

## Differentiate or Die

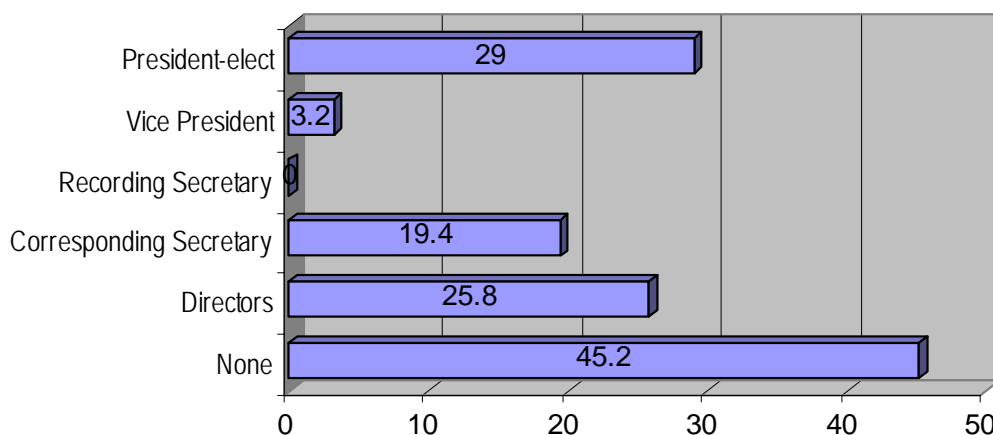
# 2009 STRATEGIC PLANNING SURVEY RESULTS

### Membership Engagement & Succession Planning Survey

The following are the results of the Strategic Planning Committee's survey results. Out of 78 Chapter members, a total of 41 Chapter members took the survey (53%). The survey was open from October 2 through October 9, 2009 with 4 members without internet access mailed copies to complete. No mailed copies were returned.

**BOARD OF DIRECTORS:** The expectations of the Board members are to attend at least two monthly meetings, serve as liaisons to committees and carryout business within the scope of the Chapter Bylaws, Standing Rules and Chapter Procedures. Please bear in mind that in accordance with International Bylaws, the position of President and Treasurer must be filled or the Chapter charter surrendered to International and the Chapter disbanded.

Please offer suggestions to encourage members to serve on the Board of Directors. If the Bylaws were amended to eliminate a board position, which would you recommend be eliminate and why?



#### Comments/Suggestions:

- Suggest combining Recording and Corresponding into one "Secretary". Eliminate Directors and transfer their duties to Vice President. Fewer positions to fill may make them easier to fill.
- Since we have smaller numbers in our Chapter, we need fewer officers. We could also combine similar positions, like Recording and Corresponding Secretaries.
- Not completely sure of the individual roles of each listed. So I don't feel qualified to answer.
- Many other chapters combine the Recording and Corresponding Secretary's positions into one. With electronic communication now, it would seem the correspondence could be handled in this manner.
- Vice President could be considered for President - elect.
- Combine the roles of Recording Secretary & Corresponding Secretary to one role Corresponding and Recording Secretary.
- I believe the Vice President and the President-elect are the one and same or should be. The person who is elected as VP should be the one to become the Chapter President the following year. Just a suggestion.
- The Vice President or Recording Sec. could handle these duties.
- Feel the Vice President can handle this position
- The number of board members needs to be proportional to the number of members. Not all board members have to be elected. RONR makes provisions for boards to consist of both elected and appointed members. You do have to be careful when this path is taken and must be specific in how the members are selected and what they can do within the board; i.e., vote.
- All the other positions have defined duties.
- Do not recommend eliminating any board positions as these are all opportunities to learn/refine leadership skills.
- Can corresponding and recording secretary be combined?
- All offices held are important, only there should be a vital explanation of what the position consists of and to have budget available for the position, if needed. If not, one need to have fun-raisers or pay dues, etc. to provide income for the position.
- Duties could be filled by other secretary office.

