

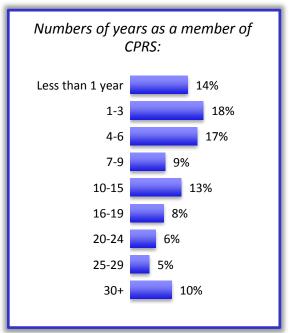


Advancing Public Relations & Communications Management

# CPRS Members Survey Results May 2017

#### **CPRS Membership Status**





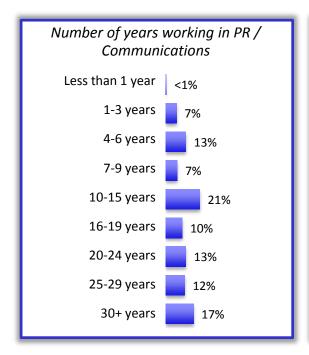


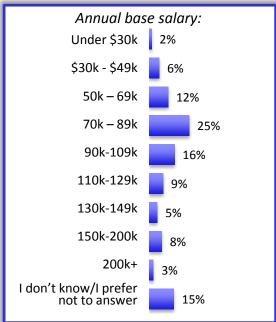
Q1. Which of the following best describes your current membership status with CPRS? Base: Total sample (n=254)

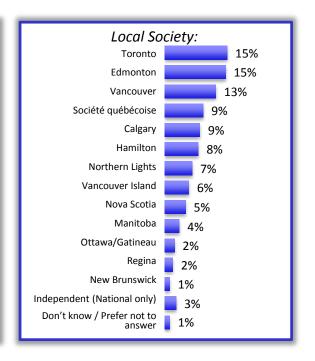
Q2. How many years have you been a Member of CPRS? Base: Total sample (n=254)

Q8. Which of the following member characteristics, if any, describe your current relationship with CPRS? Base: Total sample (n=254)

#### **CPRS Membership Status - Continued**





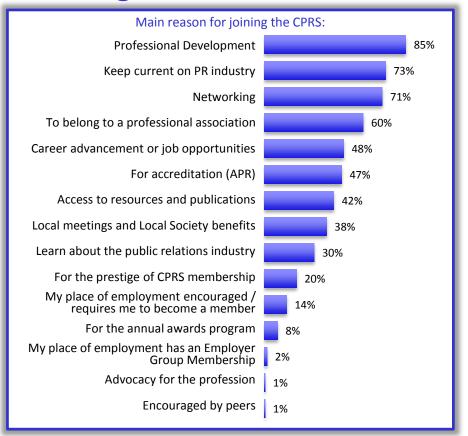


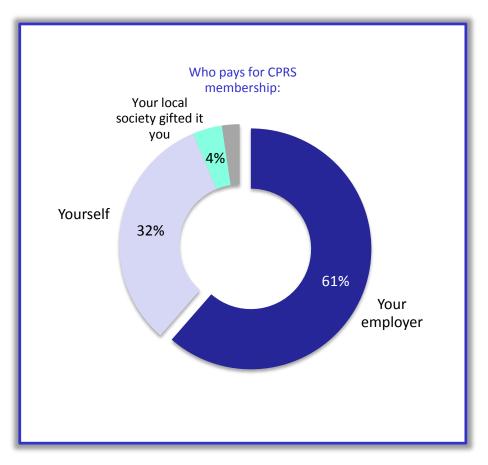
Q3. How many years have you been working in PR/communications? Base: Total sample (n=254)

Q4. What is your annual salary base? Base: Total Sample (n=254)

Q5. To which local society do you belong? Base: Total sample (n=254)

#### Joining the CPRS





Q6. Why did you join CPRS? Base: Total Sample (n=254) Q28. Who pays for your CPRS membership? Base: Total Sample (n=254)

