

The screenshot shows the PAA website homepage. At the top, there is a banner with the PAA logo and the tagline "Understanding People Working Together". Below the banner, there are navigation tabs for "GENERAL INFO", "PUBLIC INFO", and "PSYCHOLOGISTS INFO". A secondary navigation bar includes "HOME", "MEMBERSHIP", "CLASSIFIEDS", "CONTINUING EDUCATION", and "CONTACT US". On the left, there is a "REFERRAL SEARCH" button, and on the right, a "MEMBER LOG IN" button. A search bar is located in the center of the navigation bar. The main content area features a "Membership" section with the following text:

Membership
Become a Member of PAA
 As the Psychologists' Association of Alberta is the voice of, and for, psychology in Alberta, a PAA membership will ensure that your interests are represented to government, service providers, and the public. [More...](#)

Membership Benefits & Services
 A PAA membership provides many benefits including: special rates for Professional Liability Insurance, discounts for goods & services, access to practice advisors, continuing education opportunities, and awards. [More...](#)

PAA Referral Service
 The PAA Referral Service is designed to provide the public with access to the names of registered psychologists who are participating members of the referral service. The referral service receives on average 160 calls each month and over 1100 visits to the referral search webpage per month, making it a great source of low-cost advertising for psychologists. [More...](#)

Members Only Area
 Log in to the Members Only area to renew your membership, update your information, and access the many benefits of your PAA membership including registration for workshops, discounts on goods and

PAA 2017 Membership Survey

MEMBERS' VIEWS ON BENEFITS

Rose Cooper, Membership Officer & Dr Judi L Malone, CEO | PAA | 15 January 2018

Executive Summary

Since 1996, the PAA has served its members which currently number 2 500, the highest per-capita ration of voluntary psychology professional association membership in North America.

This brief online survey, sent November 2017 to all members, was to communicate awareness, develop a baseline of that awareness and satisfaction rates, and to learn more about member views to refine PAA member benefits. There was a response rate of 12% or 289 for these questions on 11 topics which targeted member benefits. Key results included:

- Most (98%) found **PAA to be Responsive**
- Most (96%) considered PAA's **Practice Advisor Program** beneficial
- Most (93%) are aware of **PAA's Continuing Professional Development** activities; many comments supported advancements in CPD
- Most indicated high **Membership Value**; 90% being likely to recommend and 86% average to excellent value
- Most (89%) were **Satisfied with their PAA membership**; 57% very or extremely
- Most (83%) were satisfied with PAA's work to advance our **Professional Identity**
- Most (82%) were satisfied with PAA's **Advocacy Efforts**; many comments supported this as an important need
- Most (82%) were satisfied with PAA's **Communications**; several comments highlighted that the PAA website is outdated, particularly in relation to the referral service
- Most (79%) were aware of PAA's **Member Recognition** programs
- Many (67%) believe PAA's **Referral Service** is impactful
- Awareness of, and use of, **PAA Membership Incentives** varied; most (91%) for the discounted liability + other insurances, some (56%) for the discounted goods & services, and few (33%) for the available merchant services
- Other comments highlighted member appreciation for PAA member benefits

PAA requires strong membership to advance its objectives, fulfill its mission, and realize its strategic plan. Recommendations are made specific to the merit of repeating this survey yearly and using results in targeted program evaluation and refinement.

Introduction

Originally a joint organization with the profession's regulatory body since 1958, in 1996 the Psychologists' Association of Alberta (PAA) officially incorporated as a separate non-profit professional association from the College of Alberta Psychologists (CAP). At present, CAP has 3 500 members, PAA has 2 500. Membership in the PAA is voluntary and is the primary source of revenue for the organization and members are key contributors in the PAA realizing its mission.

The Psychologists' Association of Alberta is the voice of, and for, psychology in Alberta. We are the voluntary body that advocates for psychology in Alberta, informs the public and the media, and advocates for consumers of psychotherapy, psychological, and mental health services. The Mission of the PAA is to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans.

