

APMP- So Cal Chapter

Membership Survey 2008

Overview

- Why We Did It
- How We Did It
- What We Learned
- Next Steps

Why We Did It

This survey is going out to all our members to determine how well we are meeting your needs. Your responses to the following questions will help our officers make plans and decisions that improve the programs and services we offer you.

How We Did It

- Developed objectives and questions
- Survey Software – Survey Monkey (30 day account)
- Tested the survey software
- Mitch Boretz sent link to all chapter members on May 21st
- Downloaded and analyzed responses

Content

- General
- Programs/Meetings
- Membership Experience/Awareness
- About You

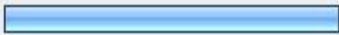

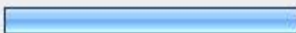


Response Rate

- Response Rate of 37 %
- Of 160 members, 59 responded
- 49 Completed the Survey

What We Learned

- Nothing Earth Shattering
- Data Indicates Need To Increase Awareness of Certain Offerings
- Most Members Like Virtual Meetings
- Do We Have A Turnover Issue?
- Is Board Perceived As A Closed Group?

Question 1- In general, how would you rate the value of your membership in the Southern California chapter?







1. In general, how would you rate the value of your membership in the Southern California chapter?			Response Percent	Response Count
5-Excellent			28.6%	16
4			30.4%	17
3			25.0%	14
2			3.6%	2
1-Poor			0.0%	0
0-No opinion			12.5%	7
			<i>answered question</i>	56
			<i>skipped question</i>	3

Question 2




How would you rate your overall level of satisfaction with each of the following offerings?

2. How would you rate your overall level of satisfaction with each of the following offerings?							
	5-Very satisfied	4	3	2	1-Very dissatisfied	0-Not applicable	Response Count
Chapter meetings	20.0% (11)	36.4% (20)	12.7% (7)	3.6% (2)	0.0% (0)	27.3% (15)	55
Training Day	37.7% (20)	11.3% (6)	5.7% (3)	3.8% (2)	0.0% (0)	41.5% (22)	53
Web site	21.1% (12)	45.6% (26)	15.8% (9)	3.5% (2)	1.8% (1)	12.3% (7)	57
Networking opportunities	12.7% (7)	43.6% (24)	16.4% (9)	5.5% (3)	1.8% (1)	20.0% (11)	55
Accreditation support	9.4% (5)	22.6% (12)	28.3% (15)	3.8% (2)	0.0% (0)	35.8% (19)	53
	<i>answered question</i>						57
	<i>skipped question</i>						2

Question 3 - How relevant to your interests are the program topics we offer during meetings and Training Day?

3. How relevant to your interests are the program topics we offer during meetings and Training Day?			Response Percent	Response Count
5-Very relevant			28.6%	14
4			42.9%	21
3			14.3%	7
2			2.0%	1
1-Not at all relevant			0.0%	0
0-No opinion			12.2%	6
		Comments  view		11
		answered question		49
		skipped question		10

Question 4- Are meetings convenient for you to attend?

4. Are meetings convenient for you to attend?			Response Percent	Response Count
Yes			66.0%	31
No			34.0%	16
			Comments  view	12
			<i>answered question</i>	47
			<i>skipped question</i>	12

Question 4- Are meetings convenient for you to attend?


Of the 47 respondents, two out of three answered “Yes.” The 12 comments addressed:

- A high degree of satisfaction with virtual meetings
- A desire for more opportunities to network.
- A desire to find a location that would be convenient for more people.
- A desire to give individuals access to the virtual meetings.
- An indication that the nature of our work makes it difficult to attend meetings

Question 5- What programs are we not currently offering that you feel we should offer?

- 16 comments including:
- Electronic uploads to customer websites/FTP, web-based proposals
- More detailed, in-depth sessions
- Lack of awareness about accreditation support
- Too new to offer suggestions
- More detailed, in-depth sessions
- Networking and snacks before sessions

Question 6 - Please respond to each of the following statements.



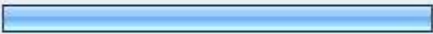

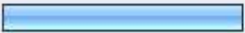
6. Please respond to each of the following statements.			
	Yes	No	Response Count
I know whom to go to if I have an idea or question.	79.6% (39)	20.4% (10)	49
I know how to access the chapter web site.	93.9% (46)	6.1% (3)	49
I know that the chapter offers fellowships to support accreditation.	71.4% (35)	28.6% (14)	49
I feel that my suggestions and ideas are taken seriously and acted on.	87.2% (34)	12.8% (5)	39
		Comments  view	3
	answered question		50
	skipped question		9

Question 7- What do you need from the Southern California chapter that you are not currently receiving?

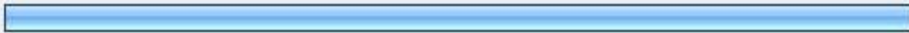
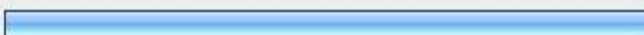
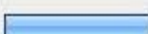


Of the 14 comments, the common themes were:

- Too new to comment
- More detailed training, discussion groups
- Virtual meetings
- Holding meetings twice a month so more can attend without giving up their weekday evenings.
- Some novel way of networking with other people
- Wider set of topics in business development, customer feedback, interaction
- More attention to non-DoD work

Question 8 - How long have you been a member of APMP?

8. How long have you been a member of APMP?			Response Percent	Response Count
Less than one year			22.4%	11
1-2 years			4.1%	2
3-5 years			36.7%	18
5-10 years			16.3%	8
More than 10 years			20.4%	10
			<i>answered question</i>	49
			<i>skipped question</i>	10

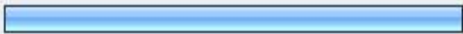


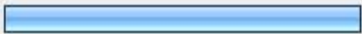
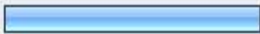
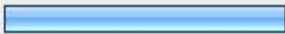
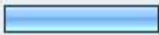

Question 9 - What were your primary reasons for joining APMP?

9. What were your primary reasons for joining APMP?		Response Percent	Response Count
Learning opportunity		77.6%	38
Networking opportunity		55.1%	27
Job search		12.2%	6
Other		12.2%	6
Comment  view			6
answered question			49
skipped question			10

The six comments include:

- Job Search
- Affiliation with others in a Professional Society
- Fun
- Proposal Writing
- Government Procurement Practices

Question 10 - What industry/industries do you work or consult in?

10. What industry/industries do you work or consult in?			Response Percent	Response Count
Government			39.1%	18
Aerospace			56.5%	26
Manufacturing			10.9%	5
Information technology			30.4%	14
Health care			21.7%	10
Engineering			23.9%	11
Other			13.0%	6
		Comments  view		6
		answered question		46
		skipped question		13

Question 11- What other professional organizations/associations are you a member of?

- Society for Technical Communication (STC) (3)
- PMI (2)
- DAU Alumni (2)
- AIAA(2)
- ASQC
- Amer. Society of Info Science & Tech
- American Records Mgt. Assoc.
- SCAPR
- Associated Writers Program
- INCOSE
- None (9)

Question 12- Last chance! How can we improve our service to you? What other comments do you have?

Six people provided comments, basically affirming a high level of satisfaction with how the chapter is run.

Next Steps

- Put on agenda for next board meeting
- Look at ways to increase awareness
- Benchmark length of time in chapter
- Recruit new people with fresh ideas

Thank you!