

Richmond Chapter
PRSA



**MEMBERSHIP
SATISFACTION SURVEY**

2015

Executive summary

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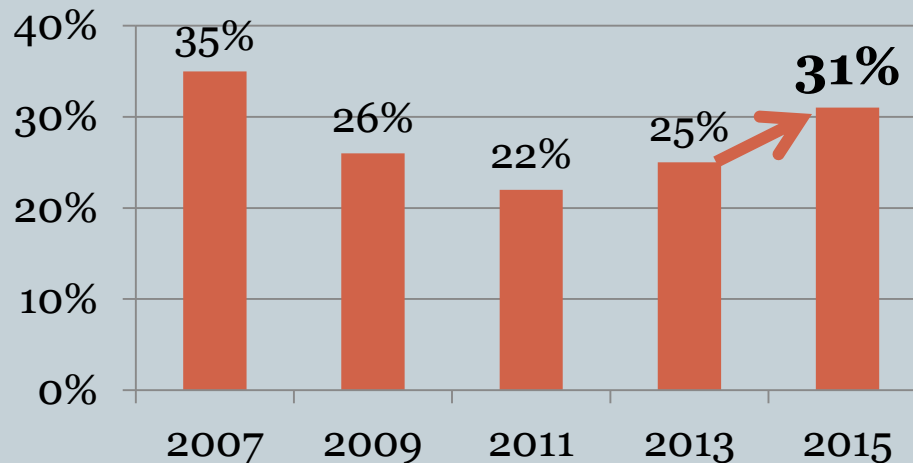
- Respondents like us and respect us. They see us as leaders in the PR community and as helping them reach their goals.
- They said they would stay in the chapter even if membership dues went up – but not just to move meetings elsewhere.
- Our website, luncheons and JOBLink rate as the most important services we offer.
- The initial findings on diversity show respondents see some progress and point to areas for additional emphasis.

Who responded?

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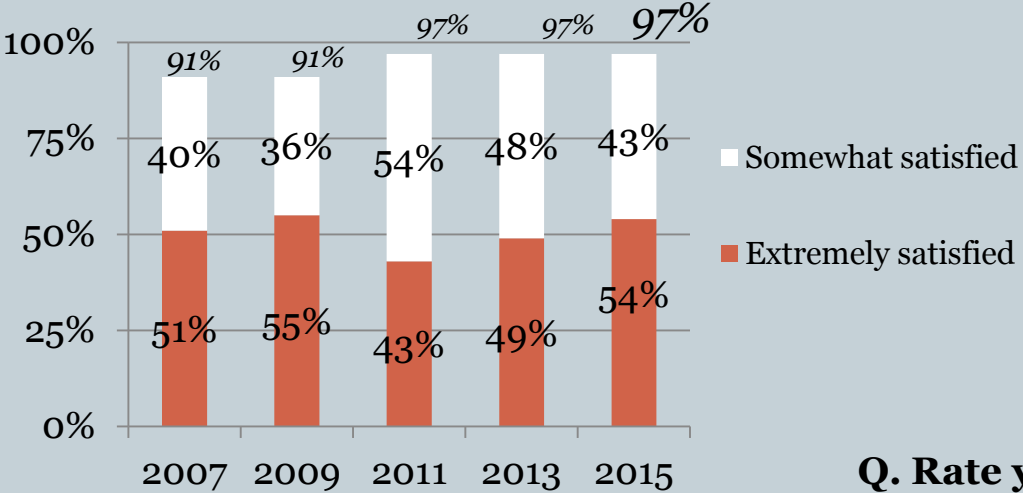
- Online survey via www.surveymonkey.com
- 94 members responded in self-selection
- Our response rate rose 6 points from the prior survey

Response rate

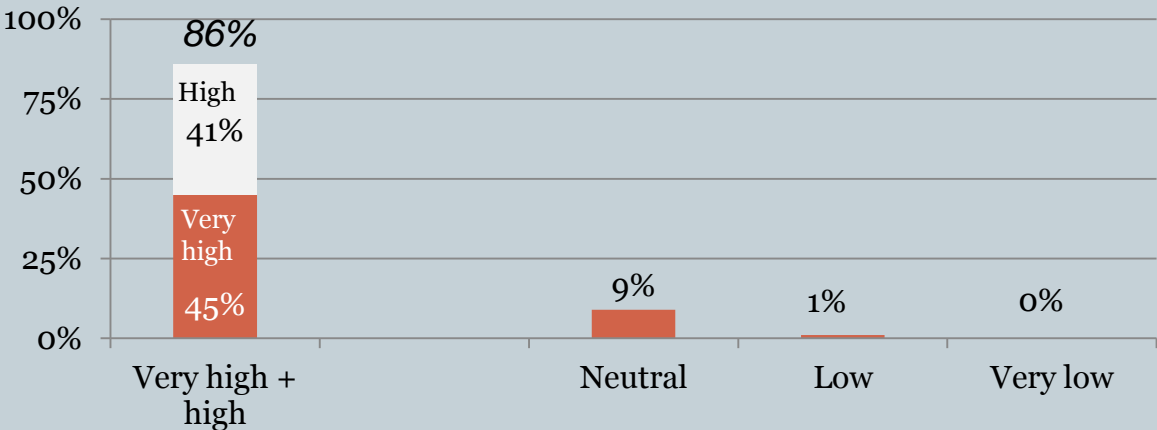


Members like and respect the chapter ...