The goals of this survey were:

- Communicate awareness about current PAA member benefits
- Develop a baseline of member awareness of, and satisfaction with, current PAA member benefits specific to future program evaluation and refinement
- “Take the pulse” of members specific to PAA member benefits

This report serves as a guide to clarify key success and issues in membership, a growth plan related to same, specific to PAA's realization of their 2015 – 2020 Strategic Plan goals:

1. Promote strong PAA membership
2. Strengthen psychology's voice in Alberta. Through improving access, influencing social policy, advocacy, and public education
3. Influence the training of Alberta psychologists to shape the future of the profession
4. Maintain a collaborative relationship with the College of Alberta Psychologists to strengthen our role and provide unity for the profession
5. Enhance good governance

2017 Membership Survey

Methodology

As part of the communications plan, specific to the evolving membership recruitment and retention plan, an online survey was designed with the dual intention of awareness and assessment of current PAA membership benefits. Likert scales were the predominant assessment modality along with forced choice and long answer response. There were 14 questions on 11 topics which targeted member benefits as advertised on the Benefits to Membership area of the PAA website. The survey was kept brief, consistent with online survey recommendations.

Topics:

1. Professional Identity
2. Advocacy
3. Communications
4. Membership Incentives
5. PAA Responsiveness
6. Continuing Professional Development
7. Membership Satisfaction
8. Member Recognition
9. Practice Advisors
10. Referral Service
11. Membership Value

All current members of PAA were invited (via E-Blast or direct email communication) to participate in the online survey over a 4-week period 15 November – 15 December 2017.

Sample

An E-Blast was sent in November of 2017 to all 2 500 current members of the PAA. Student, Provisional, Life, and Full members in addition to out-of-province, affiliate, and associate members.

There were 289 usable responses. That is a participation rate of 12%; 25% is considered significant in online population surveys. Although this could not be considered representative of the membership, the results are relevant to ongoing engagement.

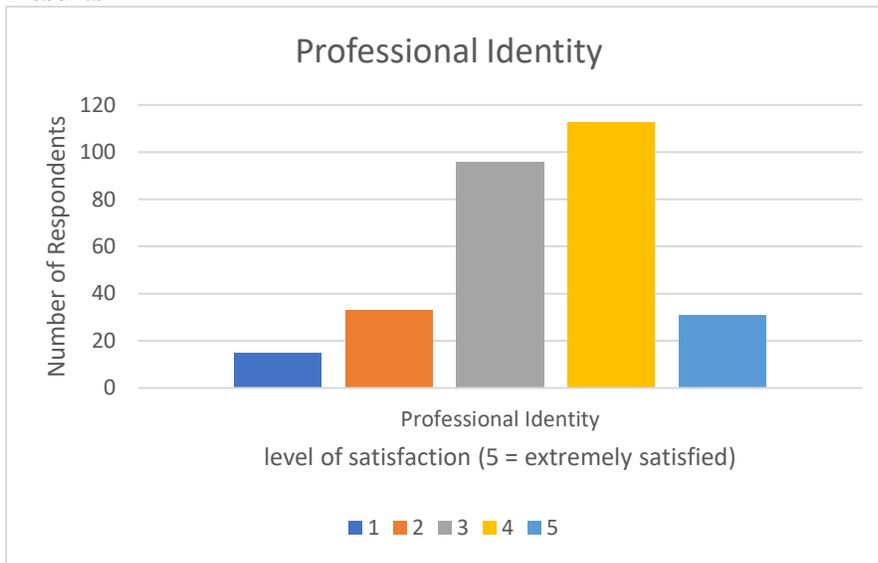
Results

1. Professional Identity

Survey Question(s)

How satisfied are you with PAA's work to advance your professional identity and support involvement by connecting with you and supporting networking amongst psychologists, students, and our affiliates?

