

Canadian Psychological Association Members' Opinions Concerning the CPA Annual Convention

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Abstract

One hundred and five Canadian Psychological Association (CPA) members responded to a 20-minute web-based survey designed to identify the factors influencing attendance at the CPA annual convention and ways of increasing attendance. The results show that the most important factors influencing convention attendance are convention quality, opportunities for professional growth, and costs. CPA's performance on these three factors is weak. Better quality content from better quality speakers will be needed to improve value-for-cost judgements. Among the strategies suggested include adopting thematic content to attract a broader base of psychologists. Further development of this strategic goal will require ongoing systematic investigation and consultation.

Introduction

With increases in disposable income, desire to travel, leisure time, and advances in transportation, the tourism industry has flourished in the past fifty years, with conventions becoming its leading sector (Weber, 2002). The convention industry has experienced tremendous international growth in the past decade because of association meetings. Today, association meetings comprise the largest segment of the convention industry (Oppermann & Chon, 1997).

For professional associations, annual conventions are an important vehicle for facilitating professional development, communication, and social networks among members, as well as to transact association business. These are among the chief goals for the Canadian Psychological Association (CPA) annual convention. The CPA convention is an annual three-day meeting held in the second week of June, geographically rotating from Central to Eastern to Central to Western Canada. The policies and coordination of the convention are set forth by the Convention Committee, whose decisions in recent years have been guided by three main goals: (1) everyone will leave feeling informed, stimulated, and happy to be a Canadian psychologist; (2) everyone will feel that it is their convention, because they (through the Sections) will develop the program content; and (3) students will feel that coming to the convention is an important and useful step towards joining the community of Canadian psychologists.

Three on-site evaluations of convention attendees have found that those who attend the convention are generally satisfied with the convention (Ross, Gallivan, Schepmyer, & Veitch, 2001; Veitch, Ross, Charles, & Wells, 2002; Veitch, Ross, & Charles, 2004). However, the surveys of people at the convention could not address the question of why attendance dropped from an annual average around 1400 through the 1980s, to 800-900 today. In general, fewer than 40% of an association's members attend the annual convention (Alkjaer, 1992); for CPA, the figure has hovered around 15-20% since the early 1990s.

Although for many organizations, a large portion of an association's annual income comes from its annual convention (Clark & McCleary, 1995), this is not true of the CPA convention. CPA's annual convention runs a small deficit each year; thus, member dues subsidize the annual convention. This is a subject of ongoing debate for the CPA Board of Directors, which would prefer as a matter of policy that the convention be revenue-neutral, if not a net contributor to the association. Raising registration fees would be one way to increase convention revenue, but at the risk of making convention attendance unattractive even for those

who currently attend. There is strong competition between associations for members' allegiance and attendance because most professionals hold memberships in several associations (Oppermann & Chon, 1997). High registration costs could lead members to choose a different convention to meet their professional development needs.

A survey of a random sample of the American Psychological Association (APA) membership found that for respondents who had not attended at least one of the 1984-1986 annual conventions, overall cost was an important deterrent for 58% (Pion, Howard, Cordray, Sechrest, Molaison, Hall, Kaplan, & Perloff, 1988). Other important reasons for not attending included: travel distance to the convention (49%); conflicts with work (47%); other family/personal commitments (37%); and, the large size of the convention (37%).

Oppermann and Chon (1997) described four categories of influencing factors that contribute to the decision to attend a convention: personal/business factors, location factors, association/conference factors, and intervening opportunities. Personal and business factors include health status and time availability in general, as well as one's financial situation. When considered in combination with costs, distance and accessibility to the destination are influential location factors. The location's image and climate are also taken into account when deciding to participate. Among the association/conference factors is the individual's degree of involvement with the association; multiple membership holders may not be involved with each association to the same degree. Members often consider the image of the scheduled presenters/speakers, and the opportunities for networking, learning, and acquiring new skills/training when determining how valuable a convention will be. Intervening opportunities include all the other possible activities one might undertake at that time or with those funds. The decision may boil down to the value of the convention for its cost.

Oppermann and Chon's (1997) review provides deeper insight into the variables influencing convention participation and a useful framework for future research to extend upon. However, the review did not provide much insight into the influencing factors associated with the convention venue or the destination's tourism opportunities. There is evidence suggesting that these latter two factors may influence convention participation.

Oppermann (1996) studied the importance of various destination attributes in convention planners' decision-making process. Convention planners were asked to rate the importance of fifteen destination attributes. A factor analysis revealed five factors that explained 67% of the variance. Among the five was the "facilities" factor, which accounted for 7.2% of the variance and had high loadings of exhibition facilities, hotel room availability, meeting rooms/facilities, and transportation costs. These loadings suggest that planners prefer venues that can house the convention in one location, including accommodation, in order to save on transportation costs. Although the facility or venue is important in planners' decisions, there is no indication of how the facility or venue selection would impact a potential attendee's decision to participate in the convention. Nonetheless, it seems logical that factors influencing convention planners' decisions might also influence potential attendees' decisions.

Convention venue selection has been an important question for CPA in recent years: "Which is preferable: at a hotel or convention centre, or on a university campus?" has been the question. In 2001 and 2002 the convention was held on university campuses (Laval and the University of British Columbia, respectively) as part of an attempt to reduce convention costs and increase attendance. On-site evaluations in 2001, 2002, and 2003 sought the opinions of attendees (Ross et al., 2001; Veitch et al. 2002, 2004). In 2001 a subcommittee of the Convention Committee reviewed the issue (Mothersill & Knox, 2001). None of these attempts

have conclusively answered the question, although there is a preference for venues that keep all activities (accommodation and convention sessions) under one roof or closely connected, which in most cities will mean at a large hotel or in a convention centre.

There have been mixed findings with respect to the influence of the destination's tourism opportunities on convention participation. In the 2002-2003 CPA evaluations, tourist opportunities received low ranks of importance in reasons for attending the annual convention (Veitch et al., 2002, 2004). Interestingly, however, 62.5% of the 2003 respondents felt it was important to hold the convention "in an interesting city" and 46% felt it important to select a venue "close to local attractions". Perhaps tourism opportunities may not be a priority for those who are attending, but it could be an influencing factor in deciding not to attend. Moreover, attendees are often accompanied by their spouses (Edelstein & Benini, 1994) and spouses play a significant role in the participation decision-making process (Oh, Roehl, & Shock, 1993). Thus, it has been suggested that convention participation might increase if the destination is attractive and has tourist opportunities for spouses.

The information available in the literature provides a framework for understanding the influences on potential and actual attendees, but cannot determine the precise reasons for so many CPA members staying away from the annual convention. This survey of CPA members' opinions about the convention was undertaken on behalf of the Convention Committee to provide insight into the reasons members have for choosing to attend the convention, or not. A sample of CPA members were surveyed in an attempt to identify (a) factors influencing a person's decision to attend the convention, (b) strengths and weaknesses of past conventions, and (c) preferences/suggestions for future conventions. This information is intended as a first input into the strategic planning process for future convention planning.

Method

The project was carried out by Ms. Cara Donnelly, a Ph.D. student at Carleton University, under the supervision of Dr. Jennifer Veitch, in consultation with the CPA Convention Committee (chaired by Dr. Doris Hanigan), and with the support of the Executive Director of CPA, Dr. John Service. The project was approved by the Carleton University Psychology Ethics Committee.

Participants

A stratified (by sex and province of residence) random sample of 1000 CPA members with e-mail accounts received e-mail invitations to participate in the survey (the population N = 7019).

Survey Development

The survey was developed based on the information obtained from the literature review and from consultation with the CPA Convention Committee. The general content was guided by Oppermann's (1996) performance-importance framework to identify the importance of various attributes involved in the convention attendance decision, and the appraisal of CPA's performance on these attributes. The survey consisted of four sections (Appendix A). Sections 1 and 2 asked questions pertaining to participants' professional organization and convention experience. These questions were included to gain insight into participants' level of commitment to organizations and conventions in general and to CPA organization and its convention in

particular. In addition, participants were asked to indicate how many CPA and other conventions they attend, why they attend, and what influences their decision to attend. These data provided the importance ratings of the various elements. Section 3 asked questions pertaining to participants' impressions of various CPA convention attributes. These questions were asked to probe for strengths and weaknesses of the CPA convention, and provided the CPA performance dimension of the framework. Finally, section 4 asked questions pertaining to the participants' background characteristics. The survey was translated into French and the translation was checked by a second person (time did not permit a back-translation for checking purposes).

Procedure

Invitations to participate were sent by electronic mail (Appendix B) in both English and French. All e-mails were sent from the CPA Publications e-mail account, both to improve credibility and as a practical matter of programming (that being the e-mail address of the CPA staff member responsible for the mailing). To motivate participation, participants were offered the opportunity to enter into a random drawing for a set of CPA crested merchandise: a portfolio & pen, a travel mug, a t-shirt, and a scratch pad. Three sets were awarded following a random drawing from all participants who entered the draw. Other measures were taken to influence the response rate, including: providing a short e-mail invitation; personalizing the e-mail invitation by addressing participants by their name; including a cut-off date for responses; sending two reminders; and, informing participants that results would be made available to them on the CPA website.

