

Richmond Chapter  
**PRSA**



**PRSA RICHMOND  
MEMBERSHIP  
SURVEY  
2019**

# Overview

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- Distributed in October 2019
- Promoted via newsletter, events, special email pushes, social media
- 71 responses from 340 distributed (21% response rate vs. 28% in 2017)

# What we asked

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- Member participation, satisfaction and retention
- Diversity and inclusion
- Services and programs
- APR accreditation
- Advancing professional development

# What they said

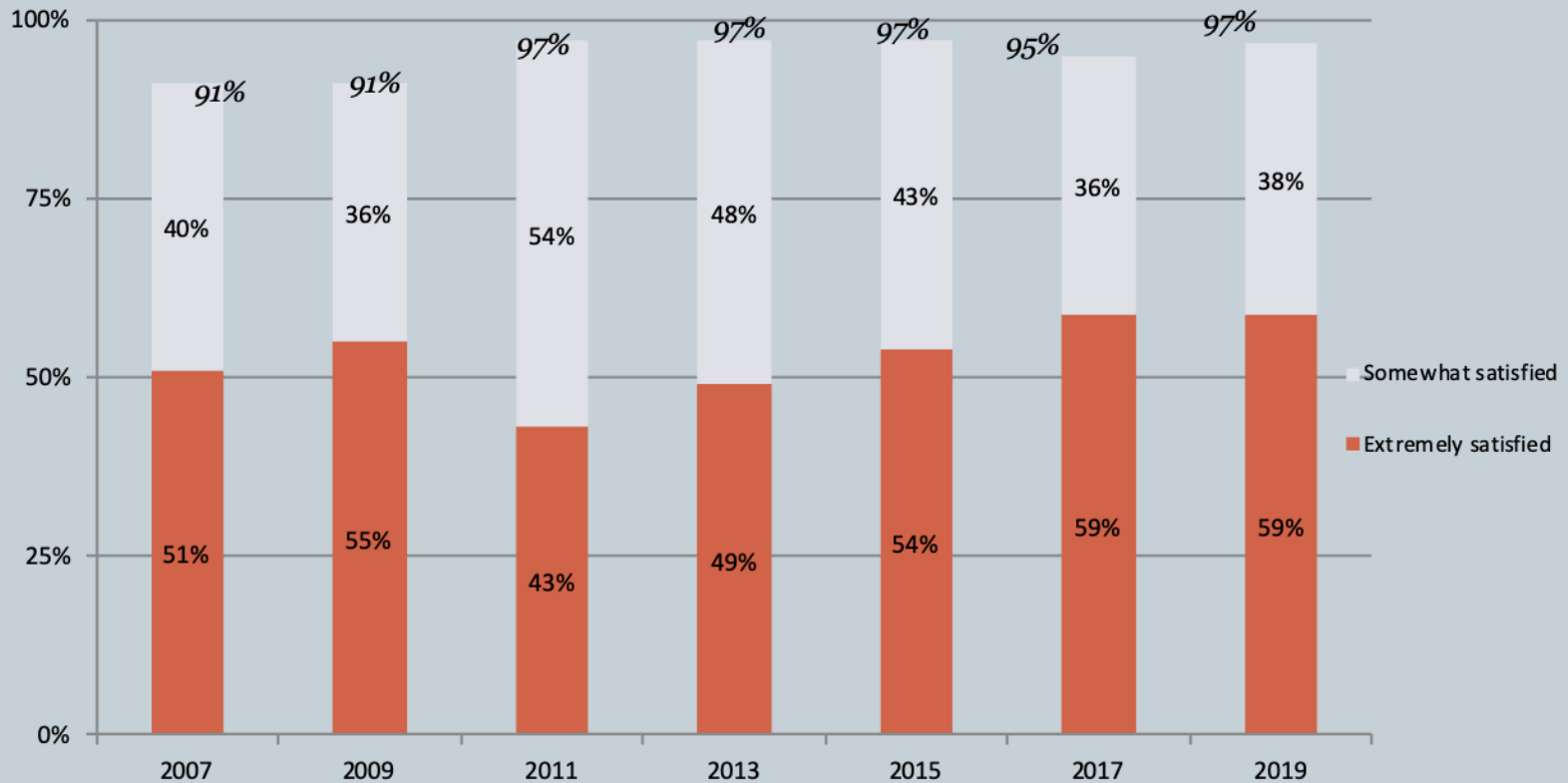
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- Member satisfaction remains high. Nearly all who responded are either satisfied or extremely satisfied with their membership.
- 91% said they feel welcomed and included.
- Members' overall impression of the chapter is very positive.

