25%	31%	44%

Q5: Overall, how informed do you feel about this IABC chapter and its activities?

Highly	Somewhat	Not very
67%	30%	3%

Q6: How personally valuable do you find the programs and services currently offered by the chapter?

	Highly	Somewhat	Not very	NA
Mo. Luncheons	43%	45%	5%	7%
Other prog.	50%	35%	7%	8%
Edit Express	57%	37%	5%	1%
Edit	25%	45%	26%	4%
Web site	46%	41%	3%	9%
Member serv.	79%	16%	2%	3%
Award prog.	36%	40%	14%	10%
Networking ops	61%	32%	3%	4%

Q7: On average, how many times a year do you attend a monthly luncheon meeting?

6+	2-5	1 or less
25%	46%	29%

Q8: Think about the last two years of IABC luncheon programs. What is your overall rating on these elements, in terms of these meetings' value to you?

	Exc/good	Fair	Needs Improv.
Topic relevance	62%	31%	5%
Qual. of speakers	58%	35%	5%
Prog. Formats	53%	39%	8%
Length of prog.	58%	31%	9%
Locat of meeting	52%	30%	17%
Networking ops	47%	45%	5%
Cost of attend.	62%	30%	8%

Q9: What types of programs do you like best? How likely are you to attend programs with speakers as listed below? (In each case, possible topics are noted in parens.)

	Highly	Somewhat	Not very
Local exec on biz issue	12%	55%	30%
Local exec – communication issue	36%	57%	5%
Local exec – success story	11%	41%	42%
Commun. Ldr – local initiative	24%	45%	27%
Member – case study, succ stry	24%	56%	18%
Non-loc member – trends/issues	22%	59%	16%
Prof. Speaker – motiv, success	37%	38%	21%
How-to fund. – planning, writing	33%	38%	26%
How-to mid-lev – delegat, staffing	32%	37%	29%
How-to adv – advising, influencing	51%	37%	11%
Working w. local media	39%	40%	18%
Wking w. tech. Resources	28%	63%	6%
Member panel – career adv, entrepren.	28%	41%	26%

Q13: If you have visited the newly update Web site (www.iabcphoenix.com), how does it compare with the old site in terms of value to you? (79 responses)

Highly improved	Improved	Neutral	Preferred old site
46%	39%	14%	1%

Q15: How valuable do you find the chapter's ListServe area at iabcphoenix@topica.com? (60 responses)

Highly val.	Somewhat	Not valuable
20%	55%	25%

Q19: Overall, how would you rate IABC/Phoenix in terms of meeting your expectations for a professional organization?

Excellent	Good	Fair	Poor
47%	46%	5%	2%

Complete Text of Write-in Comments

Q3: What is your current employment situation? (Other)

- Association
- Trade association
- Education
- Educational institution
- Arizona State University
- Small HVAC company
- Health care industry (for profit and nonprofit)

Q10: Do you have any suggestions for future luncheon speakers or topics?

Specific topics:

- Gary Niki, Volunteer Resource Manager, Disaster Services, American Red Cross, 602-336-6476
- Media relations. Business editor of the Republic, technical writers, feature writers, etc.
- Media relations, marketing communications
- Motivation, marketing, client service
- Communications and technology - working with your IT people to improve and enhance communications - how do you use e-channels such as e-mail and Intranets to communicate with your stakeholders/audiences
- Intranets, technology trends
- Communicating Change to Employees, Integrating Print and On-line
- Time management, keeping yourself marketable
- How to work with Valley sports teams
- More emphasis on trends in communications with speakers from outside the community.
- Specifics on professional development and career advancement.
- "How Can I Save the World?" People who have started their own non-profit organization or are exceptional volunteers in the community can give the members ideas on how to get involved personally and how to involve their employees with the community.
- Storytelling

Other suggestions for changes:

