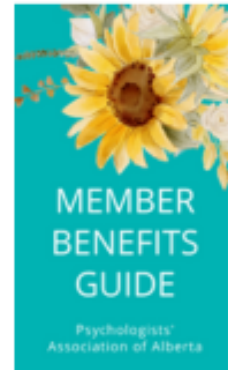


## Benefits & Services

A membership with PAA provides many benefits, including special rates for professional liability insurance, discounts for goods and services, access to PAA Ethics Round Tables, continuing education opportunities, and awards.

As PAA is the voice of, and for, psychology in Alberta, membership will ensure your interests are represented to government service providers, and the public.



# PAA 2023 Membership Survey

## MEMBERS' VIEWS ON BENEFITS

Annika Rorem, Membership Officer | PAA | 2024 January

## Executive Summary

The Psychologists' Association of Alberta (PAA) has been the professional association for psychologists since 1996. At present, PAA has 3 959 members, **67% of eligible members of the College of Alberta Psychologists (CAP)**. PAA surveys our membership in December annually to communicate and explore member satisfaction and needs to further refine our services and benefits. This 2023 membership survey had a **7%** response rate with 276 members. Key findings from the 18 questions (15 topics) on member benefits:

### Value in Membership

- The vast majority (**87%**) were **Satisfied with their PAA membership**; **92%** were likely to recommend PAA to a colleague and most (**86%**) rated the membership value from average to excellent

### Member Service & Support

- The vast majority (**93%**) found **PAA to be Responsive**
- Most (**77%**) found PAA's **Communications** engaging
- Most (**85%**) were familiar with PAA's **Member Recognition** programs for students, educators, researchers, practitioners, supervisors, and employers

### Member Tailored Benefits

- The vast majority (**94%**) considered **PAA's Collaborate** beneficial
- The vast majority (**96%**) are aware of **PAA's Continuing Professional Development** activities; many comments supported advancements in CPD
- The vast majority (**96%**) considered **PAA's Ethics Round Tables** beneficial
- The majority (**83%**) are likely to use PAA's **Professional Guidance Program**
- The vast majority (**96%**) considered **PAA's Professional Guidance Program** beneficial; Growth recommendations in comments highlighted a desire for additional / increased resources and 2% expressed concern that there was a fee associated with this fee-recovery program.
- Many (**53%**) are likely to use **Collaborate's Volunteer Program** and **Mentor Match** programs to find new opportunities
- Many (**71%**) believe PAA's **Referral Service** is impactful
- Awareness of, and use of, **PAA Membership Incentives** varied; most (**97%**) for the discounted liability + other insurances, most (**75%**) for the technology services from PAA's affinity partners, some (**65%**) for other discounts; comments highlighted member appreciation for PAA member benefits

## Advocacy

- The vast majority (92%) were satisfied with PAA's work to advance our **Professional Identity**
- Most (76%) were familiar with PAA's **Advocacy Efforts**

PAA requires strong membership to advance its objectives, fulfill its mission, and realize its strategic plan. Recommendations are made specific to the merit of repeating this survey yearly and using results in targeted program evaluation and refinement.

## Qualitative Themes

Note that qualitative review themes relate to more consistent survey feedback (+2%).

- **Members Appreciate PAA** – what we do in advocacy for the public and our profession and the services that we provide are appreciated by our members.
- **Resources Matter** – beyond appreciation / use of current resources, suggestions for additional resources / support were specific to retirement, educational/school psychology, & organizational psychology, and access to academic journals.
- **Technological Investment** – suggestions primarily targeted website upgrades or the development of an app specific to membership purchase / renewal.
- **Advanced Advocacy** – advocacy matters but a politically sensitive and non-polarizing perspective was encouraged with careful consideration of psychological science and direct practice implications.
- **Bill 43 Confusion** – 2% of respondents wanted PAA to merge with or work against the College of Alberta Psychologists (illegal and ill-advised for a regulated health profession).
- **Academic Caliber** – There is concern for unregulated/accredited masters programs and variability in training costs and experiences for the profession overall.