# Member satisfaction remains high

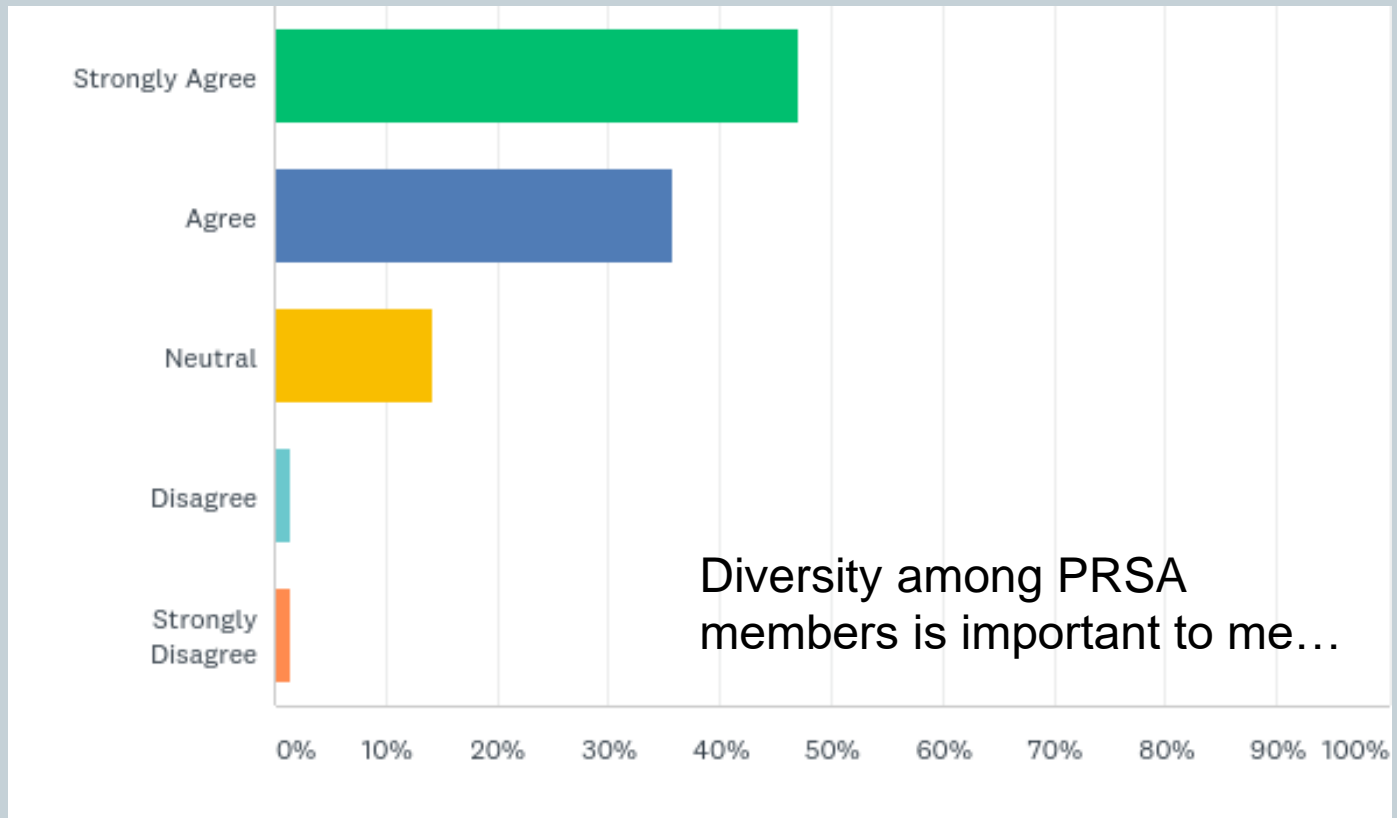
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## Member satisfaction remains high