Member satisfaction



Q. Rate your respect for the chapter

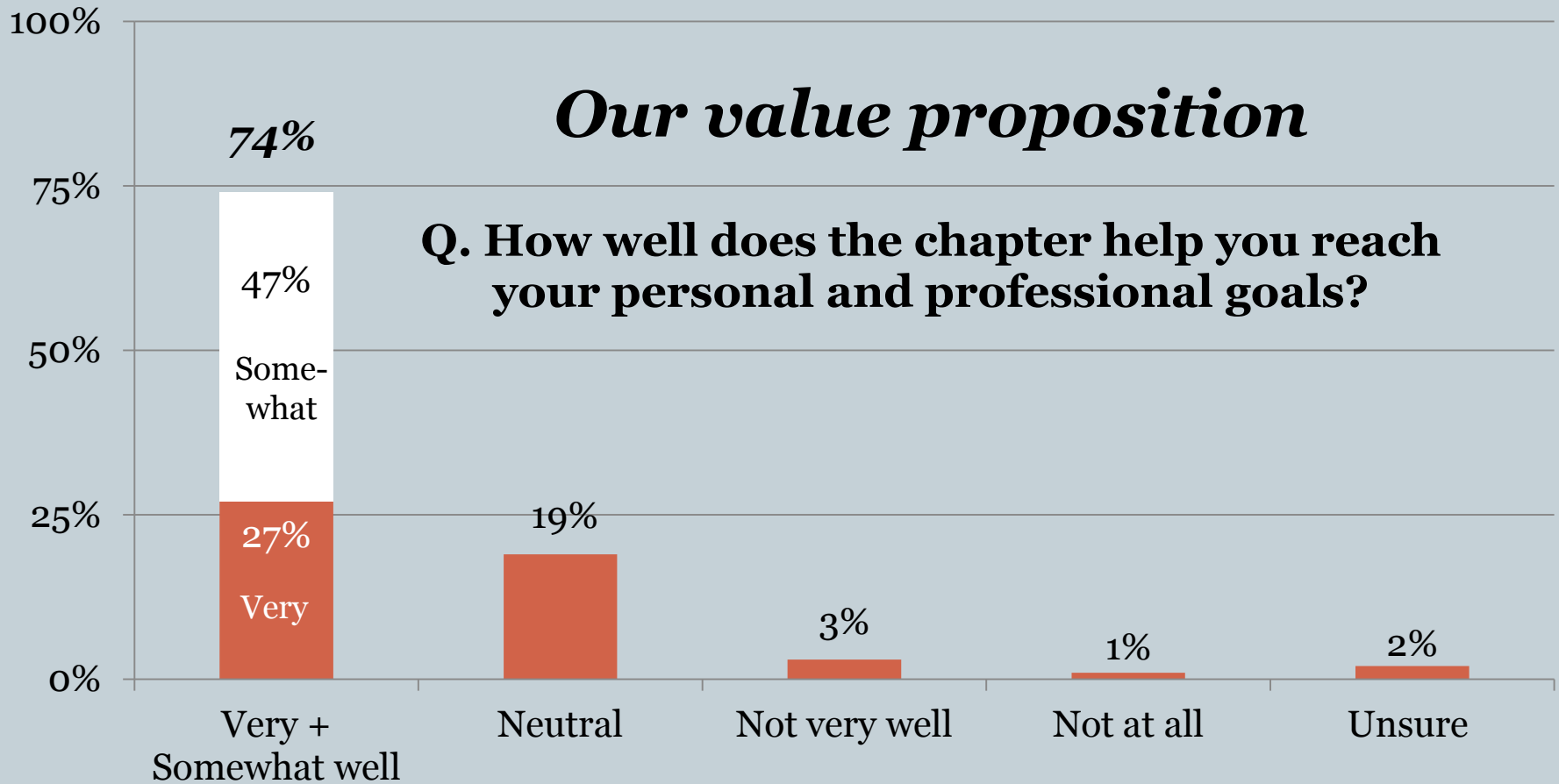


... and credit us with helping to reach goals

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Our value proposition

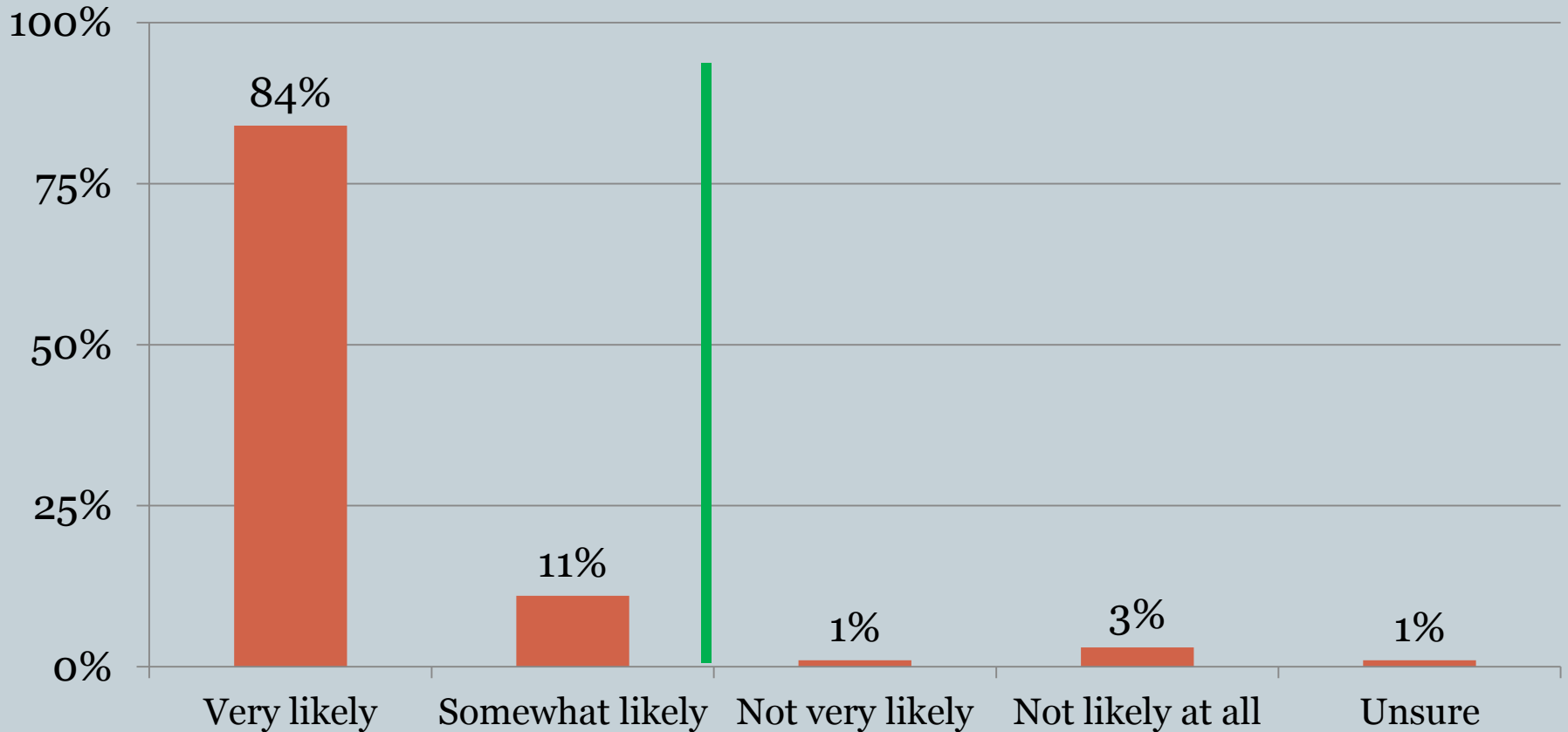
Q. How well does the chapter help you reach your personal and professional goals?