The e-mail invitation included a brief description about the study's purpose, information about the draw, links to the survey posted on a CPA server in English and in French. Those who chose to respond clicked the link of the language in which they wished to participate, which directed them to the informed consent page of the survey (Appendix C). The informed consent provided a more detailed description of the study's purpose and their rights as a participant (participation was voluntary, data collection was anonymous, and individual survey responses will be kept confidential). The informed consent also included contact information for any questions or concerns regarding the study or the ethics of the study. Finally, participants were informed that the questionnaires would take about 20 minutes to complete.

If the respondents chose to participate, they clicked "Next" at the bottom of the informed consent page, which then directed them to the first page of the survey questions (Appendix A). Once they were finished the survey, they clicked "Submit Survey" and answers were returned via the web directly to the server maintained by the CPA. Two subsequent reminder e-mails were sent to the sample (Appendix D).

The web-based survey tool was chosen as the most efficient means to reach a broad range of CPA members in a short time, with the least cost. Most, although not all, CPA members have e-mail addresses in the CPA member database, so the risk of missing a significant portion of the population seemed low.

Results

Sample Characteristics

Response Rate. Out of the 1000 randomly selected CPA members, valid data were collected from 105 respondents over a three-week period, yielding an effective response rate of 10.5%. Data from an additional 60 participants were lost due to technical difficulties, for a total

response rate of 16.5%. Only two participants responded to the French version of the survey, which is too few to form a separate group for analysis. Therefore, all responses were combined into one sample.

Sample comparison to population. The sample was compared to the CPA membership population in terms of gender, province of residence, and CPA member status in order to check for sample bias. Chi-square goodness-of-fit tests, using the membership statistics for expected values, were used to test for significant differences between the population and sample distributions. Table 1 summarizes the sample characteristics.

Table 1
Sample Comparison to Population

Variable	Sample		Population	
	Frequency	Percentage	Frequency	Percentage
Gender				
Female	52	49.5	4433	63.2
Male	52	49.5	2528	36.0
	Valid	104	6961	
	Missing	1	58	
	Total	105	7019	
Province of residence				
Alberta	12	11.4	732	10.4
British Columbia	15	14.3	942	13.4
Manitoba	7	6.7	259	3.7
New Brunswick	5	4.8	279	4.0
Newfoundland & Labrador	1	1.0	80	1.1
Northwest Territories	0	0.0	14	0.2
Nova Scotia	12	11.4	389	5.5
Ontario	41	39.0	2944	42.0
Prince Edward Island	0	0.0	26	0.4
Quebec	9	8.6	796	11.3
Saskatchewan	2	1.9	322	4.6
Yukon	0	0.0	10	0.1
Other Country	1	1.0	226	3.2
	Valid	105	7019	
	Missing	0	0	
	Total	105	7019	
CPA Member Status				
Full Member or Fellow	97	92.4	4392	62.6
Retired Member or Fellow	5	4.8	52	0.7
Student Affiliate	2	1.9	2498	35.6
Special Affiliate	0	0.0	61	0.9
International Affiliate	0	0.0	13	0.2
International Student Affiliate	0	0.0	3	0.0
	Valid	104	7019	
	Missing	1	0	
	Total	105	7019	

Note. There are no Nunavut residents in the CPA Membership.

As illustrated in Table 1, 63% of CPA members are female and 36% are male. The gender distribution for the sample differed significantly from the membership distribution with females (49.5%) being under-represented and males (49.5%) being over-represented in the sample ($\chi^2 = 8.42$, $df=1$, $p<.05$). The majority of the membership and the sample resided in Ontario, followed by British Columbia. There were minor differences with regard to the other provinces, but the overall difference between the two distributions was not statistically significant ($\chi^2 = 14.43$, $df=12$, $p>.05$).

Among CPA members, 63% are Full Members or Fellows and 36% are Student Affiliates. Among the sample, 92% were Full Members or Fellows and only 2% were Student Affiliates (and reported “Yes” when asked, “Are you currently a student in a university program in psychology at any level?”). The two CPA member status distributions differed significantly with Full/Retired Members or Fellows being over-represented and Affiliates being under-represented in the sample ($\chi^2 = 73.14$, $df=5$, $p<.05$). This pattern is also different from the membership status of recent convention attendees; from 1997 – 2001 the average convention attendance included 49.4% students ($SD = 4.7$) (attendance data from CPA Head Office records).

Primary identity as a psychologist. As shown in Table 2, there was a range of psychological identities. There was 1 missing identity and the remaining 8 respondents reported “textbook writer”, “M.A.”, “criminal justice”, “historian-theoretician”, “researcher”, “administrator-educator-scientist”, or “consultant” as their primary identity as a psychologist.

Table 2

Primary Identity as a Psychologist

Identity	Frequency	Percentage
Scientist-Practitioner	33	31.4
Practitioner	29	27.6
Scientist	18	17.1
Educator	16	15.2
Other identity	8	7.6
	Valid	104
	Missing	1
	Total	105

Professional organization experience. Table 3 summarizes the respondents' professional organization experience. The sample is dominated by relatively senior professionals who hold multiple memberships in professional organizations. This suggests that the respondents have a wide range of experiences against which to compare the CPA convention, and many alternatives to attending CPA.

Table 3
Professional Organization Experience

Variable	Frequency	Percentage
Number of Memberships		
Only belong to CPA	3	2.9
Two	24	22.9
Three	30	28.6
Four	11	10.5
Five or more	37	35.2
	Valid	105
	Missing	0
	Total	105
Total Years as CPA member		
Less than 1 year	1	1.0
1-5 years	6	5.7
6-10 years	11	10.5
11-15 years	23	21.9
16 or more years	64	61.0
	Valid	105
	Missing	0
	Total	105

Professional convention experience. Table 4 summarizes respondents' professional convention experience in general. The majority reported attending more than one convention each year, and few attend only a general psychology convention.

Table 4
General Convention Participation

Variable	Frequency	Percentage
Annual Convention Attendance		
None	7	6.7
One	29	27.6
Two	44	41.9
Three	17	16.2
Four	6	5.7
Five or more	2	1.9
Valid	105	
Missing	0	
Total	105	
Type of Convention		
General to psychology	8	7.6
Specific to psychological interests	42	40.0
Both	42	40.0
Other type	9	8.6
Never attend conventions	3	2.9
Valid	104	
Missing	1	
Total	105	

Table 5 summarizes respondents' CPA convention experience. Prior to 1995, approximately 11% of the respondents attended none of the CPA conventions, 59% attended one to five, and 30% attended six or more. In the past ten years, 21% were non-attending members, 45% attended 1 to 4 conventions, and 34% attended 5 or more conventions. The analyses in this report focus on the sample as a whole, but the effects of CPA convention participation in the past 10 years (non-attending vs. attending members) were also tested in order to determine if differences exist between members who attend CPA conventions and those who do not. Only statistically significant differences between these two groups are reported.