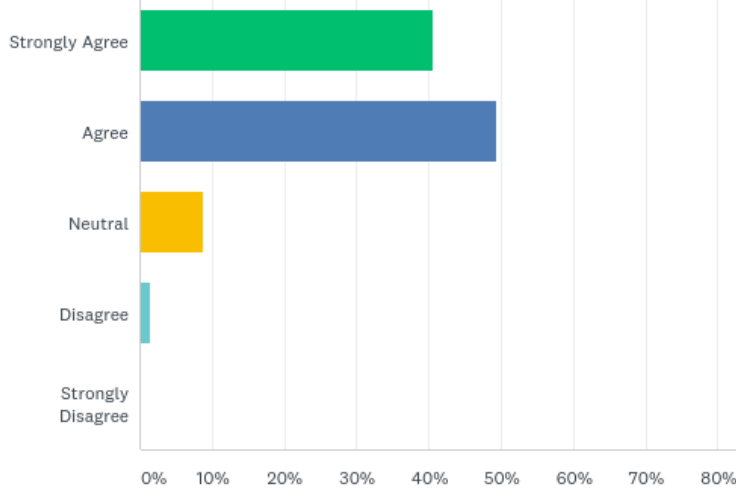
# We value diversity & inclusion

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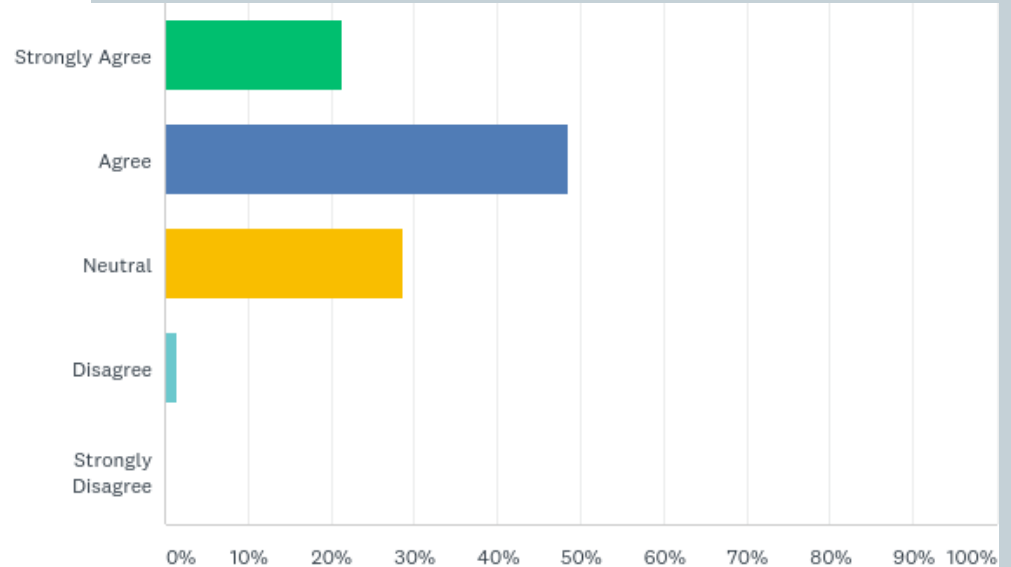
# The chapter supports diversity & inclusion

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We provide resources and information to help you better understand diversity and inclusion – up 8% in SA

