

# **2011 Membership Engagement Survey-Pittsburgh Chapter**

As discussed at the Spring Board Mtg

2.3.2011

# Overview

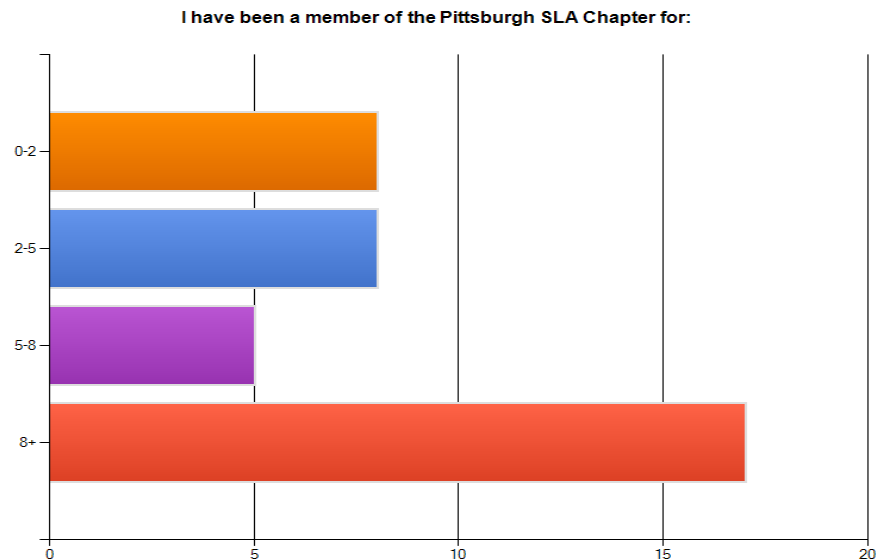
- Celebrations
- Response Demographics
- Communication
- Member Engagement
- Perceived Value
- Goal-Setting

# Celebrations (Read: GO US!!)

- Over 70% of members would recommend SLA Pittsburgh
- ~90% of members said that the chapter provides a valuable network
- ~85% of members believe that leadership cascades info via effective channels
- Over 60% of members ranked our communication channels at 4 and 5 in perceived value
- Practically even distribution of members involved in committees/leadership and those not

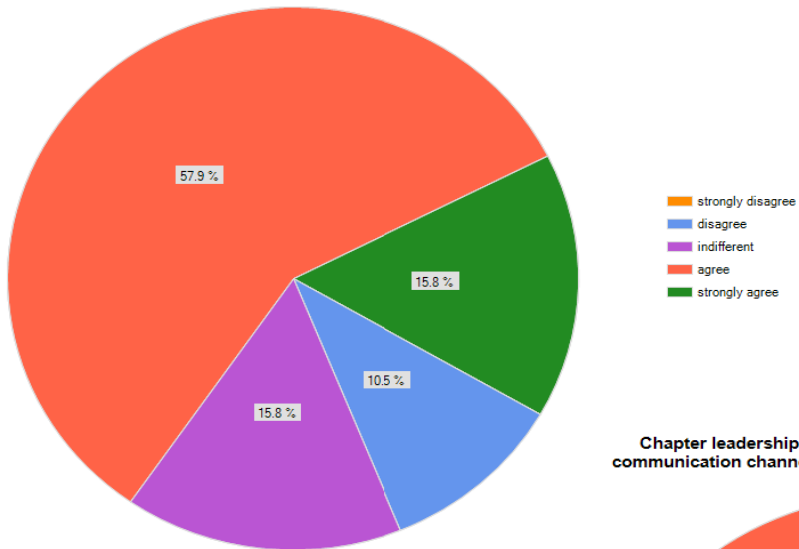
# Response Demographics

- 38 responses=43% response rate
- 55/45 serving on a chapter committee or as a committee chair
- 50/50 serving in a leadership role for the chapter