Results



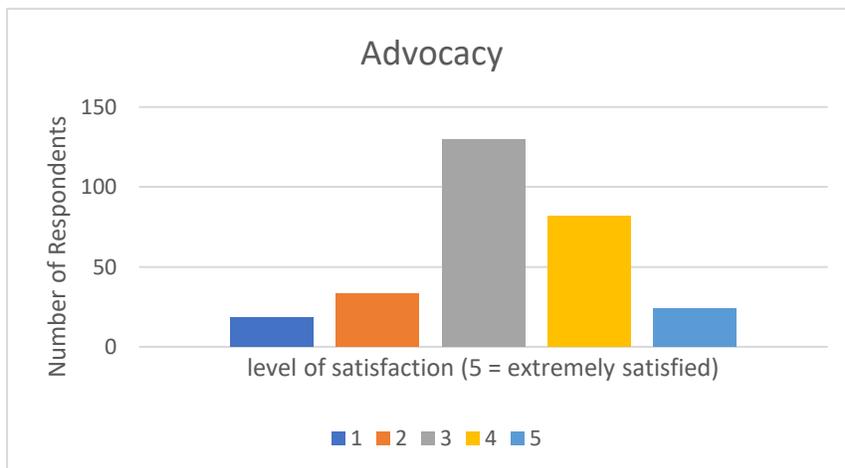
Interpretation -- 83% of respondents were satisfied (somewhat through extremely satisfied) with PAA's work to advance our professional identity.

2. Advocacy

Survey Question(s)

How familiar are you with PAA's Advocacy efforts for psychology in Alberta, to defend our scope of practice, enhance psychologists' opportunities, and in public education?

Results

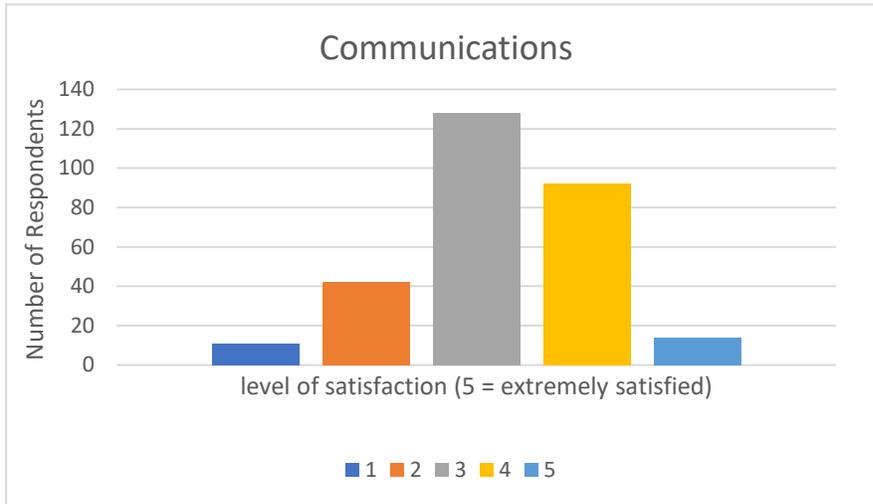


Interpretation -- 82% of respondents were satisfied (somewhat through extremely satisfied) with PAA's advocacy efforts.

3. Communications

Survey Question -- *How engaging do you find our communications (social media, Psymposium, EBlasts, and our website)?*

Results



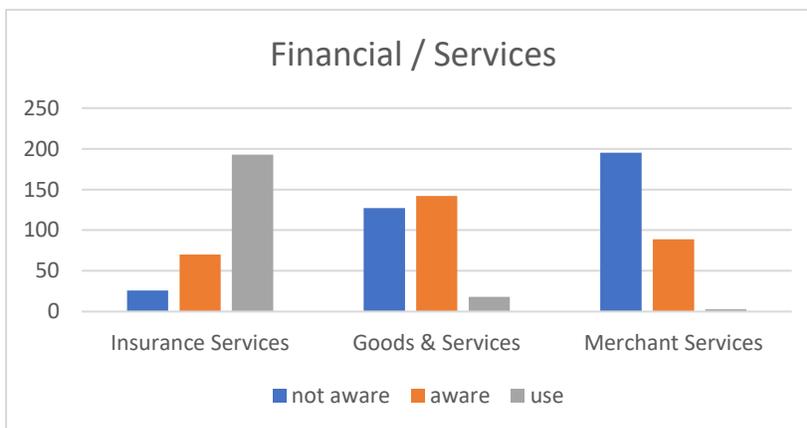
Interpretation -- 82% of respondents were satisfied (somewhat through extremely satisfied) with PAA’s Communications