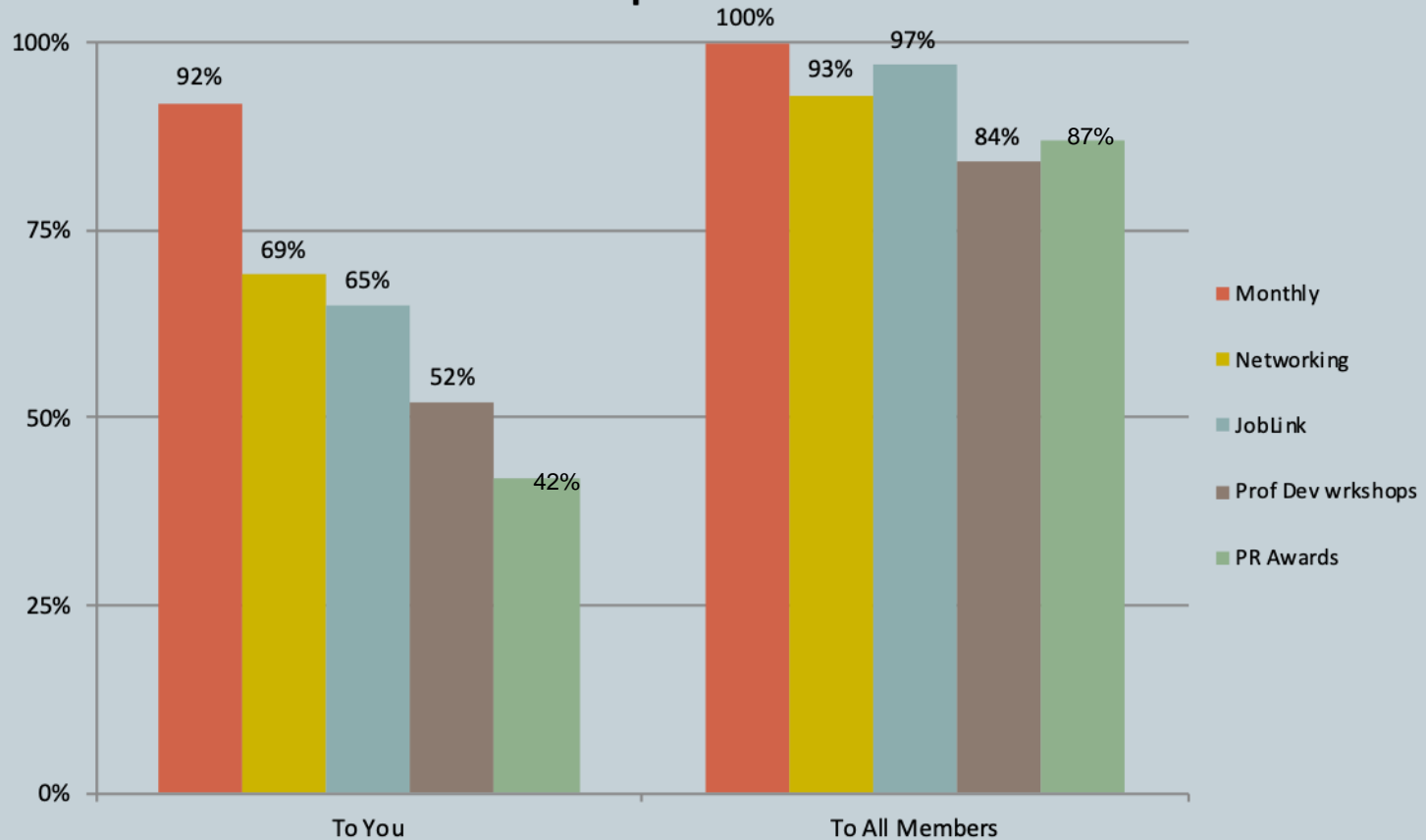
We support a diverse and inclusive environment – up 11% in SA from 2017