- I prefer experts over panel discussions by members. Panels seem less prepared and with only a few panelists, audience only gets a limited view on the issue.
- Don't always have to have speakers, as I know it's hard to get for free--several times the meetings included small roundtable discussions on various topics and those were popular.
- More hands-on/nuts and bolts of issues instead of broad overview.
- Think about segmenting luncheons. One size doesn't fit all in a chapter the size of this one.
- More thought needs to be given to the more seasoned practitioner....on the level of conversation as well as on the make up of the panel or speakers. Even the former IABC president seemed to deliver a message that I already knew. Senior levels folks need to talk more about strategy, measurement, new skills they need to learn, working with high level executives, the new role of the communicator on that level and other options. Seems like there is often great reception to articles in Comm World... why not look at some of those topics and delve into them locally.
- The how-to sessions on effective media relations is overdone and provides absolutely ZERO value anymore. Now that I have been a member for approx. eight years, I go to less meetings because I am looking for other peers with my background, but it seems most of the new members are younger, or are vendors hawking their business services. I talked to a member of IABC/Phoenix who was actively involved at one time, but she dismissed going to meetings now because she said, "I have moved passed IABC. It's too junior for me, and I haven't learned anything new." While I don't totally agree with her, I think there should be some programs with an upper-level look at the communications industry, such as strategic communication planning, building better Intranets, branding, etc. Thank you for allowing me to voice my opinions. This chapter is wonderful, it just needs to have a strategy around leveraging the knowledge of the "older" members.

Miscel.:

- I think you're doing a great job. Please continue in that vein.
- I just need to start attending again and get my face back out there, the topics aren't that important
- I try to list them on the evaluation forms after each luncheon. The evaluation forms are very useful.
- I am a student member and the cost is simply unaffordable. I attended a luncheon meeting as a student but the opportunities I got were just poor. I gave in my resume for a review but I never got a reply. I can't understand the logic of paying a \$50 yearly membership and paying \$18 for each monthly luncheon. I guess IABC's Phoenix chapter needs to have empathy, a major quality for communicators.
- It would be great if IABC, PRSA, Valley Contributors Network, and Corporate Volunteer Council would look at bringing Boston College Corporate Community Relations courses to Phoenix at reduced cost

Q 11: If you feel the luncheon meetings should be improved, please list the top one or two changes that would make them more valuable to you.**Location/time :**

- Rotate location
- Rotate locations.
- Could you rotate location? I know that is difficult to do.
- Offer other locations, not just downtown phoenix.
- Is there a way to rotate the location? I work in the East Valley so I am choosy about the ones I attend, due to the time commitment it requires.
- Move them around more geographically. It takes too much time out of the workday to come downtown.
- Pick some more varied locations, even if it means higher costs. By always having them in downtown, it takes too much out of my day. Travel from the East Valley to Phoenix, the meeting and the return make it a half-day adventure. Too much time
- Please move the location occasionally. I work in the north Phoenix area and it is difficult to carve out half of my work day to attend a meeting that is downtown. You could rotate them -- once downtown, once in Tempe, once in the north Valley. I cannot justify the ROI on missing so much time during my work day -- work load is just too high. It is not viewed positively when people are gone for long periods during the day at my work place.
- Downtown location is difficult for me to reach for lunch, but I know you are trying to have in the most central place, could we do east or west valley at least once a year?
- They are valuable, but it is hard to get away from my office for a trip to Phoenix (I work in Chandler). I would like to see more local events (East Valley) including groups that call into the web discussions (I've been sorry to have missed them!).
- Perhaps an evening event once or twice a year would be more convenient than lunch; it's very difficult to justify 3 to 4 hours out of the office (including drive and program time) unless the topic is extremely compelling.
- Since I work in the north Valley, it's difficult to attend lunch meetings downtown because of the time commitment. It takes from 11-2, including travel time to and from the meeting, which is too many hours out of my day. Could there be any dinner or after-work events, other than network night?
- I would find the programs more valuable and likely attend more often if I could be out of the office for only two to two-and-a-half hours (including travel time). Because I work in the North Valley, going to an IABC luncheon usually is a three-hour time commitment for me. Occasional dinner programs would be easier for me to manage with my work schedule.
- Downtown location is central but too far from my office to make attendance practical. Changing locations would make it more likely I would attend
- I cannot attend as they are not close to where I work and take too much time to get there and get back
- I am unlikely to attend IABC functions because they are almost exclusively in the metro Phoenix area. How about changing locations occasionally - East Valley, especially.