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- By deleting the PE position which is hard to fill and merging it with the duties of VP you would still have the same principle with shadowing the President. I also think the Recording/CS duties could be merge same as Missouri Division has done and the Directors position should be eliminated. If the President wants an advisor, I think they should be allowed to chose an advisor as a vital leader and not have the Chapter elect a director to advise the President.
- I think if you merged the duties of the PE and VP and just called it VP that would be okay. Same with the CS and Recording Secretary. I think totally getting rid of Directors position and letting the President pick her advisor would be better. We have to streamline these positions because of our many time commitments (i.e. family, church, work, etc.)
- I would hate to see any of the positions eliminated but if it becomes a necessity, I would recommend having only one director.
- I think the position could be done by the directors.
- I say none at this time because I believe all positions are necessary to operate fully. If we were to make a Bylaws change I recommend combining Recording and Corresponding Secretary into one position, and perhaps changing the Director position to a 1 person position instead of two. We should have at least one person serving in an advisory role to the board.
- The Vice President arranges the monthly meetings and this duty could actually be put under a Program Committee if we needed to eliminate an officer.
- My recommendation would be to combine the P-E and VP positions
- I would hate to see any of the positions eliminated but if it becomes a necessity, I would recommend having only one director.
- No action here. Keep them all

**COMMITTEE MEMBERSHIP:** The St. Louis Chapter has at least 12 committees. A brief description follows. Would you recommend any of the following committees be eliminated? Please rate each of the committees on a scale of 1 to 4 with 1 being the most important and 4 being the least important.

	1-Very Important to the success of the Chapter	2-Somewhat important to the success of the Chapter	3-Least important to the success of the Chapter	4-Has served its usefulness and could be eliminated
<b>Bulletin Committee</b> prepares and publishes the official newsletter.	74.3% (26)	20.0% (7)	2.9% (1)	2.9% (1)
<b>Bylaws and Standing Rules Committee</b> maintains bylaws, reviews and proposes amendments.	82.4% (28)	11.8% (4)	2.9% (1)	2.9% (1)
<b>Certification Programs Committee</b> promotes all IAAP certification and recertification programs.	52.9% (18)	29.4% (10)	17.6% (6)	0.0% (0)
<b>Finance Committee</b> prepares Chapter Annual Budget	94.1% (32)	2.9% (1)	0.0% (0)	2.9% (1)
<b>Membership Committee</b> promotes, maintains and recruits membership.	80.0% (28)	17.1% (6)	0.0% (0)	2.9% (1)
<b>Membership Satisfaction Committee</b> gauges membership satisfaction	32.4% (11)	35.3% (12)	20.6% (7)	11.8% (4)

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<b>Nominating Committee</b> prepares a slate of candidates for Chapter officers	61.8% (21)	29.4% (10)	5.9% (2)	2.9% (1)
<b>Professional Training and Development Committee</b> provides leadership training and promotes APW activities	57.1% (20)	34.3% (12)	2.9% (1)	5.7% (2)
<b>Public Relations Committee</b> news releases, promotes RTF and Chapter activities	29.4% (10)	50.0% (17)	14.7% (5)	5.9% (2)
<b>Special Events Committee</b> arranges social activities outside of regular meetings	28.6% (10)	45.7% (16)	22.9% (8)	2.9% (1)
<b>Strategic Planning Committee</b> develops long-range plans.	38.2% (13)	47.1% (16)	8.8% (3)	5.9% (2)

#### Comments/Suggestions:

- All are important some more than others
- Committees that support the IAAP Mission are all very important to the success of the chapter.
- I believe Special Events could be rolled into the VP role of planning for the year. A sub-committee could possibly be formed by members to support the special events.
- I would combine Membership Committee and Membership Satisfaction for 1 committee.

I would combine PT&D with Certification for 1 committee.

- I feel that all of our committees are very vital to the success of our Chapter. It would be very difficult to pick and choose which ones could/should be eliminated.
- Combine Bulletin and Public Relations into one "Marketing" Committee. Combine Membership and Membership Satisfaction.

