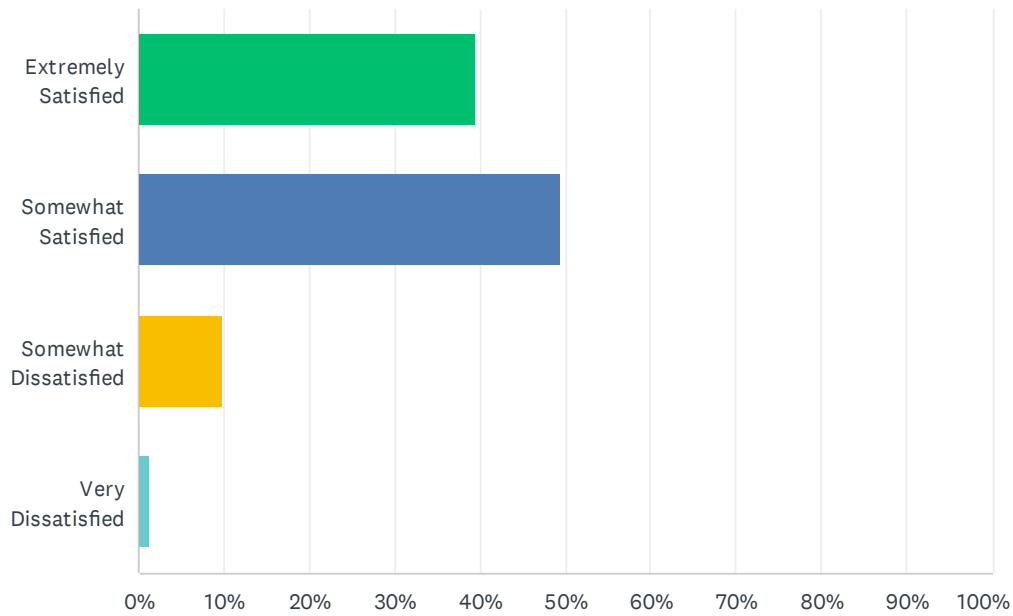


# Q1 How satisfied are you with your PRSA Richmond membership?

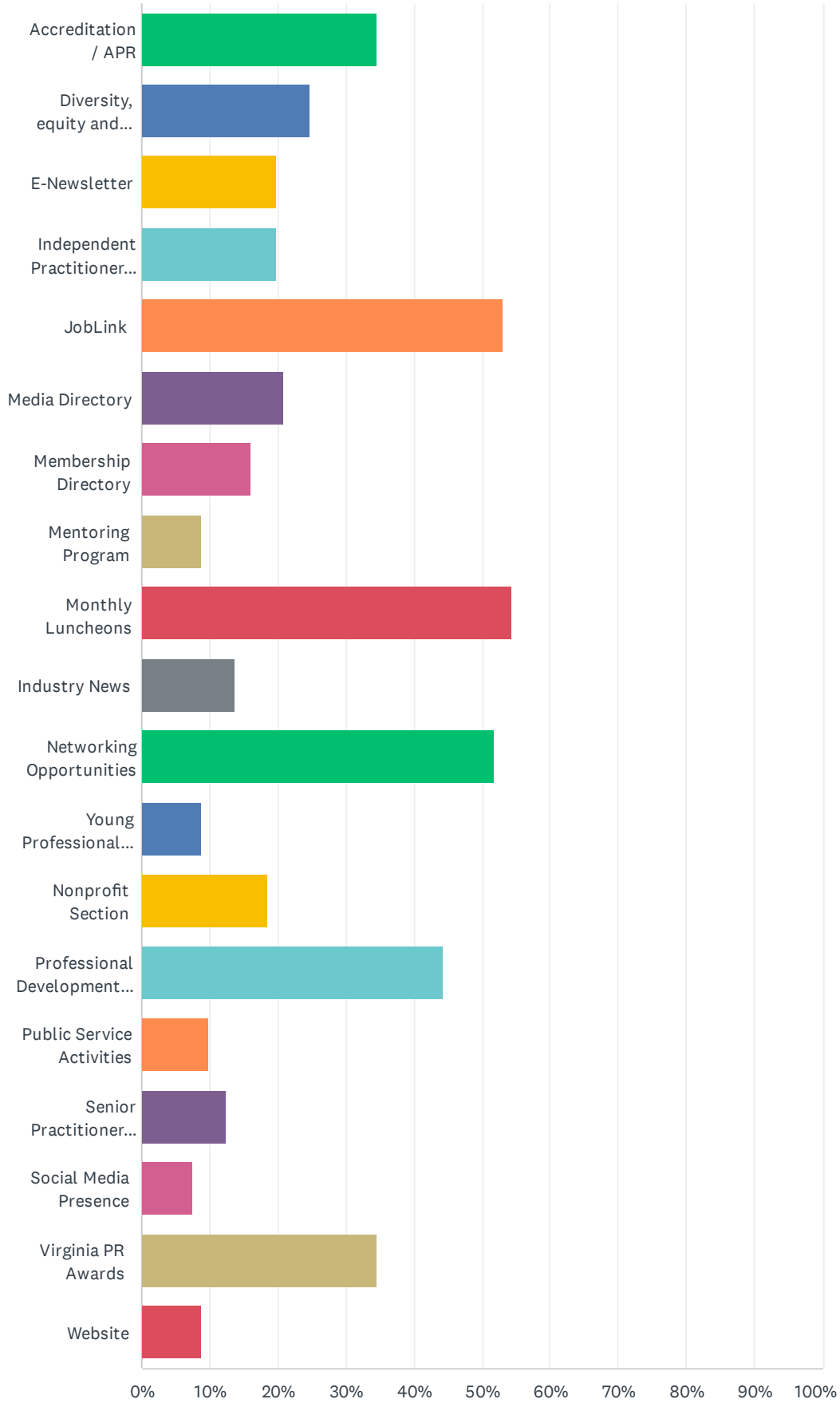
Answered: 81 Skipped: 1



| ANSWER CHOICES        | RESPONSES |           |
|-----------------------|-----------|-----------|
| Extremely Satisfied   | 39.51%    | 32        |
| Somewhat Satisfied    | 49.38%    | 40        |
| Somewhat Dissatisfied | 9.88%     | 8         |
| Very Dissatisfied     | 1.23%     | 1         |
| <b>TOTAL</b>          |           | <b>81</b> |