## Relevance of benefits of belonging to CPRS

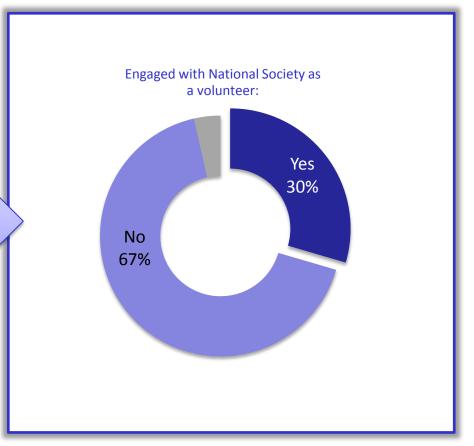
% Very relevant / somewhat relevant

94%	PD, Seminars, webinars	(88%)	62%	Members only National Awards of Excellence program	(62%)
90%	Public advocacy for the profession	(70%)	59%	Public relations Resource Library	(57%)
89%	Code of professional standards	(85%)	54%	Global Alliance for Public Relations and Communications Management	(51%)
84%	Communiqué newsletter	(62%)	47%	Discounted CPRS Member rates for PRSA's publications Strategist and Tactics	(46%)
79%	Accreditation (APR®) program	(64%)	45%	Member Referral program	(38%)
77%	Annual Conference	(70%)	42%	Public Relations Knowledge (PRK)® Exam	(48%)
73%	Member directory	(60%)	37%	Discounted services	(41%)
72%	Volunteer opportunities	(50%)	32%	Pathways to the Profession® program	(29%)
69%	Career File (job postings) listings at member rates	(79%)			

( %) 2015 results

Volunteer engagement

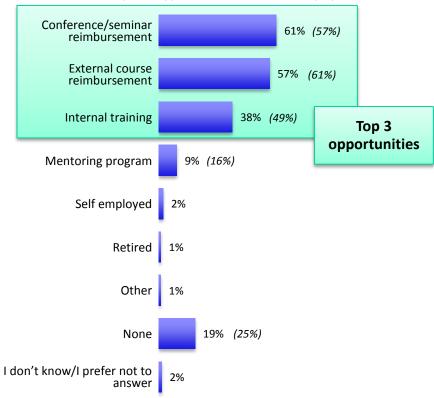
Say that being a member provides 72% them with volunteering opportunities



#### **Professional development**

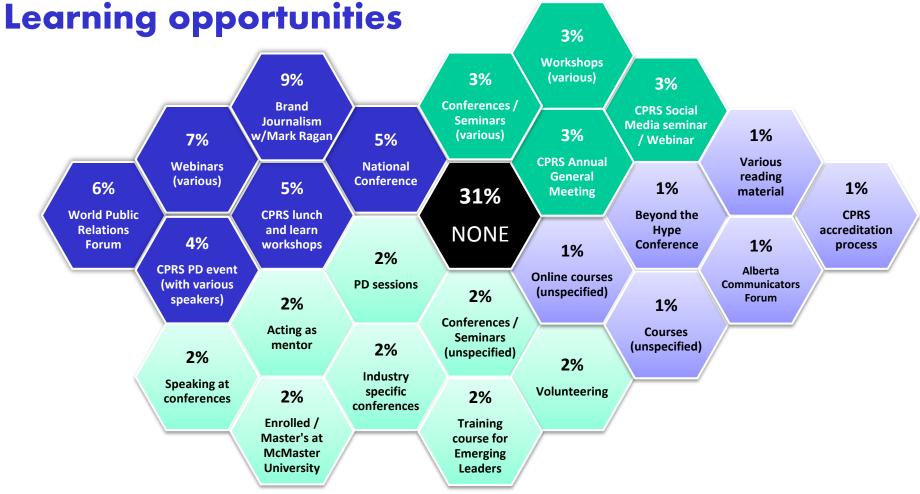






Q10. What are your main sources for Professional Development? Base: Total Sample (n=254) Q11. What type of Professional Development, if any, is available from your employer? Base: Total Sample (n=254)

( %) 2015 results



Q12. Thinking about the last year, please give an example of a learning opportunity that you enjoyed. [OPEN END] Total Sample (n=254)

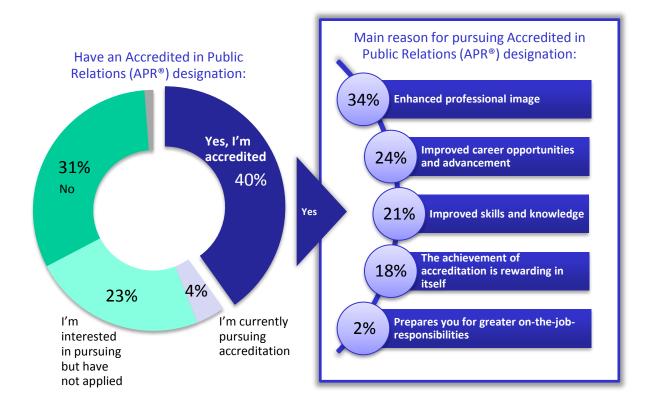
## Needs for achieving goals over next 5 years

