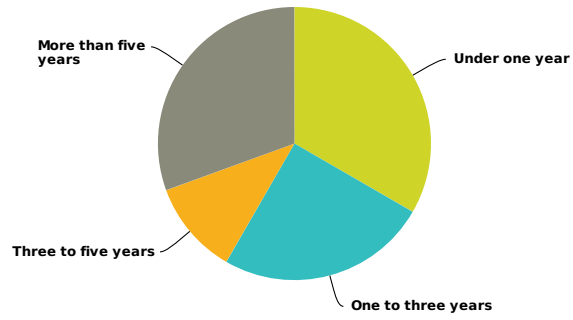


CPRS Manitoba Membership Survey

Q1 About how long have you been a member of CPRS Manitoba?

Answered: 36 Skipped: 0



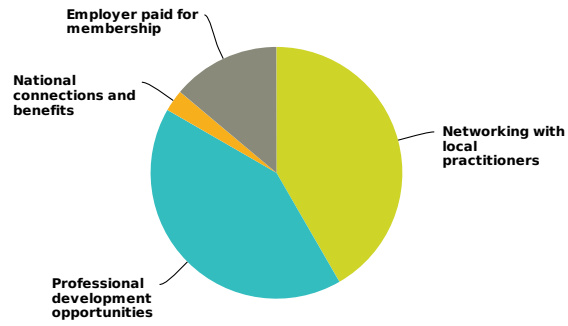
Answer Choices	Responses	
Under one year	33.33%	12
One to three years	25%	9
Three to five years	11.11%	4
More than five years	30.56%	11
Total		36

#	Other (please specify)	Date
1	off and on	9/17/2013 4:25 PM
2	My organization has membership, but I do not have one personally.	9/17/2013 9:24 AM

CPRS Manitoba Membership Survey

Q2 What is the main reason you joined CPRS (choose one)?

Answered: 36 Skipped: 0



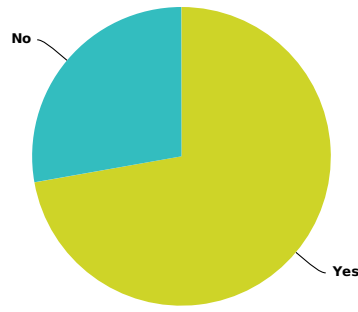
Answer Choices	Responses	
Networking with local practitioners	41.67%	15
Local event discounts	0%	0
Professional development opportunities	41.67%	15
National connections and benefits	2.78%	1
Employer paid for membership	13.89%	5
Total		36

#	Other (please specify)	Date
	There are no responses.	

CPRS Manitoba Membership Survey

Q3 Have you ever recommended membership to a friend/colleague?

Answered: 36 Skipped: 0



Answer Choices	Responses	
Yes	72.22%	26
No	27.78%	10
Total		36

CPRS Manitoba Membership Survey

Q4 Why or why not?