## Q2 Please choose the top five (5) most important services PRSA Richmond offers.

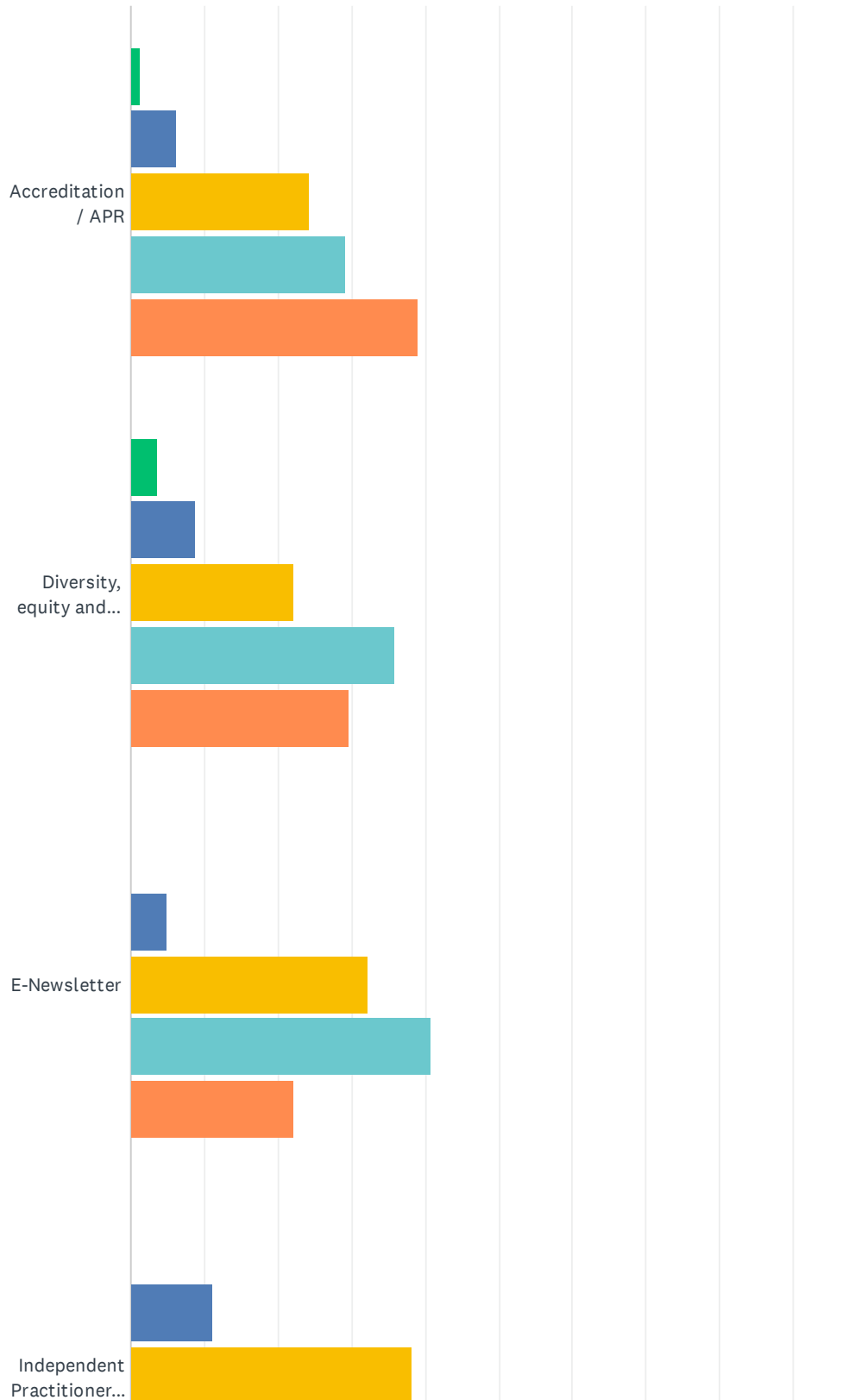
Answered: 81 Skipped: 1

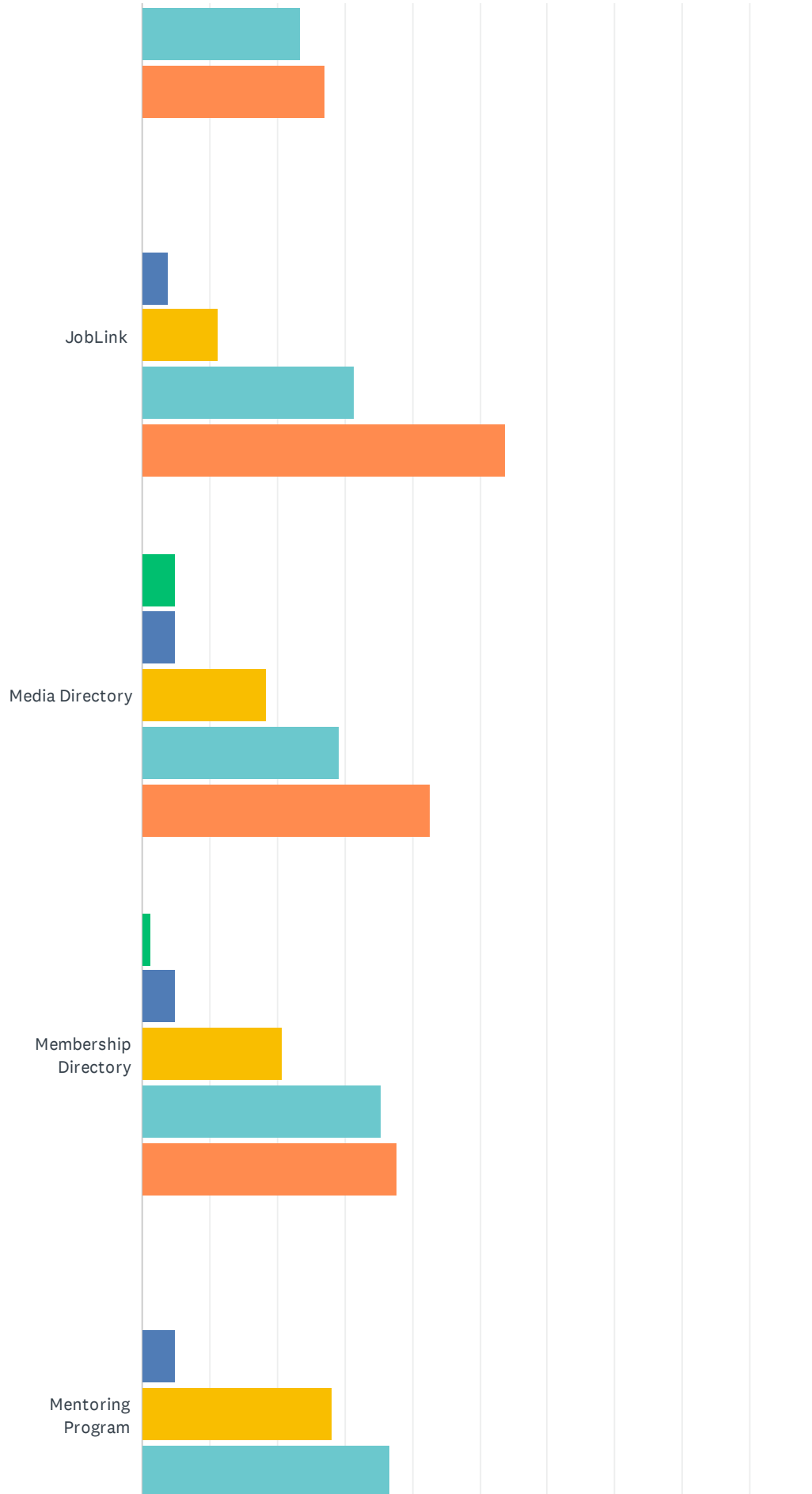


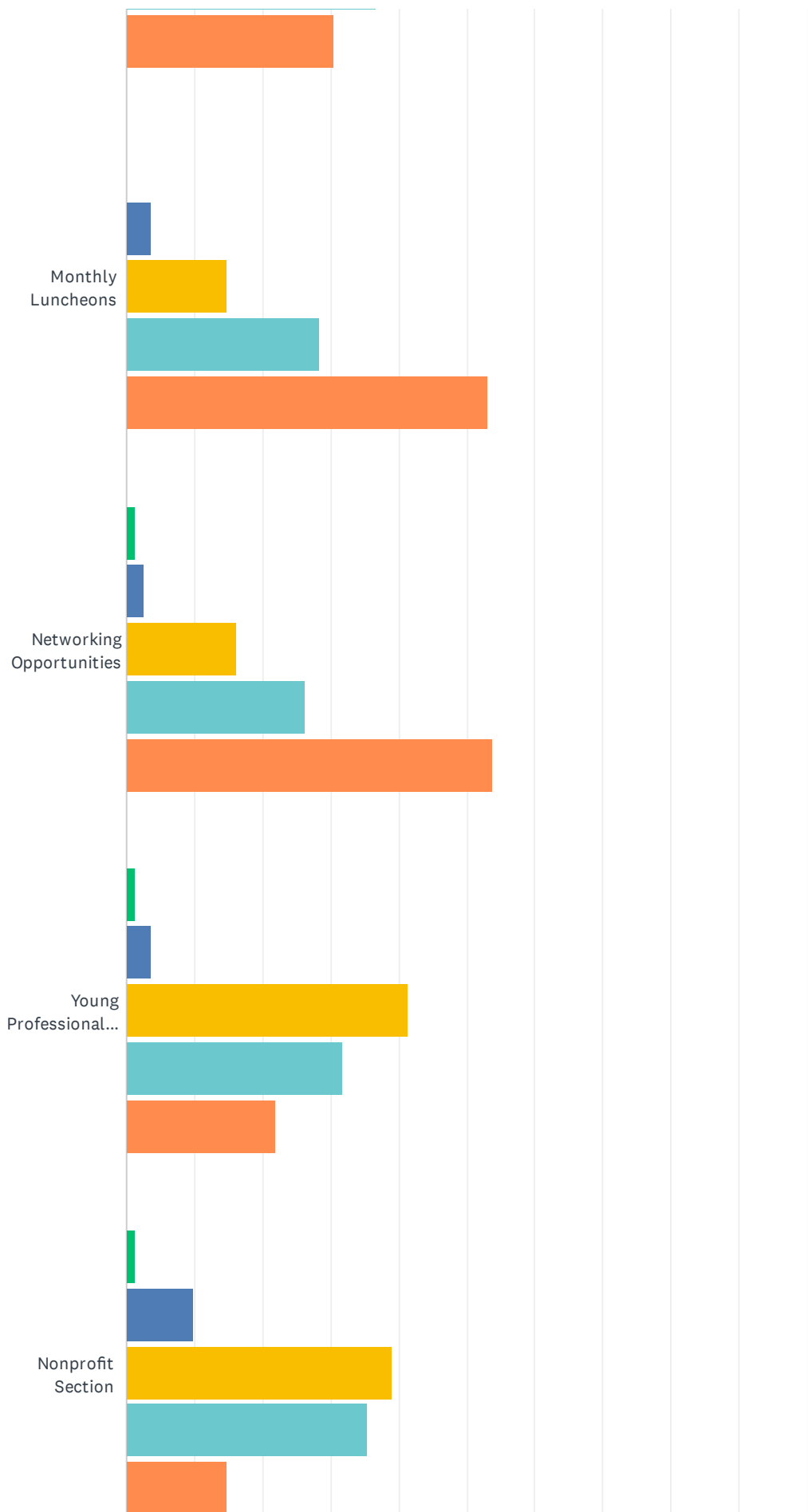
| ANSWER CHOICES                                 | RESPONSES |    |
|--|-----------|----|
| Accreditation / APR                            | 34.57%    | 28 |
| Diversity, equity and inclusion                | 24.69%    | 20 |
| E-Newsletter                                   | 19.75%    | 16 |
| Independent Practitioners Section              | 19.75%    | 16 |
| JobLink  | 53.09%    | 43 |
| Media Directory                                | 20.99%    | 17 |
| Membership Directory                           | 16.05%    | 13 |
| Mentoring Program                              | 8.64%     | 7  |
| Monthly Luncheons                              | 54.32%    | 44 |
| Industry News                                  | 13.58%    | 11 |
| Networking Opportunities                       | 51.85%    | 42 |
| Young Professionals Section (former Next Wave) | 8.64%     | 7  |
| Nonprofit Section                              | 18.52%    | 15 |
| Professional Development Workshops             | 44.44%    | 36 |
| Public Service Activities                      | 9.88%     | 8  |
| Senior Practitioners Section                   | 12.35%    | 10 |
| Social Media Presence                          | 7.41%     | 6  |
| Virginia PR Awards                             | 34.57%    | 28 |
| Website  | 8.64%     | 7  |
| Total Respondents: 81                          |           |    |