Most important is the training & development programs that are offered to the members and conveying info to the members. This will retain the members and naturally attract new ones and everything else will fall in place more smoothly.

- We could combine.
- Is it possible that a couple committees be combined?
- Suggestions only: Consider having more than one monthly group meeting to combine several of the committees. Consider a three-year team for President, Vice President, Treasurer and Secretary.
- the three 'least important' can be done by another committee or board member.
- Go paperless and post everything online.
- Some functions of some of the above committees could be reassigned to other committees. Since there are limited responsibilities listed an in-depth review would be needed. This is usually how committees are created and eliminated. For instance, Strategic Planning was designed to help certain committees work together for the betterment of the Chapter. I have not seen that. If that committee were eliminated, the board could be assigned the responsibility of reviewing the strategic plan each year and appoint an Ad hoc committee when the plan requires updating.

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- I would like to see professional training & development as part of the chapter programs during the year instead of separate events. More members will attend and this will eliminate some costs.
- I'm not sure how the Finance Committee works. Are all the committee chairmen participating in the development of the Chapter Budget?
- Could special events, professional training and certification committees be combined?  
Can bulletin and public relations committee be combined?  
The Bylaws certainly need to be re-created. Perhaps a committee could be formed to complete the task in one year, then, eliminate the committee and leave amendments and suggestions up to the entire St. Louis Chapter.
- The membership committee responsibilities could be divided up.
- Although I think most of the committees are pretty important, I also think some of the committee duties could be merged such as Membership Satisfaction could become a duty of the Membership Committee. The PR and Bulletin committee could become one committee since it deals with Chapter PR and the Bylaws committee could be chaired by the PA.

**Have you ever been approached to serve on a committee or as a vital leader? If yes, did you feel pressured to serve? How would you recommend the positions be filled?**

- Just ask
- NO, I have not been approached to serve. I have always volunteered.
- Yes. I did not feel pressured to serve. Have someone shadow the current leader to learn the position and to know the time involved.
- I have chaired and held elected positions for the chapter. No pressure. I wanted to do that. Recommend a succession development program activity by the Board where Governance of the Chapter is reviewed with all members. It could be part of the monthly meeting program (15 minutes dedicated)
- I have never been pressured to serve the chapter. I have served in many capacities. When we ask a member to serve in any capacity, we need to make it personal and we need to give them specific reasons why we think they will do a great job. Not just you were the 4th person on my list. Members need to move up from serving on a number of committees to chairing committees to Board or they are very likely to fail. We are a difficult blend of volunteer and professional.
- I have been recruited to serve on committees, for which I've both accepted and declined. It's very awkward to decline knowing the positions are hard to fill. I have felt polite pressure to serve. I think it would be easier to fill the positions if there were fewer positions to fill, and perhaps for those who are unable to commit due to work conflicts and time constraints, consider finding co-chairs to work together to chair a committee.
- I've served on many committees and held board positions, but I don't think new ideas and new people holding the various positions are important. I felt pressured to be a committee chairmen the very first position I held, but that was a long time ago, and once I became a chairman, my interest in the chapter grew.
- Yes I have been approached and have served both on a committee and as a vital leader. I did it because I chose to and not because I felt pressured.
- I have been approached to serve and would do so except work schedule too busy. Pressured in prior years but not recently. I don't have a recommendation on how to fill the positions but really appreciate those that do serve.
- Yes. Did not feel pressured.  
Make a presentation at a meeting explaining all positions FULLY to the members. "Market" it. Give them info to carry away. Cannot force service.
- Yes, I have been approached. Have served if I thought I could do a good job and serve the whole year. Some times circumstances come up, new job, sick family member, etc., where I cannot give 100% of my time.
- no
- Yes, I have been approached. No, I did not feel pressured.
- Yes I have been asked. Did I feel pressure, no because of the relationship I had with the person asking?
- I have been approached and have served on several committees, including chairing committees. I did not feel pressured; however, there were times that I did not volunteer until I KNEW there was a problem filling a position. When the problem was presented, then I was motivated to step up and volunteer. Member engagement is the key to filling any of the positions on a committee. Additionally, mentoring members, i.e., having them serve as committee members and encouraging them to move up to the chair positions. Co-chairing positions are also a way to fill positions - having the chair position filled by two people, therefore splitting the tasks between two rather than having one do all the work.
- Yes I have been approached and I did feel pressured to serve.
- Yes I served for a little time. Last position felt pressured so I agreed and wasn't ready and then took the heat from those who weren't even involved.
- Yes. No I did not feel pressured, just encouraged to consider the request.
- Yes, No I did not fill pressured.