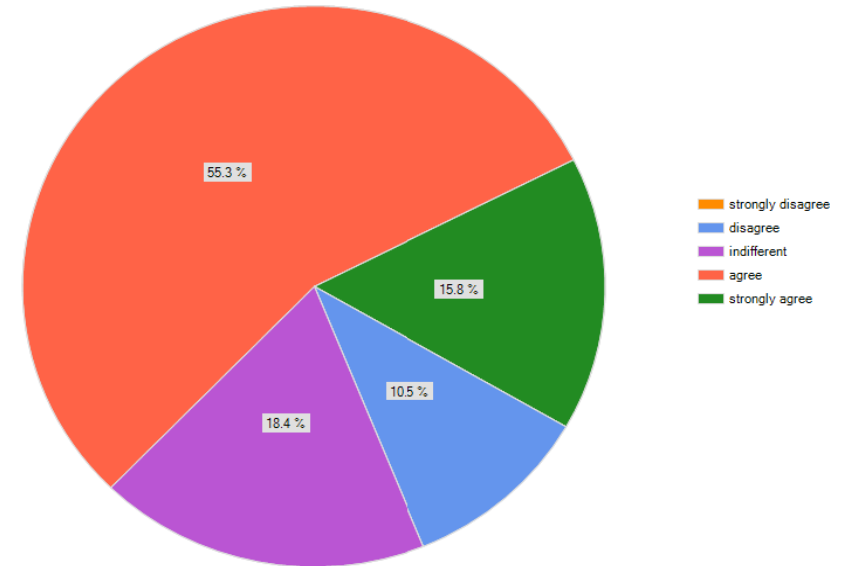


# Communication

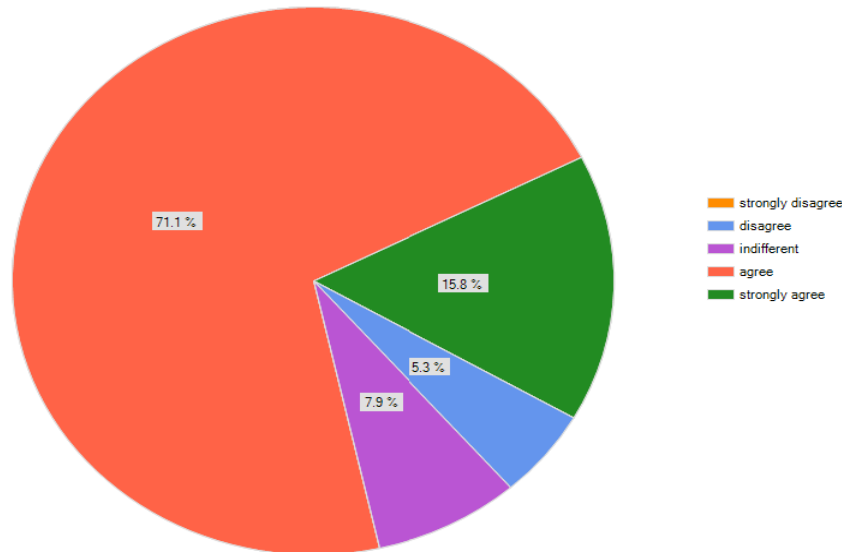
The Pittsburgh Chapter provides its members with appropriate channels to offer feedback, suggestions, and comments to leadership.



Communications from Chapter Leaders and Members are relevant, timely, and transparent.

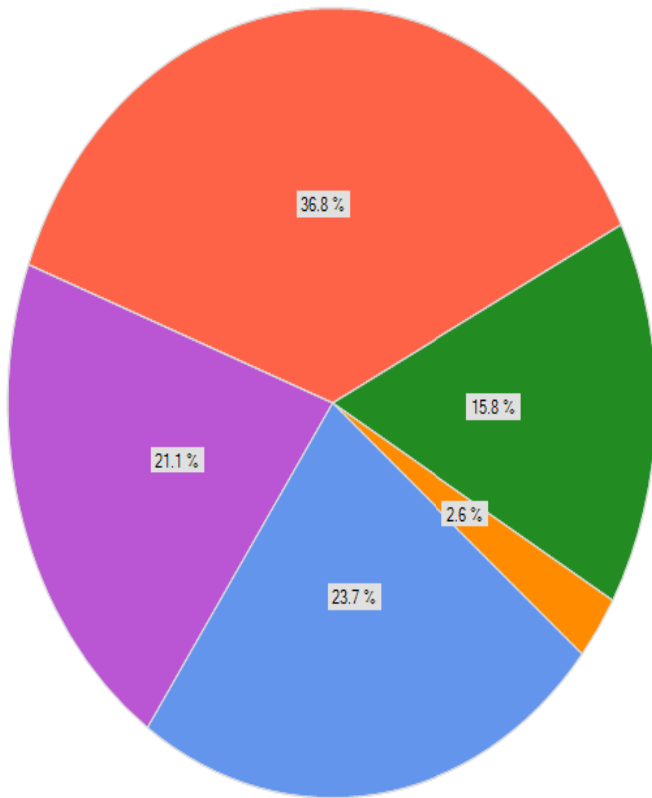


Chapter leadership cascades relevant information via effective communication channels (e.g. Newsletter, Discussion List, web site).