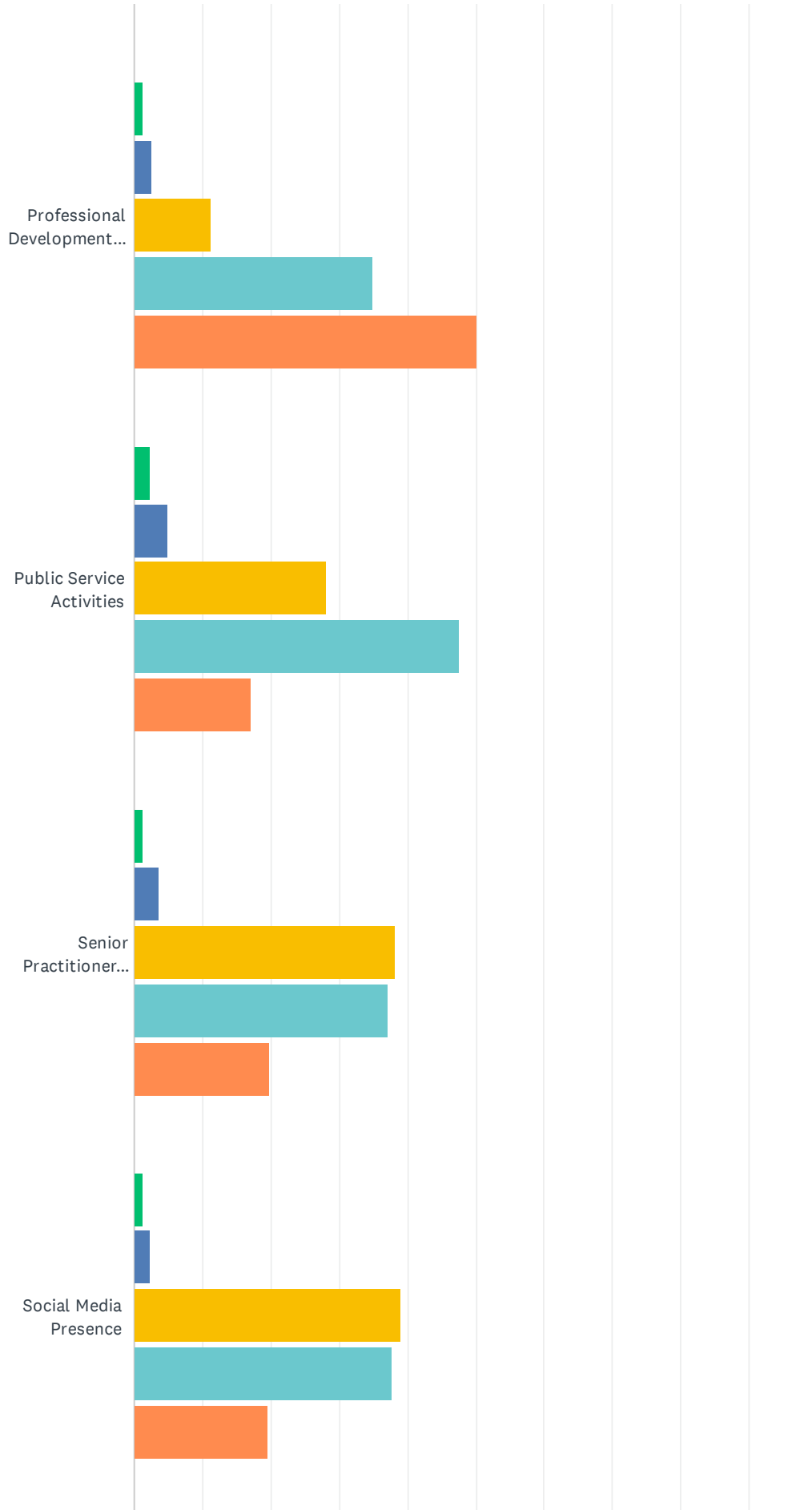
### Q3 Please rank the importance of the services PRSA Richmond offers its members.