Expect high retention

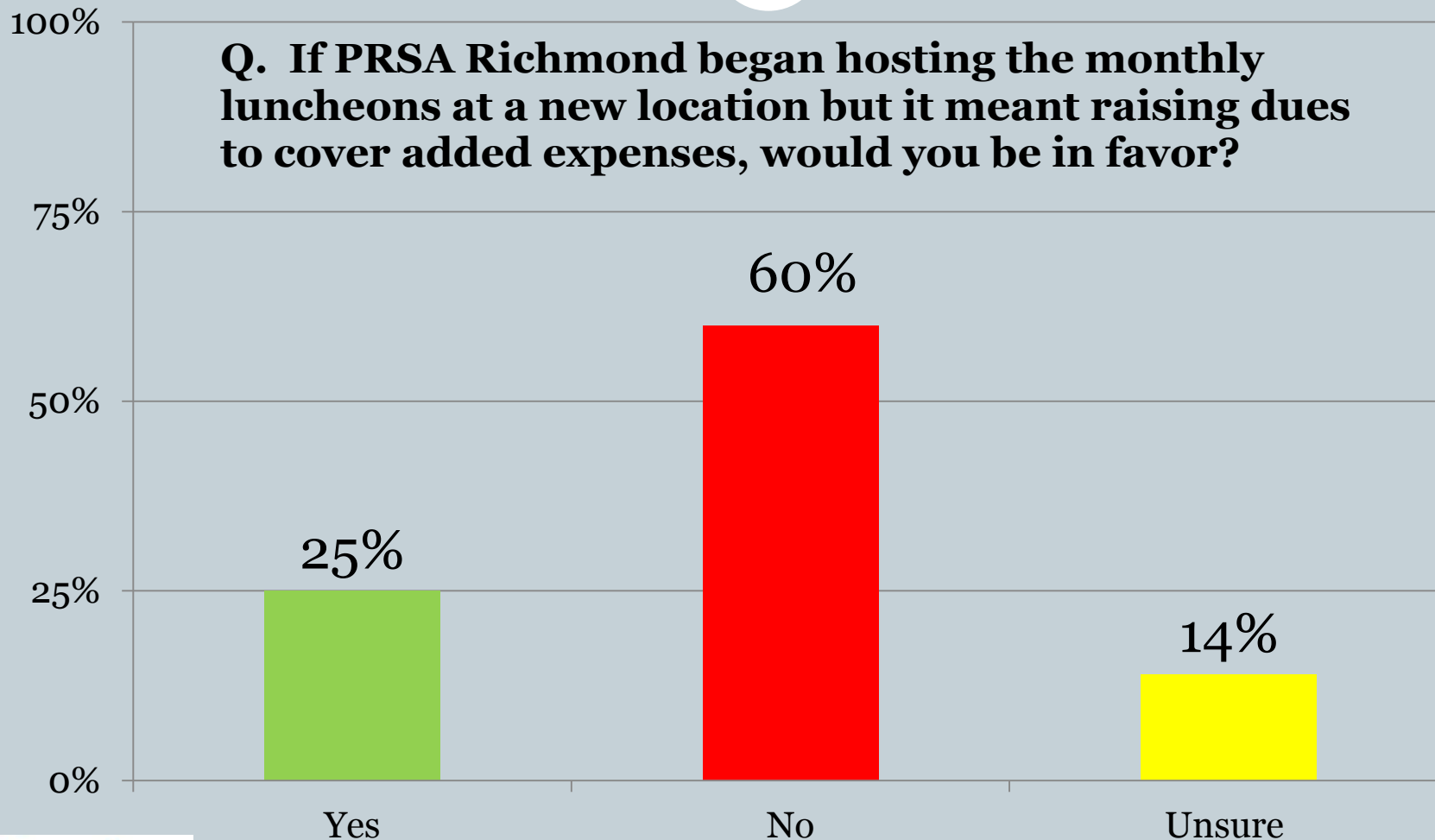
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Plans to renew for 2016



Let's stay here

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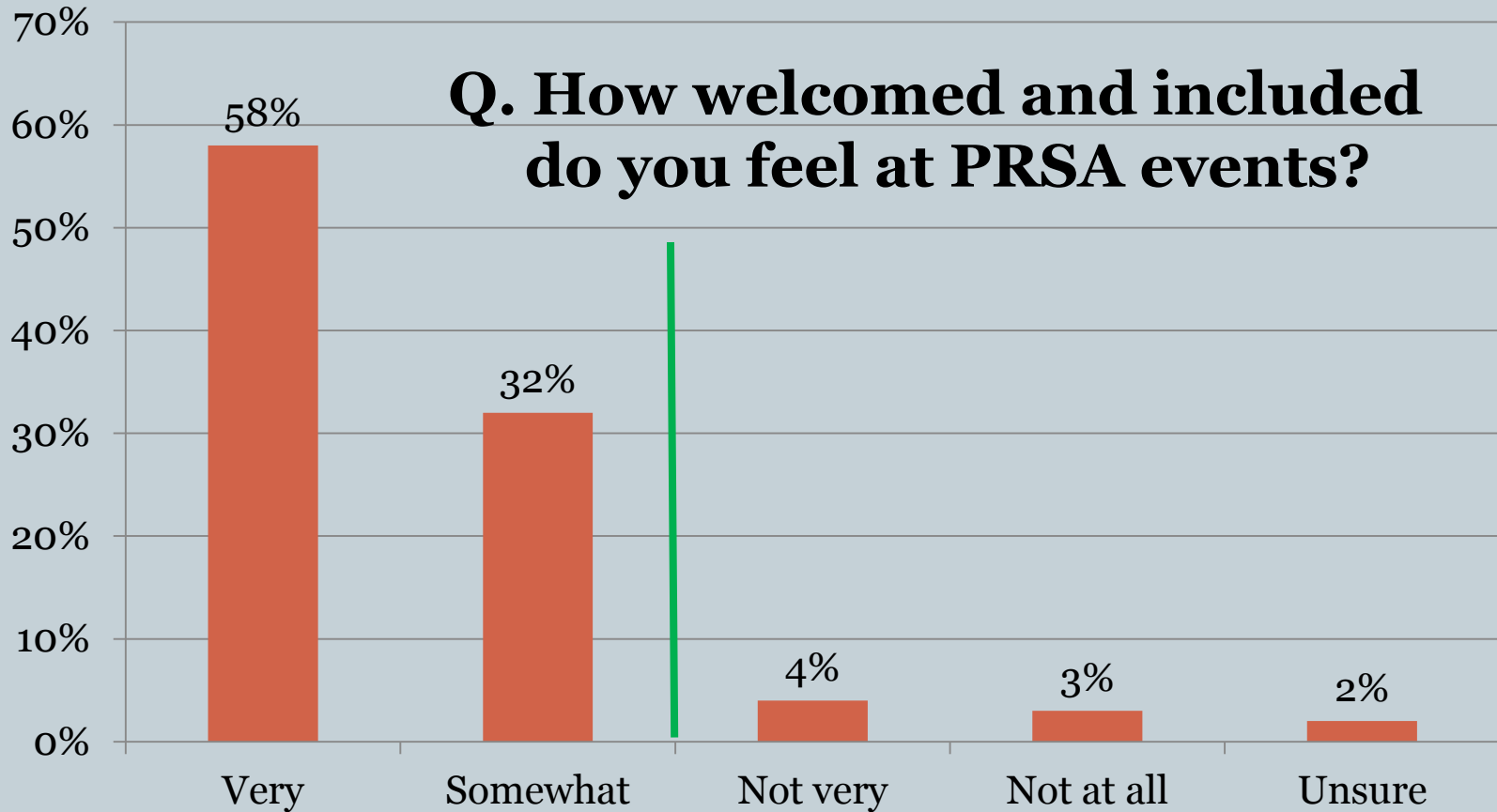
Diversity