# Our most important services – to you individually and to all members as a group

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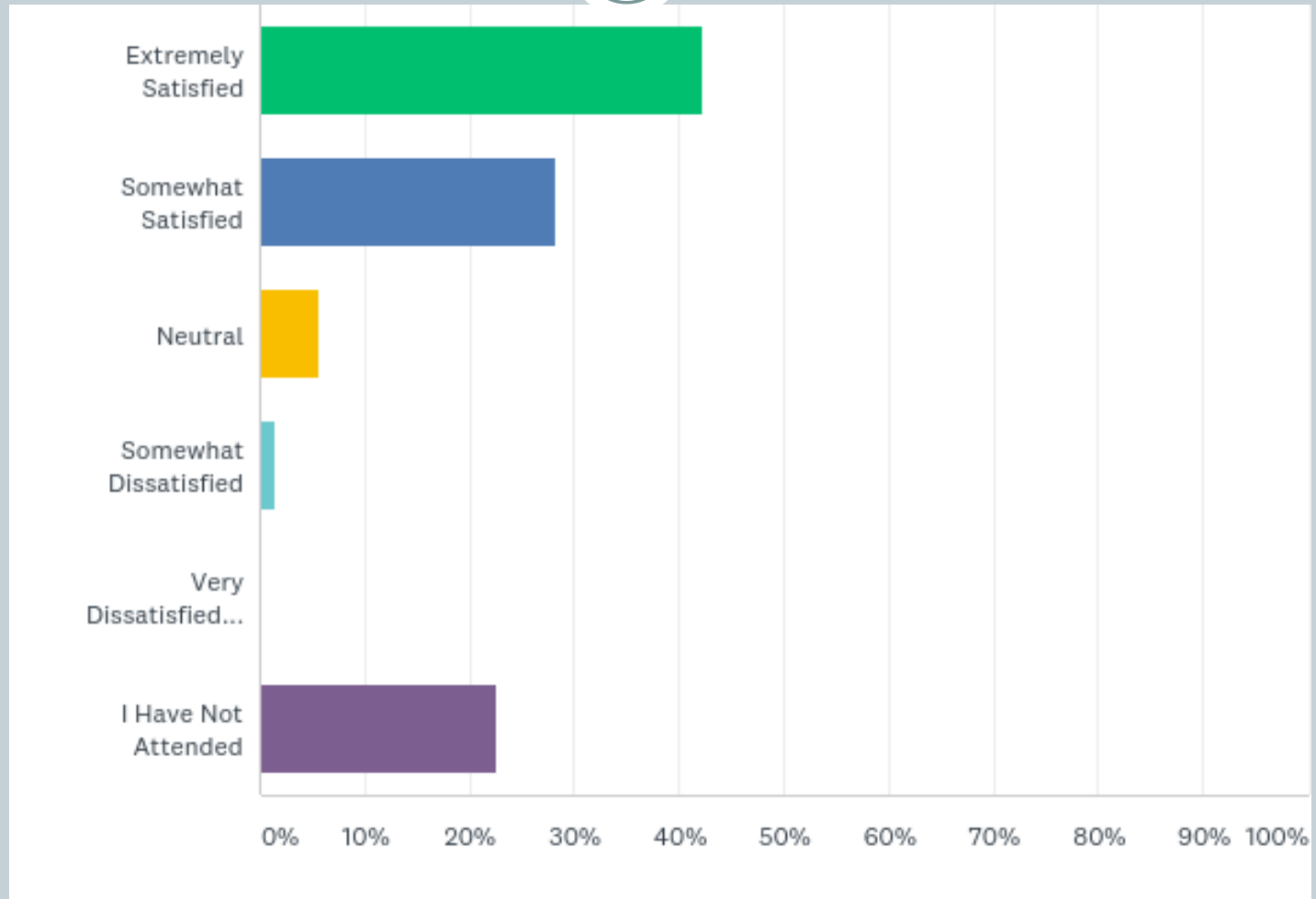
## The 5 most important services we offer





# Satisfaction with our workshops past two years

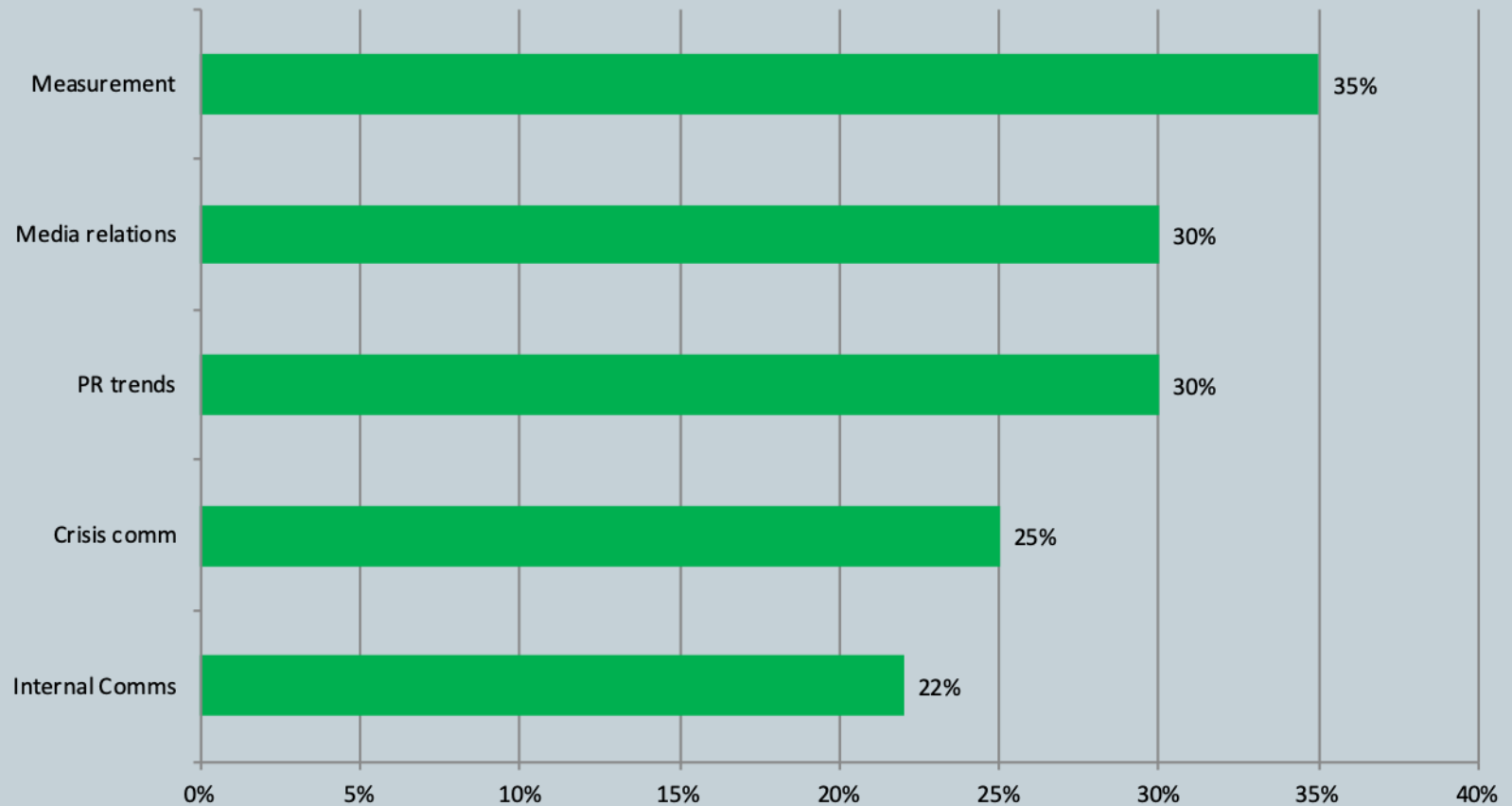
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# Preferred professional development topics

