



2011 MEMBER SATISFACTION AND ENGAGEMENT SURVEY EXECUTIVE SUMMARY

Introduction and Overview

A survey of all ONS members was conducted during the months of April and May 2011, to assess their overall level of satisfaction with their membership and to gauge their views of the Society. This is the second year in which one comprehensive survey was sent to the entire membership, incorporating many of the questions that had been a part of the former Quarterly Satisfaction Survey, which in the past had been sent to those who had renewed their membership in the previous quarter. While that survey provided useful feedback, it was felt that the results could be skewed by the fact that it was only being sent to those members who had recently made the decision to renew, who presumably were therefore relatively pleased with ONS, and was done on four occasions throughout the year.

It was therefore decided to conduct one annual survey of all members, soliciting feedback from everyone at one point in time. While many important components of the previous Satisfaction Survey were incorporated into the new survey, additional questions were designed to elicit more meaningful feedback regarding members' perceived value for their dues investment, loyalty to the organization, and opportunities for engagement. The new survey also solicited feedback on members' participation in, and satisfaction with, the chapters, special interest groups, and volunteer opportunities.

The survey was administered electronically, with 2,589 responses received (an 8.5% participation rate). This represents a significant increase over last year's survey which had just over 1,500 members participating. A summary of the results and some key indicators follow, as well as the complete survey results.

Summary of Results and Key Indicators

Overall, the feedback received from members was once again quite positive. Key items of interest are:

- ❖ Overall, 83% of respondents are "Very Satisfied" (49%) or "Satisfied" (34%) with their ONS membership—up from 77% last year.
- ❖ 70% of respondents consider their ONS membership to be either far more valuable (43%) or somewhat more valuable (27%) than other professional membership organizations they belong to—still very positive, but down from 75% last year.
- ❖ 94% of respondents definitely will (85%) or probably will (9%) renew their ONS membership this year—up from 92% last year.
- ❖ 84% of respondents definitely will (63%) or probably will (21%) recommend ONS membership to a friend or colleague—up from 81% last year.
- ❖ 63% of respondents indicated that they were members of their local chapter. Of those, 78% were either "Very satisfied" (50%) or "Satisfied" (28%) with their chapter membership, up from 74% last year. Of the 37% of respondents who do not belong to a chapter, their reasons for not doing so were that the chapter

met at inconvenient times/locations (38%), there was a lack of awareness about the chapter (the majority responses of the 33% who indicated “Other”), or that there was no chapter in their area (19%).

- ❖ 63% of respondents also indicated that they were members of a Special Interest Group (SIG). Of those, 57% were either “Very satisfied” (24%) or “Satisfied” (33%) with their SIG membership, up from 42% last year. Of the 37% of respondents who do not belong to a SIG, their reasons for not doing so were that they could access the sub-specialty information from other sources (26%) or that they were not aware that membership in SIGs was included in their ONS dues (21%).
- ❖ 26% of respondents indicated that they had volunteered for ONS in some capacity during the past year. Of those, 84% were either “Very satisfied” (58%) or “Satisfied” (26%) with the experience. Of the 74% who did not volunteer, their primary reasons for not doing so were that they would like to but don’t have the time (53%) or that they wanted to but were not aware of volunteer opportunities or how to get involved (22%).

Members were asked to rate how important each of the following ONS benefits, products, and services were to them, and then to indicate how satisfied they were with each. Below is a side-by-side comparison of how each activity was rated by respondents.

(Scale: 5 = Extremely important/satisfied and 1 = Not at all important/satisfied)

BENEFIT/PRODUCT/SERVICE	Level of Importance: % Responding “5” or “4”	Level of Satisfaction: % Responding “5” or “4”
Access to awards, scholarships, and grants	41%	49%
Career services / job board	31%	43%
Access to continuing nursing education programs	90%	81%
Member discounts on ONS products and services (e.g., conferences and course registrations, publications, etc.)	73%	70%
Member discounts on certification through ONCC	79%	74%
Member discounts on partner products and services (e.g., credit cards, insurance, car rentals, etc.)	18%	34%
Email alerts and updates	68%	73%
Leadership and volunteer opportunities	45%	58%
Access to the ONS Member Directory	42%	60%
Professional networking (at meetings and events)	68%	71%
Social media/social networking tools (e.g., Facebook, Twitter, YouTube)	20%	38%

Green highlight indicates an increase of **more than 10%** from last year’s survey.

Among new questions asked this year that provide important insight into our members' decision-making process were, "How are your ONS member dues paid?" and "How are your CNE registration fees paid?" 82% of respondents indicated that they pay their member dues out of their own pocket. 15% are employer paid/reimbursed, with the remaining 4% a combination of both self and employer paid. 74% of respondents indicated that they pay for their CNE entirely out-of-pocket. 11% are employer paid/reimbursed, with the remaining 15% a combination of both self and employer paid.

Conclusions

The survey feedback indicates that, as was the case last year, in general respondents have a positive perception of ONS and they are satisfied with their membership. High numbers of respondents consider their ONS membership to be more valuable relative to other organizations, plan to renew their membership, and are willing to recommend ONS to a friend or colleague.

While those results are very encouraging, a high number of respondents also wrote in their open comments that they believe member dues and education fees are "too expensive." This indicates a continued need to demonstrate the value of ONS products, services, and benefits, relative to other organizations and/or service providers. This is especially true given the fact that 82% of members pay their dues out-of-pocket, and that 74% pay for their CNE out-of-pocket.

Also worth noting is that, unlike last year, there were no large disparities in the level of importance vs. the level of satisfaction of the key benefits, products, and services listed in questions 3 and 4. Last year there were several items for which there was a disparity of more than 10% between importance vs. satisfaction. For example, last year 89% of respondents indicated that "Access to continuing nursing education programs" was important or very important to them, but only 73% were satisfied or very satisfied with that access. This year 90% of respondents indicated that was important or very important, but 81% are satisfied or very satisfied. As noted above, several of the key benefits, products, and services listed on questions 3 and 4 actually saw an increase of more than 10% in the level of satisfaction by respondents.

In summary, the results of this year's survey show that members are generally satisfied with the Society and the benefits they receive, but also highlight a few areas where there is room for improvement. As we now have a second year of data to benchmark our members' satisfaction, perceived value, loyalty, and engagement at one point in time annually, we will be able to more accurately measure our success in meeting members' needs and expectations in the future.