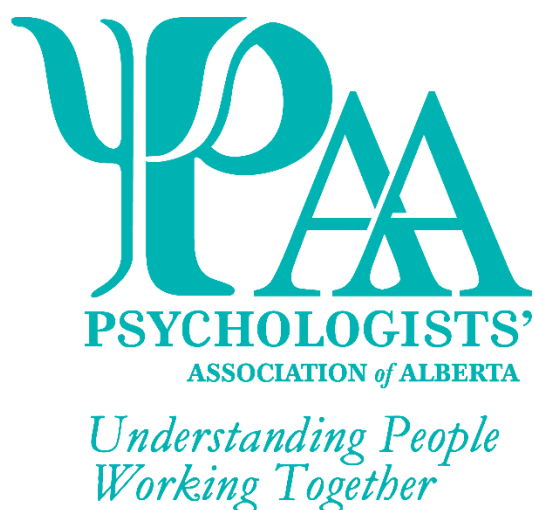


# PAA 2024 Membership Survey

## MEMBERS' VIEWS ON BENEFITS

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## Executive Summary

The Psychologists' Association of Alberta (PAA) has been the professional association for psychologists since 1996. PAA has 4 267 members, **69% of eligible members of the College of Alberta Psychologists (CAP)**. PAA annually surveys our membership to communicate and explore member satisfaction and needs to further refine our services and benefits. This 2024 membership survey had a 14% response rate with 605 responses. Key findings from the 19 questions (15 topics) on member benefits:

### Value in Membership

- The vast majority (86%) were **satisfied with their PAA membership**; 90% were likely to recommend PAA to a colleague and 83% rated the membership value from average to excellent.
- Many (52%) considered the discounted liability insurance to be the **biggest value** of joining PAA, some (17%) considered our Continuing Professional Development opportunities to be the biggest value, and some (7%) considered the Professional Guidance Program to be the biggest value. Of the 10 options listed, these were the most popular.

### Member Service and Support

- The vast majority (89%) found PAA to be **responsive**.
- The vast majority (82%) found PAA's **Communications to be engaging**.
- Most (76%) were familiar with PAA's **Member Recognition/Awards** programs for students, educators, researchers, practitioners, supervisors, and employers.

### Member Tailored Benefits

- The vast majority (92%) considered **PAA's Collaborate** to be beneficial.
- Most (79%) were aware of **PAA's Continuing Professional Development** activities.
- The vast majority (95%) found **PAA's Ethics Round Tables** to be beneficial; comments expressed a desire for more frequent Ethics Round Tables.
- The vast majority (87%) are likely to use **PAA's Professional Guidance Program**.
- The vast majority (97%) considered **PAA's Professional Guidance Program** to be beneficial, with 49% of these responses rating it as "extremely beneficial".
- Many (56%) are likely to use **Collaborate's Volunteer Program** and **Mentor Match** programs to find new opportunities.
- Many (70%) consider **PAA's Referral Service** to be impactful.

- Awareness and use of **PAA Membership Incentives** varied; most (85%) used the discounted liability and other insurances, while few (3%) used the technology services from PAA's affinity partners, and some (46%) used other PAA member benefit discounts. The vast majority (96%) were aware of the discounted liability and other insurances, some (43%) were aware of the technology services from PAA's affinity partners, and many (59%) were aware of the other discounts.

### Advocacy

- The majority (87%) were satisfied with PAA's work to advance our **Professional Identity**.
- Many (67%) were familiar with PAA's **Advocacy Efforts**; comments highlighted a desire for more clarity around PAA's Advocacy.

PAA requires a 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.

### Qualitative Themes

Note that qualitative review themes relate to more consistent survey feedback.

- *Members Appreciate PAA*: Our advocacy work for the public and the profession, as well as the programs and resources we offer our members, are appreciated.
- *Advocacy*: Members expressed the need for more advocacy from PAA, notably on decisions that directly affect psychologists in Alberta.
- *Resources*: While members appreciate and use our resources, comments highlighted that members want more resources and support for provisional psychologists and supervision.
- *Fee Confusion*: many members felt that the cost for all PAA services, including membership, was too high.

