



## 2020 CAPIO Membership Survey

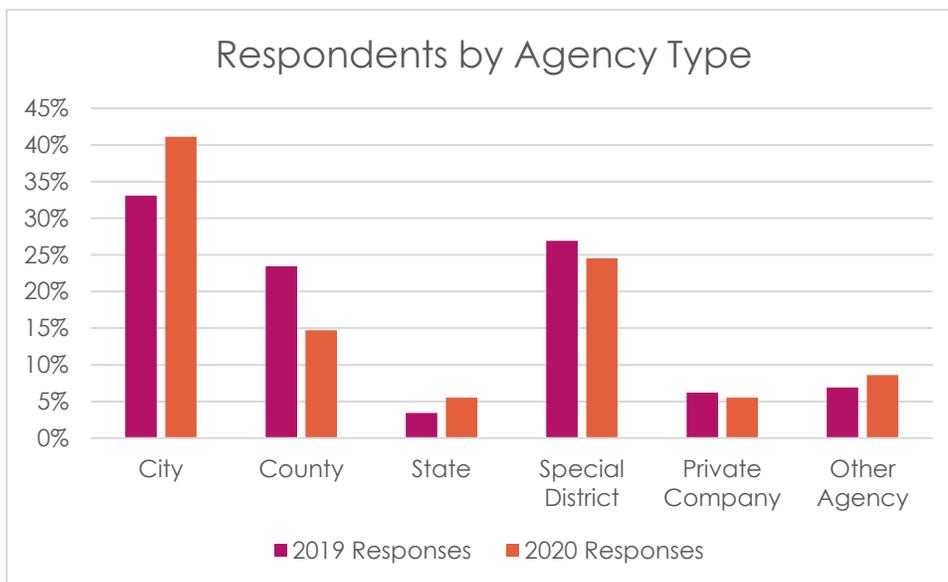
### Executive Summary

The California Association of Public Information Officials (CAPIO) conducted a general membership survey in the summer of 2020 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 2019, 2016 and 2015. This executive summary provides a general overview of some of the key findings and comparisons.

	Total Membership	Response Rate
2020	738	22%
2019	696	21%
2016	441	21%
2015	321	29%

### Membership Demographics

There was a notable increase in City representatives this year and a notable decrease in County representatives. All other categories remained constant. There was a slight increase in first-year government communicators and members with five years or more in CAPIO.





## Membership Satisfaction and Value

One of the most significant and exciting results were the response to the question: “Overall, how satisfied are you with our organization?” Nearly **98%** expressed that they were satisfied (49.40%) or very satisfied (48.80%), leaving around 3% dissatisfied. This is an increase of 20% since 2015, dropping just 2% from 2019. This may or may not be attributed to fewer in-person events. The number who assign some or great value to their membership has stayed relatively the same from 2019.

	2020	2019	2016	2015
<b>Satisfied or Extremely Satisfied with CAPIO Membership overall %</b>	<b>97</b>	<b>99</b>	<b>85</b>	<b>78</b>
Extremely Satisfied with CAPIO	81	43	30	23
Satisfied with CAPIO	82	56	55	55
Great Value for Price %	61	62	52	50
Some Value for Price %	36	36	39	43

The majority of the respondents said they would recommend CAPIO to a colleague. They indicated that the workshops were relevant, events are successful, and many would love to see more regional learning events.

## 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. The percentage who has already participated has increased. The trend is constant from 2016-2020 in those expressing an interest in future service.

	2020	2019	2016	2015
<i>Have you participated on a committee?</i>	33	14	23	29
<i>(If not) Do you want info?</i>	23	45	25	24
<i>Are you interested in being a board member?</i>	15	18	13	10

When it came to use of members-only resources, respondents indicated the following. Note, the Facebook group page was the third highest in terms of use yet it's the newest offering.

- **54%** have used job postings online
- **52%** have used the member forum
- **37%** have used the membership roster
- **39%** have used the library resources
- **47%** have used CAPIO only Facebook group
- **5%** said other (webinars mostly)

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, access to past webinars and presentations; and a list of business resources (e.g. video, print, graphic design, interpreters, etc.). This is very consistent with what respondents said they wanted in 2019.

Some other ideas for improvement include:

- Training for those new to the PIO role and for others to use as a refresher, on a continuous basis
- Inspiration section to post projects that were innovative or successful; outside the box
- A CAPIO-wide salary survey
- Career building resources like resume help
- An archive of past presentations or EPIC award entries
- More work samples such as full communication campaigns
- Locator map of members; separated by agency type

## Education and Professional Development

Interestingly, awareness of the new APR accreditation fell from **92% to 80%**, awareness of the J. Lindsey Wolfe PIO Institute **fell 55% to 48%**, awareness of the mentoring program fell from **68% to 56%** and awareness of the newly formed Toastmaster's Virtual Club is at **35%**. **Although awareness of these programs decreased in general, the number of people participating in these offerings increased significantly from 18% in 2019 to 33% in 2020.** Interest in receiving more information about all programs **rose from 47% to 61%**. Of the 49 who asked for more information, 21 were interested in Toastmaster's, 13 were interested in the J. Lindsey Wolfe PIO Institute, 15 in APR accreditation and 7 for mentoring (multiple answers allowed).

