

Member Networks

Interesting Practice

RESEARCH PERSPECTIVE

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Just a recap.....

PARN Member Network Survey 2009

Methodology...

- Surveyed 7,338 professionals from 26 professional bodies
- Case studies with nine organisations
- Telephone interviews with branch members

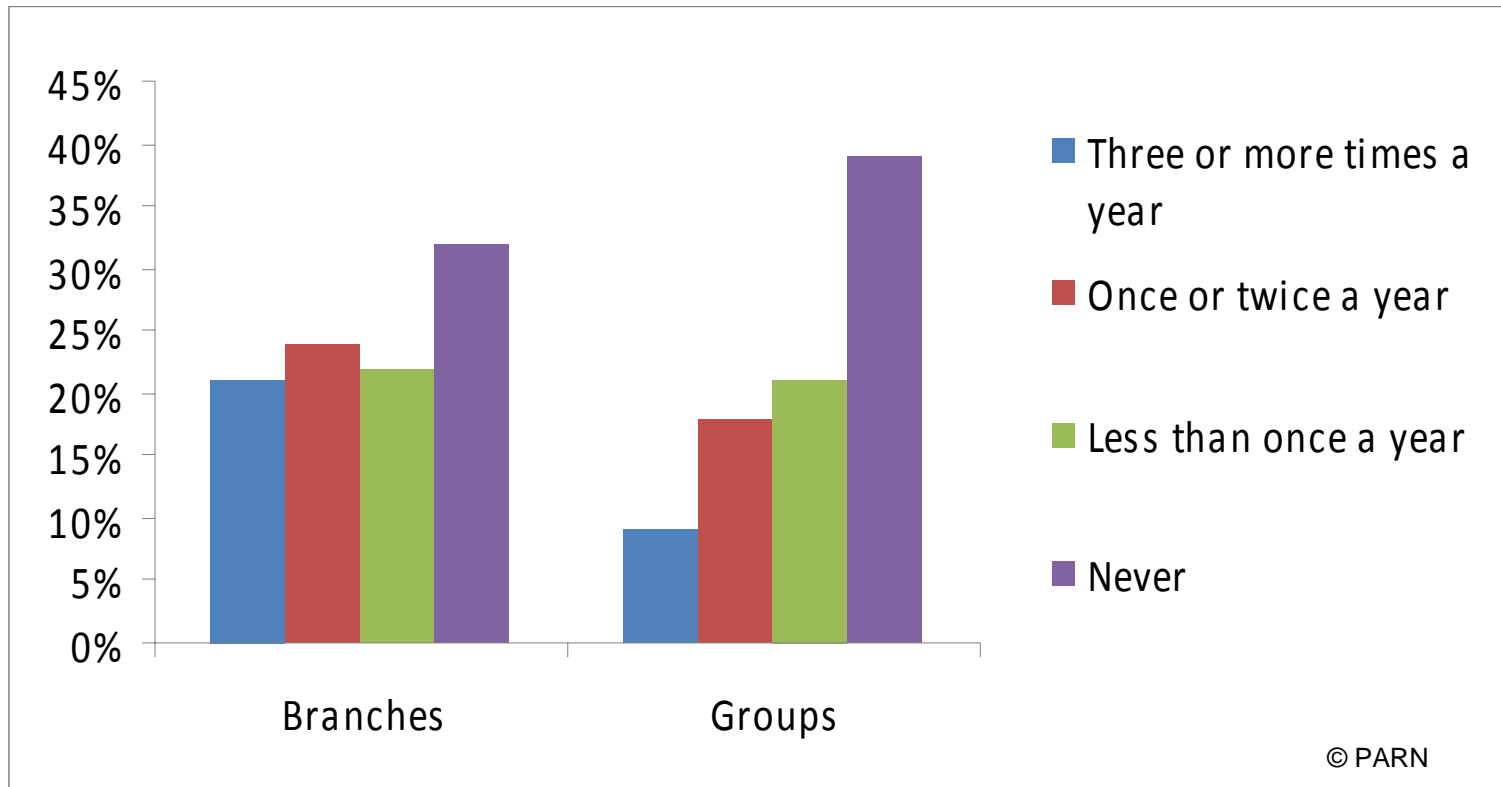


Looking at.....