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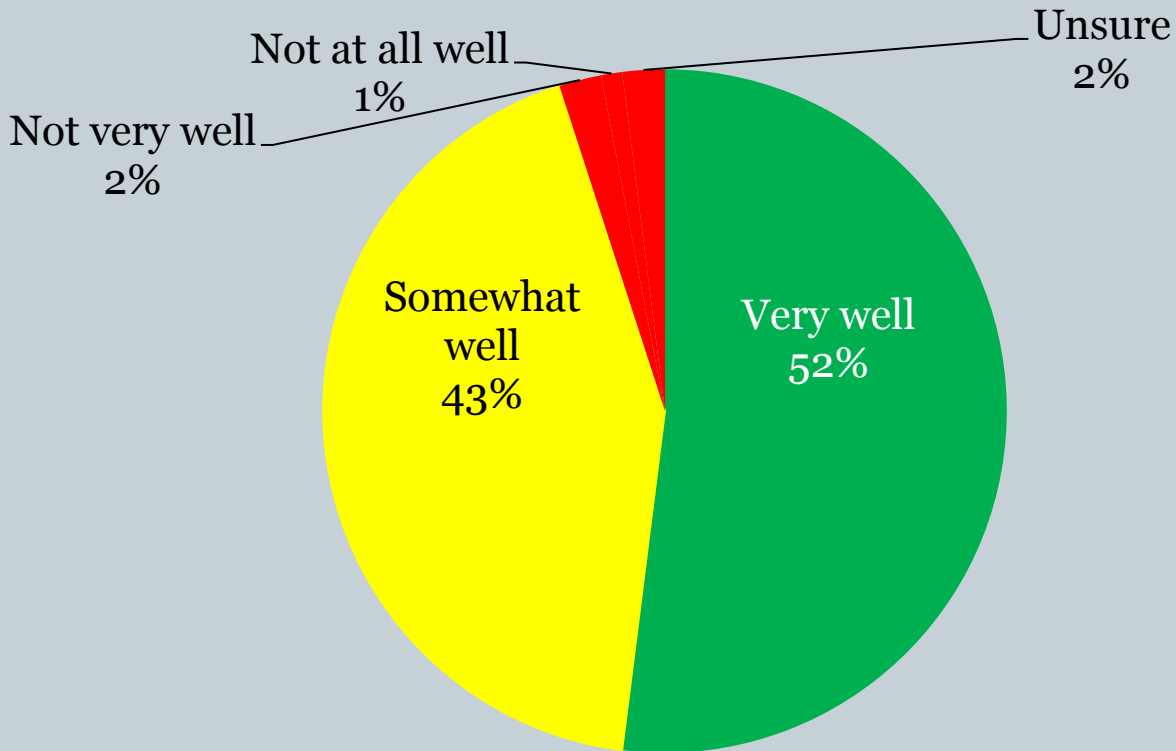
90% feel welcomed and included

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Q. How well does the chapter reflect the PR community?

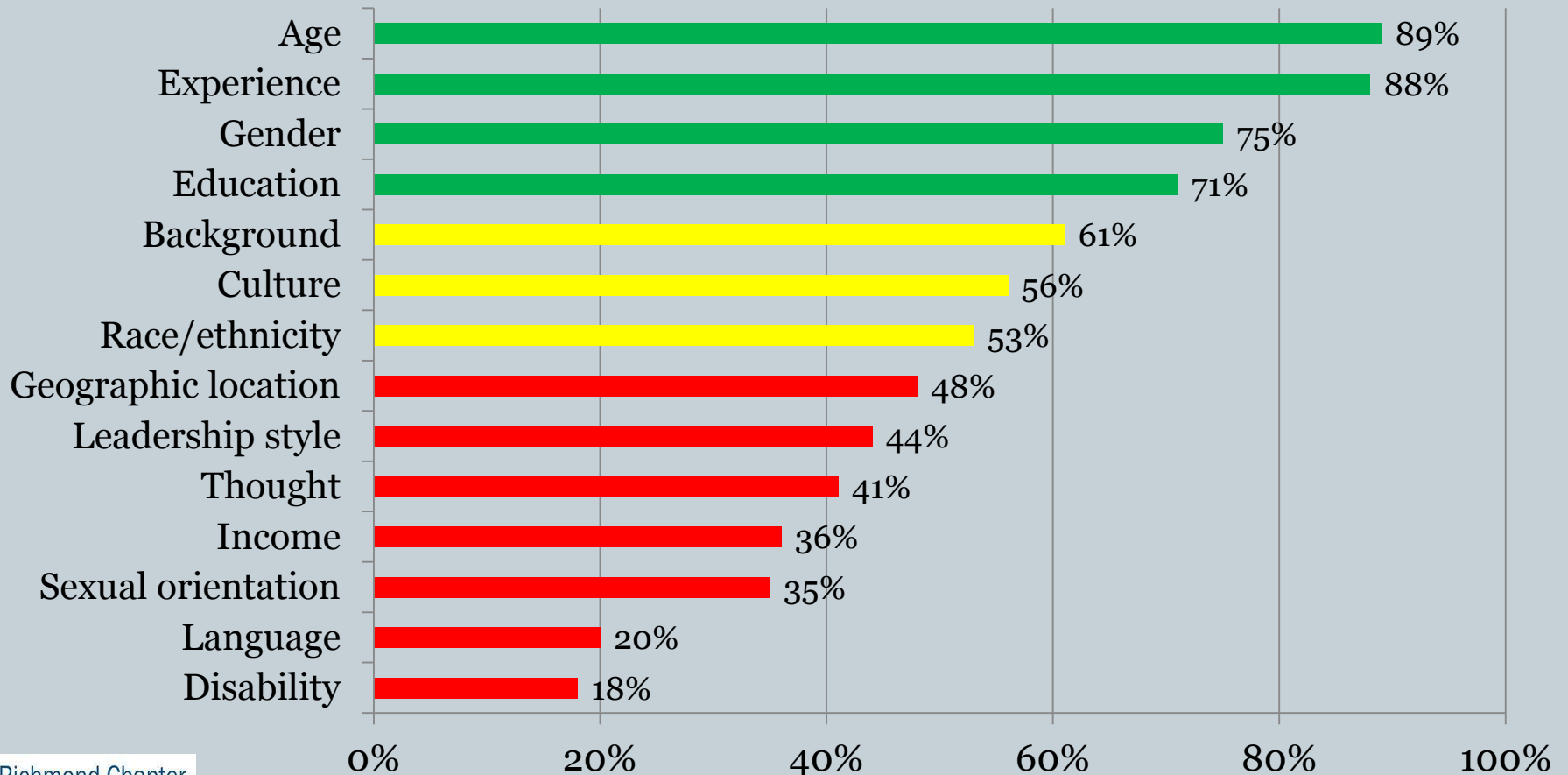
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Q. How diverse is the chapter's membership in the following ways:

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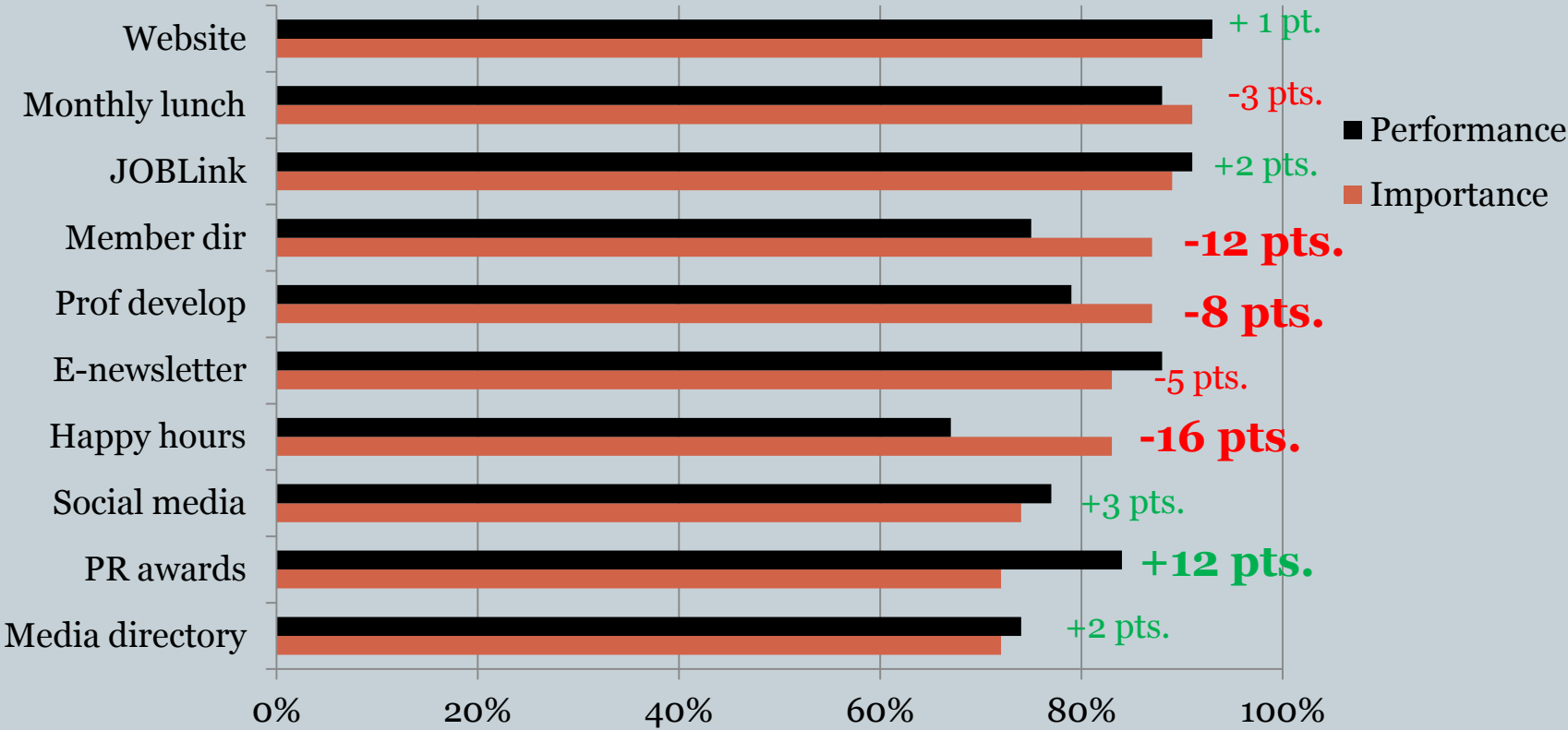
Diversity within the chapter



Services

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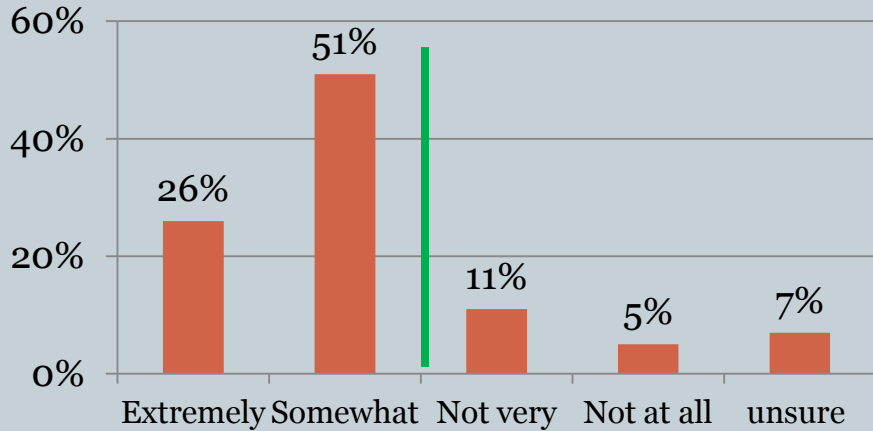
Ratings of the top 10 services we offer