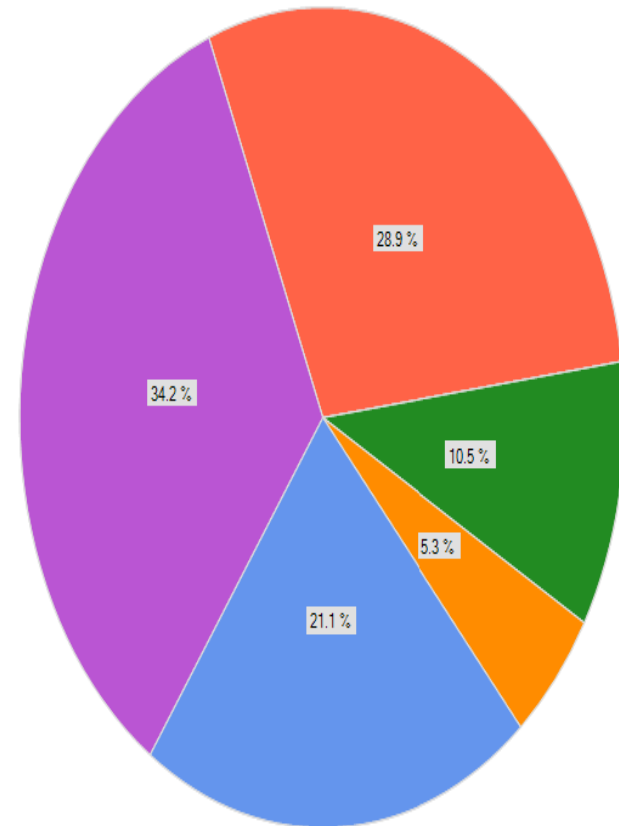
# Member Engagement

As a new member, chapter leadership made me feel welcome through direct communication and new member outreach.



strongly disagree  
disagree  
indifferent  
agree  
strongly agree

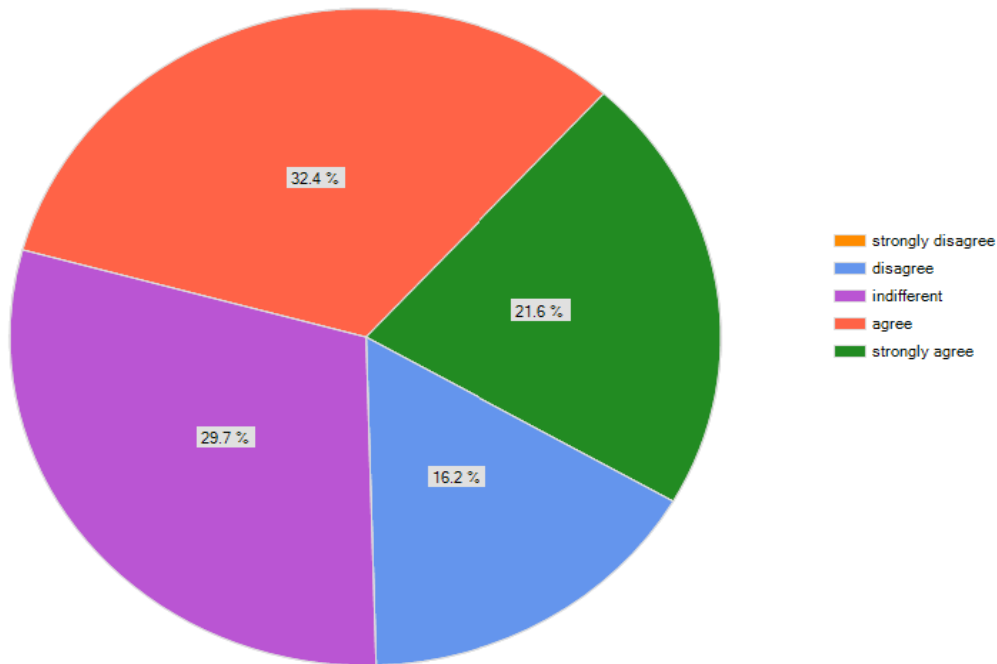
Meeting locations are chosen to accommodate members residing or working outside of Pittsburgh.