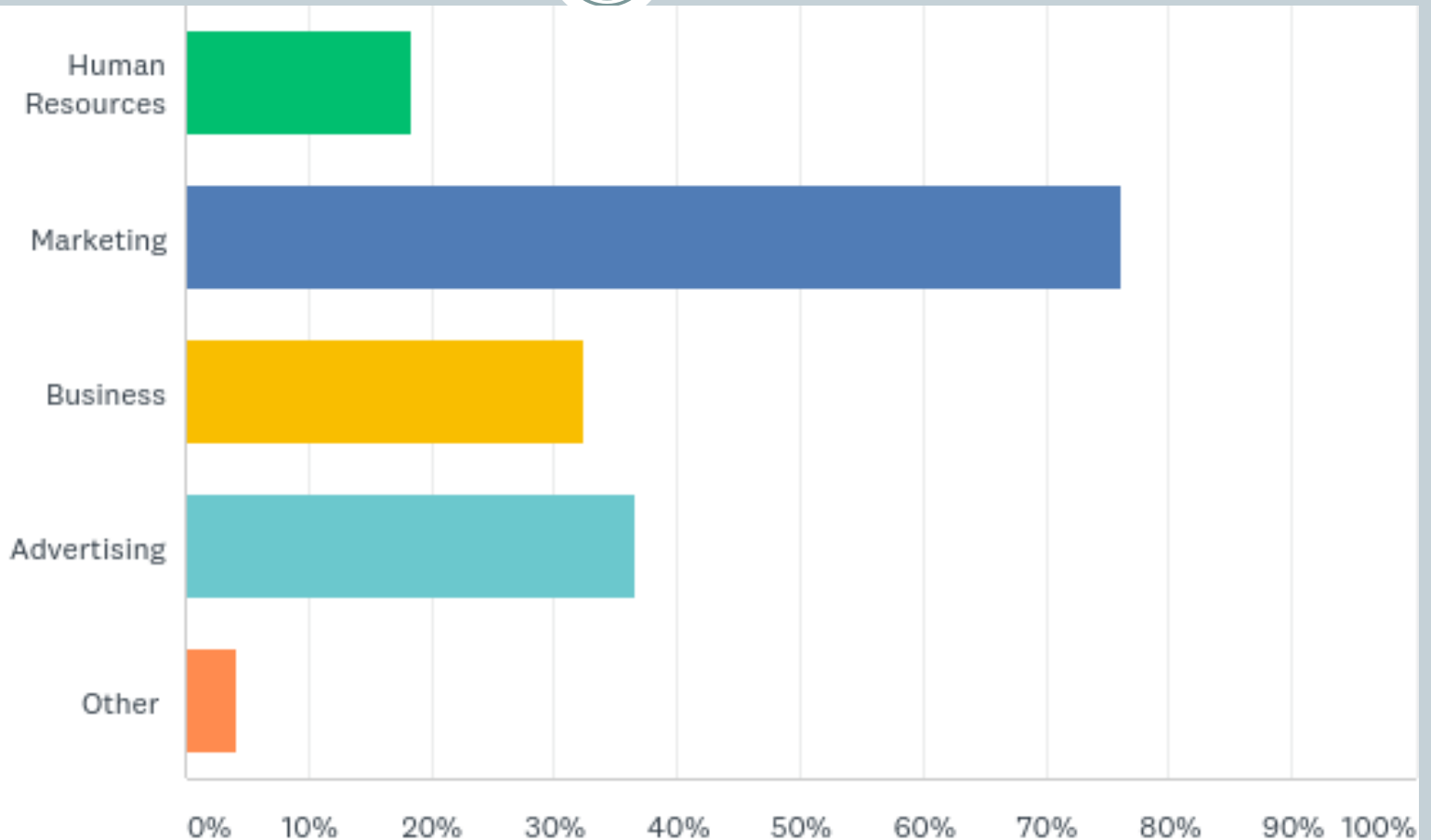
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## The preferred topics for future workshops