- The location and times (11am-1pm) really can take 3 hours out of one day if you are not located near Bank One Building.
- It is difficult to make the monthly luncheon due to work load/company philosophy on extended lunch periods
- Hard for me to get into downtown Phoenix with my schedule. Sometimes I feel the topics aren't relevant enough for me to make that trip...
- I've always enjoyed the luncheon meetings I've attended. Over the past couple of years, it seems my work schedule has prevented me from attending. Additionally, it's quite far for me, so I'm inclined not to go sometimes.
- Nothing to change but hard to make it downtown every month from Chandler

Topic/format:

- More networking time
- Network time on our own before, not necessary to have official icebreakers...it takes away from speaking time
- Institute games/methods for people at each table to get to know one another. Many times I don't even get to talk to people sitting across from me because they are busy chatting with whoever is next to them and then the presentations start!
- Never seems to be enough time. More formal networking activities
- I enjoy the networking, but feel sometimes it is a little too long - and the speakers are cut short!
- More time devoted to the program/discussion, less on networking
- I have just attended one, but that made me say enough. For one, the atmosphere is highly formal. I came to talk but left seeing clusters of familiar people talking to each other. Higher quality speakers.
- More trendsetters, high-level opinion leaders and newsmakers.
- An occasional workshop luncheon would work, as well. When the round robin is done, because it is valuable, keep it to names and occupations. No answering questions. It takes too long and then the speaker doesn't get as much time.
- If goal is education/networking, require leadership to serve as a host at a party would, introducing members to one another. Leadership should not be "in the spotlight" but rather facilitate.
- Smaller meetings, more introductions, no panels
- I don't feel the introduction of attendees is a good use of time. Programs should start on time and end on time.
- If you could start the meetings on time that would be great. The last few luncheons I attended ran long and I have to get back to the office.
- More time for questions and answers.
- Topics beyond 101. Heightened diversity and quality of speakers.... and this doesn't mean not using members, but just getting the members who have the tried and true successes, have been in the trenches, and cut to the chase of the issue...(not talking 101 level stuff...tell it like it really is so people can learn) I know this is easier said than done!!!

Luncheons/site:

- Bring back the buffet. . that was a real plus!
- Like the buffet format better than sit down lunch (because of salads, fruit, etc.) Like the introductions of attendees because it helps with networking. It's also a good opportunity to put names and faces together.
- Return to the buffet or offer more healthy alternatives like a Caesar salad or chef salad. The chicken and mashed potatoes is nothing new.
- Provide low-cal option
- The food was just straitjacket, the atmosphere uneasy. Kindly shift that venue to some down-to-earth, affordable place. I would be glad if people were given the option of skipping the luncheon or shifting it to an affordable, informal place.
- Reduce their cost.
- Hard to hear speakers -- too much noise from wait staff.
- Better sound system.
- Always use a PA

Other suggestions:

- Just make available the speaker notes or presentation for those of us who may have missed one we wanted to attend.
- Pay Pal user friendly to purchase cards
- Stop calling them "meetings." They are professional development events. Make the receipt say that instead of "luncheon" for better tax break for self-employed.
- I think they are fine the way they are now
- These are great meetings. Of course, time is always a problem and I don't have any suggestions on getting more...or less.
- Good assortment of topics and speakers already.

Q 12: If you feel the chapter's publications should be improved, please list the top one or two changes in Edit or Edit Express that would make them more valuable to you.**Edit:**