Answered: 82 Skipped: 0

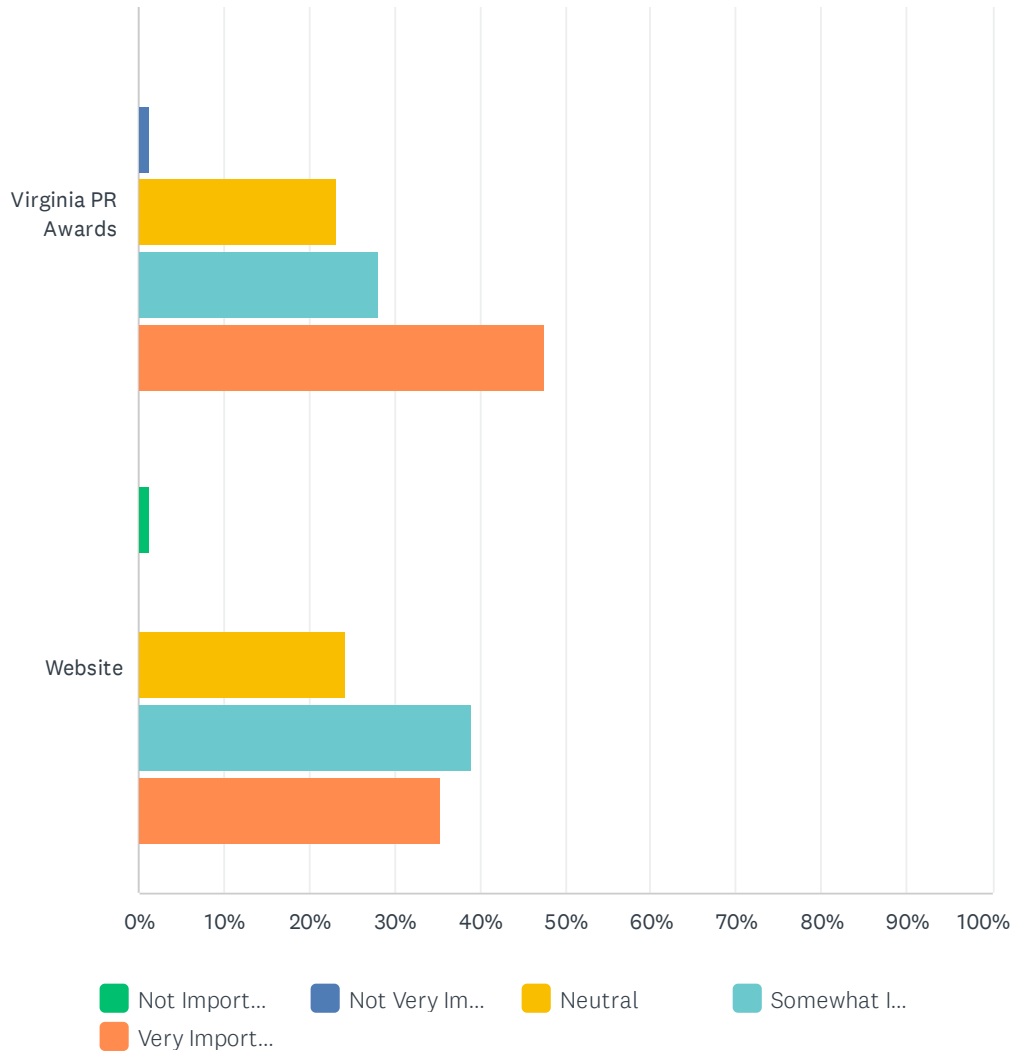








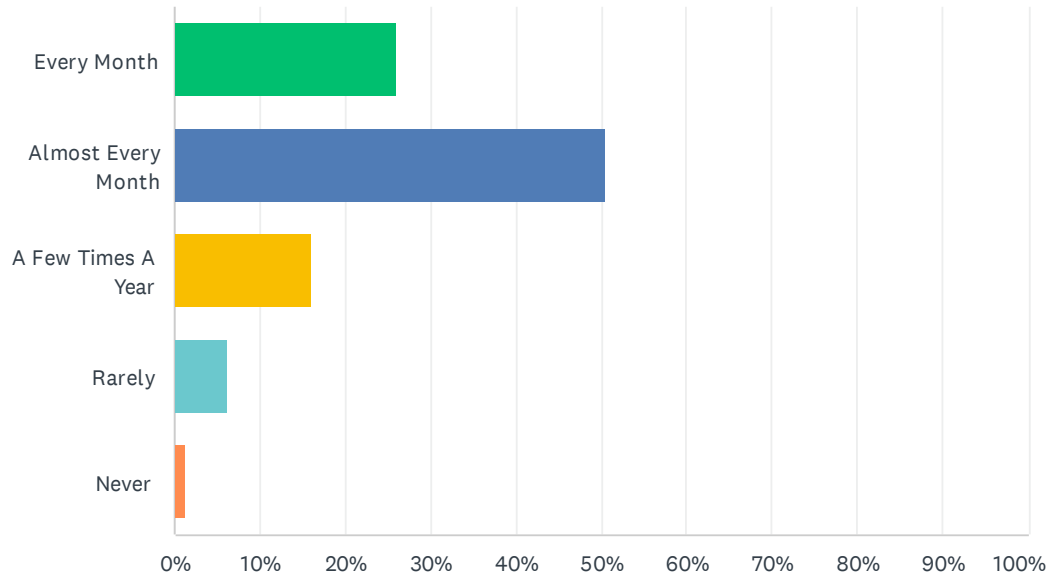




|  | NOT IMPORTANT AT ALL | NOT VERY IMPORTANT | NEUTRAL      | SOMEWHAT IMPORTANT | VERY IMPORTANT | TOTAL | WEIGHTED AVERAGE |
|--|----------------------|--------------------|--------------|--------------------|----------------|-------|------------------|
| Accreditation / APR                            | 1.22%<br>1           | 6.10%<br>5         | 24.39%<br>20 | 29.27%<br>24       | 39.02%<br>32   | 82    | 3.99             |
| Diversity, equity and inclusion training       | 3.70%<br>3           | 8.64%<br>7         | 22.22%<br>18 | 35.80%<br>29       | 29.63%<br>24   | 81    | 3.79             |
| E-Newsletter                                   | 0.00%<br>0           | 4.94%<br>4         | 32.10%<br>26 | 40.74%<br>33       | 22.22%<br>18   | 81    | 3.80             |
| Independent Practitioners Section              | 0.00%<br>0           | 11.11%<br>9        | 38.27%<br>31 | 23.46%<br>19       | 27.16%<br>22   | 81    | 3.67             |
| JobLink  | 0.00%<br>0           | 3.75%<br>3         | 11.25%<br>9  | 31.25%<br>25       | 53.75%<br>43   | 80    | 4.35             |
| Media Directory                                | 4.88%<br>4           | 4.88%<br>4         | 18.29%<br>15 | 29.27%<br>24       | 42.68%<br>35   | 82    | 4.00             |
| Membership Directory                           | 1.22%<br>1           | 4.88%<br>4         | 20.73%<br>17 | 35.37%<br>29       | 37.80%<br>31   | 82    | 4.04             |
| Mentoring Program                              | 0.00%<br>0           | 4.88%<br>4         | 28.05%<br>23 | 36.59%<br>30       | 30.49%<br>25   | 82    | 3.93             |