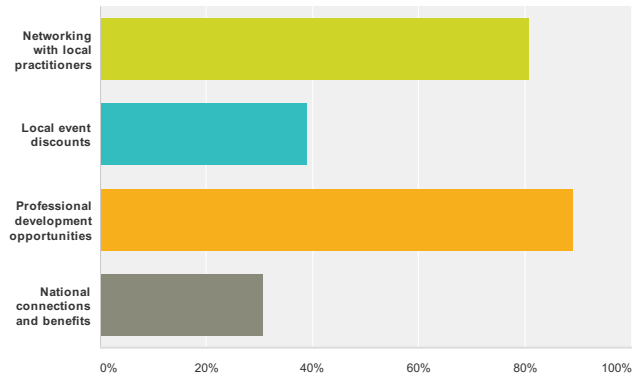
Answered: 14 Skipped: 22

#	Responses	Date
1	I am not able to make it to luncheon events so I felt like I shouldn't invite someone to join if I can't make it out myself. But I do think the topics covered are good because they are relevant to the industry.	9/26/2013 9:51 AM
2	Seems a good collective of people to be associated with.	9/26/2013 9:50 AM
3	I think is useful. As a new member, it was difficult to do networking without knowing anybody.	9/26/2013 9:29 AM
4	I enjoy the professional development and networking offered at the lunches. I encourage others working in PR to join for those reasons.	9/26/2013 9:17 AM
5	Because it's my role as a board member to recruit, and also because of the same reasons I'm a member -- great networking and PD opps. And it's good for PR practitioners to get out during the day as we often work alone.	9/18/2013 10:15 AM
6	Professional development and networking benefits	9/17/2013 3:32 PM
7	Too expensive	9/17/2013 1:01 PM
8	It is a good idea to belong to a professional organization.	9/17/2013 11:01 AM
9	Job opportunities	9/17/2013 10:04 AM
10	Networking.	9/17/2013 9:32 AM
11	One way to make contacts in local PR industry	9/17/2013 9:24 AM
12	To be connected to a national network of professionals	9/17/2013 9:15 AM
13	CPRS is worthwhile to help you build your career in PR.	9/17/2013 9:14 AM
14	I think I suggested it thinking of networking/job opportunities	9/17/2013 9:11 AM

CPRS Manitoba Membership Survey

Q5 What is the value you receive from membership (check all that apply)?

Answered: 36 Skipped: 0



Answer Choices	Responses
Networking with local practitioners	80.56% 29
Local event discounts	38.89% 14
Professional development opportunities	88.89% 32
National connections and benefits	30.56% 11
Total Respondents: 36	

#	Other (please specify)	Date
1	Honestly, I haven't derived much benefit from membership	9/17/2013 9:11 AM

CPRS Manitoba Membership Survey

Q6 What could CPRS Manitoba do to increase value of membership?

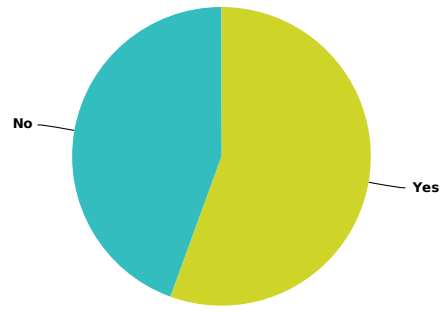
Answered: 18 Skipped: 18

#	Responses	Date
1	Better networking, professional leads.	9/26/2013 10:37 AM
2	Make development events outside of the 9-5pm bracket	9/26/2013 9:51 AM
3	Offer more PD opportunities	9/26/2013 9:50 AM
4	Do an event only for networking.	9/26/2013 9:29 AM
5	Somehow promote or point to reputable resources and tools that would be useful for PR practitioners.	9/26/2013 9:17 AM
6	More events, social networking, after work get togethers.	9/18/2013 1:59 PM
7	Speakers from the national international community Unique special events	9/17/2013 4:25 PM
8	Do more formal outreach work at universities and community colleges offering PR courses.	9/17/2013 3:32 PM
9	Offer semi-annual mini conferences and professional development days.	9/17/2013 1:05 PM
10	Speakers from out of market	9/17/2013 1:01 PM
11	More events More networking opportunities that focus on student networking. When I went to my first event, everyone who knew each other spoke to each other. It was slightly intimidating.	9/17/2013 11:03 AM
12	discounts on professional development training	9/17/2013 9:32 AM
13	Less clique-ism, lower membership fees	9/17/2013 9:24 AM
14	Reduce the cost of membership.	9/17/2013 9:23 AM
15	Provide take-away materials and or exclusive offers	9/17/2013 9:21 AM
16	More local events, on different schedules to accommodate as many people as possible	9/17/2013 9:15 AM
17	Locally hosted professional development events/conferences with top-notch guest speakers.	9/17/2013 9:14 AM
18	Job fairs, advertise more career opportunities	9/17/2013 9:11 AM

CPRS Manitoba Membership Survey

Q7 Does your employer pay for your membership?

Answered: 36 Skipped: 0

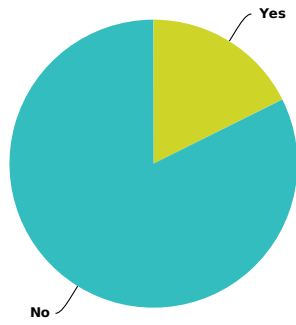


Answer Choices	Responses	
Yes	55.56%	20
No	44.44%	16
Total		36

CPRS Manitoba Membership Survey

Q8 If you answered no, please skip to Question 9. If yes, would you continue to renew your membership if your employer stopped covering the cost?