- I would eliminate Edit.
- We should eliminate Edit and spend the money on the web site.
- Switch to e-mail only
- Edit (print) is a waste of time and money.
- Print: What a gargantuan waste of time, paper and ink.
- Edit seems to duplicate the efforts of Edit Express. One newsletter is enough and I prefer the e-mail version.
- Because of the lack of frequency, I feel Edit is increasingly irrelevant. Suggest conversion to online .pdf distribution.
- Edit needs help. It has taken several steps back. Increase the frequency and make it either timely or "evergreen" -- too many times I will see "upcoming events" that already have passed. This publication is an embarrassment for a business communicators' group. Feature interviews with newsmakers and trendsetters -- quit recycling the same sources
- Get rid of Edit! It doesn't have up-to-date information, or relative stories. The bigger size doesn't make sense to me, either. If you are going to keep it, add more value to members, such as tips on creating change within your organization, developing rewards/recognition programs, etc. The story about senior communicators getting together in the last issue had no point at all to it. Ann Wylie (IABC.KC) could be a valuable resource on suggesting improvements here.
- The most recent edition of Edit was very disappointing. Some of the "news" items had expired dates
- Edit - more timely and information rich
- Edit looks nice and glitzy, but it is very slim and desperately needs more content and information. You should add a sheet to accommodate this need.
- Edit doesn't tell me a lot. I think it should focus on the value of membership. I liked the old size better.
- Edit is good in design, but lacks content value.
- Edit (print) is well done, however, the last issue didn't seem to have anything different than what is in Edit Express. It almost seemed arbitrary.
- I haven't seen too many Edits. Get rid of the tabloid format (seems like it makes us fill it up with big photos, etc, instead of focusing on purpose) and make it more relevant to us locally.
- Edit: I liked the smaller format.
- Edit - fold-out is rather odd.
- Edit--print more often
- I do like to have a paper edition.
- Tips that are useful to our profession would be a nice addition to Edit.
- I don't receive Edit on a regular basis. I haven't received it for the past two quarters.

Edit Express:

- Edit Express is great.
- Edit Express: I like it the way it is, short and to the point
- I think Edit Express is EXCELLENT. The new version of the Web site also is very good.
- Edit Express is great. The only connection I have to what is going on, especially if I can't get to a program for a few months.
- I like the Edit Express. It is easier for me to get to/read than Edit because it is electronic.
- Edit Express very timely and useful. However it is starting to get content heavy for an e-mail pub. Maybe it needs more links (test it, anyway).
- I rarely read Edit Express. The best job done is the job listings and I really appreciate that.

Both/other:

- Both are excellent!
- Both seem fine with me. Timeliness...duh!
- I think both are great. Very well done. Perhaps we could list new members or new jobs in the Express so word gets out more quickly about members' career changes.
- I think these are fine, although sometimes I find myself wanting more meat (helpful hints, etc.) than is provided.
- Less old info, seems very repetitive. include news about upcoming seminars/events for next 3-6 months so people can plan their schedule and professional development budget.
- No improvements, it's just nice to get updates about the chapter and members.
- No suggestions for improvement
- I would like to receive them. Ever since I changed my email address, I get them infrequently.

Q: If you feel the chapter's Web site should be improved, please list the top one or two changes that would make it more valuable to you.

- Offer the Member Directory online
- Database of members
- Add the calendar of events or at least a link to it.
- Make it available to those of us who use Macs. Right now, the only time I can access the site is from another office. It should serve all members
- It is still a little hard to find items in a snap - the categories are a little vague. For example, maybe just include the headlines of the briefs, rather than the whole brief. Might be easier to navigate. I love the updated version, though.
- Design wise it is much better (I'd still move away from the logo being the most prominent design element on the pages though). Content wise no real change.
- I think it looks very nice and is very current.
- I love the new site!
- Web site is great. It was good before, now it is even better. Congrats!!
- Volunteers did a great job! That's why we're the best!
- Have not taken advantage of the new site yet (don't have URL).
- Have not yet visited new site

Q 16: Now think about the other programs that IABC provides (Copper Quill, Leadership Academy, Job Bank, etc.) Use this space to suggest improvements to programs of special interest to you.

- Job Bank is excellent
- The job bank is great. I am surprised you can access it on the website without any user id or password. It seems it should be a benefit of a member (like PRSA) and not open to anyone out there.
- Job bank should come out at a consistent time and date. We should be able to use List Serve or web site as tools if we are "searching" for a job.
- Job Bank is GREAT! It's the best place for seeing what's out there in communication that I've found. Leadership Academy sounds great, but again, it's hard for me to have the time.
- Online resumes
- Posting of resumes for view by potential employers only - accessed by password.