## Introduction

Originally a joint organization with the profession's regulatory body since 1958, in 1996 PAA officially incorporated as a separate non-profit professional association from CAP. At present, CAP has 4 935 members; PAA has 3 959. Membership in the PAA is voluntary and is the primary source of revenue for the organization. Members are key contributors to the PAA realizing its mission.

PAA is the voice of, and for, psychology in Alberta. We are the voluntary body that advocates for psychology in Alberta, informs the public and the media, and advocates for consumers of psychotherapy, psychological, and mental health services. The Mission of the PAA is to advance the science-based profession of psychology and to promote the well-being and potential of all Albertans.

The goals of this survey were to:

- Communicate awareness about current and upcoming PAA member benefits
- Gather further information about the level of awareness members have about PAA services and programs, and membership satisfaction in general
- Investigate how much members utilize the membership benefits

This report serves as a guide to clarify key success and issues in membership, a growth plan related to the same, specific to PAA's realization of the 2020 – 2025 Strategic Plan goals:

1. Advocate for psychology's unique value
2. Promote the psychological health of all Albertans
3. Enhance the development of psychologists across the career lifespan
4. Focus on PAA's membership value
5. Ensure financial stability

## **2023 Membership Survey**

### **Methodology**

As part of the communications plan, specific to the evolving membership recruitment and retention plan, an online survey was designed with the dual intention of awareness and assessment of current PAA membership benefits.

The survey was kept brief, and consistent with online survey recommendations, and Likert scales were the predominant assessment modality along with forced-choice and long-answer responses.

There were 18 questions on 15 topics that targeted member benefits as advertised as PAA Member Benefits. Topics were:

1. Professional Identity
2. Advocacy
3. Communications
4. Membership Incentives
5. PAA Responsiveness

6. Continuing Professional Development
7. Membership Satisfaction
8. Member Recognition
10. Referral Service
11. Membership Value
12. Collaborate
13. Professional Guidance Program
14. Mentor Match Program
15. Ethics Round Tables

All 3 959 current members of PAA were invited (via email) to participate in the online survey over 2 weeks starting 12 December 2023.

## Sample

There were 276 usable responses. That is a participation rate of 7%; 25% is considered significant in online population surveys. Although this could not be considered representative of the membership, the results are relevant to ongoing engagement.

## Discussion

This survey was sufficiently similar to the 2022 PAA Membership Survey to allow for comparability of results.

### Consistent Findings

Many responses on the 2022 Membership Survey varied by less than 4% from the 2022 Membership survey.

- Likely to recommend PAA to a colleague
- Rated membership value from average to excellent
- PAA Responsiveness
- Familiar with PAA's Member Recognition programs
- PAA's Collaborate
- PAA's Professional Guidance Program
- PAA's Advocacy Efforts
- Professional Identity
- PAA Communications

### Statistically Significant Increase

The most encouraging increase was observed in the impact of the level of awareness of the PAA Membership Incentives.

Statistically, a significant increase was found in the levels of awareness for the PAA Membership Incentives from 2022-2023\*.

- The “other” category of membership discounts saw the highest increase in reported awareness (6%)

### Statistically Significant Decrease

The survey also highlighted some growing points for PAA.

Statistically, a significant decrease was found in the following topics from 2022-2023\*: Referral Service, PAA’s Professional Guidance Program, Membership Value, and Communications.

- The number of members who found PAA’s Communications engaging saw the highest decrease (9%).

### Discussion

Steady or increasing results indicate consistent levels of member satisfaction. Decreasing results indicate areas of improvement. This also provides a baseline for future services added, the impact of staffing increases, and improvements to our web presence and referral service.

\* 95% confidence level was used to calculate statistical significance in the differences of the data from 2021 to 2022.

PAA members  
enjoy benefits  
year-round