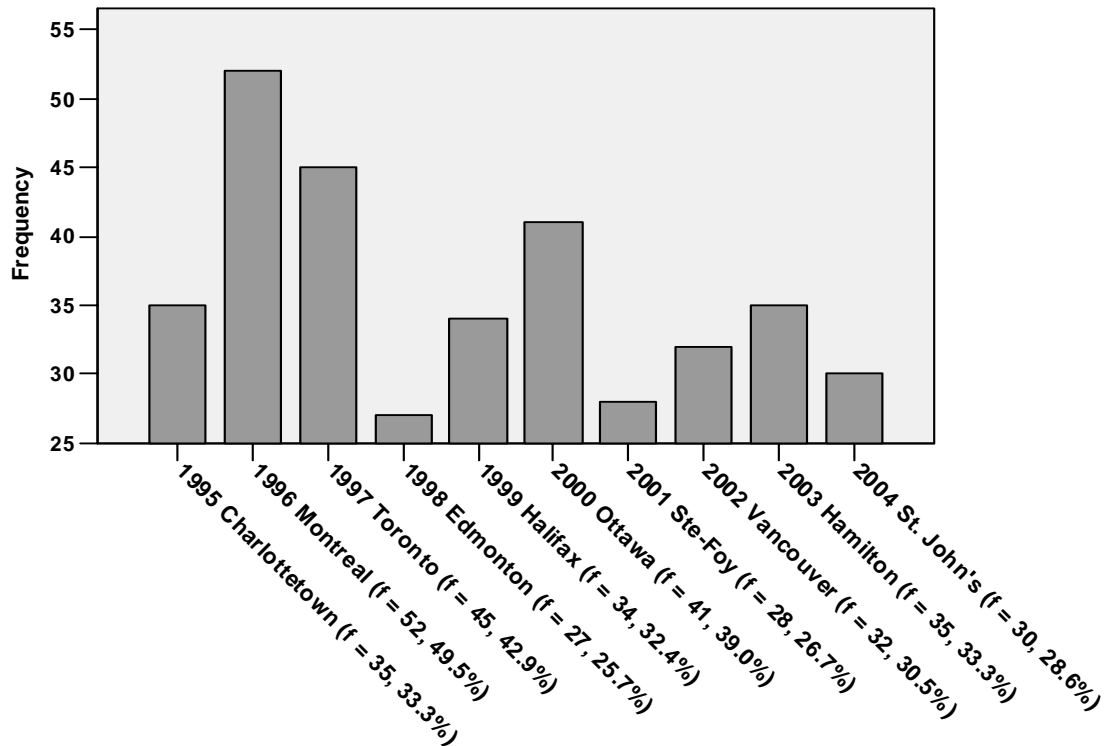
Table 5
CPA Convention Participation

Variable	Frequency	Percentage
Convention Attendance Prior to 1995		
None	11	10.5
1-5	62	59.0
6-10	17	16.2
11-15	11	10.5
More than 15	4	3.8
	Valid	105
	Missing	0
	Total	105
Convention Attendance 1995-2004		
None	22	21.0
One	11	10.5
Two	12	11.4
Three	17	16.2
Four	7	6.7
Five	12	11.4
Six	7	6.7
Seven	3	2.9
Eight	6	5.7
Nine	6	5.7
Ten	2	1.9
	Valid	105
	Missing	0
	Total	105

Figure 1 demonstrates that the three conventions attended by most respondents in the past ten years were Montreal (50%), Toronto (43%), and Ottawa (39%). Hamilton and Charlottetown were next in line with 33% attendance rates among this sample. The remaining conventions were each attended by 26-32% of the respondents. On the whole, conventions held in Central Canada had higher attendance rates ($Mdn = 2$) compared to conventions held in Eastern or Western Canada ($Mdn = 1$). The Wilcoxon Matched-Pairs Signed-Ranks test revealed that the difference between the two variables was significant ($Z = -3.118, p < .05$). In addition, convention attendance among the sample was higher in 1995-1999 ($Mdn = 2$) compared to the last five years ($Mdn = 1$), but the difference was not significant ($Z = -1.776, p > .05$).

Note that the convention in Montreal in 1996 was not a typical CPA convention. In 1996, CPA hosted the International Congress of Psychology, the quadrennial meeting of the International Union of Psychological Science (IUPsyS). The format and content of that meeting was substantially different from all other years.

Figure 1
CPA Convention Participation 1995-2004



Factors Influencing Convention Attendance

Personal factors. Using a 5-point Likert scale (1 = very unimportant to 5 = very important), participants were asked to rate the importance of various personal factors in influencing their decision to attend conventions. As summarized in Table 6, respondents' ratings revealed that time availability in general is the most important personal factor influencing convention participation. Next is opportunity for a break or vacation, followed by opportunities for family; then health; and finally, whether one is retired, leaving, or left the field. A significant difference was found between the non-attending members and attending members with the non-attending members ($Mdn = 4$) placing more importance on opportunities for family as compared to their attending counterparts ($Mdn = 3$; $Z = -2.47$, $p < .05$).

Table 6
Importance of Personal Factors on Convention Attendance

Personal Factor	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Mdn</i>	Mode	Rank
Time availability in general	104	4.11	0.92	4.0	4	1
Opportunity for break/vacation	104	3.38	1.03	4.0	4	2
Opportunities for family	105	2.76	1.28	3.0	4	3
Health	102	2.60	1.19	3.0	3	4
Retired/leaving/left the field	100	1.98	1.08	1.5	1	5

Convention factors. Using a scale from 1 (not at all influential) to 10 (very influential), participants were asked to rate how influential nine convention factors are in their decision to

attend any convention (not just CPA). As demonstrated in Table 7, the findings revealed that quality of the convention agenda is most influential in respondents' decision to attend any convention. In descending order of rank, convention quality was followed by opportunities for professional growth from the convention; destination; overall cost; personal involvement with the convention; personal opinions toward the convention or host organization; venue selection for the convention; amount of groundwork/paperwork required; and finally, the amount of information/promotional material provided. The only statistically significant difference between the non-attending and the attending members was in regard to the convention destination. A Mann-Whitney U test revealed that the non-attending members (Mdn = 9) are more influenced by the destination than the attending members when deciding to attend any convention (Mdn = 8; $Z = -2.418$, $p < .05$).

Table 7
Influence of Convention Factors on Convention Attendance

General Influencing Factor	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Mdn</i>	Mode	<i>Rank</i>
Convention Quality	104	8.36	1.34	8.0	8	1
Growth Opportunities	105	8.10	1.83	8.0	10	2
Destination	105	7.96	1.46	8.0	8	3
Cost	105	7.80	1.69	8.0	8	4
Convention Involvement	104	6.07	2.96	6.5	10	5
Association Opinions	103	5.63	2.37	6.0	8	6
Venue Selection	104	5.46	2.40	5.0	5	7
Groundwork	104	5.01	2.42	5.0	6	8
Promotion	104	4.91	2.55	5.0	3	9

Convention involvement. To probe further into the influence of convention involvement on convention attendance, participants were asked to rate the importance of convention involvement attributes using a 5-point Likert scale (1 = very unimportant to 5 = very important). As illustrated in Table 8, active participation in the convention program is most important, either by presenting or attending a workshop or meeting.

Table 8
Importance of Convention Involvement Attributes on Convention Attendance

Convention Involvement Attribute	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Mdn</i>	Mode	<i>Rank</i>
Presenting	104	4.10	1.16	4.0	5	1
Attending workshop/meeting	102	3.71	0.96	4.0	4	2
Providing support	105	3.22	1.04	3.0	4	3
Award recipient	103	3.12	1.44	3.0	3	4
On-site volunteer/staff	104	2.25	1.00	2.5	3	5

Impressions of the CPA and its Convention

Overall impressions. Attitudes towards the association and the convention itself influence convention attendance; therefore, we probed members' attitudes towards CPA and its convention using three questions: an overall assessment of the association, their commitment to the association, and their opinions of the convention. Overall, 69% of the respondents evaluated CPA as a whole as "satisfactory" or "very satisfactory", 64% are "committed" or "very committed" to CPA. However, only 39% consider the CPA convention to be "good" or

“excellent” (Table 9). Interestingly, this percentage did not differ between attending and non-attending members.

Table 9
Personal Opinions toward CPA and the CPA Convention

Personal Opinion	Scale	Frequency	Percentage
Overall CPA evaluation			
1 = Very unsatisfactory		0	0.0
2 = Unsatisfactory		6	5.7
3 = Neutral		26	24.8
4 = Satisfactory		61	58.1
5 = Very satisfactory		11	10.5
<i>N</i>	104		
<i>M</i>	3.74		
<i>SD</i>	0.72		
<i>Mdn</i>	4		
mode	4		
Level of commitment to CPA			
1 = Not at all committed		4	3.8
2 = Uncommitted		11	10.5
3 = Neutral		23	21.9
4 = Committed		48	45.7
5 = Very committed		19	18.1
<i>N</i>	105		
<i>M</i>	3.64		
<i>SD</i>	1.02		
<i>Mdn</i>	4		
mode	4		
Overall CPA convention evaluation			
1 = Awful		0	0.0
2 = Bad		13	12.4
3 = Okay		42	40.0
4 = Good		36	34.3
5 = Excellent		5	4.8
<i>N</i>	96		
<i>M</i>	3.34		
<i>SD</i>	0.78		
<i>Mdn</i>	3		
mode	3		

Specific convention factors. Impression ratings of specific CPA convention attributes were used to explore CPA convention performance on the other convention factors. Within each category of convention factors, average scores were calculated from the ratings of specific attributes; Table 10 is ordered in descending order of these overall impressions of each factor, and within each factor by descending order of impression of the specific attributes.