strongly disagree  
disagree  
indifferent  
agree  
strongly agree

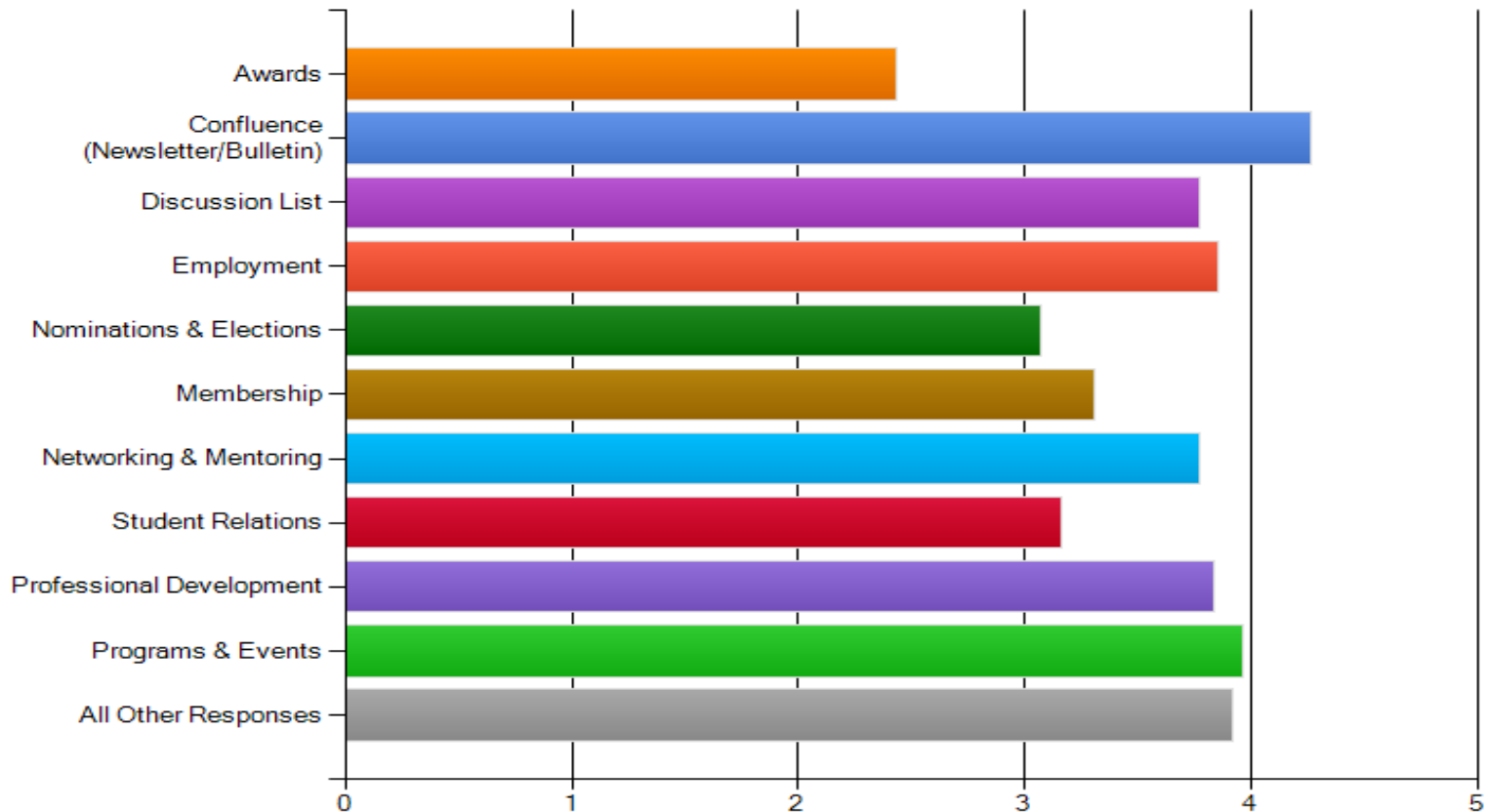
# Perceived Value

I believe that my membership in the Pittsburgh Chapter directly contributes to success in my current position.