4. Financial / Service Incentives

Survey Questions

- *How familiar are you with the discounted liability, home/auto, & office insurances available to you as a member, through BMS & TD Insurance?*
- *How familiar are you with our member discounted rates for goods & services, specifically Alamo & Avis car rentals, Sandman and Clarion hotels, Red Arrow Bus Travel, and Login Brothers Canada Books?*
- *How familiar are you with the Merchant services and health benefits offered by TD Merchant Services & Quikcard Solutions Inc?*

Results



Interpretation

Of the respondents:

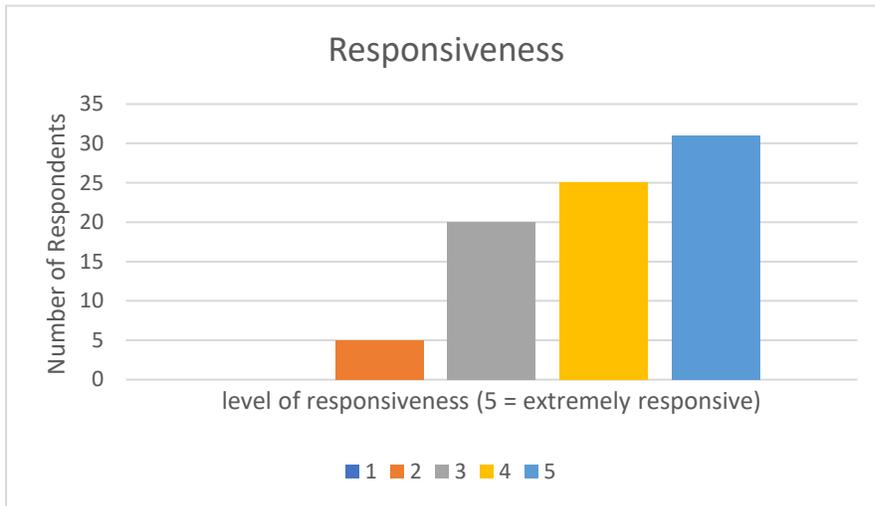
- 91% aware of &/or have used PAA’s discounted liability, home/auto, & office insurances
- 56% aware of &/or have used PAA’s discounted rates for goods & services
- 33% aware of &/or have used PAA’s Merchant Services

5. PAA Responsiveness

Survey Question(s)

How responsive has PAA been to your questions or concerns about our benefits?