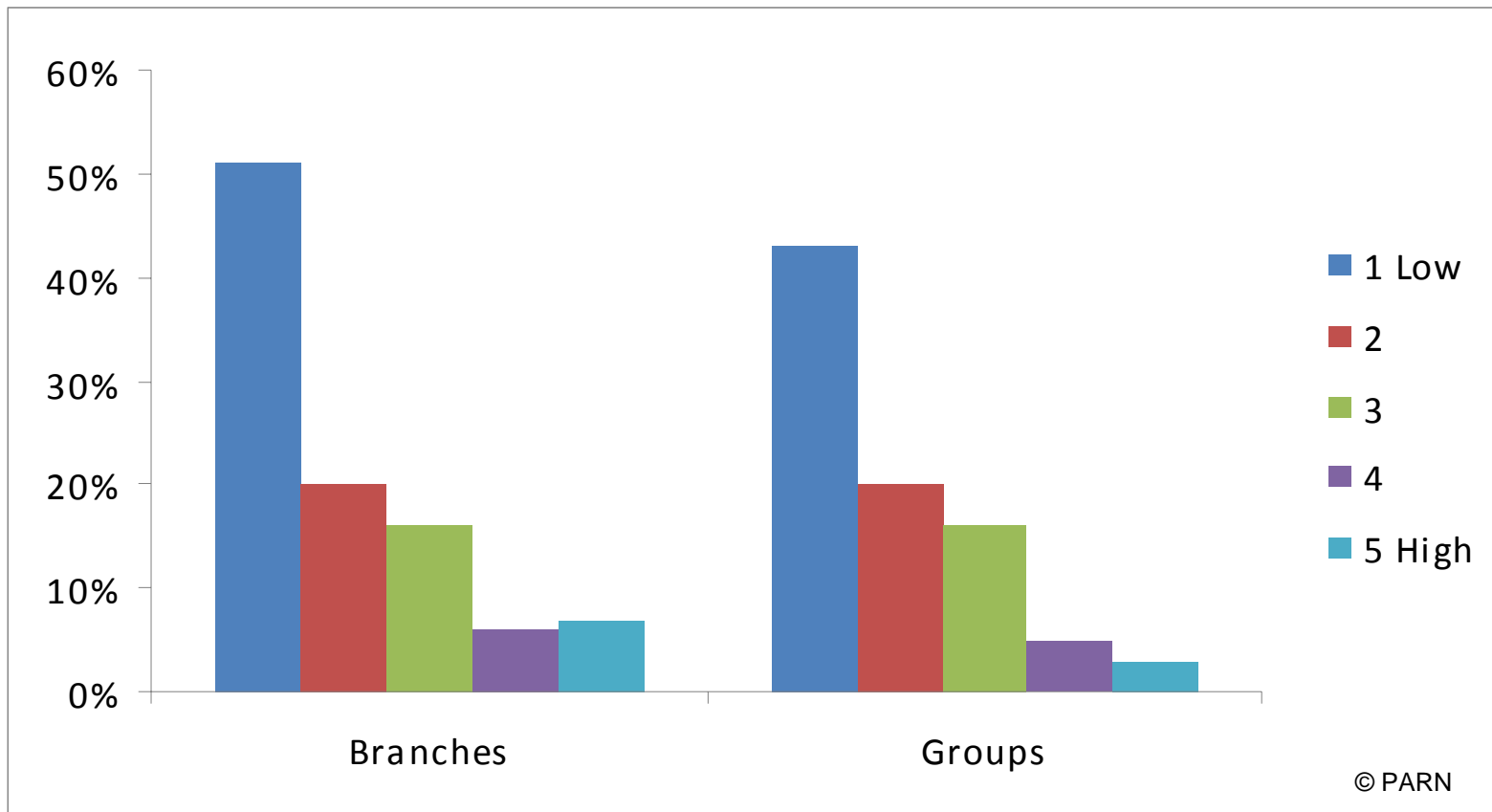
- Branches – local networks
- Groups – by interest or function



