



# 2019 CAPIO Membership Survey

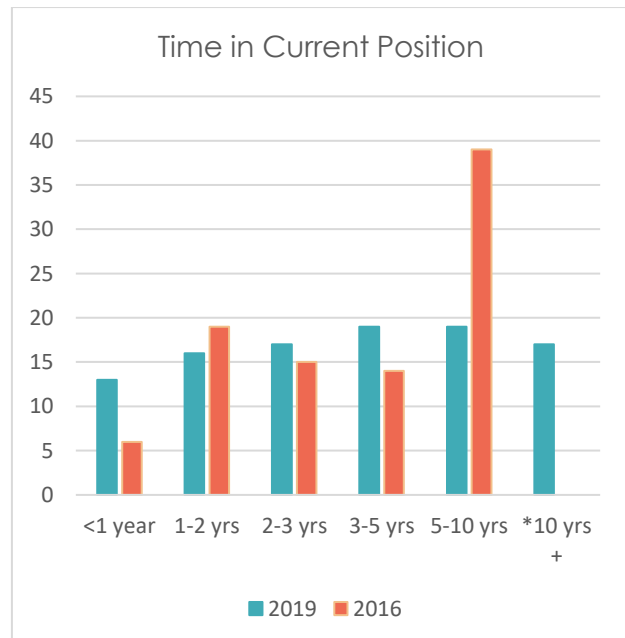
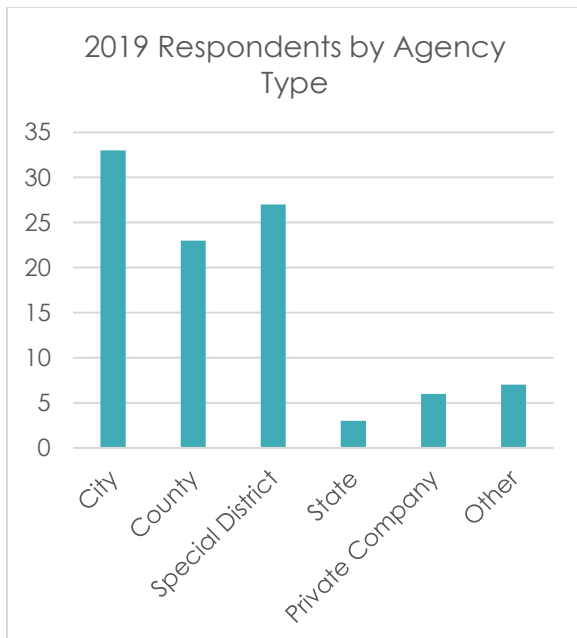
## Executive Summary

The California Association of Public Information Officials (CAPIO) conducted a general membership survey in the spring of 2019 to better understand membership satisfaction and to solicit input on the services and opportunities our members want. The results inform Board discussion and strategic planning to better meet the evolving needs of the CAPIO membership, and provide a comparison to previous survey results, most recently in 2016 and 2015. This executive summary provides a general overview of some of the key findings and comparisons.

	Total Membership	Response Rate	Member < 3 years	Member > 3 years
2019	696	21%	56.9	43.1
2016	441	21%		
2015	321	29%	46.7	51.9

### Membership Demographics

There was no significant change in the representation by agency type, other than adding the category of “Private Company” this year, to distinguish from the general “Other.” This year we also added 10-plus years as an option, where in 2016, 5 years or more was the top of the scale. Notice the big jump in first-year PIOs. This seems to be indicative of the growing recognition of the importance of PIOs in government agencies, and likely has contributed to our increasing membership.



## Membership Satisfaction and Value

One of the most significant and exciting results was the response to the question: “Overall, how satisfied are you with our organization?” Nearly **99%** expressed that they were satisfied (56.2%) or very satisfied (43.2%), leaving less than 1% dissatisfied. This is an increase of 25% since 2015, clear evidence that CAPIO is an innovative Agency, meeting the needs of our members, and living up to our motto – Advancing Public Sector Communicators. And while total number who assign some or great value to their membership has increased, at 98% compared to 91% last year, the chart below shows significant increase in the “great value” category.