| Monthly Luncheons                              | 0.00%<br>0           | 3.70%<br>3         | 14.81%<br>12 | 28.40%<br>23       | 53.09%<br>43   | 81    | 4.31             |
| Networking Opportunities                       | 1.25%<br>1           | 2.50%<br>2         | 16.25%<br>13 | 26.25%<br>21       | 53.75%<br>43   | 80    | 4.29             |
| Young Professionals Section (former Next Wave) | 1.22%<br>1           | 3.66%<br>3         | 41.46%<br>34 | 31.71%<br>26       | 21.95%<br>18   | 82    | 3.70             |
| Nonprofit Section                              | 1.22%<br>1           | 9.76%<br>8         | 39.02%<br>32 | 35.37%<br>29       | 14.63%<br>12   | 82    | 3.52             |
| Professional Development Workshops             | 1.25%<br>1           | 2.50%<br>2         | 11.25%<br>9  | 35.00%<br>28       | 50.00%<br>40   | 80    | 4.30             |
| Public Service Activities                      | 2.44%<br>2           | 4.88%<br>4         | 28.05%<br>23 | 47.56%<br>39       | 17.07%<br>14   | 82    | 3.72             |
| Senior Practitioners Section                   | 1.23%<br>1           | 3.70%<br>3         | 38.27%<br>31 | 37.04%<br>30       | 19.75%<br>16   | 81    | 3.70             |
| Social Media Presence                          | 1.22%<br>1           | 2.44%<br>2         | 39.02%<br>32 | 37.80%<br>31       | 19.51%<br>16   | 82    | 3.72             |
| Virginia PR Awards                             | 0.00%<br>0           | 1.22%<br>1         | 23.17%<br>19 | 28.05%<br>23       | 47.56%<br>39   | 82    | 4.22             |
| Website  | 1.22%<br>1           | 0.00%<br>0         | 24.39%<br>20 | 39.02%<br>32       | 35.37%<br>29   | 82    | 4.07             |