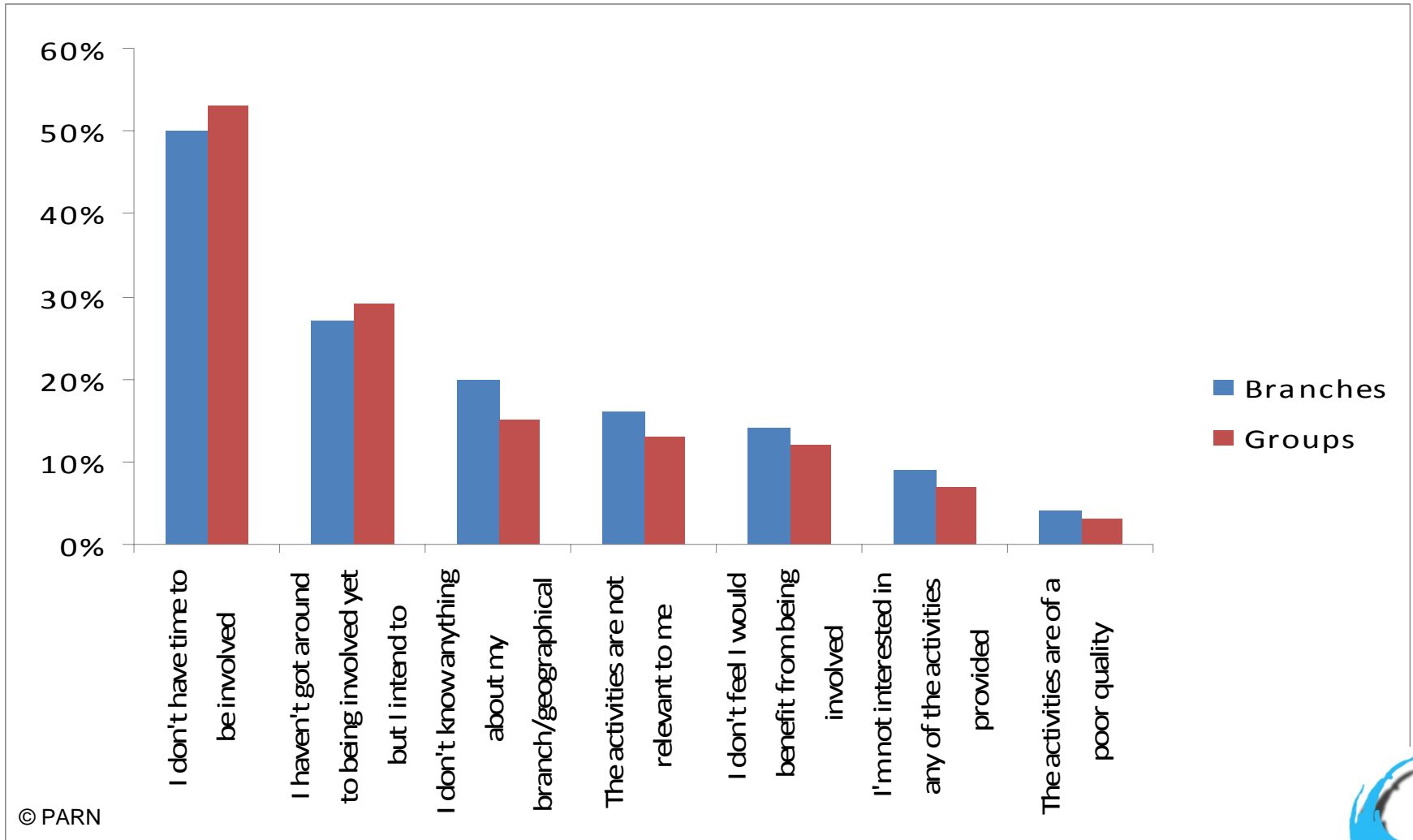
Participation



Involvement



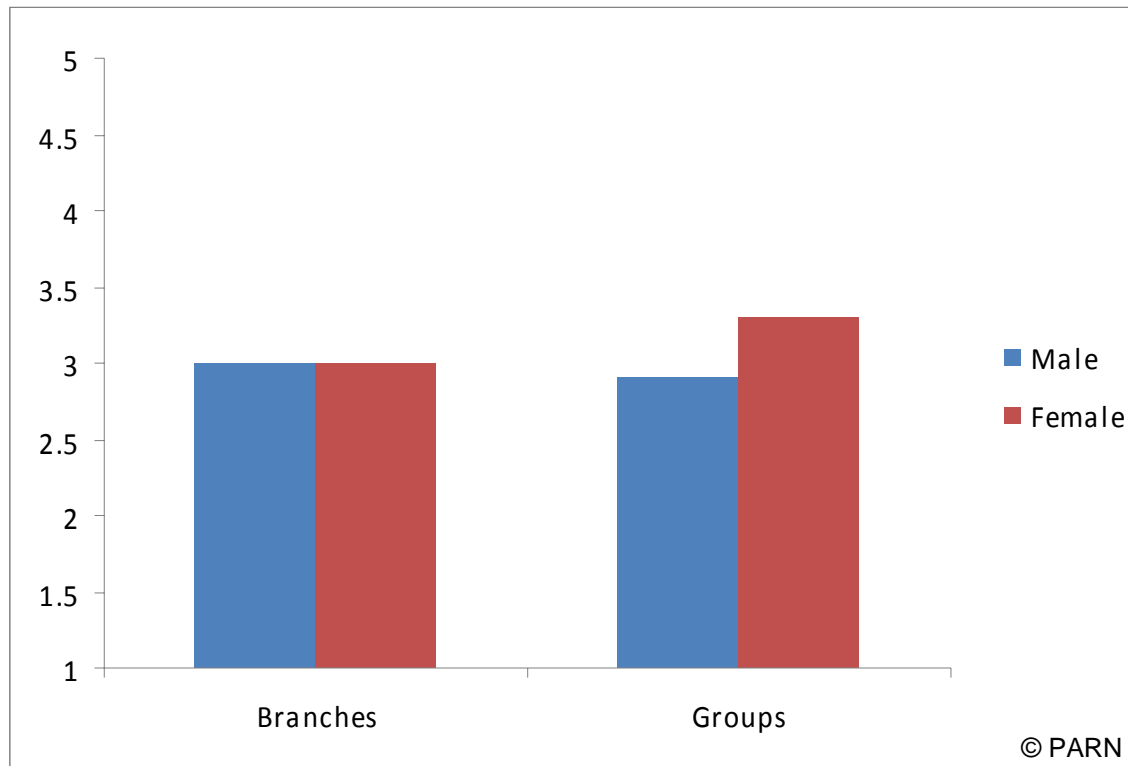
Reasons for low involvement



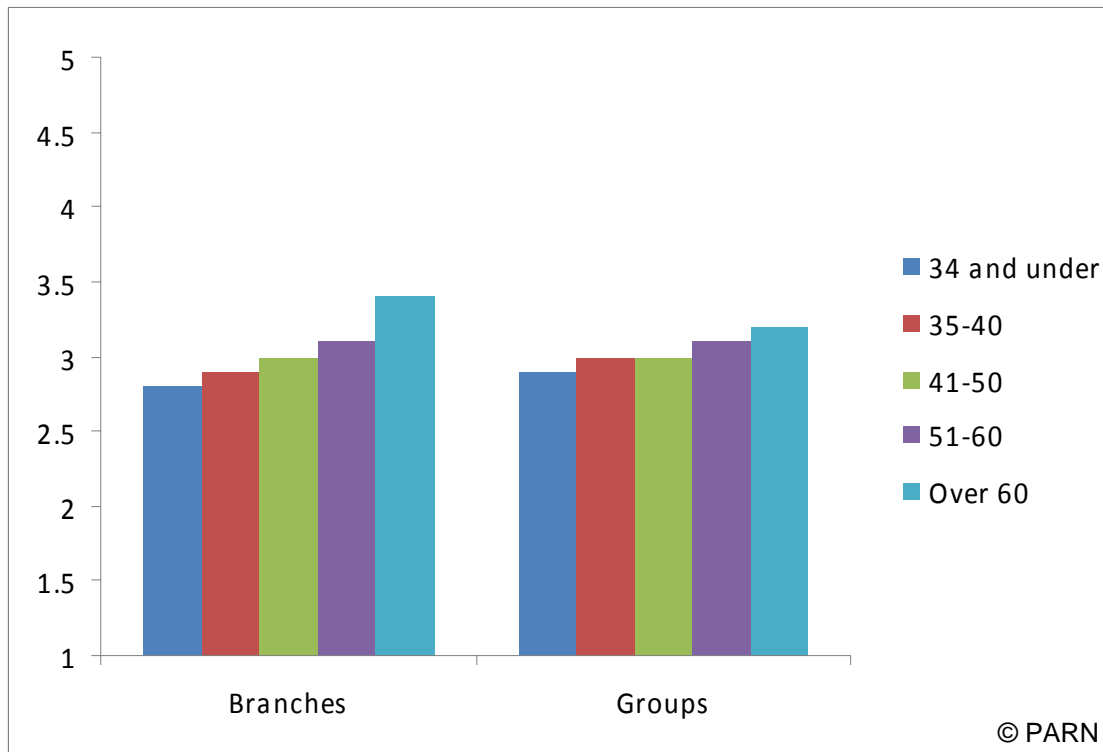