	2019	2016	2015
<b>Satisfied or Extremely Satisfied with CAPIO Membership overall %</b>	<b>99</b>	<b>85</b>	<b>78</b>
<i>Extremely Satisfied with CAPIO</i>	43	30	23
<i>Satisfied with CAPIO</i>	56	55	55
<i>Great Value for Price %</i>	62	52	50
<i>Some Value for Price %</i>	36	39	43

The majority of the respondents feel that CAPIO is a great way to network with and gain insight from other PIOs to gain new perspectives and fresh ideas. The conference achieved great remarks for the information that was provided as well as training opportunities. They indicated that the workshops were relevant, and many would love to see more regional learning events. Some seasoned PIOs would like to see more in-depth training for them with more analytics and market research.

## Member Participation and Use of Resources

As we constantly seek to encourage a diverse array of participation in CAPIO committees and on the Board of Directors, it's exciting to see interest growing. The percentage who have already participated has decreased, however this can be attributed to our surge in membership numbers. The interesting trend is the substantial increase in those expressing an interest in future service.

	2019	2016	2015
<i>Have you participated on a committee?</i>	14	23	29
<i>(If not) Do you want info?</i>	45	25	24
<i>Are you interested in being a board member?</i>	18	13	10

When it came to use of the members only section of the website, the following was indicated by respondents. The question format was changed from previous years, making a direct comparison more difficult, but in general, there didn't appear to be been a significant change in trends.

- **66%** have used job postings online
- **55%** have used the member forum
- **50%** have used the membership roster
- **43%** have used the library resources

Common resources that the respondents most often mention they would like to see in the member's area are **industry tools, especially tool kits**, along with templates, sample documents such as communication plans, social media tips, etc; **access to past webinars and presentations**; and a list of **business resources** (e.g. video, print, graphic design, interpreters, etc.). Some other ideas for improvement include:

- Location based event calendar
- Topical resources and expertise (e.g. housing regulations, public health emergencies, wildfire prevention, transportation)
- Affinity groups based on industry tools (i.e., a GovAccess or Everbridge group)
- Speakers Bureau
- Funding opportunities and tips
- List of the hot 20 issues for PIOs

## Education and Professional Development

Interestingly, while awareness of the new APR accreditation is extremely high (**92%**), the awareness of the J. Lindsey Wolfe PIO Institute **fell from 63% to 55%**, and participation rate remained constant at **18%**. This could likely be attributed to the high percentage of new members that haven't been exposed to it yet, especially as it has taken a lower profile to the APR program, and is undergoing a complete update. Interest in receiving more information about all programs **rose from 43% to 47%**. Of the 40 who asked for more information, 24 were interested in the J. Lindsey Wolfe PIO Institute, 22 in APR accreditation and 15 for mentoring (multiple answers allowed).

	2019	2016	2015
<i>J. Lindsey Wolfe PIO Institute</i>	74	83	82
<i>APR Accreditation</i>	92	N/A	N/A
<i>Mentoring</i>	68	N/A	N/A

Table shows combined percentage of members who are aware of, or have participated in, each of these programs.

## Member Events

Overall, we earned an **84%** satisfaction rating for events as a whole. The question changed from a Likert Scale for satisfaction, to a sliding scale of 0 – 100%, so a direct correlation is difficult. However, in 2016, 85% were satisfied or extremely satisfied, so we appear to have held steady in this area.

The survey indicates respondents have attended approximately 4 events in the past 12 months, a large jump from just slightly over 1 in previous years. However, this was another instance where the answer option was changed. In reviewing individual answers, there were 10 members who answered with number of 10 to as high as 34 events in the past 12 months! This seems unlikely. If we adjust those numbers, the average is closer to slightly over 2 events, so still nearly a 100% increase.