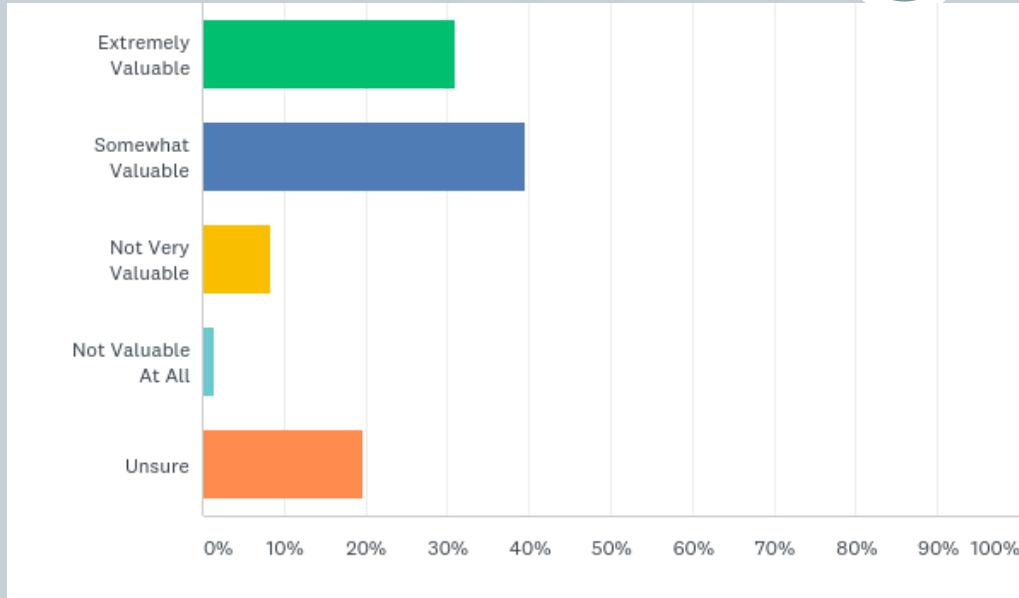
# What PR adjacent disciplines are you interested in learning about?

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# Accreditation

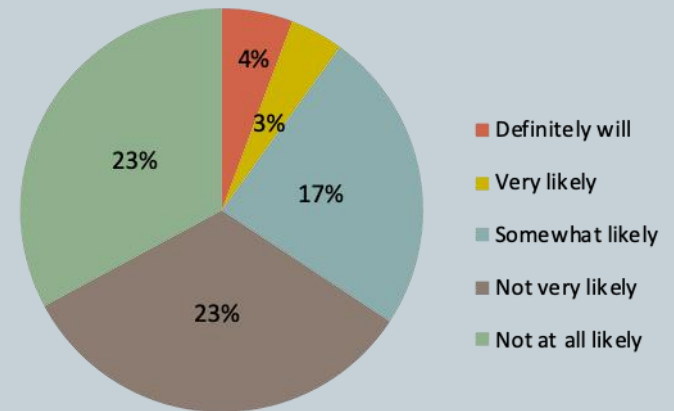
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Value of APR