- Allowing members to post resumes to a site for employers to view might open some unexpected doors.
- Leadership Academy and Job Bank are great!
- Leadership Academy is great. Increase emphasis on skills that contribute to effective management.
- Regarding the Leadership Academy, would it be possible to hold this on a weekend? My manager believes that if the seminar is not going to directly effect him or his company, he will not allow me to attend. I really wanted to attend this program, but infuriately, was not able to. Would love it if you could on a weekend or three consecutive Saturdays. Please consider.
Thank you.
- I like leadership academy - but again, I feel that the "pre meeting networking" is too long, and then we spend another 15-20 minutes with introductions. The speakers get cut off at the end. I'd rather hear from the professional speakers at these sessions.
- Leadership Academy: Unless you bring in leaders from outside the organization, the academy serves no purpose.
- I'm not sure where to put this comment, so I'll put it here. I was very disappointed that you extended the Copper Quill deadline. My co-workers and I busted our butts to get them in before the deadline -- so much so, that I wasn't able to prepare it as I would have liked -- and then you go and give others a longer deadline? True, I could have picked up my entry and reworked it -- but I don't live anywhere near the site where we dropped them off, and I am (obviously) working during business hours. Then you say you extended the deadline because so many people expressed interest -- when I heard it was quite the opposite, that you extended it because there were so few entries. Now my entry is compromised (more competition) because others didn't want to enter. Not very good, fair, or wise.
- Copper Quills typically attract a bunch of non involved people or non-members. Good to get their money, but not great for networking with those that care and are committed to the organization....so just talk about how you might enhance the networking part of the event to attract people who might not enter. Job Bank is great. Leadership Academy I only know a little about...seems targeted to younger new member, which is fine...but should be touted that way. Comm Dialogues could be beefed up to attract the senior level person....and they are cheap ways to do it. Could even get past presidents to coordinate one a year....
- Give feedback on Copper Quill - we entered and didn't get any response or feedback - unlikely to apply again
- The list serve contains too much "chit-chat" and personal comments. Perhaps some guidelines on "on line etiquette" would be helpful.
- I would like to see more opportunities to network in smaller groups (i.e. happy hours for individual committees, etc.)
- Services offered by the chapter are good, but how about an on-line "idea bank" to swap ideas and materials?
- I like all of these.
- Don't have enough exposure yet to provide valid inputs ~ next time!
- No improvements needed - these are great.
- Sorry, nothing comes to mind.
- You need to have a button on your survey questions with items like "ListServe? What's that?"

Q 17: Is there a gap in IABC/Phoenix programs or services that would increase the value of the organization to you?

Senior level programming:

- Need to offer more for the senior member.
- Target and cater to senior professionals
- More senior level programming.
- More senior level stuff...like I already said. And to me, at the senior level, I don't have time to catch up with technology stuff - the latest and greatest tools and toys. Someone who knows my world.. and would tell me what I need to know in my world only, would be a huge asset!!!
- Programs/services/opportunities aimed specifically at those of us who have been member for a very, very long time. Much of what is offered seems to be aimed at entry to mid level folks (could be my misperception). I have not attended a monthly meeting for several years, but have participated in judging, special projects, etc., when invited to do so. I was extremely active in IABC for about 12 years.

Niche programs:

- Subgroups or chapters that could focus on the interests and needs of specific types of professional communicators - corporate, non-profit, agency, etc.
- I would like to see more programs that pertain to my particular discipline, public relations.
- More media relations/Public relations training. This is a huge focus of PRSA but I'd rather get some of this training through IABC vs. having to join that organization.

Mentoring:

- 1:1 mentoring on my comm. programs with a confidential advocate (so I can freely discuss details and improvements that are company sensitive).
- Mentoring opportunities among professionals.
- A mentoring program would be helpful where younger communication professionals could team with experienced professionals. They could meet once a month and ask advice or share thoughts about the field.

Networking:

- More informal networking opportunities, or do breakfast sessions or learning/networking sessions at happy hour. You could then vary the meeting location and times of the day to accommodate different work and personal schedules of your members.
- I think, given the number of members looking for work or looking to grow their free-lance business, perhaps there should be more specific networking events and career counseling activities. I think doing them in age brackets is a plus.
- For those of us who find it hard to come to lunch meetings, maybe more networking functions during the year. Vary the location to be accessible.