The **attendance breakdown is below**. It is especially interesting to note how drastically the “none” option has fallen! In 2015, almost 1 in 3 members had not attended ANY events, and now that number is at only 1 in 8. And here, while 35% have attended regional training in the last 12 months, a later question shows that 55% have attended some regional training in the past.

	2019	2016	2015
<i>Annual Conference</i>	62	62	54
<i>Regional Training</i>	35	38	41
<i>Regional Mixer</i>	9	7	7
<i>Webinar</i>	47	N/A	N/A
<i>Media Tour</i>	21	N/A	N/A
<i>Emergency Communications Academy</i>	12	N/A	N/A
<i>None</i>	13	26	30

For those who **did NOT attend the annual conference**, curriculum was the least mentioned reason this year, a clear sign that our session and keynote offerings have continued to improve. In the chart below, numbers assigned to 2016 and 2015 reflect the relative weighted scores, with “1” being the primary reason, followed by 2 as the next reason, etc.

	2019	2016	2015
<i>Time Consuming</i>	15	3	2
<i>Budget Constraints</i>	17	2	3
<i>Location</i>	25	4	3
<i>Curriculum</i>	7	1	1
<i>Other</i>	65	N/A	N/A

Of the 34 “Other” responses for this year, over half mentioned schedule conflicts or work emergency (we should add this as an option next year). A few indicated the conference was sold out, and a few mentioned that staff attendance rotates from one year to the next, or that their request was not approved.

For planning purposes, **59% of the respondents prefer to receive information about events 3-6 months out**, repeating the trend of previous years. Decisions are made 3 – 6 months in advance for multi-day events, and 1 – 2 months for single or half-day events. (These numbers have not

changed since 2015, and we may want to consider whether this survey question provides us continuing value.)

**For time of day, 47% prefer a full-day workshop**, to maximize their time out of the office. Morning and mid-day were about equally preferred (37% and 39% respectively), and 26% prefer webinars, as they have a hard time getting away from the office. This was a new question this year, so no comparative data is available.

We then asked for suggestions on how to improve events and workshops, with 32 comments provided. A few of the common suggestions for improving events or workshops included:

- Similar to comments in previous surveys, respondents would like to see more regional events closer to them. Several noted that Sacramento and Orange County are frequent locations, and not always convenient to the rest of that region. Inland Empire, High Desert and Palm Springs were mentioned as under-served, as was mid-State, San Francisco Bay and South Bay (hard to get to Sacramento).
- Host more webinars for those that cannot attend workshops due to location and transportation challenges; offer video or live streaming of live workshops.
- Share event presentations and provide recaps.
- Broader range of topic expertise, including entry level to more advanced topics
- A few mentioned needing more advance notice.

As events provide an opportunity to network, we asked how important it is to have opportunities to get to know other members. In 2019, **69% of the respondents shared that increasing opportunities to get to know other association members was “a top priority**, but not the most important,” up from 59% in 2016. A high majority of **86% prefer in-person networking events**, up from 78% in 2016.

## Communication

Regarding the CAPIO Communicator, **80% of the respondents either “usually” or “always” read the newsletter** and more than **80%** feel that the publication is interesting and relevant to their professional activities. 90% of the respondents agree (60%) or somewhat agree (30%) that the newsletter adds value to the CAPIO membership. Although the question format was changed somewhat from previous years, these continue the earlier trends, with slight upticks in each area. For those who did not always read it, lack of time was the most commonly cited factor (29%).

Suggestions for content and improvements to the newsletter include:

- Feature agency, industry or member highlights and success stories
- Relevant State legislation and grant opportunities
- Best practices, how-tos and take-aways
- Shorter content
- Humor or current event/culture context (ala ELGL)
- Regional newsletters that feature just the events in that region

When it came to social media, **93%** of all respondents are active on LinkedIn, an increase of about 12% from previous years. Of those, **45%** have joined the CAPIO LinkedIn group, a decrease of 3%. This is an area of opportunity, as more of our new members are on LinkedIn, but not aware of our presence there.