	2020	2019	2016	2015
J. Lindsey Wolfe PIO Institute	70	74	83	82
APR Accreditation	83	92	N/A	N/A
Mentoring	68	68	N/A	N/A

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

## Conference

Due to COVID-19, the 2021 conference will likely be offered to members both in-person and virtual. Of the 165 respondents, **40%** said they would attend in-person, **28%** said virtually and **32%** said they were still unsure.

Deciding Factors	2020
Health/safety	52%
Travel restrictions	43%
Budget restrictions	41%
Scheduling conflict	10%
Heavy workload	20%
Too far to travel	15%
Skip Question - I plan to attend	21%

\*\*Multiple selections were allowed

In the survey, respondents were asked to provide additional comments, we received 41. Most expressed their willingness to attend if travel restrictions are lifted; budget constraints are also a major hurdle in attending the conference. The majority of respondents expressed their desire to attend but was unsure how COVID will affect their agencies moving forward. In short, it's too soon to say how COVID-19 will affect the major 2021 CAPIO activities.

## Member Events

Overall, CAPIO earned an **81%** satisfaction rating for events as a whole. In 2019, 84% were satisfied or extremely satisfied, we have held steady in this area.

The survey indicates respondents have attended approximately six events in the past 12 months, a jump from four in 2019.

There is an array of training topics that most interest members. They are listed below in order of popularity:

- Crisis and risk communications
- Social media, multimedia and social media analytics
- Diversity and inclusion
- Planning and project management
- Public engagement/virtual community engagement
- Technology
- Advanced PIO topics including: managing, public speaking, time management
- PR writing
- Branding
- Leadership development, personal development

We then asked, "Under normal circumstances, how far are you willing to travel for an in-person workshop," **46% said 1-2 hours**, 26% said up to 1 hour, 15% said up to 3 hours, 2% said under 30 minutes and 11% said they prefer webinars.

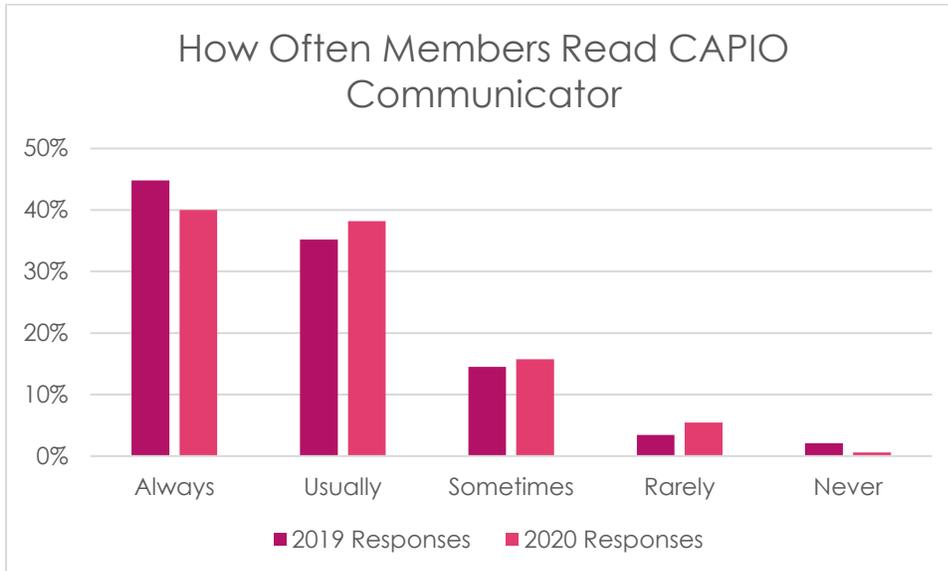
We also were interested to know how members felt about virtual regional meetings. To our surprise, **64% said they would like those to be conducted quarterly**, 23% said twice per year, 11% said monthly and 2% said on a yearly basis.

Networking and making connections with other members is one of the most valuable parts of CAPIO and nearly **80% of members prefer to do that in-person**. Another 53% said they prefer to get to know members through the CAPIO Communicator, 52% prefer virtual meetings, 42% said their preference is virtually through the member forum and 32% prefer to connect with other members using the website or membership directory.

Respondents were also extremely interested in virtual or in-person meet-ups by sectors (**82%**), by county (**61%**) and meet-ups according to job duties (**72%**).

## Communication

The result of this year's question about the rate in which the Communicator is read was inconclusive. Responses slightly increased over last year for the three middle-of-the-road ratings (Usually/Sometimes/Rarely), but lightly decreased in the top (Always) and bottom (Never) ratings.



For the question about the quality of the Communicator, respondents overwhelmingly agreed that the publication is **“interesting” (96.15%)**, **“relevant” (96.13%)**, and **“adds value to the Association membership” (94.83%)**. All three of these areas increased over the previous year.