Important areas of staff skills and expertise for depart / agency to achieve its goals over next 5 years: (% very important / somewhat important)



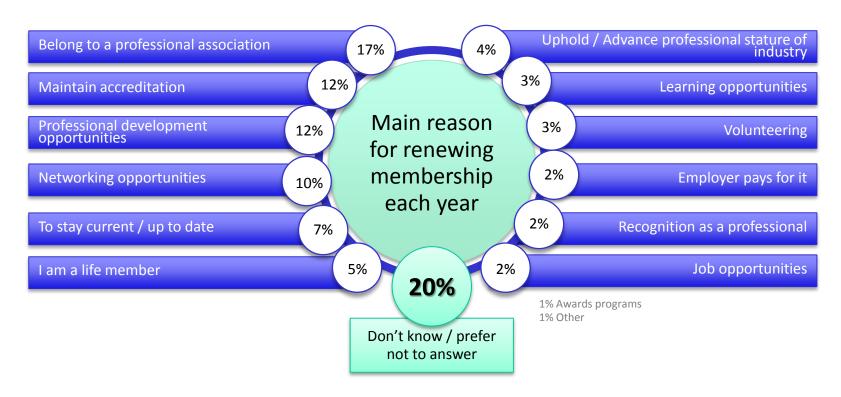
Q13. How important will the following areas of staff skills and expertise be for your department/agency to achieve its goals over the next 5 years. Total Sample (n=254)

#### **Pursuing an APR designation**



Q14. Do you have an Accredited in Public Relations (APR®) designation? Base: Total Sample (n=254) Q15. What is the main reason you decided to pursue your APR® designation? Base: Have an APR Q14 (n=102)

#### Reason for renewing membership each year



Q17. What is the main reason that you renew your membership with CPRS each year? [OPEN END] Base: Total Sample (n=254)

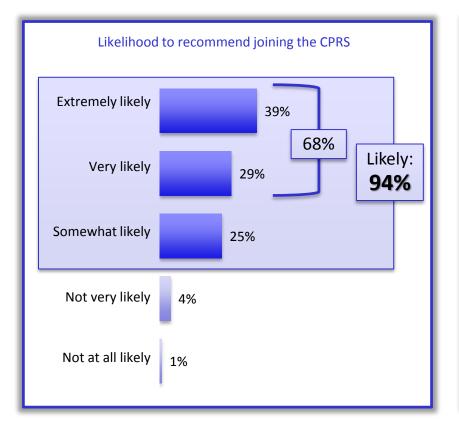
## Reason for renewing membership each year

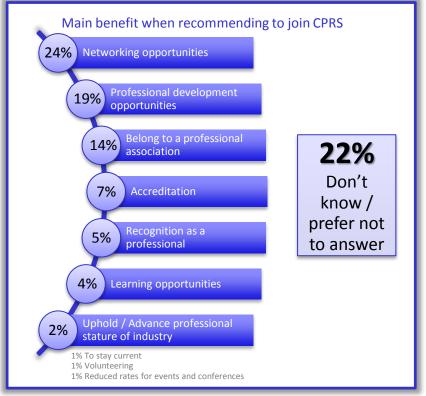
Key values of CPRS membership that compel you to renew membership annually:



Q18. What are the key values of your CPRS membership that compel you to renew your membership annually? Base: Total Sample (n=254)

#### Recommending a CPRS membership





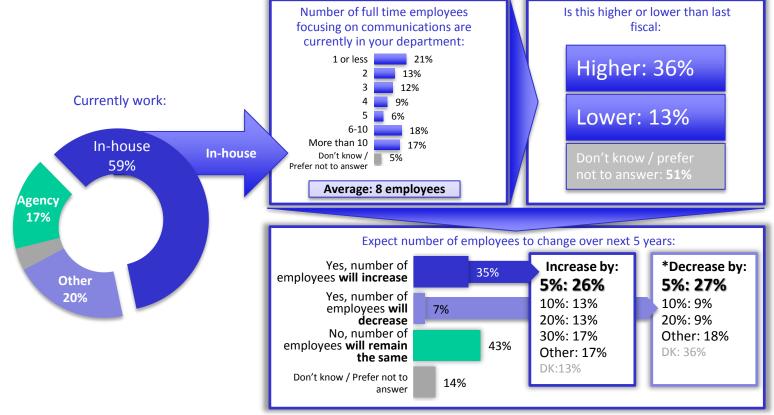
Q16x. If asked by a friend or colleague, how likely would you be to recommend they join CPRS? Base: Total Sample (n=254) Q17x. If you recommended a friend or colleague join CPRS what would you state is the main benefit? [OPEN END] Base: Total Sample (n=254)