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- Yes, I have been approached. Sometimes I felt pressured, but not in a while.
- A little pressure, not bad.
- Yes,
- Yes - somewhat pressured to serve. Open to all
- I have been approached to serve on a committee. I understand the importance of serving; however, I have not made my final decision to which committee I would like to participate.
- I have been asked to seek an elected position twice; I accepted both invitations. I have served on a variety of committees and in a couple of VL positions. I have never felt pressured to serve. I have usually been told how my service would be beneficial.
- Yes, I have been approached, and when I am able I serve. I don't feel any pressure to say yes.
- Yes. Yes. Build networks. ALL chapter members show support of committee chairmen. Stop having the same individuals repeatedly filling multiple roles.
- Yes, I have been approached. No I did not feel pressured. I feel privileged to serve, yet know at times, it is difficult because of calendar conflicts.
- Yes, I was approached, however, I didn't feel pressured, and I just wanted to know what the entire job consists of. If you are committed and you want to do a good job.
- Yes. No, not pressured. Fill by voluntary commitment.
- Yes. Yes. I did feel pressured to serve. I don't have any recommendations for how the positions to be filled at this time.
- Did not feel pressure. Wanted to serve. Need a succession plan and someone to fill it to get experience.
- Yes I have but didn't feel pressure. I was happy to serve.
- Yes. I felt some pressure but only committed if I had the time to serve.
- There have been times when I have been approached to serve on a committee or to chair a committee, especially recently but there are times when I have never been asked to chair anything. I think recently there has been a huge amount of pressure to fill positions but because members lack enthusiasm to serve they have not been feel and the Board of Directors seems to have taken on several of those assignments to keep the chapter afloat.

#### What prevents you from inviting someone to an IAAP meeting?

- I do ask people occasionally time is usually a factor
- Offer recertification points for each meeting members attend.
- I've invited people. Usually I sponsor at least one new member per year. Past couple of years I did not promote the chapter because I wasn't pleased with how things were being run. This year is different. Good leadership!
- We have had some tension at meetings. Guests (and most members) don't know what that is about but they feel it. The president should be there early. She and her Board should be greeting guests and members not getting ready for the meeting.
- People are just so busy that not very many want to take the time to attend another meeting. Also, with the economy the way it is, some cannot afford another expense.
- I have another meeting on Thursday evenings. This is what prevents me from inviting or attending IAAP meetings.
- I enjoy the meetings when we have speakers outside of the members. When it's a member, then I do not attend, mainly because it's more like a social hour
- Lack of organization/direction/communication from the Board.
- You have to convince them what the benefit of paying the membership. In today's economy people do not have the extra money for a membership and to pay for a dinner once a month.
- I am a retiree and typically not in an environment where opportunities arise to invite others. Those in my age range are not eligible to join because they are not working.
- I leave work on my way to the meetings, and most everyone I know are involved in other things after work also.
- Meetings are long. Perhaps business part could be faster.
- I have another meeting I attend on Thursday night that prevents me and inviting me to attend.
- I have invited guests to meetings.
- I have in the past invited many guests to the chapter meetings. Last year, the programs were extremely unprofessional and boring. This year they have gotten a lot better. Consistency in programming is the key to a successful meeting. I don't mind the business part of the meeting as long as it is timely and professional.

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Please rate each of the following on a scale of 1 to 4 with 1 being the most important to the Chapter and 4 being the least important.