Results

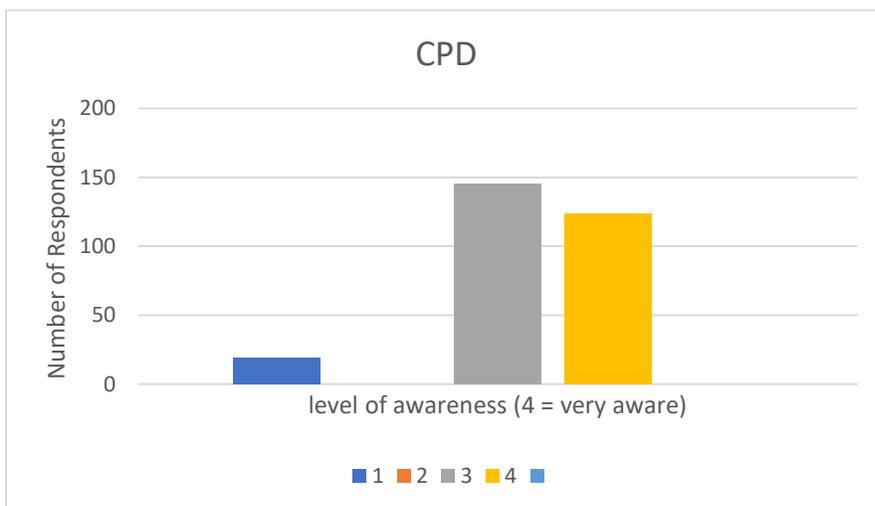


Interpretation -- 98% of respondents found PAA to be responsive (somewhat through extremely responsive) to their questions or concerns; 78% indicating responsive or extremely responsive

6. Continuing Professional Development

Survey Question(s)

How familiar are you with our discounted, accredited, & responsive continuing professional development opportunities?



Interpretation -- 93% of respondents are aware of PAA's Continuing Professional Development Activities; 50% indicating awareness, 43% very aware

7. Membership Satisfaction

Survey Question(s)

Rate your satisfaction as a PAA member

Results

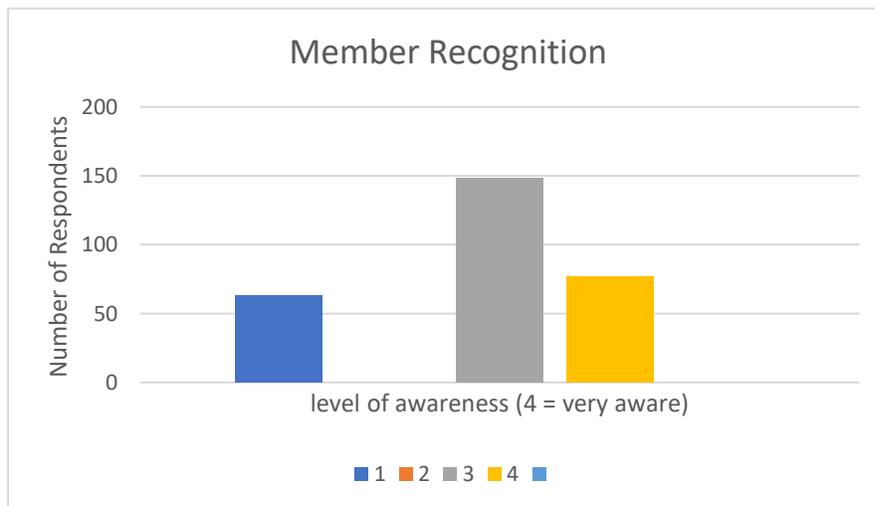


Interpretation -- 89% of respondents were satisfied (somewhat through extremely satisfied) with their PAA Membership; 57% satisfied or extremely satisfied

8. Member Recognition

Survey Question(s)

How familiar are you with the PAA Awards and Recognition for students, educators, researchers, practitioners, supervisors, and employers?



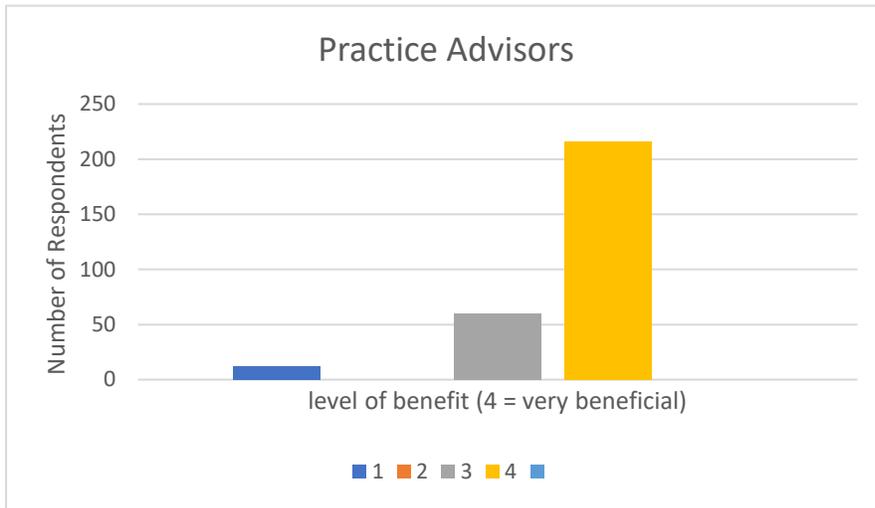
Interpretation -- 79% of respondents are aware of PAA's awards & recognition; 52% indicating awareness, 27% very aware