Answered: 17 Skipped: 19

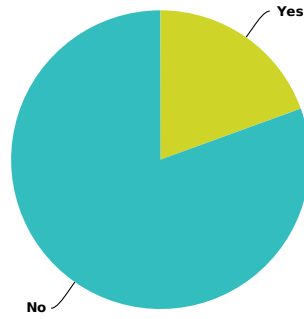


Answer Choices	Responses	
Yes	17.65%	3
No	82.35%	14
Total		17

CPRS Manitoba Membership Survey

Q9 Are you aware of the CPRS Manitoba professional discounts program, where local companies offer services at a discounted rate when you present your CPRS membership card?

Answered: 36 Skipped: 0

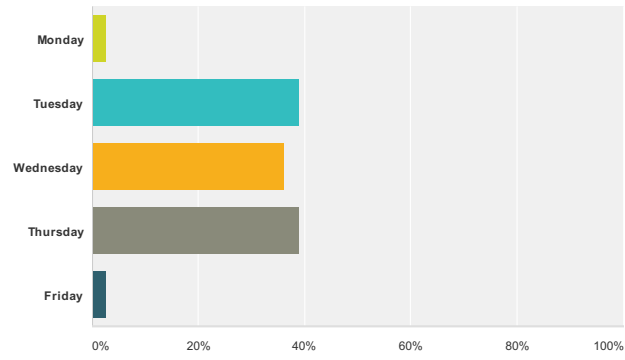


Answer Choices	Responses	
Yes	19.44%	7
No	80.56%	29
Total		36

CPRS Manitoba Membership Survey

Q10 10. Which day of the week would you prefer events be held (check one)?

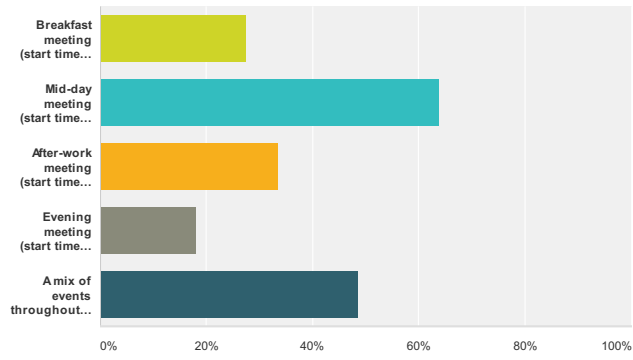
Answered: 36 Skipped: 0



Answer Choices	Responses
Monday	2.78% 1
Tuesday	38.89% 14
Wednesday	36.11% 13
Thursday	38.89% 14
Friday	2.78% 1
Total Respondents: 36	

Q11 At which times would you be available for events (check one or more)?

Answered: 33 Skipped: 3

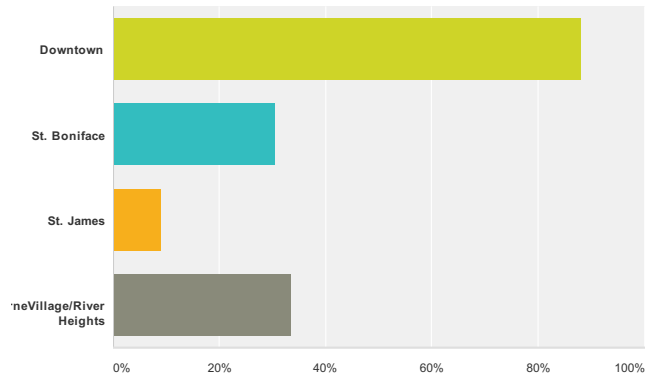


Answer Choices	Responses
Breakfast meeting (start time of 7:30 a.m.)	27.27% 9
Mid-day meeting (start time of noon)	63.64% 21
After-work meeting (start time of 5 p.m.)	33.33% 11
Evening meeting (start time of 7 p.m.)	18.18% 6
A mix of events throughout the year	48.48% 16
Total Respondents: 33	

#	Other (please specify)	Date
	There are no responses.	

Q12 Where would you prefer events to be held (check one or more)?