© PARN



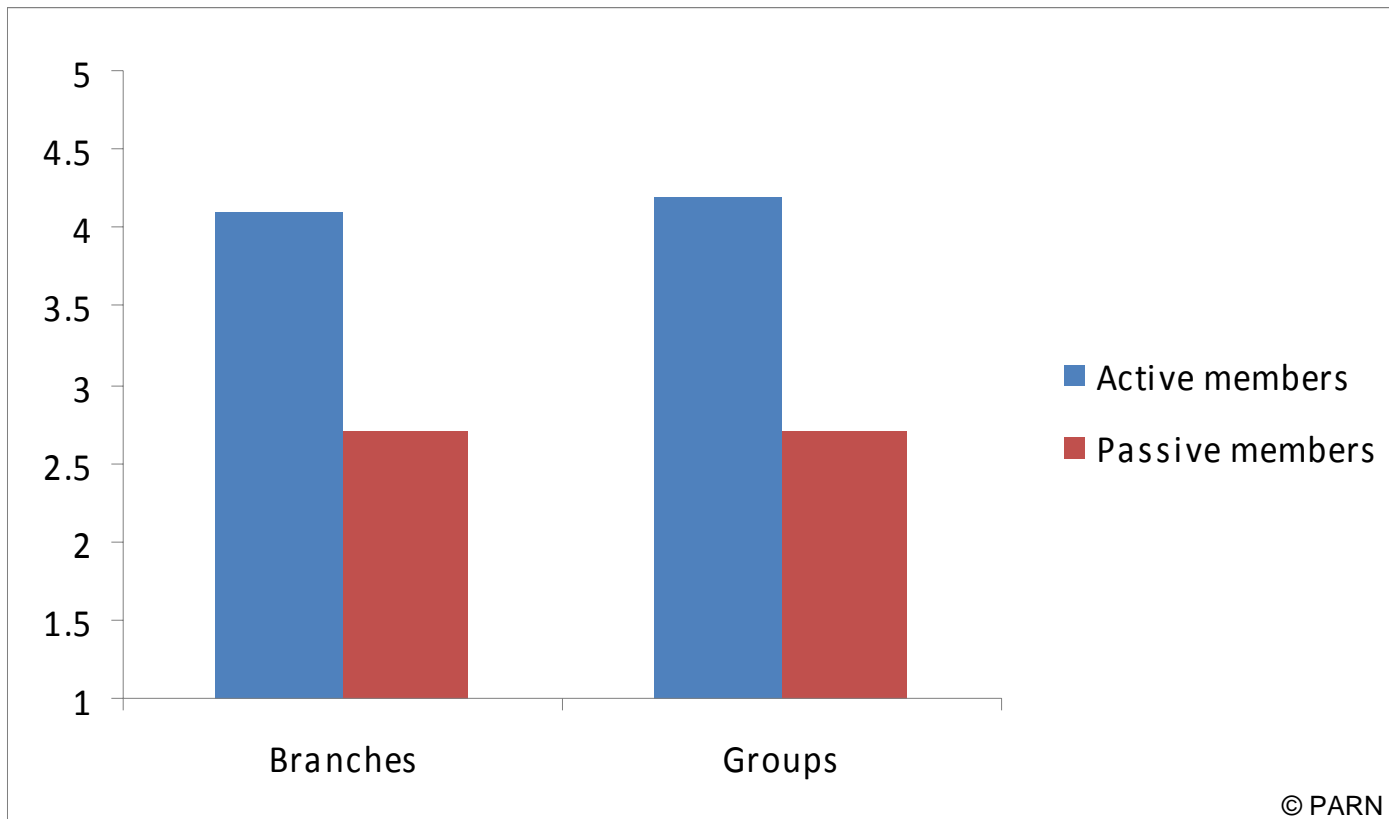
Overall Satisfaction - gender



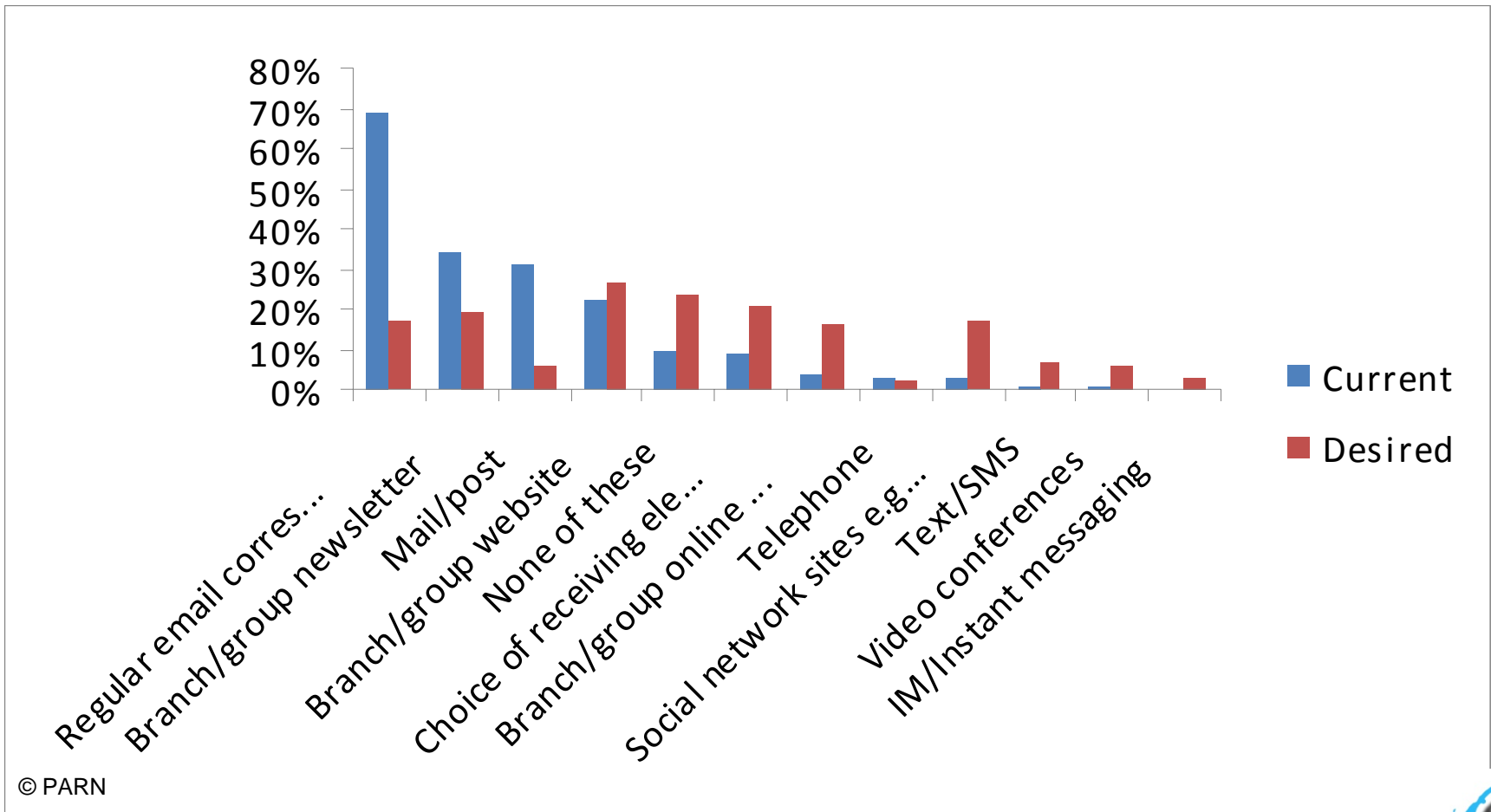
Overall Satisfaction - age