Table 10
CPA Convention Performance by Attributes

General Influencing Factor	Specific CPA Attribute	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Mdn</i>	Mode	Rank In Scale
Destination Scale <i>M</i> = 3.60	Image of the destination	94	3.78	0.71	4	4	1
	Tourism opportunities	82	3.78	0.74	4	4	1
	Climate of the destination	94	3.67	0.76	4	4	3
	Geographical rotation	96	3.67	0.84	4	4	3
	Travel distance/accessibility	96	3.47	0.89	3	3	5
	Accommodation options	94	3.35	0.89	3	3	6
Venue Selection Scale <i>M</i> = 3.55	Location within city/accessibility	86	3.63	0.80	4	4	1
	Venue image	76	3.61	0.78	4	3	2
	Suitability for convention	83	3.60	0.85	4	4	3
	Services provided	66	3.33	0.92	3	3	4
Promotion Scale <i>M</i> = 3.52	Destination information	98	3.65	0.72	4	3	1
	Convention information	96	3.55	0.79	4	4	2
	Venue information	95	3.33	0.84	3	3	3
Groundwork Scale <i>M</i> = 3.52	Registration process	95	3.78	0.79	4	4	1
	Submission process	84	3.60	0.75	4	4	2
	Presentation preparation	72	3.54	0.75	4	4	3
	Arranging transportation	80	3.44	0.87	4	4	4
	Arranging accommodation	87	3.43	0.88	3	3	5
	Obtaining various directions	64	3.31	0.75	3	3	6
	Funding arrangements	25	2.80	0.82	3	3	7
Convention Quality Scale <i>M</i> = 3.33	Length of convention	96	3.66	0.71	4	3	1
	Size of the convention	94	3.44	0.73	3	3	2
	Program format	88	3.44	0.83	3	3	2
	Image of presenters/speakers	82	3.44	0.88	3	4	2
	Date of the convention	96	3.29	1.00	3	4	5
	Program content (quality)	86	3.24	0.89	3	3	6
	Program content (topics)	89	3.01	0.97	3	3	7
Growth Opportunities Scale <i>M</i> = 3.07	Networking opportunities	92	3.58	0.89	4	4	1
	Publication credit/certification	60	3.07	0.92	3	3	2
	Learning opportunities	92	3.02	0.99	3	3	3
	Advocacy opportunities	68	2.97	0.83	3	3	4
	Employment opportunities	36	2.72	0.81	3	3	5
	Training opportunities	88	2.67	0.91	3	2	6
Cost Scale <i>M</i> = 3.00	Non-financial costs	93	3.16	0.89	3	3	1
	Transportation costs	90	3.12	0.80	3	3	2
	Food/beverage costs	85	3.12	0.75	3	3	2
	Registration costs	95	3.05	1.01	3	3	4
	Accommodation costs	89	2.82	0.86	3	3	5
	Value for cost	92	2.76	1.04	3	2	6

Overall, the mean ratings on all factors are equal to or greater than the midpoint of the scale, indicating that members consider CPA's performance to be "okay" on all scales, taken together. Interestingly, considering the effort that has gone into discussions of both the destination and the convention venue in recent years, and the experimentation with both, these two scales have the best impressions. The poorest overall impressions are for the cost of the convention, and within that factor "value for cost" is the lowest-rated specific convention factor. Specific attributes related to convention content – its quality and the opportunities for growth –

are rated somewhat better, but program content ratings, both for quality and topics, are the lowest-rated attributes in the convention quality factor.

Significant differences between attending and non-attending members were obtained for the length of the convention and transportation costs. Attending members were more impressed ($Mdn = 4$) with the length of the convention compared to non-attending members ($Mdn = 3$; $Z = -2.535$, $p < .05$). Attending members were also more impressed ($Mdn = 3$) with the transportation costs compared to their counterparts ($Mdn = 2.5$; $Z = -2.298$, $p < .05$).

Future intentions. We also asked respondents their likelihood of future convention attendance. The results revealed that respondents would most likely attend conventions with only content related to their area of interest within psychology (see Table 11). Attending a general psychology conference even with an interesting theme was the fourth-ranked among the options (based on mean responses). As one might expect, a Mann-Whitney U test revealed that the attending members are more likely to attend general psychology conventions ($Mdn = 4$; $M = 3.50$) than the non-attending members ($Mdn = 4$; $M = 3.96$; $Z = -2.451$, $p < .05$).

The modal response among respondents indicated that they will not be attending the 2005 CPA convention in Montreal. Not surprisingly again, it is the non-attending members (those who have not attended in previous recent years) who are least likely to attend the 2005 convention ($Mdn = 1$) as compared to the attending members ($Mdn = 3$; $Z = -3.073$, $p < .05$).

An open-ended text box allowed the entry of reasons for attending or not attending CPA in 2005. The answers given by those who will not attend include: time conflicts with other commitments (reported by 27 people); lack of relevant topics (reported by 21 people); cost (reported by 16 people); and location (reported by 7 people); other reasons were reported each by only one or two people. Reasons provided by those who will attend include: presenting (reported by 22 people); attending workshops/meetings (reported by 13 people); location (reported by 10 people); providing support (reported by 8 people); and networking (reported by 6 people); other reasons were reported each by only one person or two people.

Table 11
Likelihood of Future Convention Attendance

Type of Convention	<i>N</i>	<i>M</i>	<i>SD</i>	<i>Mdn</i>	Mode	Rank
Only content related to area of interest within psychology	103	4.20	0.77	4	4	1
General psychology content & sessions related to my area of interest	104	3.87	0.80	4	4	2
Content from another discipline & related to my interests	103	3.45	1.00	4	4	3
General psychology content & an interesting theme	101	3.07	1.05	3	4	4
At the 2005 CPA Convention in Montreal	105	2.83	1.73	2	1	5
Put on by an organization I belong to, regardless of the content	103	2.57	1.21	2	2	6

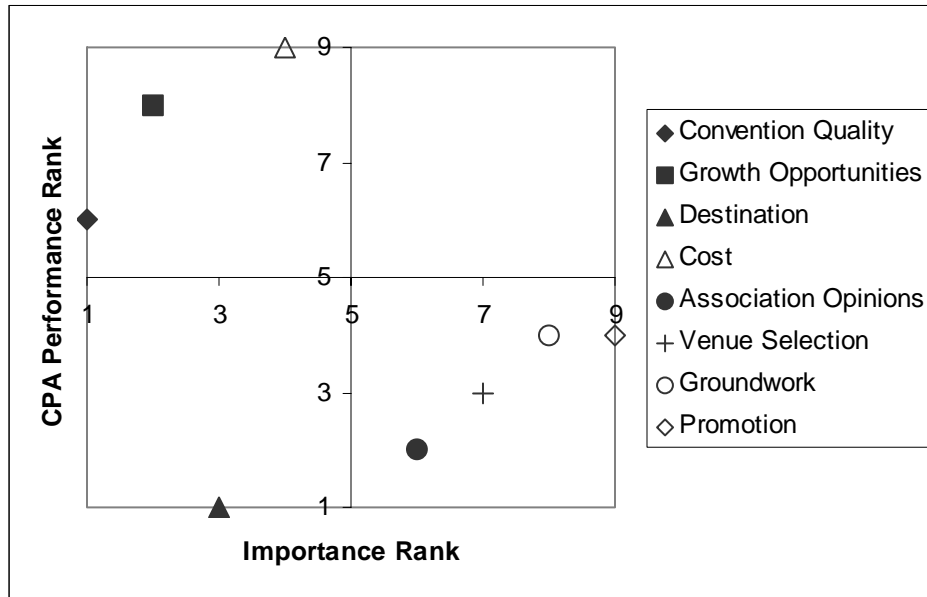
Importance-Performance Matrix of Factors Influencing Convention Participation

The survey was structured to provide ratings of both the general importance of various factors as influences on convention attendance, and the impressions of respondents towards CPA's performance on these same factors. Plotting the pairs of scores for the factors allows the identification of strengths and weaknesses for the association (Oppermann, 1996). Figure 2 shows the importance-performance matrix for these data, using the ranked orders.. Respondents' ratings of how influential each of the eight convention factors were on their decision to attend a convention provided the importance scores. To determine CPA's performance on the eight factors, respondents' specific attribute ratings were averaged for each factor, and then rank-ordered (poorer performance results in a higher rank). The ninth convention factor, Convention

Involvement, is also a potential influence on convention participation, but was omitted here because of the relatively high frequency of non-attenders, who therefore have no involvement. It is not likely that the sample is not participating because their submissions are not being accepted (~95% of submissions are accepted for the CPA convention), but rather, they are likely not getting involved because they have already decided to not attend.

Figure 2

Importance-performance Matrix of Factors Influencing Convention Participation



This plot shows a poor match between the importance of factors and the appraisal of CPA's performance on them. A good fit would be indicated by an alignment along the diagonal from lower left to upper right; in that case those factors considered most important (lower rank numbers) would be those with the best CPA performance (low rank numbers). Almost the opposite occurs with these data. Most of the factors with the greatest importance – convention quality, growth opportunities, and cost – show the poorest rankings for CPA's performance. Those that are least important show the best rankings for CPA's performance. Only for the Destination factor is there a good fit.

Respondents' Suggestions for Improvement

Participants were asked to list three things that CPA could do to improve the CPA convention experience. The open-ended results are summarized in Table 12. Overall the comments are a good mirror to the numerical data. The three major convention weaknesses, which are 3 of the four most influential factors on convention participation, received the most frequently reported suggestions for improvement ($f = 148$). As expected, the major and minor strengths received the least number of suggested improvements ($f = 29$). A number of other suggestions were provided each by only one respondent.