Answered: 33 Skipped: 3



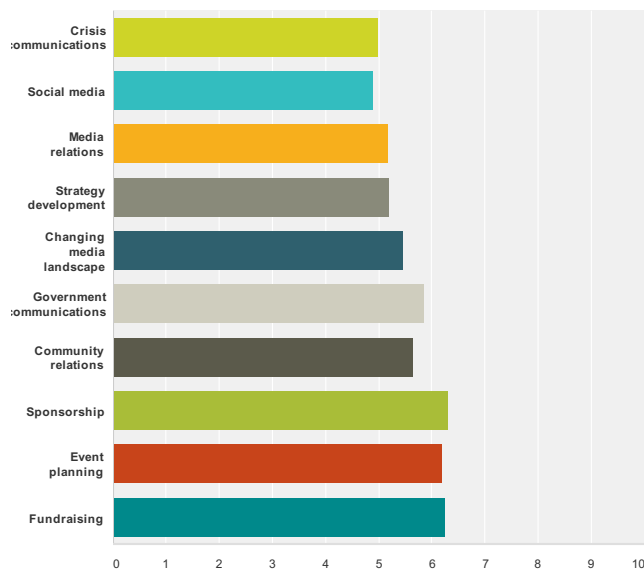
Answer Choices	Responses
Downtown	87.88% 29
St. Boniface	30.30% 10
St. James	9.09% 3
OsborneVillage/River Heights	33.33% 11
Total Respondents: 33	

#	Other (please specify)	Date
1	St-Boniface Hospital Research Centre can host luncheon meetings...	9/26/2013 9:56 AM
2	or somewhere that is not in a bar I.e. Luxalune	9/26/2013 9:54 AM
3	Free parking important	9/17/2013 10:08 AM
4	Preferred location depends on the time of day. Any location is fine as long as parking is not a problem.	9/17/2013 9:30 AM
5	Polo Park area	9/17/2013 9:26 AM

CPRS Manitoba Membership Survey

Q13 At CPRS professional development events, I would like to see the following topics covered: (please rank in order of interest with one the highest and 10 the lowest)

Answered: 33 Skipped: 3

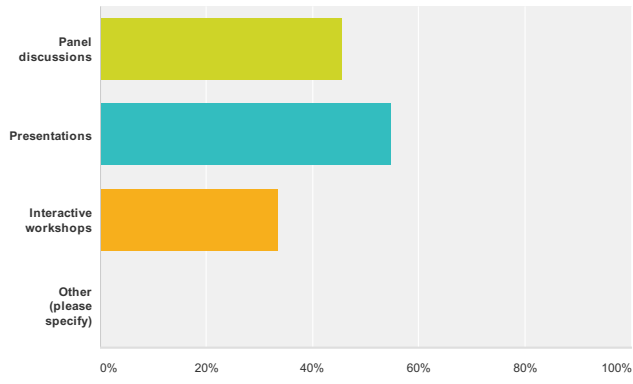


	1	2	3	4	5	6	7	8	9	10	Total	Average Rating
Crisis communications	15.15% 5	18.18% 6	3.03% 1	6.06% 2	15.15% 5	9.09% 3	6.06% 2	12.12% 4	9.09% 3	6.06% 2	33	4.97
Social media	18.18% 6	15.15% 5	21.21% 7	0% 0	3.03% 1	3.03% 1	6.06% 2	15.15% 5	3.03% 1	15.15% 5	33	4.88
Media relations	6.06% 2	18.18% 6	12.12% 4	12.12% 4	9.09% 3	9.09% 3	6.06% 2	12.12% 4	3.03% 1	12.12% 4	33	5.15
Strategy development	15.15% 5	15.15% 5	9.09% 3	9.09% 3	6.06% 2	0% 0	6.06% 2	27.27% 9	3.03% 1	9.09% 3	33	5.18
Changing media landscape	6.25% 2	15.63% 5	6.25% 2	6.25% 2	15.63% 5	6.25% 2	15.63% 5	21.88% 7	0% 0	6.25% 2	32	5.44
Government communications	3.03% 1	15.15% 5	9.09% 3	9.09% 3	12.12% 4	9.09% 3	9.09% 3	9.09% 3	6.06% 2	18.18% 6	33	5.85
Community relations	6.06% 2	9.09% 3	12.12% 4	9.09% 3	12.12% 4	18.18% 6	3.03% 1	12.12% 4	3.03% 1	15.15% 5	33	5.64
Sponsorship	0% 0	9.09% 3	21.21% 7	9.09% 3	6.06% 2	3.03% 1	3.03% 1	12.12% 4	18.18% 6	18.18% 6	33	6.30
Event planning	6.06% 2	3.03% 1	12.12% 4	3.03% 1	12.12% 4	9.09% 3	18.18% 6	18.18% 6	12.12% 4	6.06% 2	33	6.18
Fundraising	9.09% 3	9.09% 3	12.12% 4	3.03% 1	9.09% 3	3.03% 1	3.03% 1	18.18% 6	15.15% 5	18.18% 6	33	6.24