Overall Satisfaction - involvement



Communication - branch



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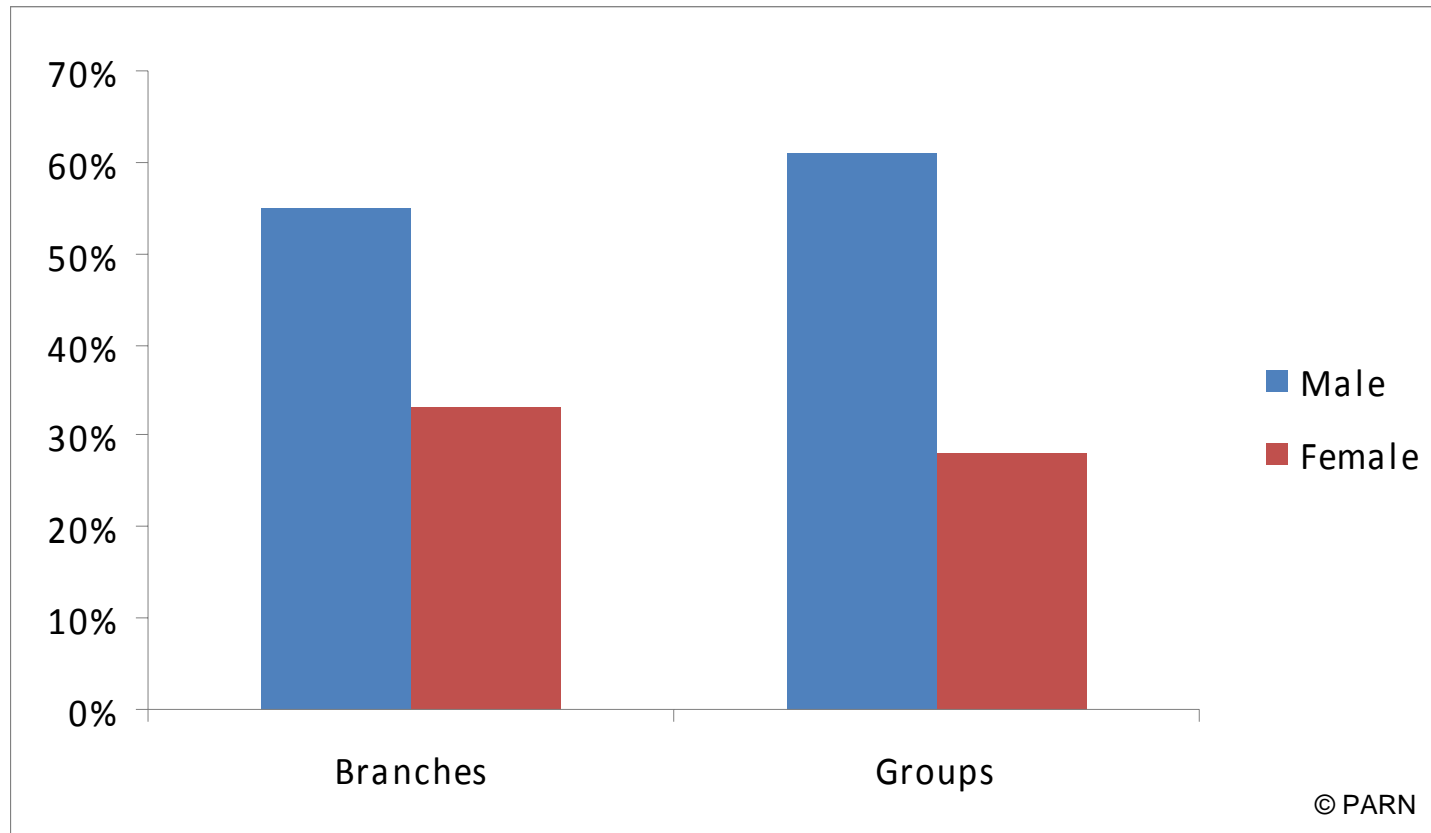