Other:

- Hit topics we haven't before. Encourage more mid and senior level development. Find fresh faces as speakers.
- I personally feel the organization needs a fresh, new approach. The formality should end and it should reach out to junior communicators too. There definitely needs to be a change in guard and better ties with members. People join and organization to enrich their career, but here IABC is being enriched. Its sad that IABC doesn't have an active chapter at ASU, one of the nation's largest public universities with different levels of communication courses. This needs to be seriously considered and ironically many PR students have no clue about IABC compared to PRSSA. Maybe an awareness survey among ASU students about IABC will help.
- I really like the programs you offer that deal with specifically improving your skills.
- I may not currently find personal value in many of these programs, but I have at different times in the past and think they are all extremely valuable member services.
- Luncheon meetings location is inconvenient
- The Phoenix area is so large.. it would be nice to have meetings in more local, informal locations.
- Why did we have to use our own paper and printing ink to download the new directory? Seems that should be included in membership fee.
- No.

Q 18: The chapter is always interested in attracting new members and encouraging members to renew. Is there something that would make you more likely to renew your membership or encourage colleagues to join?

- Trial membership
- Occasionally send out a refer-a-member incentive - maybe get a discount on a future event or something if you refer a member.
- I like the membership drive idea currently being implemented of rewarding members for bringing a guest. Perhaps that could be an on-going program - a winner is drawn at every monthly lunch meeting.
- Phone calls from board members or volunteers. That did it for me when I joined. Show you care...and don't know if you're still doing new member lunches with seasoned members attending too...that seems to help.
- I found it very difficult to renew my membership. I wanted to. Someone called me from San Francisco and left a voice mail. Then I couldn't get ahold of anybody for days when I called back to that organization. I left messages and nobody returned my call so I figured IABC must not want my membership dues that much. Then finally three months later, someone from the phoenix chapter followed up and I eventually got a renewal bill in the mail. The renewal process could definitely be improved in my opinion.
- Actually, a member of my team has been trying (unsuccessfully) to join IABC for the past 9 months. Her calls are not returned. At one point, she was able to get a membership application, filled it out and submitted for processing and IABC sent a confirmation to her, but never processed her application. She is still not a member.
- Better service and a more compassionate approach might help.
- More niche programs such as Freelancers, business owners, communicators with children, etc. These groups could be formed through the help of IABC but could meet on their own and on their own schedule. The goal would be making IABC more of a community for members whereas now 300 people total might seem intimidating this would make it more personal for more people-- target their needs more.
- Niche programming
- We need to market to those in our changing industry. For example, business communicators are more and more using online communications, not print. Let's get online experts in. Think of the dialogue that could take place. Intranets and web casting, etc.
- More practical information that would help me keep up on new trends/technologies and therefore be more valuable to my employer.
- I think the communications dialogues are great and would like to see more of that kind of programming.
- Vary the location and/or time of the monthly luncheons (not always, every time holding it downtown, year after year). Thanks.
- Let's work on retaining and respecting current members, rather than concentrate too much on new member recruitment. Let's not get too big.
- Fewer solicitations from IABC International. All I ever seem to get from them is pitches to buy this or that or some affiliate program.
- My employer pays for my membership, otherwise I would not be able to afford it.
- I think there's a reason IABC/Phoenix was chosen Chapter of the Year...it really is the best!! IABC/Phoenix shows that it cares for its own...thank you!
- I think we do a great job now.
- The one thing that would help more than anything is beyond our control: more time in my day....
- No, I think the value I get now is far beyond the expense.
- I do recommend colleagues join
- Lose the Senior group references.