#	Other (please specify)	Date
1	Reputation management, brand management, public engagement, stakeholder engagement	9/17/2013 4:30 PM
2	Ethics	9/17/2013 3:35 PM
3	I ranked 10 as very interested, 1 as no interest	9/17/2013 1:06 PM
4	I've answered with 1 as #1 choice etc.	9/17/2013 9:19 AM

Q14 For professional development I prefer:

Answered: 33 Skipped: 3



Answer Choices	Responses	Count
Panel discussions	45.45%	15
Presentations	54.55%	18
Interactive workshops	33.33%	11
Other (please specify)	0%	0
Total Respondents: 33		

CPRS Manitoba Membership Survey

Q15 How can the CPRS Manitoba make events more valuable to you? Please feel free to share any suggestions regarding future topics, formats, locations, speakers, duration or any other event component that is important to you.

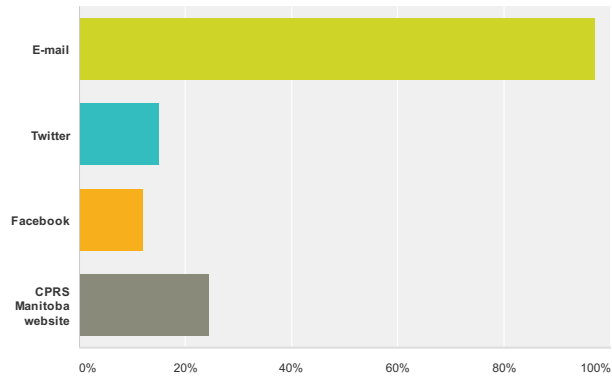
Answered: 9 Skipped: 27

#	Responses	Date
1	Bring in CEOs & company owners who employ PR practitioners to get their perspective.	9/26/2013 9:56 AM
2	Events targeting professionals at different stages of their careers (eg. entry level, mid-level, advanced) and the challenges and/or responsibilities they deal with.	9/24/2013 8:50 PM
3	New CPRS members should have a "sponsor" who introduces them to other members at the first couple of events to avoid awkwardness and anxiety. Offer a mentorship program for members.	9/17/2013 1:09 PM
4	Having speakers that you don't have face time with. In the Communications industry in Manitoba, you tend to know a lot of people and can keep good tabs on what things are going on. I would like to learn more about best practices in different markets and people/companies we don't know anything about.	9/17/2013 1:06 PM
5	Students in free! More opportunities for students (or beginners) to be involved as far as planning/organizing events. Free Press Cafe is a great location. I'd like to hear more speakers from the sports and entertainment sectors.	9/17/2013 11:08 AM
6	crisis communications; interactive workshops	9/17/2013 9:34 AM
7	Do more to encourage networking; occasional change of venue for luncheons?	9/17/2013 9:28 AM
8	More evening mixers. Lunchtime is hectic, and doesn't allow for networking.	9/17/2013 9:23 AM
9	Keep presenting interesting speakers. Keep senior practitioners connected to juniors and students. Make accreditation process free with membership (okay, I know that's a national decision). Bring in great speakers to talk about interesting approaches to communications.	9/17/2013 9:18 AM

CPRS Manitoba Membership Survey

Q16 How do you prefer to receive information from CPRS Manitoba? (check all that apply)

Answered: 33 Skipped: 3



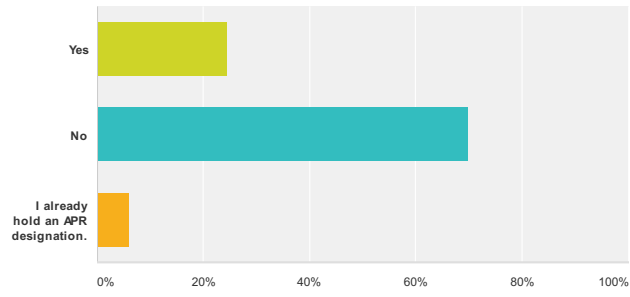
Answer Choices	Responses
E-mail	96.97% 32
Twitter	15.15% 5
Facebook	12.12% 4
CPRS Manitoba website	24.24% 8
Total Respondents: 33	

#	Other (please specify)	Date
1	The CPRS Manitoba website needs some work. It often does not function as it should.	9/17/2013 9:30 AM

CPRS Manitoba Membership Survey

Q17 Do you plan to pursue your Accredited Public Relations (APR) designation through CPRS?