	1-Very Important	2-Important	3-Somewhat Important	4-Not important	Rating average
Chapter Monthly Meetings	54.3% (19)	37.1% (13)	5.7% (2)	2.9% (1)	1.57
Holiday Chapter Party	27.8% (10)	44.4% (16)	25.0% (9)	2.8% (1)	2.03
Chapter Fundraising	41.7% (15)	44.4% (16)	8.3% (3)	5.6% (2)	1.78
High Level Professional Programs offering CEU's and Recertification Points	47.1% (16)	41.2% (14)	8.8% (3)	2.9% (1)	1.68
Leadership Development Training	55.6% (20)	30.6% (11)	11.1% (4)	2.8% (1)	1.61
Chapter Business at the Meeting	52.8% (19)	33.3% (12)	11.1% (4)	2.8% (1)	1.64
Membership Recruitment Contest	19.4% (7)	30.6% (11)	22.2% (8)	27.8% (10)	2.58
Peer Networking	27.3% (9)	63.6% (21)	6.1% (2)	3.0% (1)	1.85
Ice Breakers	25.0% (9)	25.0% (9)	33.3% (12)	16.7% (6)	2.42
Professional Partnerships (i.e. Meeting Planners Assn.)	23.5% (8)	35.3% (12)	32.4% (11)	8.8% (3)	2.26
Mentoring Program	28.6% (10)	31.4% (11)	37.1% (13)	2.9% (1)	2.14
IAAP Web Community	38.2% (13)	44.1% (15)	17.6% (6)	0.0% (0)	1.79
Chapter Directory	30.6% (11)	44.4% (16)	25.0% (9)	0.0% (0)	1.94
Leadership Succession Planning	52.8% (19)	30.6% (11)	13.9% (5)	2.8% (1)	1.67
Chapter Communication	75.0% (27)	13.9% (5)	11.1% (4)	0.0% (0)	1.36
Family Responsibility and Obligations	62.9% (22)	31.4% (11)	5.7% (2)	0.0% (0)	1.43
Efficiency is important. If phone work can replace a committee then should we eliminate the committee?	39.3% (11)	32.1% (9)	21.4% (6)	7.1% (2)	1.96
Student Chapter sponsorship	17.1% (6)	42.9% (15)	25.7% (9)	14.3% (5)	2.37
Assigned Seating	0.0% (0)	0.0% (0)	11.1% (4)	88.9% (32)	3.89
Executive Advisory Board (EAC)	21.2% (7)	42.4% (14)	30.3% (10)	6.1% (2)	2.21
Chapter is no longer meeting my needs	18.5% (5)	29.6% (8)	25.9% (7)	25.9% (7)	2.59
Chapter is fine "as is"	14.3% (4)	39.3% (11)	17.9% (5)	28.6% (8)	2.61

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#### Comments/Suggestions:

- Chapter networking ranks highest
- Efficiency is important. If the work of the committee can be done by phone or e-mail that is good. It doesn't necessarily mean that the committee should be eliminated.
- Assigned seating - no way, but we do need to sit outside of our clicks. I've been a member for 3 years and there are people that I have never really had a conversation with other than hi and hello. I try to meet at least 1 member per meeting.
- Succession planning is critical if we want to continue.
- Chapter directory could go on line - I've never used mine.
- Continued education about the Web Community since that is the future.
- It would depend on the Committee as to whether phone work would accomplish the task and then elimination of the committee.
- Some of these questions did not correspond to the answers as to the rating. Some needed just a yes or no response.
- Wasn't sure how to answer a few of these as they seemed more of a yes or no, not level of importance.
- I have chosen not to answer some questions because they present conflicts or are not applicable to the rating system.
- Some of these questions do not lend themselves to the scale provided. NO, efficiency as in phone work to replace a committee is poor planning. Committee chairs/meetings ESSENTIAL/necessary to develop networking and leadership skills. Good segue from committee member to co-chair/chair to officer.
- EAC can be important if handled correctly and should obtain direct guidance from the President.
- There should be a meeting in December whether you call it a Holiday Meeting or not. Doesn't the Silent Auction raise much needed funds for the chapter?