9. Practice Advisors

Survey Question(s)

How beneficial is it that PAA continues to provide practice advisors?

Results



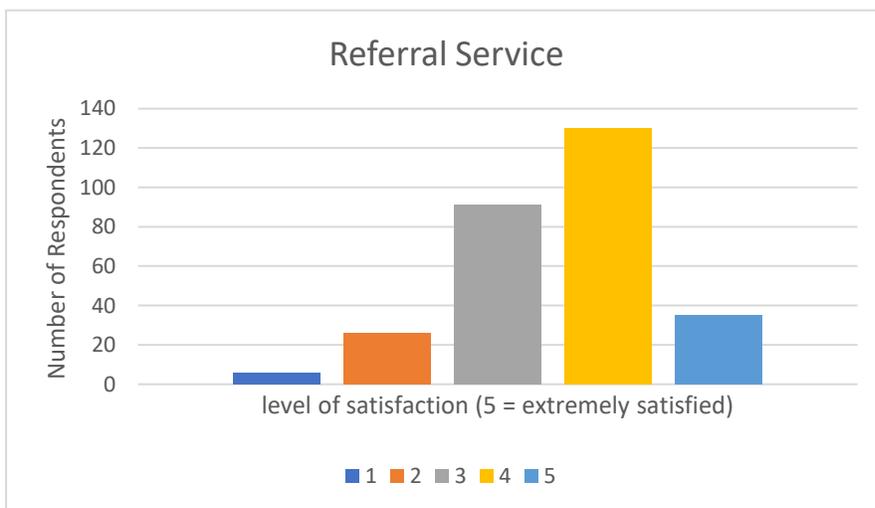
Interpretation – 96% of respondents consider the PAA practice advisor program beneficial; 21% indicating beneficial, 75% very beneficial

10. Referral Service

Survey Question(s)

In your opinion, how impactful is PAA’s frequently used Referral Service?