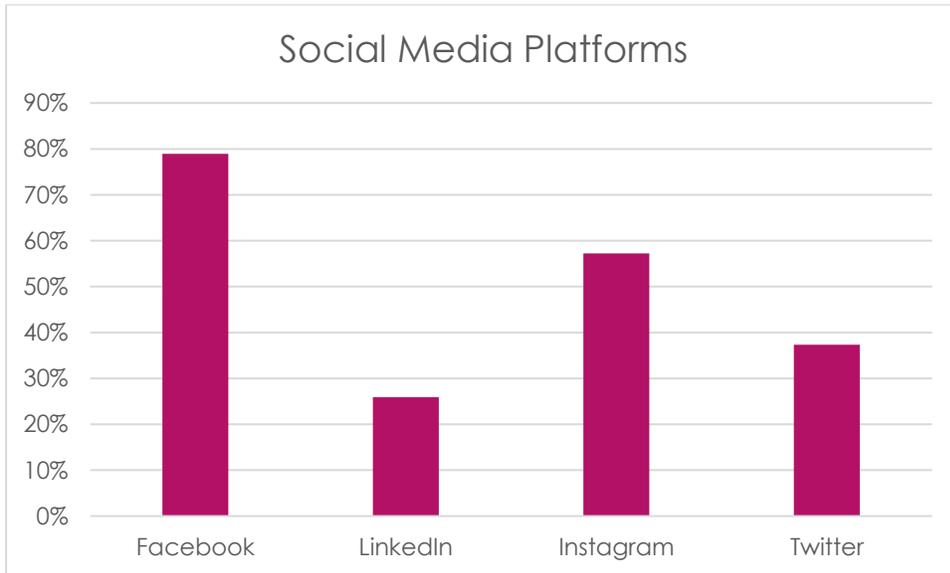
When asked if the Communicator had too much information and was hard to read in full, the results were not as conclusive; **36% agreed or somewhat agreed** and **64% somewhat disagreed or disagreed**.

Suggestions for content and improvements to the newsletter include:

- Short videos
- More industry news
- More industry quick tips and tricks
- Too many "read more" links. Move some content to social media, and include full articles in Communicator
- Include case studies

\* Only a handful of the 166 respondents actually provided an answer to this question.

## Social Media



In 2019, we asked a different version of this question, only seeking to understand if members had a LinkedIn account (93% did). This year, we asked which platforms members use most, and interestingly, LinkedIn came in last place at 26%. Although most members have a LinkedIn account, they use other tools more often, perhaps because they responded to the survey with their actual job in mind. The nature of the government communicators role is to use the other tools more often at and for work. One potential tweak for next year's survey: differentiating between personal/career use and work use. A new question for 2020, when asked what social media groups members belong to, responses seem to be in the middle-of-the-road. **Fifty-four percent of respondents joined the CAPIO Facebook group**; 42% joined the LinkedIn group; and 35% are not members of either.

## Concurrent Memberships and Benefits

For the 2020 survey, we asked if respondents were members of other organizations beside CAPIO as responses could help us determine if members are loyal to just CAPIO, and therefore get their needs met by one organization, or if they pay for multiple memberships. When it comes to involvement in other associations, **37% of respondents say they are involved in a local informal PIO group**, 25% of respondents say they are members of PRSA, 15% are members of Government Social Media, and 10% are members in 3CMA. Only 31% of respondents are members of just CAPIO.

### Other organizations respondents are members of:

- California State Information Officers Council (SiOC)
- National Association of Government Communicators (NAGC)
- National Public Health Information Coalition (NPHIC)
- Association of California Water Agencies (ACWA)
- National Waste & Recycling Association (NWRA)

- California Special District Association (CSDA)
- Online News Association
- Society of Professional Journalists
- International City/County Management Association (ICMA)
- Municipal Management Association of Northern California (MMANC)
- Women in County Government
- Women Environmental Networking
- City Clerks Association of California
- International Institute of Municipal Clerks (IIMC)
- California Air Pollution Control Officers Association
- Texas Association of Municipal Information Officers
- Municipal Management Association of Southern California (MMASC)
- Women in Government
- National School Public Relations Association (NSPRA)
- California School Public Relations Association (CalSPRA)
- Conference of Court Public Information Officers (CCPIO)
- International Bridge, Tunnel, and Turnpike Association (IBTTA)
- Advancing Women in Transportation (AWT)
- California Association of Sanitation Agencies (CASA)
- National Information Officers Association
- American Public Works Association
- American Marketing Association
- National Association of County Information Officers

Respondents also said they would like to see CAPIO adopt the following benefits/enhancements:

- LinkedIn Premium
- National Public Health Information Coalition is sponsored by the CDC, so they are sharing helpful pandemic information regularly.
- On-demand training webinars
- LifeLock Identity Protection
- Discount on NexisLexis
- Deeper archive of case studies and presentations.
- New and different voices for presentations and trainings (I hear from the same people with the same presentations)
- More varied training topics ("I'm way more interested in Tammy Arballo talking about Communicating with Compassion than I am in How to Compose a Bangin' Instagram Post.")
- More virtual and free webinars.
- Career guidance and feedback (resume review, coaching, etc.)