# Perceived Value-Committees (Ave.)

Please select 1-5, 1 being less valuable and 5 being most valuable, in relationship to the perceived value you receive as a member from the below committees:

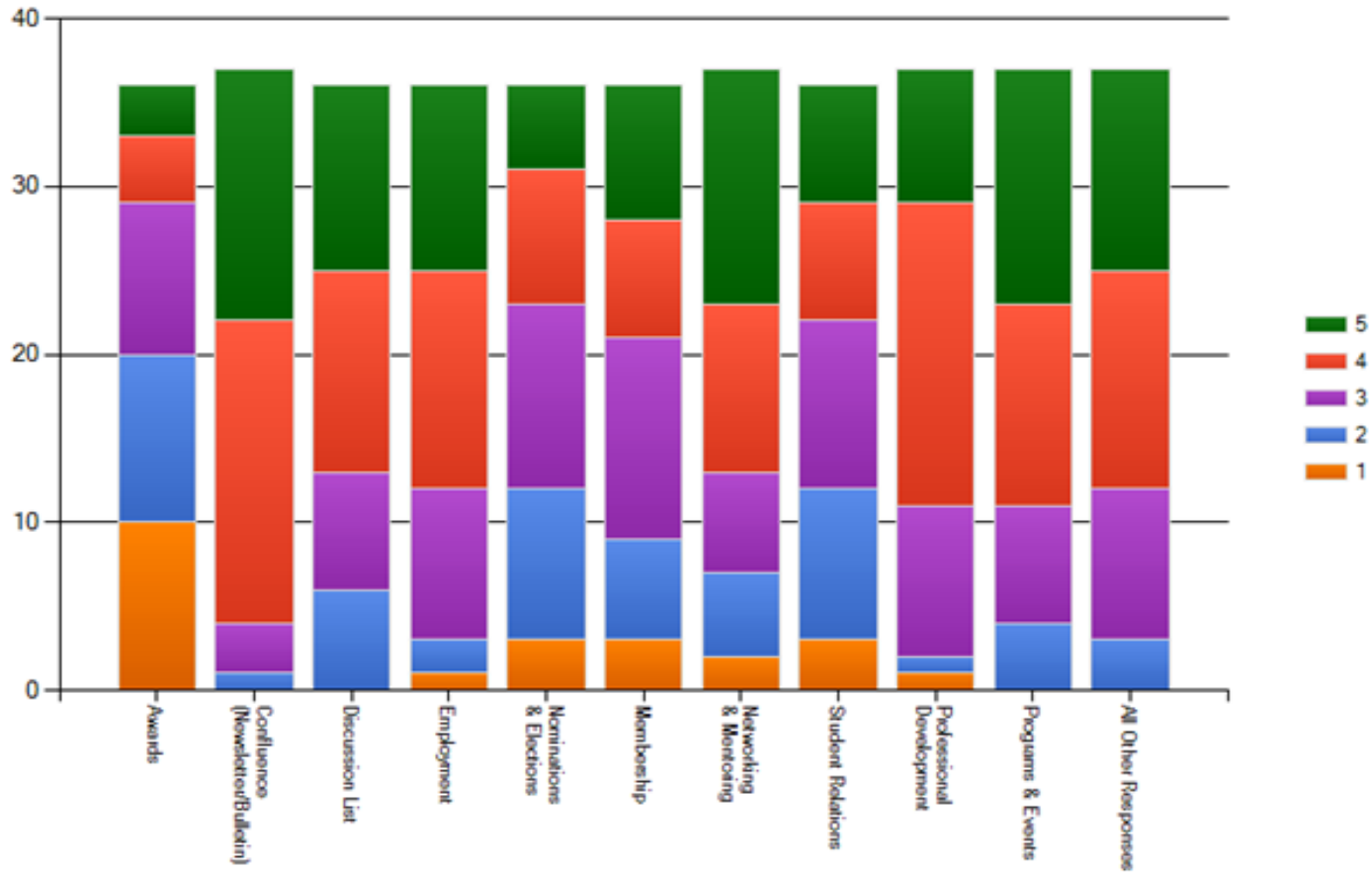


*Please note that "All Other Responses" is actually reflective of Communications & Website*



# Perceived Value-Committees

Please select 1-5, 1 being less valuable and 5 being most valuable, in relationship to the perceived value you receive as a member from the below committees:



# Goal-Setting

- Hold two meetings outside of Pittsburgh and one meeting with remote capabilities
- Improve the membership journey through additional touch points and renewal communications
- Implement a direct mail marketing campaign
- Increase committee participation to three members (excluding chair) per committee