Results



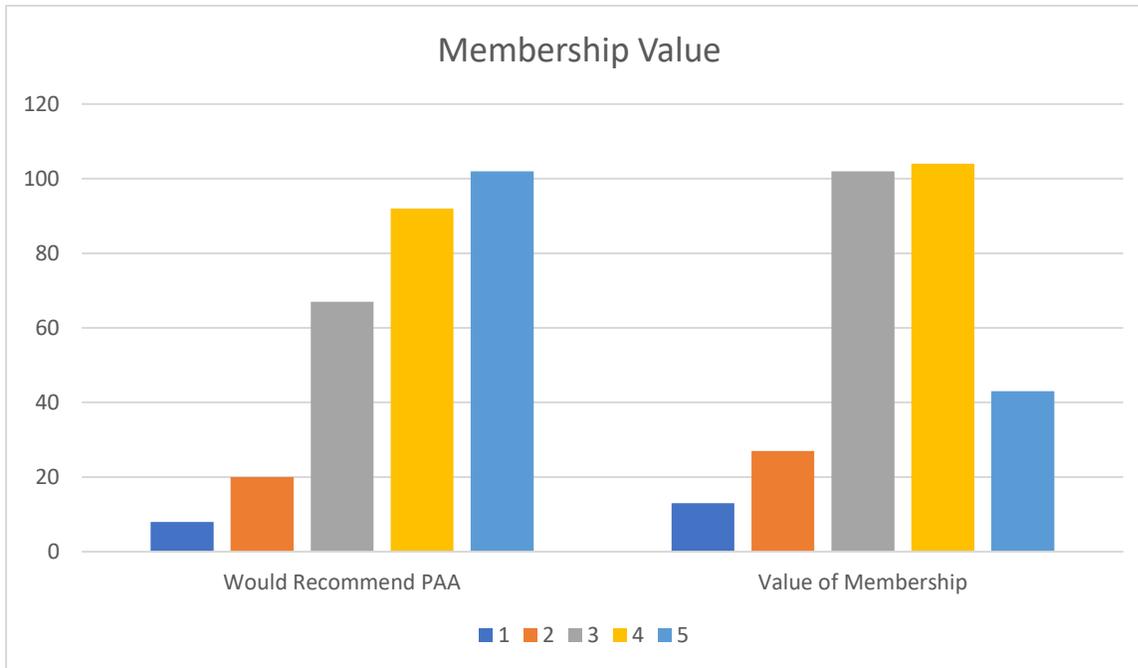
Interpretation -- 67% of respondents believe PAA’s Referral service is impactful (somewhat impactful through extremely impactful); 31% impactful to very impactful

11. Membership Value

Survey Question(s)

- *How likely is it that you would recommend PAA, as a professional association, to a colleague?*
- *Rate the value of your PAA membership*

Results



Interpretation

Of the respondents:

- 90.3% indicated that they were likely to extremely likely to recommend PAA to a colleague; 67% very to extremely likely
- 86% indicated that their PAA membership value was average to excellent with 51% indicated above average value

12. Comments

Results

Of the respondents who took the time to respond in writing and detail, salient themes were:

- Advocacy issues remain important (13)
- Advances in CPD are important (7)
- Members are thankful for the work of the PAA (6)
- This survey served to build awareness in PAA membership benefits (4)
- Appreciate access to discounts even if not used / previously unaware (3)
- The PAA website is outdated (2)

Also, many respondents provided targeted member benefit suggestions

Rich Text examples:

“Thank you. It is a big job and I so appreciate those that make the time and energy in their lives to contribute in this way”

“If PAA's job is to promote psychologists it should do something about this and promote psychologists with an easy to use and high-profile referral website”

“Need public to understand the value of psychologists, and the costs of not using”

Action / Evaluation Plan

This was the first PAA member survey of this structure specific to our core services. No key performance indicators had been set for any of these areas. As such, this initial survey will serve as baseline results. Repeating this survey yearly, and setting key performance indicators in the PAA strategic plan, will provide clear data to inform an action plan. That action plan will summarize specific recommendations from the research analysis, highlighting who will do what, when it will occur, how it will be done & the cost of implementation (resources, policy development, etc.) along with relevant communication considerations.

As an interesting side note, there was a \$50 gift card as an incentive for participation of which 52% of respondents participated. It is recommended that a similar incentive be used in future and this feature be advertised to increase participation rates.

Summary & Conclusions

PAA requires strong membership to advance its objectives, fulfill its mission, and realize its strategic plan. Although the strongest voluntary membership ratio in North America, this is a continual priority for the PAA.

Recommendations:

1. Yearly Membership Survey

This should be kept brief and engaging to ensure participation. Research design should be standardized enough to target outcome-informed practices and include gap analysis (optimization of resources via comparing actual performance to potential or desired performance in membership). This serves to both track benefits and to communicate about membership benefits.

2. Program Evaluation

Following the next PAA Strategic Plan, and pending clarification of the PAA vision, mission, and values, Key Performance Indicators should be set and assessed regularly for all membership programs.

In conclusion, building on this foundation of awareness from the membership surveyed, future action plans and evaluation plans will enable PAA to further develop and supports its essential membership targeting member recruitment and retention.