Table 12
Respondents' Suggested Improvements, Sorted by Convention Factors

Convention Factor	Importance Rank	CPA Convention Performance	Improvement Suggestion	<i>f</i>
Convention Quality	1	Major weakness	Target my area of interest	15
			More focus on the practice of psychology	15
			Highest quality speakers/presenters	14
			Have a central theme	10
			Hold convention at another time of year (fall, May)	10
			Highest quality content	9
			More focus on the science of psychology	7
			Ensure a diverse representation of psychologists (including women & students)	7
			Avoid schedule conflicts for topics of related interest	7
			Current issues/topics	4
			Sessions with more audience participation	2
			Hold mini regional conventions	2
			Growth Opportunities	2
More networking opportunities	8			
More employment opportunities	2			
Destination	3	Major strength	West-coast location	3
			Choose locations with diverse attractions	3
			More interesting cities	2
Cost	4	Major weakness	Arrange for cheaper accommodations	8
			Keep costs as low as possible (general)	6
			Reduce registration fees	5
			Reduce costs (general)	4
			Give more money for guest speakers	2
Venue Selection	7	Minor strength	Reduced registration costs for spouses	2
			Closer proximity to services (hotels, food, attractions)	5
			Better quality venues (comfortable, interesting)	5
Groundwork	8	Minor strength	Use hotel venues	3
			Better signage to meeting room locations	2
Promotion	9	Minor strength	Provide convention details/info earlier	4
			Provide abstracts earlier	2

Discussion

This electronic survey of a random sample of CPA members was the first of its kind. To the best of our knowledge, the association has not previously polled a random sample of members on any topic as a guide to policy and planning decisions. Despite the limitations of the response rate and the evidence of sample bias, the results provide important guidance for the Convention Committee and the Board of Directors in making decisions about the CPA Convention.

The demographic data showed that the sample was skewed towards senior members of the profession who rate the association as a whole quite highly, and are highly committed to it, but who view the convention as a point of weakness. Although this might not be a representative

opinion of the entire membership, this result deserves serious attention because the sample is composed of people who might be expected to have the most informed opinions both because of their long history with CPA and because of their broad experience of professional associations and their conventions. Thus, these could be considered the opinion leaders, expert raters with the most accurate assessments.

The results showed that the most important factors that influence convention attendance are those on which CPA is performing worst: convention quality, professional growth opportunities, and costs. Clearly, these should be the focus of future efforts to improve convention attendance and, by extension (and more importantly) the value of the CPA convention to the association's members. Overall there were few differences between the responses of those who are recent CPA convention attendees and those who are not, and the principal differences are consistent with these overall ratings.

Of the three, convention quality and professional growth are the most important. Looking at the future intentions and the general pattern of convention types attended, the results show that people attend conventions that interest them and that provide them with opportunities to learn. One needs to attract members' interest first. In this regard, CPA must fight an uphill battle, as do all general psychology conventions, against the wide variety of conventions offered for every specific subject area both within psychology, and multidisciplinary forums that combine psychology with allied fields.

Costs in themselves are not the problem. Costs for the CPA convention are not dissimilar from other general psychology conventions. Travel to the destination is outside CPA's control, individuals may make their own choices of accommodation at any price point; and, as is known from the regular Head Office survey of convention registration costs of related organizations, CPA's fees are consistent with, or lower than, those of similar associations who operate large conventions (although higher than those of smaller, subject-focused conferences held on university campuses with institutional support). The problem, as seen here in the ratings of specific CPA attributes, is the perceived value of the convention for its costs. For example, one respondent reported:

Although cost can be a deterrent to my attendance, I am not more likely to attend a conference designed to minimize costs in terms of venue or accommodation. Most of the costs come in the form of transportation (it costs me over \$40 just to get to the airport at this end) and the expense of limited "education leave". If I am able to attend, I would like it to be "convention-like". [Survey Respondent]

Oppermann and Chon (1997) also suggested that the decision to attend a convention rests ultimately on the value of the convention for the amount that it costs to attend the convention. In particular, a problem arises when the potential attendee cannot determine in advance what the value will be in relation to all of the costs (financial, time, personal). As one respondent commented, "Without any pre-registration information regarding topics, it is impossible to predict benefit. Therefore I often don't attend", or when the convention is perceived to be of no value:

Over the years the quality of the CPA as an academic/scholarly conference has deteriorated. Given how much it costs (and given alternative, more academically credible conference that need to be attended), the benefit/cost ratio is simply not high enough to attend CPA (or send graduate students to attend) on a regular basis—unless CPA is very near to home. [Survey Respondent]

Thus, the challenge for future Convention Committees is not to practice a cheese-paring approach to cost reduction: Rather, it is to undertake to improve the value of the convention to CPA members. Although the on-site surveys of recent years have shown that those who attend consider the convention experience to be satisfactory, clearly the goal of ensuring that "everyone will leave feeling informed, stimulated, and happy to be a Canadian psychologist ... everyone will feel that it is their convention", has not been met for these respondents.

It will be the work of future Convention Committees to develop strategies and tactics to improve convention value, and to further develop means to make all members aware of the changes. One strategy that emerged from the open-ended comments is worth noting: The suggestion from ten respondents that CPA adopt convention themes of relevance to all Canadian psychologists, scientists and practitioners alike. Two of them expressed this best, as follows:

1. *CPA is challenged trying to cover so many bases with such a small number of psychologists and such a large geography. Possibly specializing the conventions (e.g., themed conventions, while also offering one or two sidelines ... e.g., training or workshops in what it's like to be an Industrial Organizational Psychologist, or perhaps "life as an academic psychologist", or "how to be a good advocate for psychology" something like this tied in some way to the overall theme of the conference each year). Perhaps a conference theme like "Psychologists as Consultants" and then workshops, talks, centered on the various ways that Psychologists work as consultants, the training needed, the pitfalls, the ways to being successful etc. Overall I suggest some way to try to reduce the overall scope because my sense is that when it tries to be all things for all people CPA can't pull it off. [Survey Respondent]*
2. *I think that many prefer now to save their travel allowance to attend more specialized and smaller professional conferences. How do you turn this around? I'm not sure, but I think somehow CPA has to come up with an analogue to Canada's multicultural ideology -- diverse and inclusive. Push the inclusive with one or two dynamite keynote speakers, not necessarily Canadian (one Canadian, one non?), not necessarily psychologists but someone whose work is relevant to psychology that everyone would like to see. Maybe also push the inclusive with sessions not necessarily focused on psychology specifically but that address concerns of subsets of attendees, e.g., untenured faculty dealing with increasing teaching, research, service demands. Appeal to the diversity by encouraging the sections to meet as part of the CPA conference and then attending to not overlapping section activities that are likely to draw on the same people, e.g., social-personality and cross-cultural are largely overlapping groups. [Survey Respondent]*

A corollary of this suggestion may be that the current practice of allowing Sections to direct the programming in their separate content areas has fostered division rather than diversity. This issue requires deeper investigation as part of developing new convention programming strategies. Perhaps new approaches that encourage related sections to develop more joint programming would foster inclusivity and co-operation. The American Psychological Association has recently adopted such a strategy with blocks of cross-divisional programming occupying some of the program time that formerly was allocated to individual divisions, although each division also has their own programming time.

In addition to the content topics, content quality was found to have a major influence on participation at the annual convention. These senior members want to see the highest quality speakers presenting their highest quality work at the convention. To describe the kind of content quality they want, many respondents used words such as: *terrific, high-quality, in-depth, intensive, advanced, innovative, specialty, best, top, cutting-edge, and interesting*. In terms of the image of the speakers and presenters, many respondents want: *better quality, high quality, great, stronger, high profile, dynamite, leading, valuable, interesting, super-stars*. Convention quality is what these members assess when deciding if the value is worth the cost of attending the convention.

In relation to this, it may be that CPA has been too successful in attracting student participation. What is seen as a success – the ~50% students among convention attendees – is seen by some as an indicator of poor-quality content, as seen in the following comment:

It seems that the conventions are aimed at students, and so are held in student locations, with student accommodations, and an overall cheap quality to production. The talks are very general, aimed at those just starting in the profession and offer no opportunities for more senior psychologists. Given the time and income I give up to attend a conference, this one has little benefit. [Survey Respondent]

In this regard it is noteworthy that among this sample, the largest attendance was the 1996 International Congress of Psychology, which had a very different program structure and tighter acceptance criteria than a usual CPA convention. Although we have no evaluation data from that year, it seems likely that these respondents would have rated that year as having higher quality than others.

These members also want more advanced learning and training from the convention. Some want this in the form of intensive workshops such as the one-day pre-convention workshops (e.g., “If the pre-convention workshops are absolutely terrific, I would be more likely to attend. Especially if I can sign up for the workshops without also signing up for the rest of the convention”). Others want this in the form of workshops or mini-workshops integrated into the convention program. Others, however, object to what they see as the dominance of convention time by practice-oriented workshops in the place of scientific presentations. It is not clear exactly how to resolve this set of differences. Nevertheless, more workshops at the convention mean more professional growth opportunities, which should improve one of the convention’s major weaknesses and might increase convention participation.