## Future role of professional associations



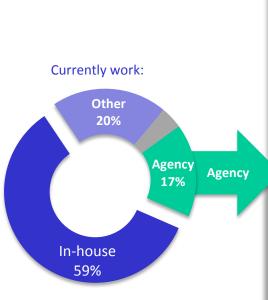
Q18x. What role do you see professional associations playing in the future? Base: Total Sample (n=254)

### **Currently working in-house**



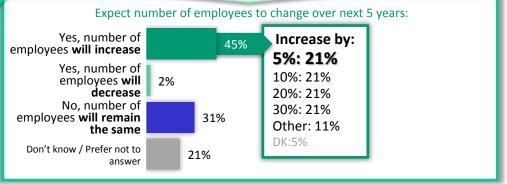
Q19. Do you currently work at an agency or as an in-house practitioner? Total Sample (n=254) Q20. How many full time employees focusing on communications are currently in your department? Work in-house Q19 (n=150) Q21. Is that number higher or lower than last fiscal? Work in-house Q19 (n=150) Q22. Do you expect your department's number of employees to change over the next five years? Work in-house Q19 (n=150). Q22a/b. How much do you expect the number of employees to INCREASE/DECREASE by over the next five years? Base: Increase: (n=53), Decrease: (n=11) \*small base size

**Currently working in agency** 









Q19. Do you currently work at an agency or as an in-house practitioner? Total Sample (n=254) Q23. How many full time employees focusing on communications are currently in your department? Work in-house Q19 (n=42) Q24. Is that number higher or lower than last fiscal? Work in-house Q19 (n=42) Q25. Do you expect your department's number of employees to change over the next five years? Work in-house Q19 (n=42). Q25a/b. How much do you expect the number of employees to INCREASE by over the next five years? Base: Increase: (n=19)

## Challenges faced in job



13%
Don't
anticipate any
challenges

18%
I don't know /
I prefer not to
answer

Q26. Please name one or two challenges that you believe you will face in your job this year Base: [OPEN END] Total Sample (n=254)

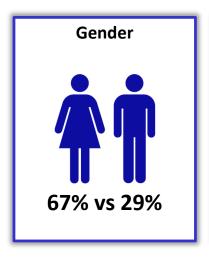
### Future enhancement of member experience

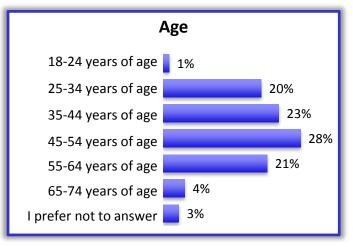
110/ Mara DD avants / annouturities	2% More Conferences / Seminars	2% More support / funding / grants at local level				
More PD events / opportunities	Lower cost for the National Conference	More diverse learning opportunities				
4% More events at the local level	2% Advocacy for the profession	1% Lower the cost of membership				
Stronger advocacy for accreditation	2% Update the website	1% Member exclusive job board				
3% More webinars	National website that includes all local societies	1% Current information / trends				
3% More workshops	2% Volunteer opportunities	1% Enhance member directory				
Provide current resource materials / publications / videos	2% More mentorship	1% Current information / trends				
2% More networking	More / Better member engagement opportunities	1% Enhance member directory				
Nothing – they provide everything I need 22% I don't know / I prefer not to answer						

Q27. What is the one thing you'd like CPRS to provide in order to enhance your member experience? [OPEN END] Total Sample Base: (n=254)

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## **Respondent Profile**









Advancing Public Relations & Communications Management

Lisa Covens Vice-President Communications and Public Affairs

O: 416-964-4107

lcovens@leger360.com

**Dave Scholz Executive VP** 

O: 416-964-4104

dscholz@leger360.com