



Membership

MEMBERSHIP COMMITTEE

The Membership Committee comprises:

Sylvie Bourgeois (Chair), Dawn Hanson, Brenden Sommerhalder, Peter Bieling, Meghan McMurtry, Kelly Smith, and Tyler Stacey-Holmes, CPA representative. The committee extends a farewell and thank you to committee member Jessica Cameron. The committee will welcome the participation of a new student representative as of June 2012.

The Membership Committee met in person at the 2011 Annual Convention and continued its work, via teleconferences and emails, in one key priority area: the development and implementation of an online survey on CPA membership.

In the previous year, the committee had identified the need to gather survey data on membership in CPA in order to better understand the major factors that contribute to retention and those that promote/ hinder CPA membership adhesion. The on-line survey was launched during the CPA Annual Conference in June 2011. The first wave of survey advertisement targeted existing CPA members and encouraged them to have their peers, who were not current members of CPA but would be eligible to join, also complete the survey. CPA Head Office assisted in approaching various organizations and associations from the psychology community with the survey. The survey remained "on-line" from June 2011 to February 2012 during which data was collected.

The membership committee collected 1,800 surveys from CPA members across Canada, resulting in an overall response rate of 27%, exceeding the committee's minimum goal of 20%. We have also obtained 415 responses from individuals in psychology who are not presently members.

Preliminary results of CPA members' responses indicate that 76% are "satisfied" or "very satisfied" with ***CPA as a Professional Association Representing and Serving Psychology***. Ratings of overall satisfaction remained relatively consistent across provinces and other demographics, with a notable exception that those who identified as practicing or being instructed in Industrial/Organization Psychology were less likely to offer ratings of "Satisfied" or "Very Satisfied" (54%).

Importance of Membership Benefits: Members were asked to rate how important they believe various membership benefits are. *Professional advocacy on behalf of Psychology and the Psychological Community* was rated as "Very" or "Extremely Important" by eight-in-ten respondents (84%), followed by seven-in-ten who rated *Accreditation of Psychology programs* (72%) and *Discounted rates on liability insurance* (67%) as "Very" or "Extremely Important".

Satisfaction with Membership Benefits: Members were also asked to rate how satisfied they are with the same set of membership benefits. Seven-in-ten members rated their satisfaction as "Satisfied" or "Very Satisfied" with *Accreditation of Psychology programs* (70%), *Psynopsis* (68%), and *discounted rates on liability insurance* (67%). Overall, the



percentage of members who rated a benefit as "Very" or "Extremely Important", but who were not satisfied with that membership benefit (gap score), was quite low. The highest gap score was for *Professional advocacy on behalf of Psychology and the Psychological community* (21%), although typically gap scores of 30% or greater show cause for concern.

In the next year the membership committee, in collaboration with the CPA Board of Directors, will continue to analyze the data collected from CPA members and particularly by those who are not presently members in order to develop and implement targeted recruiting and retention strategies.

The table below shows the membership numbers for December 31 2011 (the 2010 numbers are presented for comparison purposes):

December 2011 Closing Statistics**December 2010 Closing Statistics***MEMBERSHIP TOTAL - 6873**MEMBERSHIP TOTAL - 6544*

- CPA Member 4244
30 CPA/APA Members Inc
- CPA Fellow 187
4 CPA/APA Fellows Inc
- Honorary Life/Fellow 216
- Students 2035
- International Affiliate 32
- International Student Affiliate 8
- Retired Fellow 16
- Retired Member 40
- Special Affiliate 95

- CPA Member 4193
31 CPA/APA Members Inc
- CPA Fellow 188
4 CPA/APA Fellows Inc
- Honorary Life/Fellow 228
- Students 1735
- International Affiliate 31
- International Student Affiliate 20
- Retired Fellow 16
- Retired Member 43
- Special Affiliate 90

Demographic Information****Demographic Information****

- Male 2259
- Female 4614
- Primary Language English 6373
- Primary Language French 500

- Male 2290
- Female 4254
- Primary Language English 6034
- Primary Language French 510

Journal/Newspaper Distribution***Journal/Newspaper Distribution***

- CP 3391
- CJBS 2498
- CJEP 409
- Psynopsis 4440

- CP 3888
- CJBS 2978
- CJEP 420
- Psynopsis 5308

Sylvie Bourgeois, Chair