Communication - branch

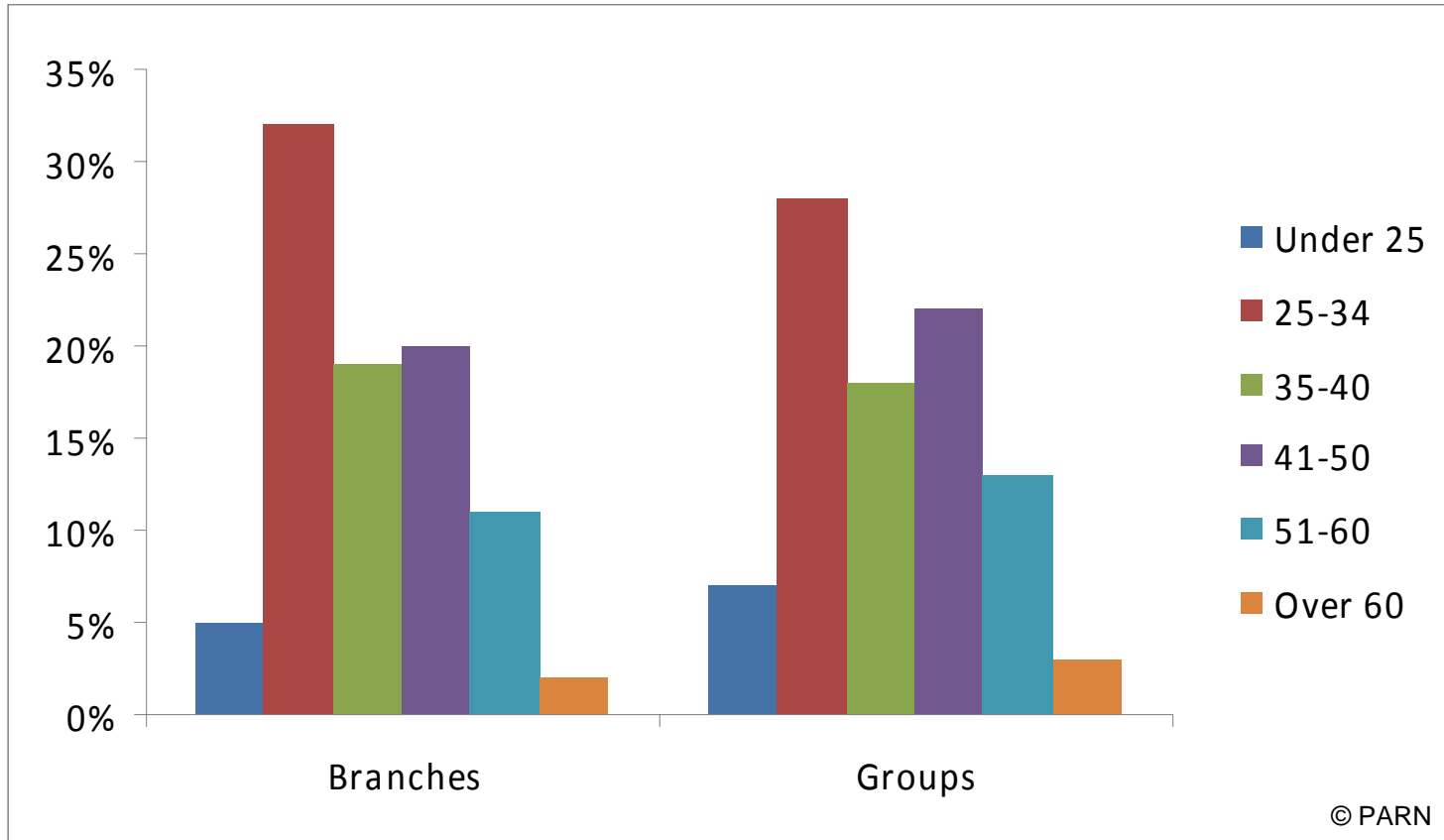
	Branches		Groups	
	Current	Desired	Current	Desired
Regular email correspondence	69%	17%	35%	14%
Branch/group newsletter	34%	19%	30%	18%
Mail/post	31%	6%	57%	16%
Branch/group website	22%	27%	11%	18%
None of these	10%	24%	23%	5%
Choice of receiving electronic versions of publications	9%	21%	2%	2%
Branch/group online forums	4%	16%	1%	4%
Telephone	3%	2%	0%	2%
Social network sites e.g. Facebook, LinkedIn	3%	17%	10%	14%
Text/SMS	1%	7%	1%	7%
Video conferences	1%	6%	4%	12%
IM/Instant messaging	0%	3%	15%	21%
No reply	1%	4%	7%	21%
Base	3762	3825	2227	2293