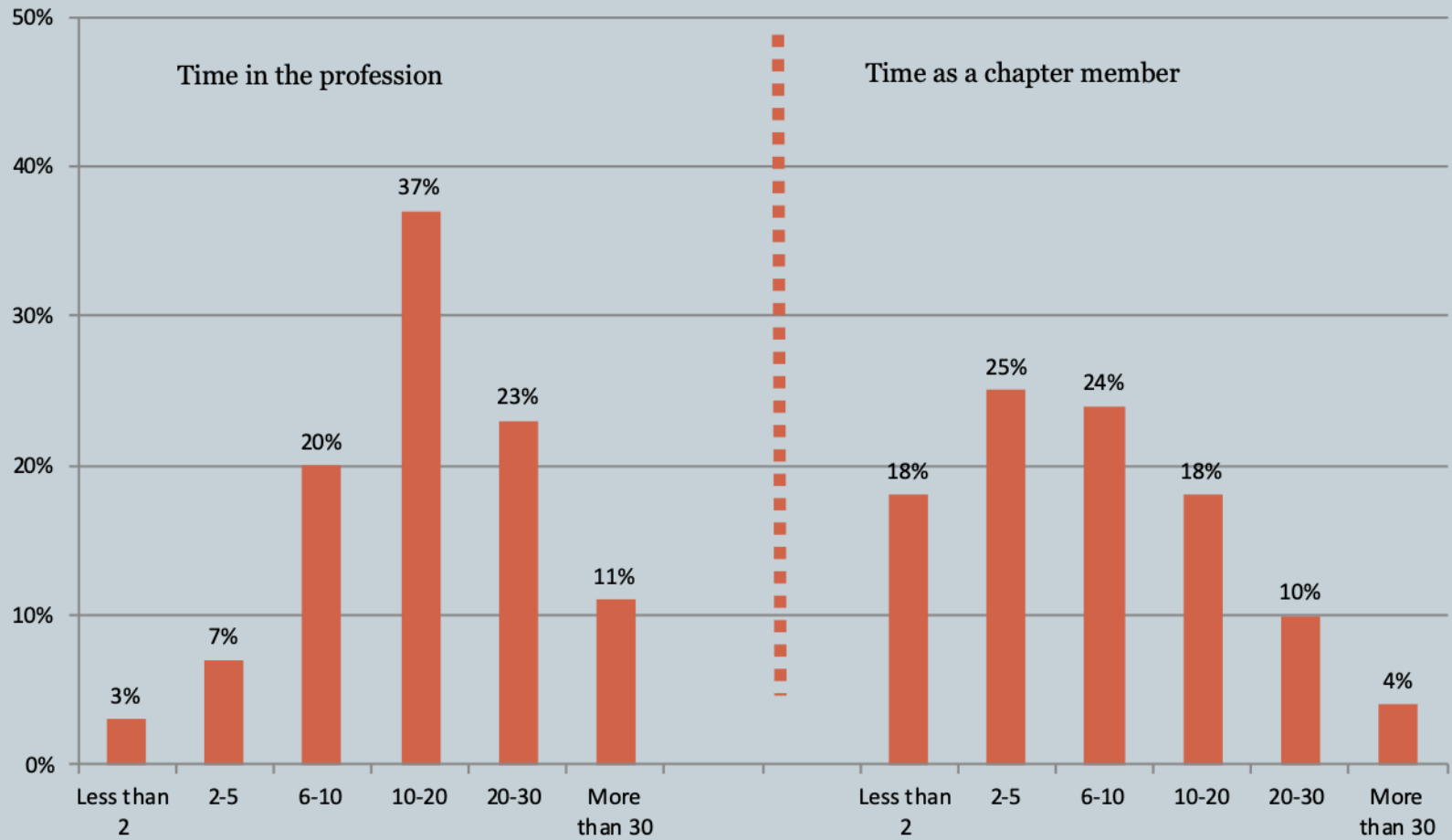


**Among those without APR, 34% expressed interest in pursuing it**



# Time in chapter/profession

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# Thank you!

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To all who participated,  
thank you for your input!