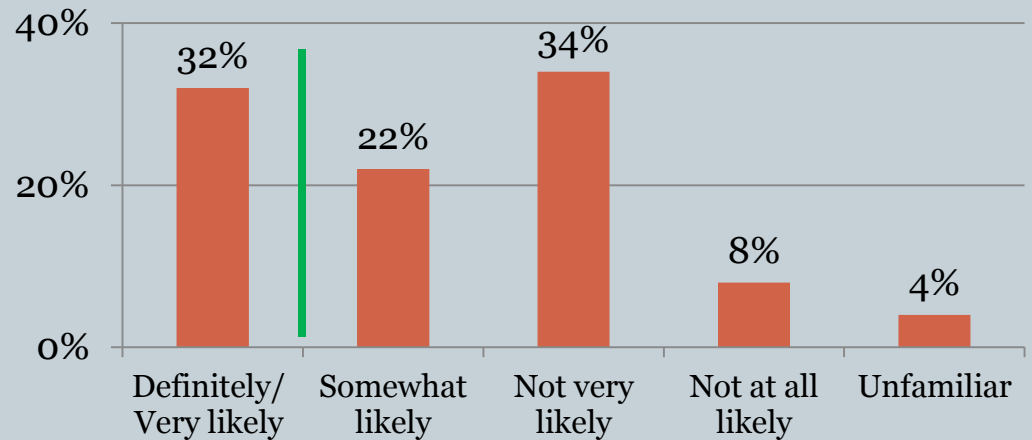
Accreditation

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Value of the APR credential

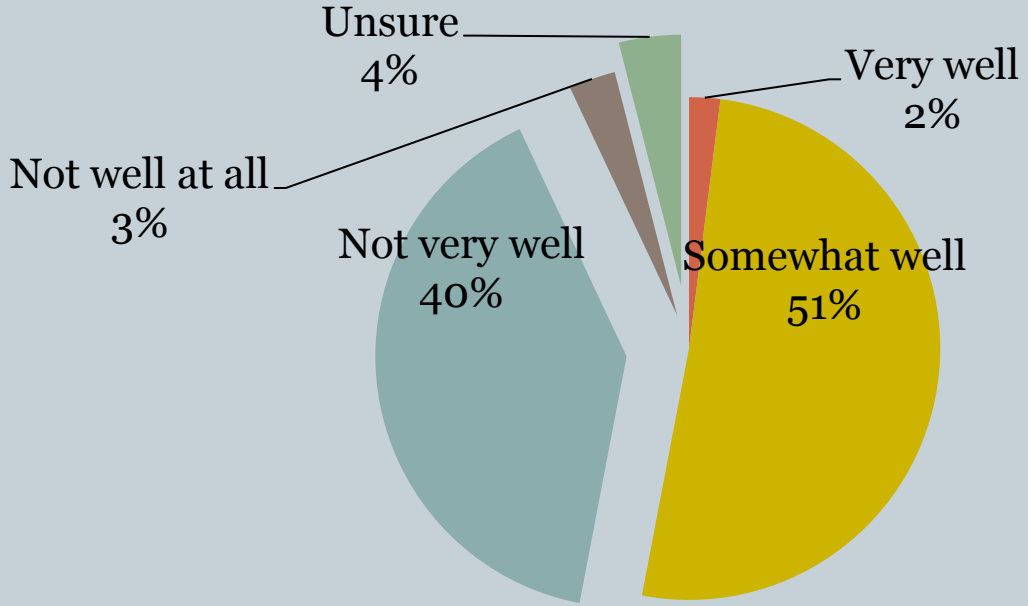


Likelihood to attend boot camp



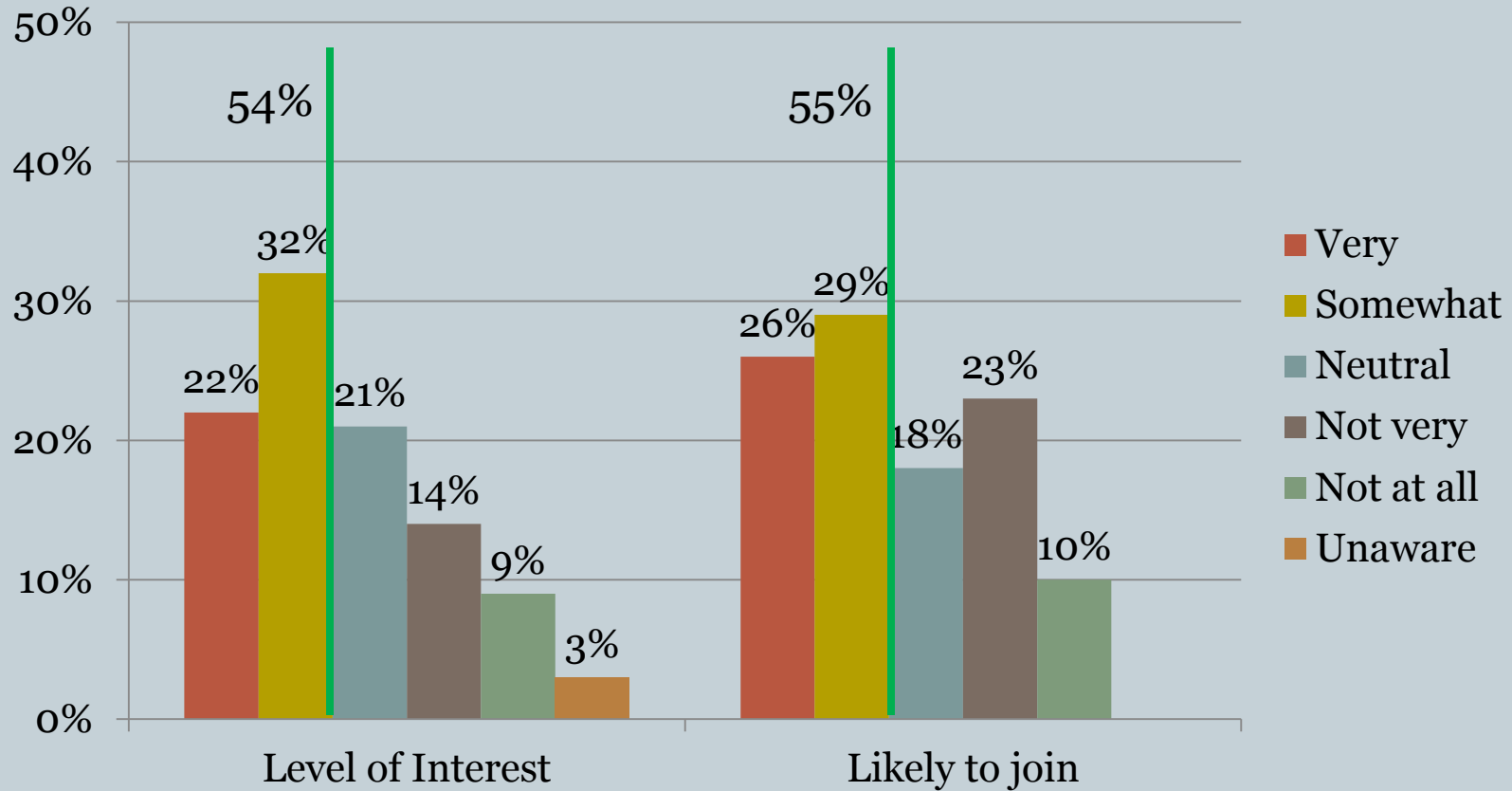
Informing members about PRSA National

Q. How well does PRSA Richmond do of informing members about PRSA National activities and initiatives?



Mentorship program

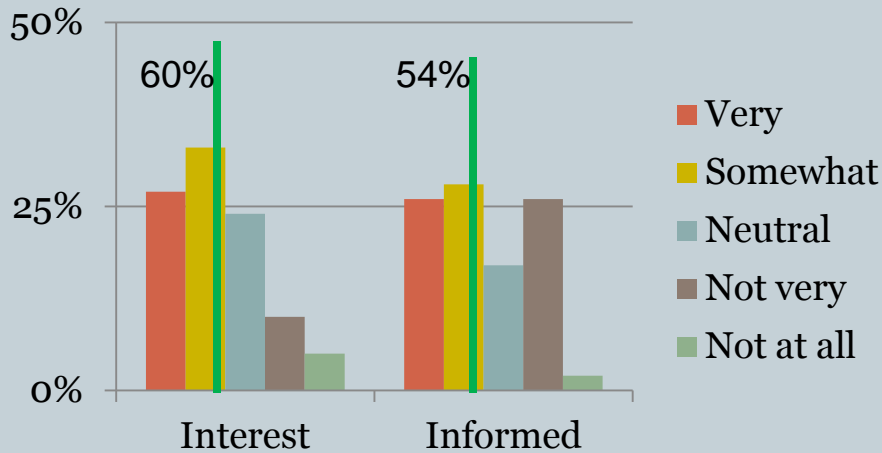
16



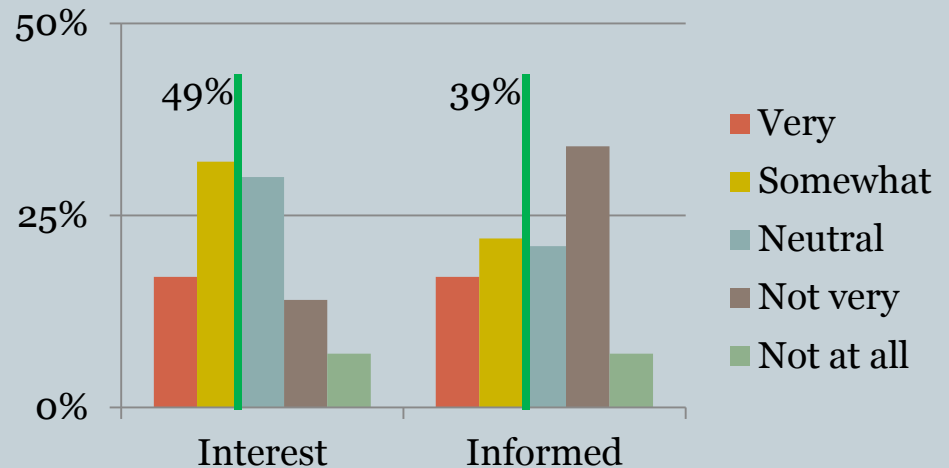
Board and Foundation: Members are more interested than informed