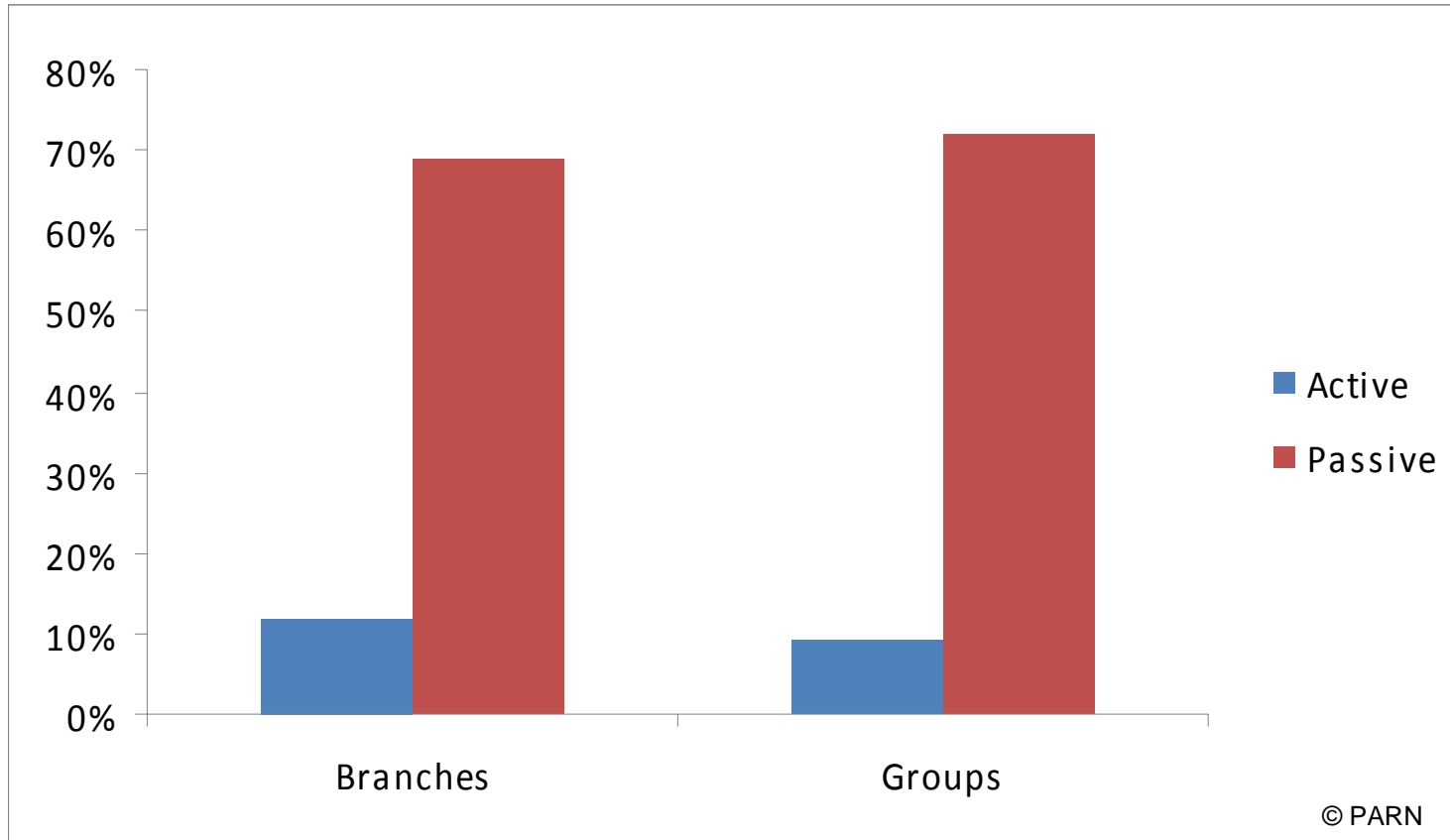
Social Networking anyone?



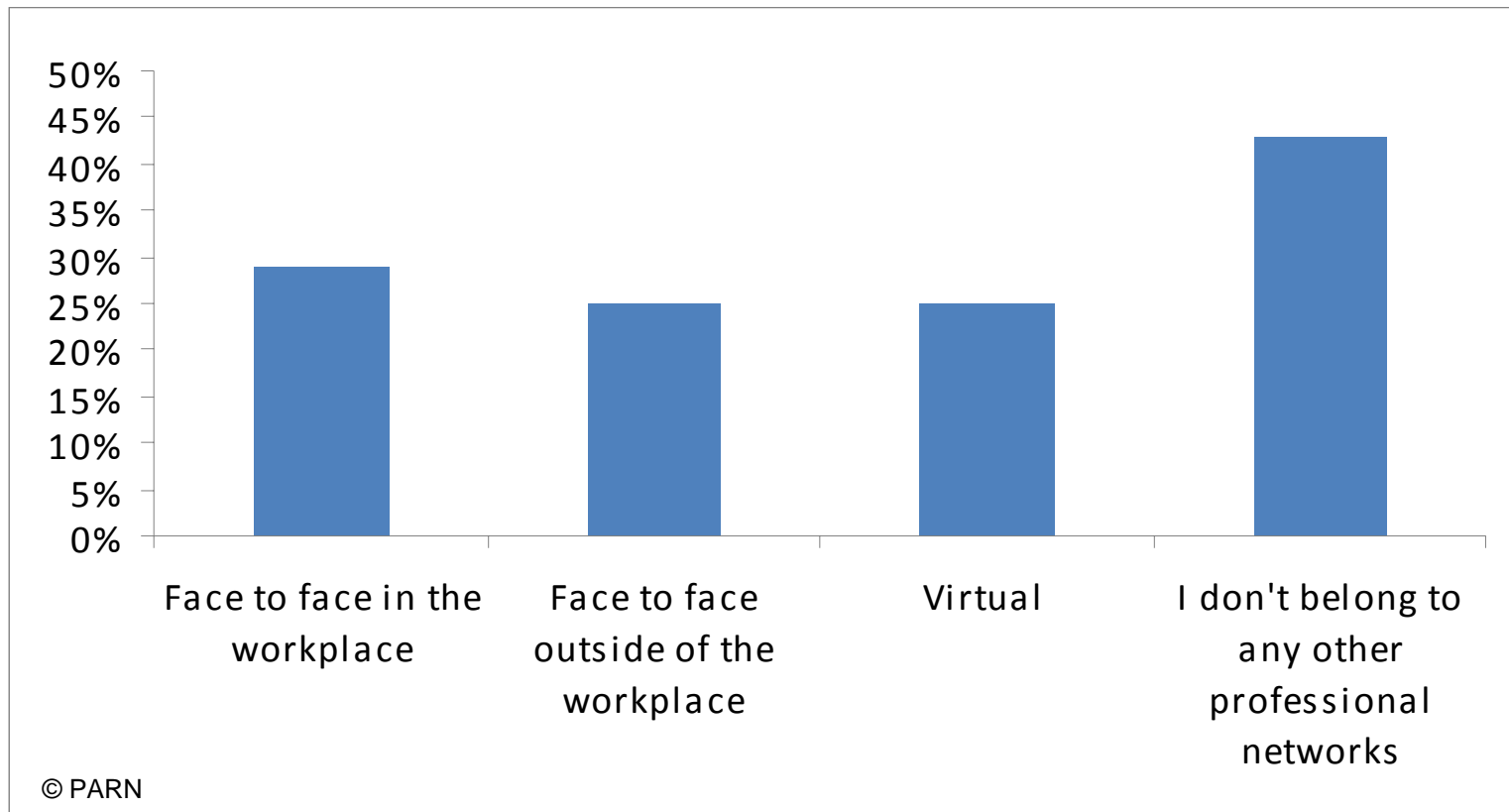
Social Networking anyone?