#### What should the St. Louis Chapter do differently to better serve its membership?

- Shorten meetings 9:00 is too late on a work night
- I am happy with our chapter. I think it serve my needs.
- Currently I believe the chapter is on the right track.
- Provide more career related discussions and opportunities.
- Members can feel the tension at meetings. They hear the officers talking about "stuff going on". They see officers quit. Everyone is busy so it gives them the excuse to just say no.
- Every monthly program should be a quality program. From experience, using our chapter members as speakers is not a big draw, no matter how good they are as speakers.
- I think we are working very hard to serve our members. It is up to the members to take advantage of the many things we are making available to them.
- Speakers and presenters on technology, software, goal-setting, organization, soft skills, etc.
- I am happy as is. Shorter business meetings. A lot of business can be accomplished on line.
- na
- No response.
- more relaxed meeting environment
- more relaxed meeting environment
- not sure
- I think it is imperative to bring in "young blood" to the association. While having a group of "seasoned professionals" with a wealth of knowledge is wonderful, that wealth won't mean anything if we don't have members to pass it on to in order to prepare them to carry on the work.
- Each member should talk it up at work and wherever they go.
- Remember the members.
- Ask for volunteers to assist
- Make each and every member feel welcome
- I wish I knew. We do have to involve general membership more in decision making. It is their Chapter and the bylaws require them to be responsible.

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- Concentrate on monthly programs. Get the best possible programs possible that the chapter can afford.
- Networking. When asking people come, just invite them and let them decide Some may want to come and learn different things which includes just on how to socialize. You will be surprised at what people think and do.
- Continue to pursue high quality professional development programs for the monthly meetings.
- Shorter meetings
- The meetings are too formal and expensive. Rent space from a church, library, or school.
- More communication.
- Run the meetings more efficiently so they don't take as long.
- I think that assigned seating for a couple meetings would be good to get people talking to different groups.
- Streamline the committee and board of directors' positions. Rework the bylaws and procedures manual to accommodate the streamlining process. Have consistency in high level programs and hopefully, this will lead to better leadership.

Do you think it is important for every new member to have a mentor for at least one year? If so, would you participate in a formal mentoring relationship?

- Yes and no
- Yes, it would be great to have a mentor but it not important to the length of time you mentor. I would participate in a formal mentoring relationship.
- I think it's very important. Yes, I would mentor someone.
- Yes. However a year may be a bit long. I recommend 3-6 months.
- No
- Yes, I already am.
- No. It might be nice to have a mentor for the first few meetings to be certain the new member has a place at your table to feel welcome, but if the new member comes with a friend, it isn't necessary at all.
- Yes, I do think it is important.....if the new member is willing to participate with a mentor.
- Not important but make the offer. I am willing to participate.
- Least important.
- don't have the extra time
- A mentor is a great idea, but a year maybe too long. Definitely having a go to person for questions.
- Mentorship is very important to new members in order to acclimate them to the organization's structure AND getting them to "buy in" to the service role of the Chapter/Association
- Yes
- new member - 3 month max thought one year was too long
- no, they to are or may even be a higher level of an administrative professional
- Yes. Yes.
- Yes it is important. Not at this time.
- I think mentorship would be a voluntary basis. If a new member would like a mentor, then absolutely provide one. Also, provide guidance to the mentors as to what they should/could be doing to assist new members.
- Not really
- It depends on the new member. I have been a mentor twice. One member attended one meeting and was not responsive to mentoring; dropped her membership. The second one went on to become a "leader." For a mentoring relationship to be successful, both people have to want it. I'm not sure I'm the right person to mentor new members.
- Yes, if other IAAP duties do not take up my time.
- Yes.
- Yes, mentoring is a great asset for people that would like to be mentored. My problem is I don't have time to mentor, but I had a mentor myself. It was a good experience.
- No, I do not think this is an important program.
- Good idea, but my plate is pretty full.
- No. One year I thought was too long. I would participate in a formal mentoring relationship, but my personal situation prevents me from doing so at this time.