Further Investigation

Before implementing any major changes to the CPA convention, we recommend further systematic investigation as well as broad-based, public debate among members. Although there is need for change, one would not want to lose the successes shown in the on-site evaluations of recent years. The limitations of this survey should underline this need to proceed with caution.

In particular, some of the respondents reported in open-ended comments that they had found it difficult to answer the questions about specific attributes (e.g., destinations, venues), and these questions had more missing data than others. The response rate was low (even before the data lost to a technical problem), and it is not clear whether the sample adequately canvassed French- and English-speaking members. It is possible that francophone members chose to use the English survey rather than the French.

Future surveys should plan to include the involvement of technical experts for assistance with the web survey and e-mail broadcast technologies, as was necessary for this administration.

Even with such help, there was a substantial data loss because of a technical failure. Although the e-mail addresses are believed to have been sampled randomly from the CPA member database, the skew in respondents (particularly the low frequency of student responses) raises questions about the success of either the selection or the e-mail broadcast. As CPA staff become more familiar with these electronic tools (as noted, this was the first such survey by CPA, and also occurred during a change of staff in key positions), some of these technical problems should abate.

In developing new strategies for convention change, we strongly recommend including other forms of data-gathering in addition to surveys. Focus groups or interviews with small samples of attending and non-attending members could identify core issues and questions. Although some respondents indicated their willingness to be contacted for a follow-up interview after this survey, time constraints prevented us from undertaking any interviews. We would be willing to provide the contact list to the Convention Committee if there was an interest in undertaking such interviews as a next step in convention planning.

Conclusions

Despite its limitations, this survey has an important message for the CPA Convention Committee and for the Board of Directors. In contrast to the generally high opinion of overall association performance, the annual convention is poorly thought of by this sample of opinion leaders. In order to serve members better by providing a meeting place for all Canadian psychologists, convention quality needs to improve so that the value-for-cost judgement improves.

To achieve this goal will be challenging. Likely it will require more resources devoted to convention development during the time of addressing the strategic needs: more systematic investigation of the opinions and needs of the various constituencies, more broad investigation of creative ideas adopted by other psychological associations, more time and effort on the part of Convention Committee members and Sections, and more time and effort on the part of Convention Office staff to consider options and to analyze their operational implications.

The goal, however, is worth the effort. The CPA Annual Convention is the only opportunity for Canadian psychologists to meet one another, to learn from one another, and to develop a sense of community. By attracting more of its members to the annual convention, CPA will move still farther towards its overarching goal of “Advancing psychology for all”.

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Appendix A
English and French Versions of 2005 Survey

Evaluation of the Canadian Psychological Association (CPA) Convention

Section A – Professional Organization Experience

Q1. How many years have you been a CPA member in any category?

- Less than 1 year
- 1 – 5 years
- 6 – 10 years
- 11 – 15 years
- 16 or more years

Q2. What is your CPA member status?

- Full Member or Fellow
- Retired Member or Fellow
- Student Affiliate
- Special Affiliate
- International Affiliate
- International Student Affiliate

Q3. How many professional organizations do you belong to?

- I only belong to CPA
- Two
- Three
- Four
- Five or more

Q4. How would you evaluate the CPA overall?

- Very Unsatisfactory
- Unsatisfactory
- Neutral
- Satisfactory
- Very Satisfactory

Q5. Please rate your level of commitment to CPA

- Not at all committed
- Uncommitted
- Neutral
- Committed
- Very Committed

Section B – Professional Convention Experience

Q6. How many conventions do you attend per year, including CPA?

- None
- One
- Two
- Three
- Four
- Five or more

Q7. Do you primarily attend conventions that are ...

- General to psychology
- Specific to your area of interest within psychology
- Both
- Other (specify) []
- Never attend conventions

Q8. In terms of convention content, how likely is it that you would attend a convention...

<ul style="list-style-type: none"> • Organized by an organization that you belong to, regardless of the content • With general psychology content & organized around an interesting theme • With general psychology content & sessions related to your area of interest • With only content related to your area of interest within psychology • With content from another discipline related to your interests 	<input type="checkbox"/> Very Unlikely <input type="checkbox"/> Unlikely <input type="checkbox"/> Don't Know <input type="checkbox"/> Likely <input type="checkbox"/> Very Likely
--	---

Q9. Do the following items influence your decision to attend any convention? Please rate the items using the scale from 1 to 10, where 1 = Not At All Influential and 10 = Very Influential.

<ul style="list-style-type: none"> • Amount of information/promotional material provided to you • Amount of groundwork/paperwork required from you • Perceived quality of the overall convention agenda • Geographical location of the convention • Venue selection for the convention • Overall cost of attending the convention • Personal opinions toward the convention / host organization • Personal involvement with the convention • Opportunity for professional growth from the convention 	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6 <input type="checkbox"/> 7 <input type="checkbox"/> 8 <input type="checkbox"/> 9 <input type="checkbox"/> 10
---	---

Q10. How important are the following influences on your decision to attend a professional convention?

<ul style="list-style-type: none"> • Giving a presentation/paper/address /workshop • Receiving an award • Attending a workshop/meeting • On-site volunteer/staff • Providing support to grad students/colleagues/etc. • Time availability in general • Opportunity for a break/mini-vacation • Opportunities for spouse/companion/children • Personal health/health of another person • Retired/leaving/left the field 	<input type="checkbox"/> Very Unimportant <input type="checkbox"/> Unimportant <input type="checkbox"/> Neutral <input type="checkbox"/> Important <input type="checkbox"/> Very Important
--	--

Q11. Which CPA conventions have you attended in the past ten years? (check as many as apply)

- None
- 1995, Charlottetown
- 1996, Montreal
- 1997, Toronto
- 1998, Edmonton
- 1999, Halifax
- 2000, Ottawa
- 2001, Ste-Foy
- 2002, Vancouver
- 2003, Hamilton
- 2004, St. John's

Q12. Approximately how many CPA conventions prior to 1995 have you attended?

- None
- 1 - 5
- 6 - 10
- 11 - 15
- More than 15

Q13. How likely is it that you will attend the 2005 CPA convention in Montreal?

- Very Unlikely
- Unlikely
- Don't Know
- Likely
- Very Likely

Q14. Why?

[_____]

Q15. What are three things CPA can do to improve your convention experience?

[_____]

Section C – Impressions of CPA Convention Attributes

In this section, you will be rating your impressions of various CPA convention attributes. Your responses will help us identify the convention's strengths and weaknesses, which we need in order to develop useful recommendations for better decision-making in future convention planning

Q16. The following items pertain to the amount of information/promotional material provided to you about the convention. What is your impression of the amount of information provided about ...

<ul style="list-style-type: none"> • The convention • The destination • The venue 	<ul style="list-style-type: none"> <input type="checkbox"/> Awful <input type="checkbox"/> Bad <input type="checkbox"/> OK <input type="checkbox"/> Good <input type="checkbox"/> Excellent <input type="checkbox"/> Don't Know
--	---

Q17. The following items pertain to the amount of groundwork/paperwork required from you to participate in the convention. What is your impression of the amount of work required in ...

<ul style="list-style-type: none"> • In submitting a proposal • In registering for the convention • In applying for funding • In arranging accommodations • In arranging transportation • In preparing a speech/presentation • In obtaining various directions 	<input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
---	---

Q18. The following items pertain to the overall convention agenda. What is your impression of the ...

<ul style="list-style-type: none"> • Date of the convention • Length of the convention • Size of the convention • Program content (topics) • Program format (length of/types of sessions, etc.) • Program content (quality) • Image of presenters/speakers 	<input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
---	---

Q19. The following items pertain to the geographical locations of the convention. What is your impression of the ...

<ul style="list-style-type: none"> • Travel distance / accessibility by air, train, road • Image of the destinations • Climate of the destinations • Accommodation options • Geographical rotation of the convention • Tourism opportunities 	<input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
--	---

Q20. The following items pertain to the venue selections for the convention. What is your impression of the ...

<ul style="list-style-type: none"> • Location within the city / accessibility • Image of the venues • Suitability for the convention • Services provided (internet access, food, childcare, etc.) 	<input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
---	---

Q21. The following items pertain to the overall cost of attending the convention. What is your impression of the ...

<ul style="list-style-type: none"> • Registration costs (self, companion, workshop fees) • Transportation costs (to and fro, within city, gas, parking) • Accommodation costs • Food and beverage costs • Non-financial costs (time away from work, family, etc.) • Value of the convention for the amount that it costs 	<input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
--	---

Q22. The following items pertain to the opportunities for professional growth from the convention. What is your impression of the ...

<ul style="list-style-type: none"> • Learning opportunities (e.g., scientific advances) • Opportunities to acquire new skills/training • Advocacy opportunities • Networking opportunities • Employment opportunities • Opportunities to obtain publication credits/certification 	<ul style="list-style-type: none"> <input type="radio"/> Awful <input type="radio"/> Bad <input type="radio"/> OK <input type="radio"/> Good <input type="radio"/> Excellent <input type="radio"/> Don't Know
---	---

Q23. What is your impression of the CPA convention overall?