Q 20: If you had the power to change just one thing at IABC/Phoenix, what would it be?**Programs/services:****Luncheon programs:**

- More convenient time and location of monthly meetings.
- Hold the monthly luncheon at a variety of locations. Or vary the meeting time, so that it's a breakfast session or a happy-hour session on occasion. Thanks.
- Time and location of meetings
- Move the meetings west. I work 55 mi west of downtown and don't make it to events.
- Location and length of luncheons
- Working in north Phoenix it is sometimes difficult to get down for a luncheon. I realize downtown is centrally located so I doubt there is much that can be done to improve on this.
- Move all the luncheons and seminars to N/E Phoenix! :)
- Level of programming
- Programs for senior professionals, the 20 years plus group
- I think the thing IABC needs the most is relevant topics that make communicators a strategic aspect of the business.
- Better luncheons and networking opportunities.
- Make the monthly luncheon a buffet again.

Other programs:

- More frequent updates to the directory
- Even more networking opportunities.
- More local, low-cost, in-depth PD. Travel budgets are slashed, so this is the place I'm looking for that stuff now. Also, more fun things as a group.
- More social events
- A formal mentor program for recent graduates (two years of less) and communication specialists (2-10) years. I would love to get paired with a seasoned communicator who isn't my boss who I could call for ideas, suggestions or advice if needed. I also would be willing to be a mentor for a recent graduate so I could return the favor. I have lots of people I know through IABC who I can call for advice and the listserv is great, however, I would prefer to be paired with someone who I knew I could ask questions when needed b/c they had volunteered to help me. I think this program could easily be set up with minimal time commitment on the part of the mentor.
- Send me printed membership list that didn't have so many mistakes in it.
- Make sure e-mail messages work properly.

Tone/strategy:

- Is it possible to have a welcoming committee or someone responsible for welcoming members who are new? When I came to my first luncheon, I felt like I was from Mars. ???
- The few times I attended last year -- and even at the national conference -- members were not overly friendly. It's hard for new members to break into the inner circle.
- I do feel often at the luncheons that some people are, how shall I say this, stuffy. I would like to see a break down of barriers and pretentious attitudes. The leadership academy, on the other hand, is much more open and everybody communicates with and tries to keep an open mind to all people.
- It seems to be somewhat of a "in-group" type of organization made up of young women. I think there needs to be a push to attract more men and an older demographic so that their experience can be brought to the table.
- Make the organization simple, remove the hierarchy, be proactive and reach out to people with a down-to-earth approach.
- Less emphasis on awards and sales hype and more emphasis on opportunities to learn and share practical tips and advice. Maybe subchapters or groups for non-profits, corporate, agencies, etc so shared information could be more specific to the needs of professionals in these groups.
- I would love to have more focus on the non-profit sector, even get our members to do more community service

Financial:

- I don't feel the membership price is worth the cost. It's more cost-effective to pay as you go for things than to become a member.
- The member prices for events are still pretty high. I think that I would pay less a year if I didn't renew my membership and paid non-member prices for everything that I would normally attend. The membership benefits don't seem to outweigh the non-member benefits by much.
- Reduce the price of your events and offer some free seminars/member networking get-togethers. This would add value to being a member of IABC. Currently the \$215 in dues appear to bring limited tangible benefits.
- More affordable programming. Shel Holtz seminar was very costly compared to writing for the web seminar sponsored by Arizona public sector web professionals association (\$30)
- I would like to see more incentives or financial breaks for active members.

Other:

- To have more people know about it
- I'd want more members to be active members
- Have more people involved.
- Get other members more involved
- Local membership inquiry response time
- Take it out of IABC International
- Improved database management and member renewal practices from San Francisco office.
- I have rated some areas low because I have been an IABC member for a year now and during that time, I switched jobs. Since being at my new job, I have not received any of the Edit Express, job banks, news update, nothing regarding IABC. Luckily, I have a couple members that forward me these items. I have contacted numerous people regarding my new address/e-mail/employer and each time, they said I was all set and I would be receiving e-mails and I have nothing. I would appreciate any help. I don't know how else to get the information across so I decided to use the survey as an opportunity. This was forwarded to me.
- Would only wish I had more time to attend.
- Not at this time--still a new member and am impressed by all IABC offers
- Gorgeous female members would routinely throw themselves at me. :o)
- Nothing - I think you do a great job
- Nothing

Q 22: Please fill in your name and work number (optional). Those who do so are eligible for the prize drawing. (Survey responses will be treated as confidential.) (53 responses)