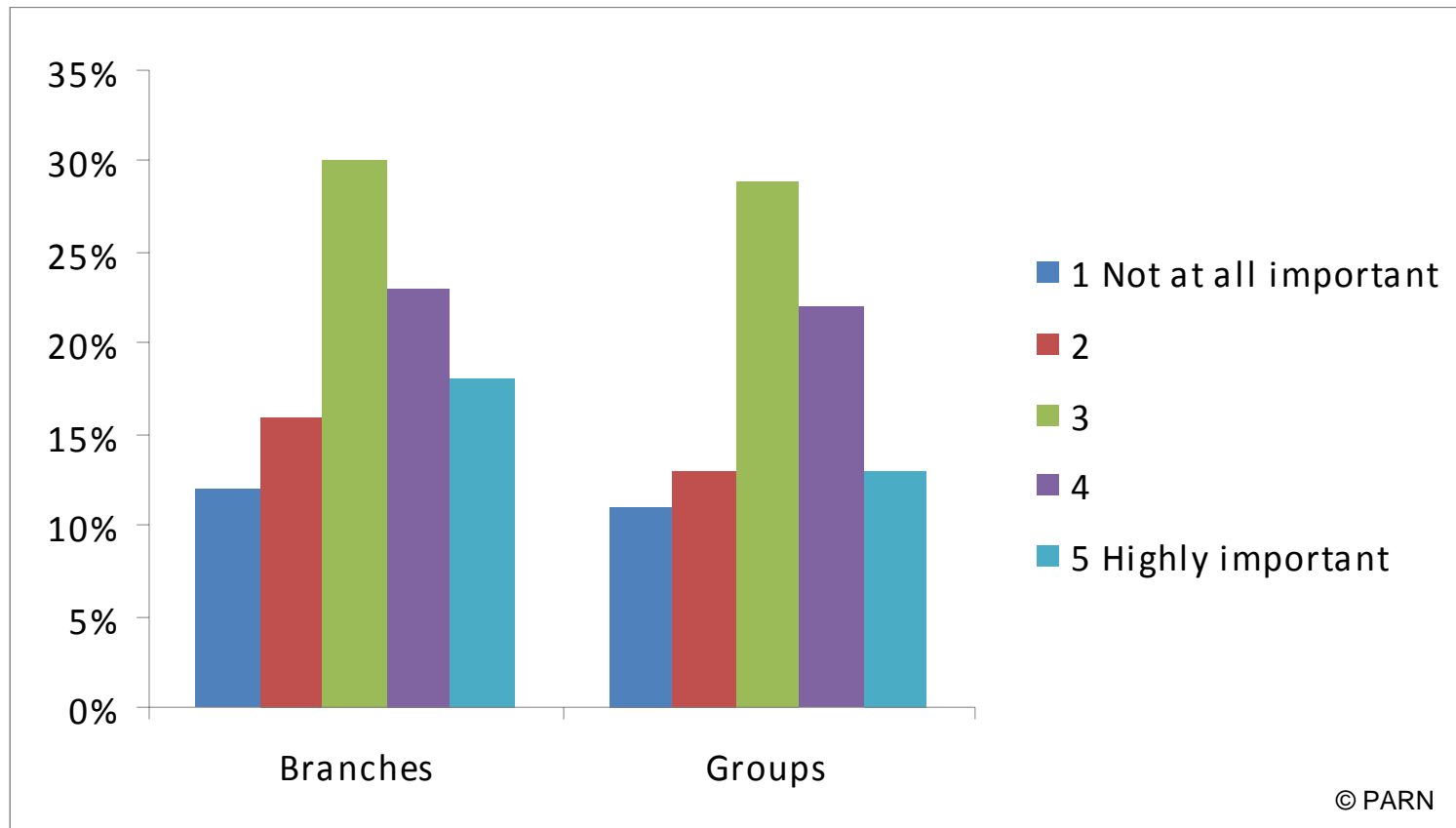
Social Networking anyone?



Other professional networks



Importance of meeting face-to-face



Member Networks

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Questions?