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Board



Foundation

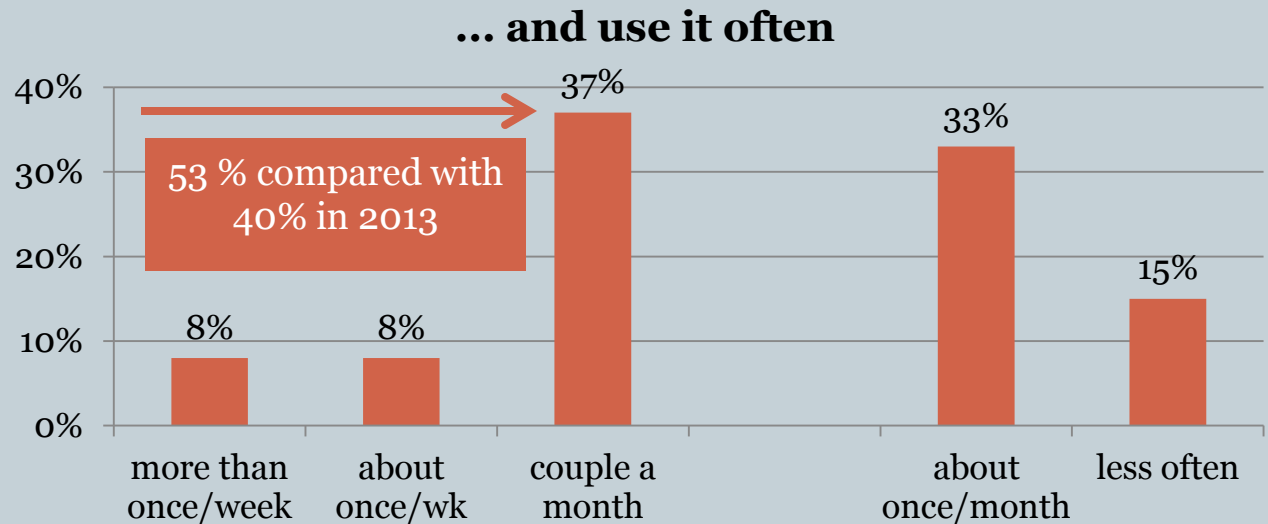
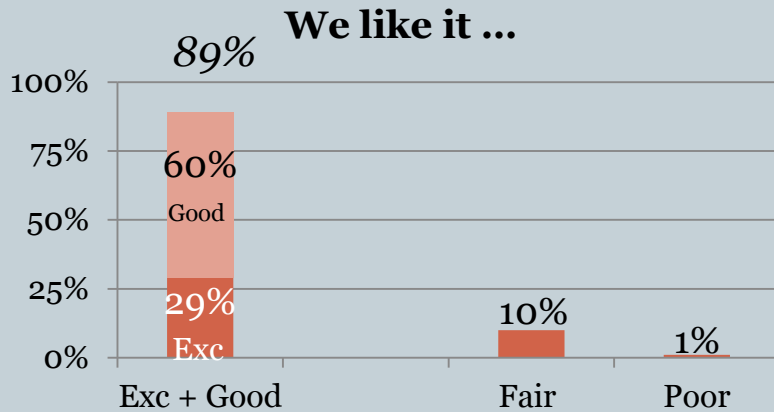


The website

The image shows a screenshot of a web browser displaying the website for the PRSA Richmond Chapter. The browser's address bar shows the URL <http://www.prsarichmond.org/>. The page features a navigation menu with the following items: [Join](#), [Give](#), [JobLink](#), [Member Login](#), [About Us](#), [Contact Us](#), [News](#), [Membership](#), [Programs & Events](#), [Accreditation](#), [Pro Bono Assistance](#), [Virginia PR Awards](#), and [Student Support](#). A search bar is located in the top right corner. The main content area features a large photograph of a group of people at a social event, with a prominent white call-to-action button that reads "RENEW YOUR MEMBERSHIP". The PRSA logo is visible in the top left corner of the website. The browser's taskbar at the bottom shows various application icons and the system clock indicating 4:33 PM on 1/13/2016.

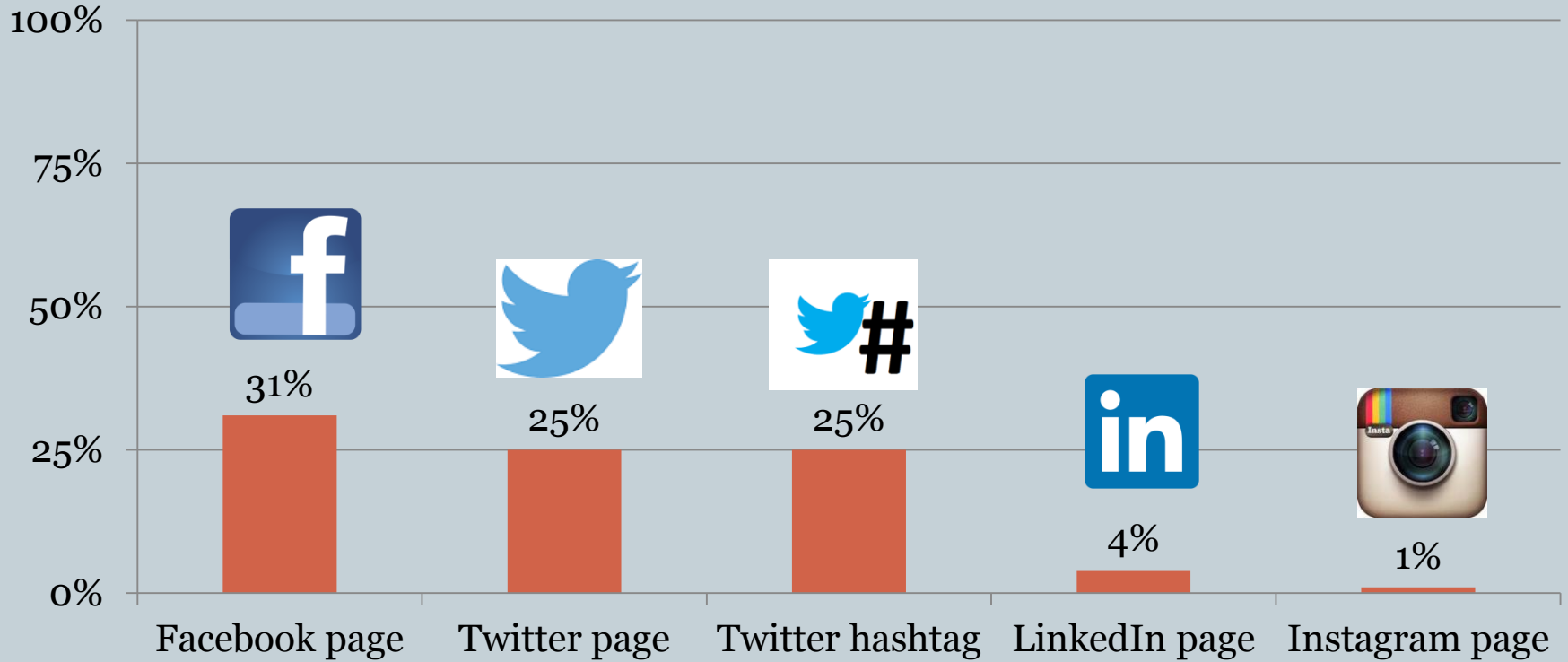
Website is popular and used regularly

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Social media

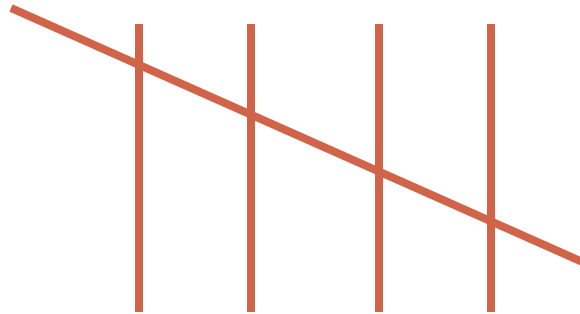
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Rankings show total of always + often