- Awful
- Bad
- OK
- Good
- Excellent
- Don't Know

Q24. If you would like to explain any of your responses or if you have any comments to make at this time, please do so in the box below. If not, please proceed to the next question.

[]

Section D – Background Information

Q25. What is your gender?

- Male
- Female

Q26. In which province or territory do you live?

- Alberta
- British Columbia
- Manitoba
- New Brunswick
- Newfoundland & Labrador
- Northwest Territories
- Nova Scotia
- Nunavut
- Ontario
- Prince Edward Island
- Quebec
- Saskatchewan
- Yukon
- Other country (specify) []

Q27. Are you currently a student in a university program in psychology at any level?

- Yes
- No

Q28. What is your primary identity as a psychologist? (select only one)

- Practitioner
- Scientist-Practitioner
- Scientist
- Educator
- Other (specify): []

Q6. À combien de congrès assistez-vous par année, y compris celui de la SCP?

- Aucun
 Un
 Deux
 Trois
 Quatre
 Cinq ou plus

Q7. Assistez-vous principalement à des congrès qui touchent ...

- La psychologie en général
 Votre domaine d'intérêt particulier au sein de la psychologie
 Les deux
 Autre (veuillez préciser) : []
 Je n'assiste pas à des congrès

Q8. En ce qui concerne le contenu du congrès, dans quelle mesure assisteriez-vous à un congrès ...

<ul style="list-style-type: none"> • Qui est organisé par une organisation à laquelle vous appartenez, peu importe le contenu 	<input type="radio"/> Très peu probable <input type="radio"/> Peu probable <input type="radio"/> Indécis
<ul style="list-style-type: none"> • Qui porte sur le contenu de la psychologie en général, organisé autour d'un thème intéressant 	<input type="radio"/> Probable <input type="radio"/> Très probable
<ul style="list-style-type: none"> • Qui porte sur le contenu de la psychologie en général avec des sessions liées à votre domaine d'intérêt 	
<ul style="list-style-type: none"> • Qui porte seulement sur votre domaine d'intérêt au sein de la psychologie 	
<ul style="list-style-type: none"> • Qui porte sur le contenu d'une autre discipline liée à vos intérêts 	

Q9. Dans quelle mesure chacun des points suivants influence-t-il votre décision d'assister à un congrès (pas seulement celui de la SCP). Veuillez évaluer les points sur l'échelle de 1 à 10, où; 1 = N'influence pas du tout et 10 = Influence beaucoup.

<ul style="list-style-type: none"> • Quantité du matériel d'information/de promotion fourni 	<input type="radio"/> 1 <input type="radio"/> 2
<ul style="list-style-type: none"> • Quantité de travail/paperasse exigé de vous 	<input type="radio"/> 3
<ul style="list-style-type: none"> • Qualité perçue de l'ordre du jour du congrès dans son ensemble 	<input type="radio"/> 4 <input type="radio"/> 5
<ul style="list-style-type: none"> • Emplacement géographique du congrès 	<input type="radio"/> 6
<ul style="list-style-type: none"> • Lieu de réunion du congrès 	<input type="radio"/> 7
<ul style="list-style-type: none"> • Coût global pour assister au congrès 	<input type="radio"/> 8 <input type="radio"/> 9
<ul style="list-style-type: none"> • Opinions personnelles par rapport au congrès / organisation hôte 	<input type="radio"/> 10
<ul style="list-style-type: none"> • Engagement personnel envers le congrès 	
<ul style="list-style-type: none"> • Possibilité de croissance professionnelle découlant du congrès 	

Q10. Quelle est l'importance de chacun des points suivants dans votre décision d'assister à un congrès professionnel?

<ul style="list-style-type: none"> • Faire une présentation/exposé/allocation /atelier • Recevoir un prix • Assister à un atelier/réunion • Volontaires/personnel sur le site • Fournir un soutien aux étudiants diplômés/collègues/ etc. • Disponibilité de temps en général • Occasion de faire une pause/mini-vacances • Occasions pour le (la) conjoint(e)/enfants • Santé personnelle/santé d'une autre personne • Retraité/quitte/laisse le domaine 	<ul style="list-style-type: none"> () Très peu important () Pas important () Neutre () Important () Très Important
---	--

Q11. Au cours des dix dernières années, quels sont les congrès de la SCP auxquels vous avez assisté? (Cochez tous ceux auxquels vous avez assisté)

- [] Aucun
- [] 1995, Charlottetown
- [] 1996, Montréal
- [] 1997, Toronto
- [] 1998, Edmonton
- [] 1999, Halifax
- [] 2000, Ottawa
- [] 2001, Ste-Foy
- [] 2002, Vancouver
- [] 2003, Hamilton
- [] 2004, St. John's

Q12. Environ combien de congrès de la SCP avez-vous assisté avant 1995?

- () Aucun
- () 1 - 5
- () 6 - 10
- () 11 - 15
- () plus de 15

Q13. Quelles sont les chances que vous assisterez au congrès de la SCP 2005 à Montréal?

- () Très peu probable
- () Peu probable
- () Indécis
- () Probable
- () Très probable

Q14. Pourquoi?

[]

Q15. Quelles sont les trois choses que la SCP peut faire pour améliorer votre expérience de congrès?

[]

Section C – Impressions des attributs du congrès de la SCP

Dans cette section, vous évalueriez vos impressions de divers attributs du congrès de la SCP. Vos réponses nous aideront à identifier les forces et les faiblesses du congrès. Cette information servira à formuler des recommandations utiles pour une meilleure planification de congrès futurs.

Q16. Les points suivants se rapportent à la quantité de matériel d'information/de promotion sur le congrès qui vous a été fourni. Quelle est votre impression de la quantité d'information fournie sur ...

<ul style="list-style-type: none"> • Le congrès • La destination • Le lieu de la réunion 	<input type="radio"/> Pas du tout acceptable <input type="radio"/> Pas tellement acceptable <input type="radio"/> Modérément acceptable <input type="radio"/> Assez acceptable <input type="radio"/> Complètement acceptable <input type="radio"/> Ne sais pas
---	---

Q17. Les points suivants se rapportent à la quantité de travail de base/paperasse requise pour que vous puissiez participer au congrès. Quelle est votre impression de la quantité de travail requise dans la ...

<ul style="list-style-type: none"> • Soumission d'un projet • L'inscription au congrès • La demande de financement • L'organisation de l'hébergement • L'organisation du transport • La préparation d'une allocution/présentation • L'obtention de diverses instructions 	<input type="radio"/> Pas du tout acceptable <input type="radio"/> Pas tellement acceptable <input type="radio"/> Modérément acceptable <input type="radio"/> Assez acceptable <input type="radio"/> Complètement acceptable <input type="radio"/> Ne sais pas
---	---

Q18. Les points suivants se rapportent à l'ordre du jour du congrès d'ensemble. Quelle est votre impression sur la / le ...

<ul style="list-style-type: none"> • Date du congrès • Durée du congrès • Taille du congrès • Contenu du programme (sujets) • Forme de présentation du programme (durée/types de séances, etc.) • Contenu du programme (qualité) • Réputation des présentateurs/conférenciers 	<input type="radio"/> Pas du tout acceptable <input type="radio"/> Pas tellement acceptable <input type="radio"/> Modérément acceptable <input type="radio"/> Assez acceptable <input type="radio"/> Complètement acceptable <input type="radio"/> Ne sais pas
--	---

Q19. Les points suivants se rapportent aux emplacements géographiques du congrès. Quelle est votre impression sur ...

<ul style="list-style-type: none"> • La distance à voyager / accessibilité par avion, train, route • La réputation des destinations • Le climat des destinations • Les options d'hébergement • La rotation géographique du congrès • Les occasions touristiques 	<input type="radio"/> Pas du tout acceptable <input type="radio"/> Pas tellement acceptable <input type="radio"/> Modérément acceptable <input type="radio"/> Assez acceptable <input type="radio"/> Complètement acceptable <input type="radio"/> Ne sais pas
---	---

Q20. Les points suivants se rapportent au choix de lieux de réunion pour le congrès. Quelle est votre impression sur ...

<ul style="list-style-type: none"> • L'emplacement au sein de la ville / accessibilité • L'image des lieux de réunion • La pertinence pour le congrès • Les services fournis (accès Internet, nourriture, soins des enfants, etc.) 	<input type="radio"/> Pas du tout acceptable <input type="radio"/> Pas tellement acceptable <input type="radio"/> Modérément acceptable <input type="radio"/> Assez acceptable <input type="radio"/> Complètement acceptable <input type="radio"/> Ne sais pas
--	---

Q21. Les points suivants se rapportent au coût d'ensemble pour assister au congrès. Quelle est votre impression sur les / la ...