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- Will not participate in mentoring.
- No
- Yes, I feel that it would help new members understand the way the IAAP works. I am too new to serve as a mentor.
- Yes. Putting a seasoned member with incoming new members is a win-win situation. It will also help with succession planning.

What one thing would you change about the Chapter meetings that would increase your personal participation (personal participation means being actively involved in projects, the meeting program, etc)?

- Hand out speaker info when you enter meeting not when speaker is ready to present
- I still have a child in school which makes it sometime hard to participate in committee or chair a position. I would be willing to participate in a committee working in shared responsibilities.
- I'd like to see workshops; more opportunities for group discussion on challenges, changes, etc. to learn from each other; pairings of similar levels, i.e., large businesses - small businesses, C-level support - entry level....
- I think members need to have some fun once in a while.
- I worked so hard so long for the chapter that now I just want to sit back and enjoy an evening with my friends. It would be hard for anything to pique my interest enough to get involved.
- I think being actively involved in projects, etc. is a personal decision each member must make. I feel the Chapter leaders are doing their best to encourage this participation.
- Give members the opportunity to voice opinion/vote on decisions. Ex: speakers for upcoming year, location of meetings, themes for meetings, etc.
- I know we have to have rules and regulations, but sometimes they are too detailed and difficult to follow. Make it more simple
- attending the meeting is enough on my plate at this time
- Realist description and time commitments for the various positions. Like you will get emails at work, turn around times is short. I've received emails hours before things are due and with work deadlines have not even been able to read or address them.
- No response.
- less formal monthly meetings
- less formal monthly meetings
- Is it really necessary to keep going on and on and on about that has a CPS/CAP? It is a waste of time and everyone already knows and who really cares but that individual Whoopee
- I think we could "loosen up" a little. While some effort is made to make new or non-members feel welcome, I feel that we have a long way to go and could do better.
- Not have introductions of everything (and everyone) or business conducted at each mtg. (especially the 'special events' mtgs.
- The importance of networking and making aware of everyone. Some members have been involved for many years and do not welcome new members
- I'm already involved.
- No changes.
- Worthwhile programs.
- Having funs provided for certain projects.
- Timeliness of meeting. Begin on time, end on time. Perhaps move dinner time to begin sharply at 6:00. Speaker promptly at 7:00, end meeting promptly at 8:00 latest 8:15. Nothing past 8:30pm.
- I am involved, so no change would increase my participation.
- To have meetings during lunch time. There too many committees for this organization.
- Nothing at this time.
- I've been involved.
- I have not attended enough to comment
- Making sure that the programs are meeting the needs of the career minded professional member. This is not a social club but a professional organization. I think we should focus on programs that reflect the organization and dealing with more issues for the advancement of the careers of administrative professionals. Less focus on social activities.

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Member dues should provide enough financial support to keep an organization healthy. When dues decrease, fundraising projects such as the Holiday Silent Auction are needed to supplement the operations of the chapter. If you feel pressured to financially support the chapter through fundraising programs, would you support a Chapter Dues Increase if all Chapter programs included CEU's and recertification points? How much of an increase would you propose?