## Introduction

Originally a joint organization with the profession's regulatory body since 1958, the PAA officially incorporated as a separate non-profit professional association from CAP in 1996. At present, CAP has 5 270 members; PAA has 4 267. Membership in the PAA is

voluntary and is the primary source of revenue for the association. Members are key contributors to the PAA realizing its mission.

PAA is the voice of, and for, psychology in Alberta. We are the voluntary body that advocates for psychology in the province, 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 to:

- Communicate awareness about current and upcoming PAA member benefits
- Gather further information about the level of awareness members have about PAA services and programs
- Determine general member satisfaction
- Investigate how members utilize the membership benefits

This report serves as a guide to clarify key successes and issues in membership, specific to the realization of PAA's 2020-2025 Strategic Plan. As we approach the end of the current strategic plan, this report also serves as a guide going into the upcoming strategic plan sessions.

The 2020-2025 Strategic Plan outlined goals essential to the association:

1. Advocate for psychology's unique value
2. Promote the psychological health of all Albertans
3. Enhance the development of psychologists across the career lifespan
4. Focus on PAA's membership value
5. Ensure financial stability

## 2024 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 assessment of current PAA member benefits and member satisfaction.

The survey was kept brief, and consistent with online survey recommendations. Likert scales were the predominant assessment modality, along with forced-choice and long-answer questions.

There were 19 questions on 15 topics that targeted member benefits advertised as PAA Member Benefits. Topics were:

1. Professional Identity
2. Advocacy
3. Communications
4. Membership Incentives
5. PAA Responsiveness
6. Continuing Professional Development
7. Membership Satisfaction
8. Member Recognition
9. Referral Service
10. Membership Value
11. Collaborate
12. Professional Guidance Program
13. Mentor Match Program
14. Volunteer Program
15. Ethics Round Tables

All 4 267 current members of PAA were invited via email to participate in the online survey over 3 weeks (an original closing date of December 5<sup>th</sup> was given, but the deadline was extended until December 12<sup>th</sup>).

## Sample

There were **605 usable responses**, which is a participation rate of 14%; 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.

## Discussion

This survey was sufficiently similar to the 2023 PAA Membership Survey to allow for comparability of results, with the addition of one question: What is your main reason (or most valued benefit) for joining PAA?

### Consistent Findings

Many responses on the 2024 Membership Survey varied by less than **5%** from the 2023 Membership Survey.

- Views on PAA Communications
- Member use of professional liability insurance discount
- Views on PAA's Professional Guidance Program
- Views on PAA's Ethics Round Tables
- PAA responsiveness
- Satisfaction as a PAA Member
- Value of PAA membership

### Statistically Significant Increase

The most encouraging increase was observed in members' views of Collaborate.

A significant increase was found in the levels of members finding Collaborate to be beneficial from 2023-2024.

- The "Extremely Beneficial" option for Question 11 (In your opinion, how beneficial is PAA Collaborate for member-only communication and resource-sharing?) saw the highest increase in responses (**4.35%**).

Some growing points for PAA were also highlighted by a significant increase.

A significant increase was found in the number of members who were not fully aware of PAA's affinity partners from 2023-2024.

- The "I was not fully aware of these services" option for Question 6 (Have you used technology services from PAA's affinity partners, specifically Brightsquid?) saw the highest increase in responses (31.85%).

### Statistically Significant Decrease

As noted, the survey outlined some areas of growth for PAA.

A significant decrease was found in the following topics from 2023-2024: familiarity with PAA Advocacy and use of PAA affinity partners.

- The number of members who used technology services from PAA affinity partners saw the highest decrease (31.57%).

### Discussion

Steady or increasing results indicate consistent levels of member satisfaction. Decreasing results indicate areas of improvement. This also provides a baseline for the addition of future services, the impact of staffing increases, and improvements to our web presence and referral service.

### Benefits & Services

A membership with PAA provides many benefits, including special rates for professional liability insurance, discounts for goods and services, access to PAA Ethics Round Tables, continuing education opportunities, and awards.

As PAA is the voice of, and for, psychology in Alberta, membership will ensure your interests are represented to government service providers, and the public.