Answered: 33 Skipped: 3

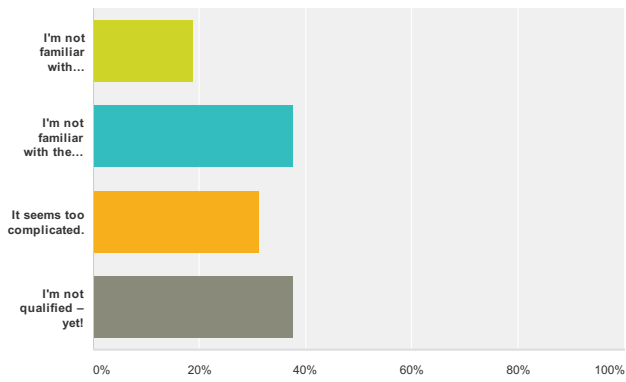


Answer Choices	Responses	
Yes	24.24%	8
No	69.70%	23
I already hold an APR designation.	6.06%	2
Total		33

CPRS Manitoba Membership Survey

Q18 If yes, the deadline for 2014 is December 1, 2013 - please contact mleelockhart@rrc.ca for more information. If not, why not?

Answered: 16 Skipped: 20

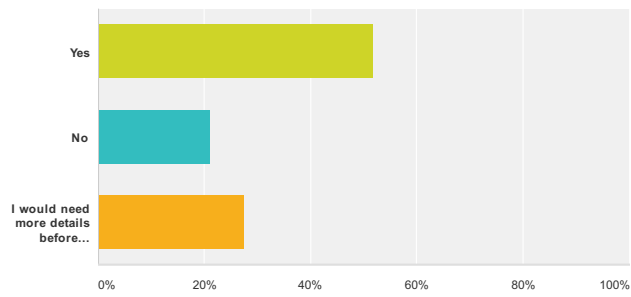


Answer Choices	Responses
I'm not familiar with benefits of accreditation.	18.75% 3
I'm not familiar with the accreditation process.	37.50% 6
It seems too complicated.	31.25% 5
I'm not qualified - yet!	37.50% 6
Total Respondents: 16	

#	Other (please specify)	Date
1	I cannot pursue the designation at this time because there is not enough workplace support.	9/17/2013 9:30 AM
2	I am looking at it for the future	9/17/2013 9:19 AM

Q19 would be interested in participating in a mentorship program where new practitioners learn from seasoned professionals, and seasoned professionals can learn from new practitioners.

Answered: 33 Skipped: 3



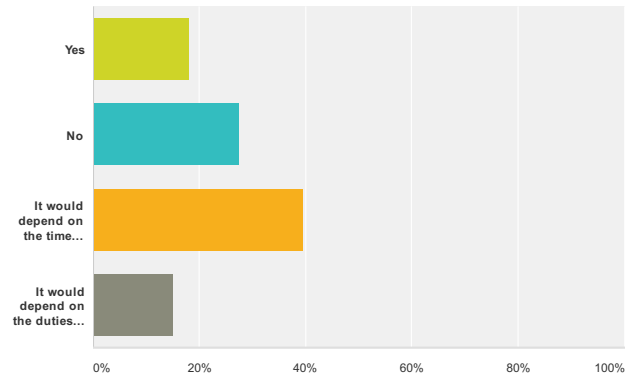
Answer Choices	Responses	
Yes	51.52%	17
No	21.21%	7
I would need more details before deciding.	27.27%	9
Total		33

#	Other (please specify)	Date
1	I would be interesting in mentoring new practitioners	9/17/2013 4:30 PM
2	Because of medical condition (dialysis) scheduling may be difficult	9/17/2013 3:35 PM
3	Most definitely .	9/17/2013 1:09 PM
4	This would be extremely beneficial!	9/17/2013 11:08 AM
5	How about an opportunity for mid-level practitioners to learn from seasoned practitioners?	9/17/2013 9:30 AM

CPRS Manitoba Membership Survey

Q20 I would be interested in volunteering at CPRS events.