- Yes
- I would be more willing to participate in fundraising program then pay more in membership dues.
- Would not support a Chapter dues increase.
- I would support a dues increase (additional \$5). I do not support CEU's and Recertification points are free.
- \$99 seems fair, not an intimidating increase, still under \$100
- Yes, it has been ages since we have had a dues increase. I would love to spend my money another way but I cannot believe we haven't had a dues increase.
- I know I've been around too long because every time we have a dues increase, we say it will eliminate fund raisers. The silent auction at Christmas is great. The dollar here and dollar there fund raising strikes me as unprofessional. With international having put through its dues increase, you're going to have to be very careful not to decrease membership further by increasing chapter dues.
- I don't think this is a good time to promote a Chapter dues increase considering the recent International increase.....the state of the economy makes it difficult for many of our members to participate.
- Yes but if you can't deliver the quality programs going forward, there will be dissatisfied members who feel cheated. Raise to \$40.
- Auctions are ok and other fund raisers. Very small increase, only if needed.
- yes
- I agree about members dues should be enough, but we know that is not true anymore. An increase may be the only real solution, if fund raisers are not enough. However, some members who are not certified may feel it is unfair to give up some of their fun meetings for the CEU's and recertification programs. With the recent increase and current economic status it may be hard for many to come up with more. Not all companies pay for the membership.
- No response.
- I would consider an increase in dues instead of fundraising programs \$25.00 year
- I would consider an increase in dues instead of fundraising programs.
- Sure, \$5 - \$10. I think we should have at least 2 to 3 raffle items at each meeting and the funds go to the chapter. Miss the fun things.
- I would have to research this more.
- Keep the fundraisers going and keep them fun. No dues increase, please.
- I would remain the chapter dues at a reasonable rate and if people want to participate in buying things that is their choice.
- Lot's of problems with this question. It currently costs nothing to provide recertification points if the program qualifies; it is very expensive to apply for and award CEU's. There should be separate questions asking if CEU's are important and if recertification points are important. Costs go up every year and you have to find a way to increase funds to the Chapter. That means fund raising of some sort or regular dues increases.
- I don't feel pressured, but I would support a dues increase for better programs - \$10/year.
- No. Not at this time. Not since International raised their dues.
- Yes. I don't know.
- Do not know enough about this to make a comment for or against.
- I prefer the Silent Auction. Dues are pretty high already compared to other professional organizations to which I belong.
- yes \$25.00/year
- Would support dues increase? \$10-15
- Yes I would support a dues increase. \$10
- A very slight increase. Under 5%
- Dues are not recession proof. I think that dues should be reviewed periodically to see if we are providing adequate service for the amount we pay. With that been said, I feel a \$5 dues increase should be implemented to provide

# Differentiate or Die

## 2009 STRATEGIC PLANNING SURVEY RESULTS

### Membership Engagement & Succession Planning Survey

additional income to the chapter for better programs. Less focus on asking members to donate items and then in turn repurchase them. Members are always looking for a deal, as they should be. Too many members donate items and get upset that members do not give them the value of the item and then they voice their unhappiness about it. This creates an unprofessional atmosphere and makes members feel uncomfortable. Maybe it is time for the silent auctions to be silent.

If you don't currently hold the CPS or CAP rating would you please explain why?

- I hold CPS
- I don't think it's fair for the "grandfathered" CPS holders not to have to recertify.
- I do hold CPS certification.
- Hold rating
- Hold both CPS/CAP worth every penny and my time.
- I have the CPS, but it is time commitment to study for the CAP, along with the juggling of 40+ hr/ week and home life.
- Previously, I felt that there was not enough benefit for me to go to the trouble of preparing for the test, etc. Recently I am looking at this differently. The exam information and sample exam material that was distributed at the last meeting was great. It gave me a new perspective on the test.
- I was unable (and still cannot) renew my CPS because I became a stay-at-home-Mom and do not work for anyone. I do not have the experience it takes and the knowledge any longer. It seems these ratings are for those who are currently working.
- Don't like to take tests.
- I am not an administrative professional.
- I hold both ratings and keep my CAP retiring current even though I do not have to. You recertify only the highest rating you hold, not both.
- Have CPS & CAP
- Currently pursuing academic degree and do not have time for CPS or CAP.
- Have three degrees.
- n/a
- I am not a person who can study on my own. I need instructor-led courses. I'm sure my company would pay for the costs associated with it, but I haven't had good luck with studying and comprehending the material on my own.
- I'm currently in grad school and am focused on that for right now
- I do think the rating is important, however, I think that there is not enough material available to prepare for the test as it relates to the test. I am good at my job but I do wonder what measurements are used to rate the test.