Demographics

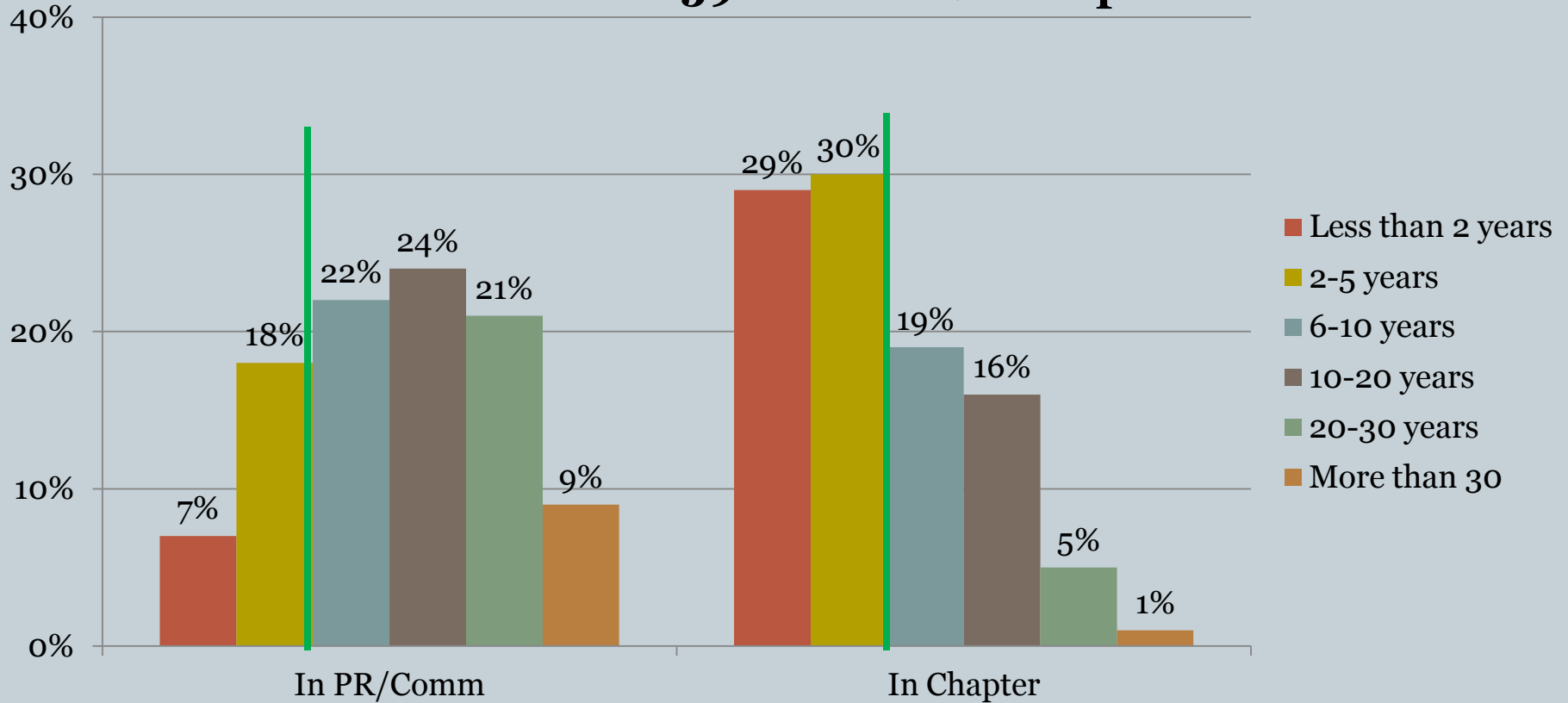
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Experience level

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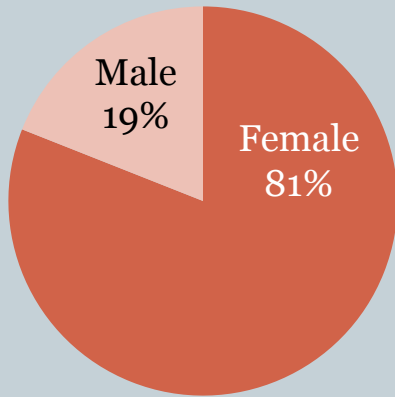
The 25% with five years or less in the field constitute 59% of membership



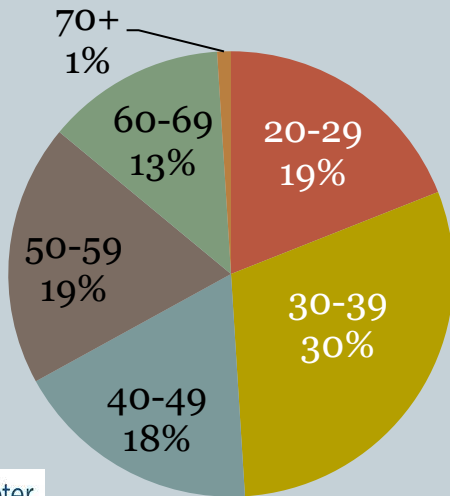
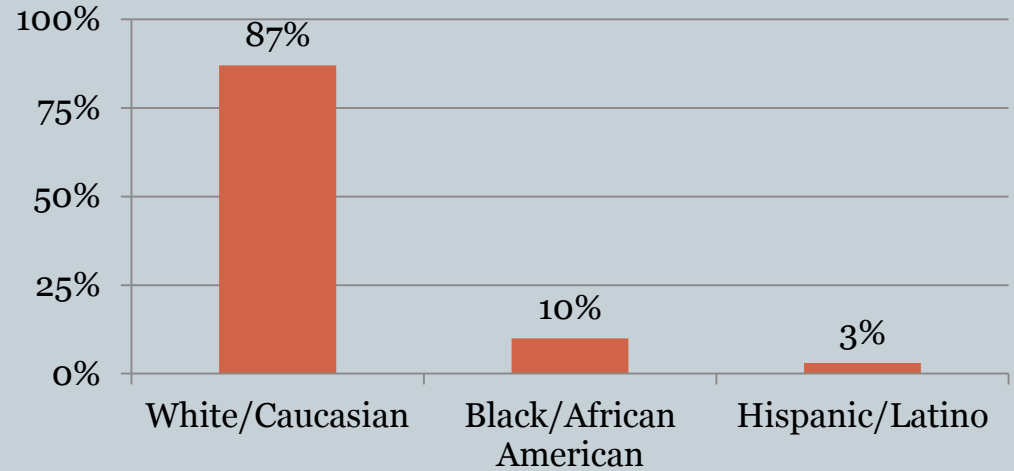
Other tidbits

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Gender
4:1



Racial identity



Age:
About half < 40

For more information

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Andrew Ryan

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