Answered: 33 Skipped: 3



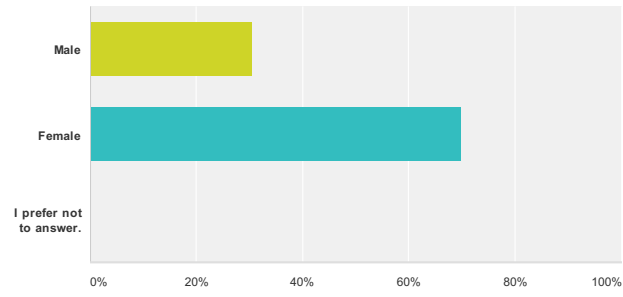
Answer Choices	Responses	
Yes	18.18%	6
No	27.27%	9
It would depend on the time commitment.	39.39%	13
It would depend on the duties involved.	15.15%	5
Total		33

#	Other (please specify)	Date
1	Already involved!	9/24/2013 8:50 PM
2	I would be interested in presenting on government communications, community engagement, leadership thinking if there is interest	9/17/2013 4:30 PM
3	Yes I definitely would, but as a CreComm student the time commitment is definitely a factor.	9/17/2013 11:08 AM
4	Sorry, I've done my time.	9/17/2013 9:18 AM

CPRS Manitoba Membership Survey

Q21 The following questions are for demographic purposes. I am:

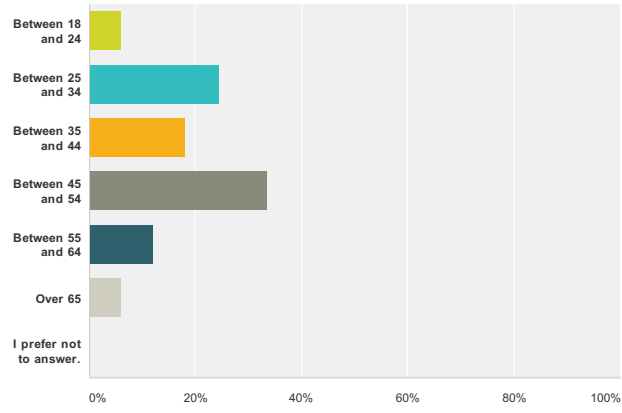
Answered: 33 Skipped: 3



Answer Choices	Responses
Male	30.30% 10
Female	69.70% 23
I prefer not to answer.	0% 0
Total	33

Q22 I am:

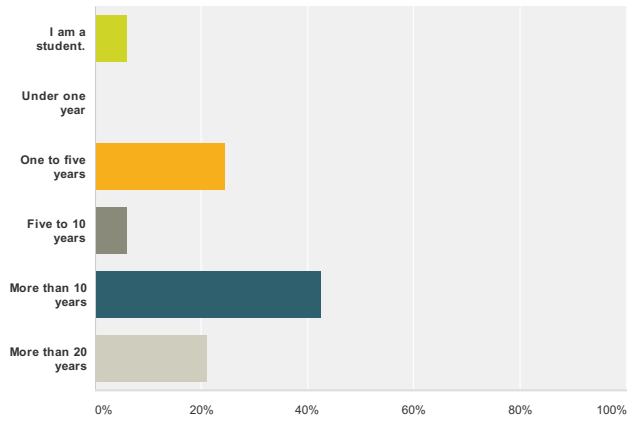
Answered: 33 Skipped: 3



Answer Choices	Responses	
Between 18 and 24	6.06%	2
Between 25 and 34	24.24%	8
Between 35 and 44	18.18%	6
Between 45 and 54	33.33%	11
Between 55 and 64	12.12%	4
Over 65	6.06%	2
I prefer not to answer.	0%	0
Total		33

Q23 I have been working in public relations for:

Answered: 33 Skipped: 3



Answer Choices	Responses	
I am a student.	6.06%	2
Under one year	0%	0
One to five years	24.24%	8
Five to 10 years	6.06%	2
More than 10 years	42.42%	14
More than 20 years	21.21%	7
Total		33

#	Other (please specify)	Date
1	worked in journalism prior to communications	9/26/2013 9:20 AM