<ul style="list-style-type: none"> • Coûts d'inscription (seul, personne accompagnante, frais d'atelier) • Coûts de transport (aller et retour, à l'intérieur de la ville, essence, stationnement) • Coûts d'hébergement • Coûts d'alimentation et de breuvage • Coûts non financiers (durée de l'éloignement du travail, de la famille, etc.) • Valeur du congrès par rapport à ce qu'il coûte 	<ul style="list-style-type: none"> () Pas du tout acceptable () Pas tellement acceptable () Modérément acceptable () Assez acceptable () Complètement acceptable () Ne sais pas
---	---

Q22. Les points suivants se rapportent aux occasions de croissance professionnelle tirées du congrès. Quelle est votre impression sur les possibilités ...

<ul style="list-style-type: none"> • D'apprentissage (p. ex. les progrès scientifiques) • D'acquérir de nouvelles compétences • De représentation • De réseautage • D'emploi • D'obtention de crédits de publication/certification 	<ul style="list-style-type: none"> () Pas du tout acceptable () Pas tellement acceptable () Modérément acceptable () Assez acceptable () Complètement acceptable () Ne sais pas
--	---

Q23. Quelle est votre impression du congrès de la SCP dans son ensemble?

- () Pas du tout acceptable
- () Pas tellement acceptable
- () Modérément acceptable
- () Assez acceptable
- () Complètement acceptable
- () Ne sais pas

Q24. Si vous désirez expliquer certaines de vos réponses ou si vous avez actuellement des commentaires à partager, veuillez le faire dans l'encadré ci-dessous. Sinon, passez à la question suivante.

[]

Section D – Renseignements personnels

Q25. Êtes-vous un homme ou une femme?

- () Homme
- () Femme

Q26. Dans quelle province ou territoire habitez-vous?

- Alberta
- Colombie-Britannique
- Manitoba
- Nouveau-Brunswick
- Terre-Neuve et Labrador
- Territoires du Nord-Ouest
- Nouvelle-Écosse
- Nunavut
- Ontario
- Île-du-Prince-Édouard
- Québec
- Saskatchewan
- Yukon
- Autre pays (veuillez spécifier) []

Q27. Êtes-vous étudiant inscrit dans un programme de psychologie à l'université?

- Oui
- Non

Q28. Quelle est votre identité principale à titre de psychologue? (une seule réponse)

- Praticien
- Scientifique-praticien
- Scientifique
- Éducateur
- Autre (veuillez préciser) []

Q29. Seriez-vous disponible pour participer à une entrevue de suivi?

- Oui
- Non

Q30. Si vous avez répondu "oui" à la question 29, veuillez fournir les coordonnées suivantes :

Nom: []

Tél: []

Courriel: []

Nous vous remercions d'avoir complété ce questionnaire!

Appendix B E-mail Invitation

Le français suit l'anglais.

Evaluation of the Canadian Psychological Association (CPA) Convention

You've been randomly selected among the CPA membership to participate in an online survey designed to evaluate the CPA annual convention. Should you choose to participate, your name will be entered into a draw. The draw is scheduled to take place on May 16, 2005 and three people (out of a possible 1000) will each win a set of CPA crested merchandise: a portfolio & pen, a travel mug, a t-shirt, and a scratch pad.

The CPA convention is an important annual event in the life of the association, the one opportunity to bring members together to share their knowledge, build their professional skills, and get to know one another. The results of this survey will help the CPA Convention Committee to tailor the convention to members' needs and desires.

The survey will take about 20 minutes to complete and responses will be anonymous. Results will be available to all CPA members on the CPA web site. This online survey will close at 23h00 on Wednesday, May 11, 2005. To complete the survey, please click on this link:

http://www.cpa.ca/surveys/cpa_member_survey_e.htm

Thank you for your consideration and your help.

Sincerely,
Jennifer Veitch, Ph.D.
National Research Council of Canada

Cara Donnelly, Ph.D. Candidate,
Carleton University

Évaluation du congrès de la Société canadienne de psychologie (SCP)

Vous avez été choisi de façon aléatoire parmi les membres de la SCP pour participer à un sondage en ligne conçue pour évaluer le congrès annuel de la SCP. Si vous choisissez de participer, votre nom sera entré dans un tirage. Le tirage aura lieu le 16 mai, 2005. Trois personnes (d'environ 1000) seront éligibles de gagner de la marchandise ornée du logo de la SCP (un portefeuille, une plume, une tasse de voyage, un t-shirt et un bloc-notes).

Le congrès de la SCP est un événement annuel important dans la vie de la Société, la seule occasion qu'ont les membres de partager leurs connaissances, acquérir d'autres compétences professionnelles et de se connaître. Les résultats de cette enquête aideront le Comité du congrès de la SCP à adapter les modalités du congrès aux besoins et souhaits des membres.

Le questionnaire prend environ 20 minutes à compléter et les réponses resteront anonymes. Les membres de la SCP pourront obtenir les résultats du sondage sur le site Web de la SCP. Ce sondage en ligne se terminera à 23h, mercredi le 11 mai, 2005. Si vous choisissez de compléter le sondage, veuillez cliquer sur ce lien :

http://www.cpa.ca/surveys/cpa_member_survey_f.htm

Nous vous remercions de votre collaboration.

Bien à vous,
Jennifer Veitch, Ph.D.
Conseil national de recherches Canada

Cara Donnelly, candidate au Ph.D.
Université Carleton

Appendix D Reminder E-mails

First reminder

Le français suit l'anglais.

Evaluation of the Canadian Psychological Association (CPA) Convention

This is a reminder for those who still wish to participate in the online survey designed to evaluate the CPA annual convention. The survey will close at 23h00 on Wednesday, May 11, 2005. To complete the survey, please click on this link:

http://www.cpa.ca/surveys/cpa_member_survey_e.htm

The CPA convention is an important annual event in the life of the association, the one opportunity to bring members together to share their knowledge, build their professional skills, and get to know one another. The results of this survey will help the CPA Convention Committee to tailor the convention to members' needs and desires.

Thank you for your consideration and your help.

Sincerely,

Jennifer Veitch, Ph.D.
National Research Council of Canada

Cara Donnelly, Ph.D. Candidate
Carleton University

Évaluation du congrès de la Société canadienne de psychologie (SCP)

Le présent message est un rappel pour ceux et celles qui veulent toujours participer à le sondage en ligne conçue pour évaluer le congrès annuel de la SCP. Ce sondage en ligne se terminera à 23h, mercredi le 11 mai, 2005. Si vous choisissez de compléter le sondage, veuillez cliquer sur ce lien :

http://www.cpa.ca/surveys/cpa_member_survey_f.htm

Le congrès de la SCP est un événement annuel important dans la vie de la Société, la seule occasion qu'ont les membres de partager leurs connaissances, acquérir d'autres compétences professionnelles et en venir à se connaître. Les résultats de cette enquête aideront le Comité du congrès de la SCP à adapter les besoins et les souhaits des membres relativement au congrès.

Nous vous remercions de votre considération et de votre aide.

Bien à vous,

Jennifer Veitch, Ph.D.
Conseil national de recherches Canada

Cara Donnelly, candidate au Ph.D.
Université Carleton

Second Reminder

Le français suit l'anglais.

Evaluation of the Canadian Psychological Association (CPA) Convention

This is a final reminder for those who still wish to participate in the online survey designed to evaluate the CPA annual convention. The survey will close at 23h00 on Wednesday, May 11, 2005. To complete the survey, please click on this link:

http://www.cpa.ca/surveys/cpa_member_survey_e.htm

The CPA convention is an important annual event in the life of the association, the one opportunity to bring members together to share their knowledge, build their professional skills, and get to know one another. The results of this survey will help the CPA Convention Committee to tailor the convention to members' needs and desires.

Thank you for your consideration and your help.

Sincerely,

Jennifer Veitch, Ph.D.
National Research Council of Canada

Cara Donnelly, Ph.D. Candidate
Carleton University

Évaluation du congrès de la Société canadienne de psychologie (SCP)

Ce message est un rappel final pour ceux et celles qui veulent toujours participer à le sondage en ligne conçue pour évaluer le congrès annuel de la SCP. Ce sondage en ligne se terminera à 23h, mercredi le 11 mai, 2005. Si vous choisissez de compléter le sondage, veuillez cliquer sur ce lien:

http://www.cpa.ca/surveys/cpa_member_survey_f.htm

Le congrès de la SCP est un événement annuel important dans la vie de la Société, la seule occasion qu'ont les membres de partager leurs connaissances, acquérir d'autres compétences professionnelles et en venir à se connaître. Les résultats de cette enquête aideront le Comité du congrès de la SCP à adapter les besoins et les souhaits des membres relativement au congrès.

Nous vous remercions de votre considération et de votre aide.

Bien à vous,

Jennifer Veitch, Ph.D.
Conseil national de recherches Canada

Cara Donnelly, candidate au Ph.D.
Université Carleton