## Q4 How often do you attend PRSA Richmond monthly programs (luncheons)?

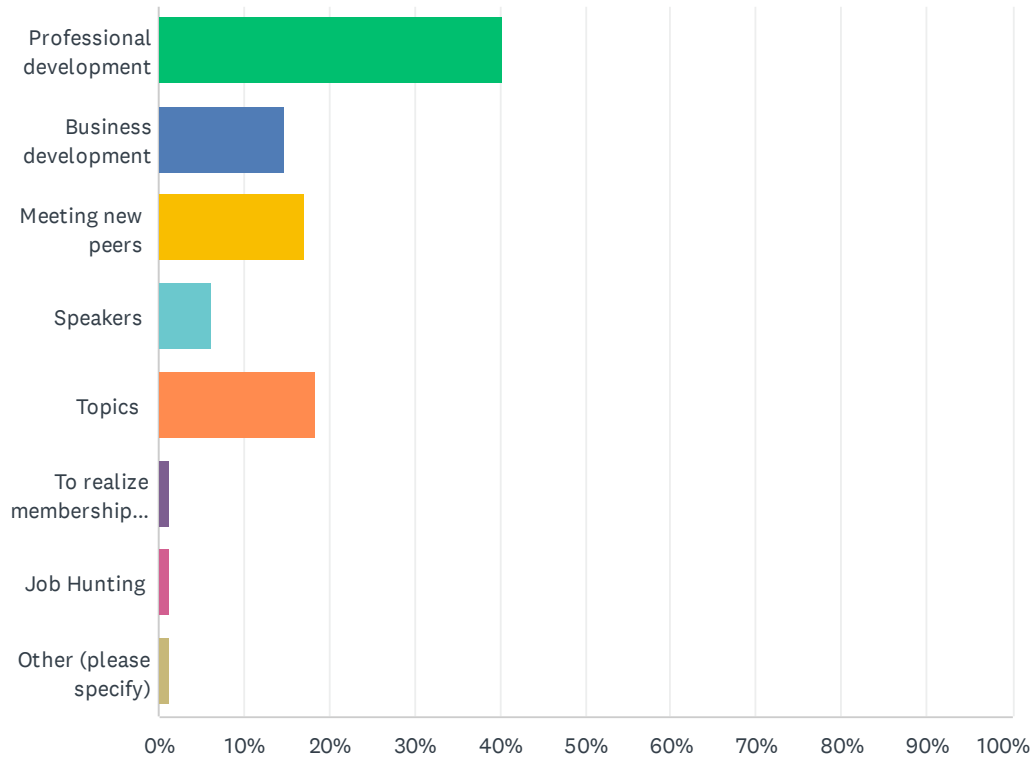
Answered: 81 Skipped: 1



| ANSWER CHOICES     | RESPONSES |           |
|--------------------|-----------|-----------|
| Every Month        | 25.93%    | 21        |
| Almost Every Month | 50.62%    | 41        |
| A Few Times A Year | 16.05%    | 13        |
| Rarely             | 6.17%     | 5         |
| Never              | 1.23%     | 1         |
| <b>TOTAL</b>       |           | <b>81</b> |

## Q5 What is the main reason for attending the monthly programs (luncheons)?

Answered: 82 Skipped: 0

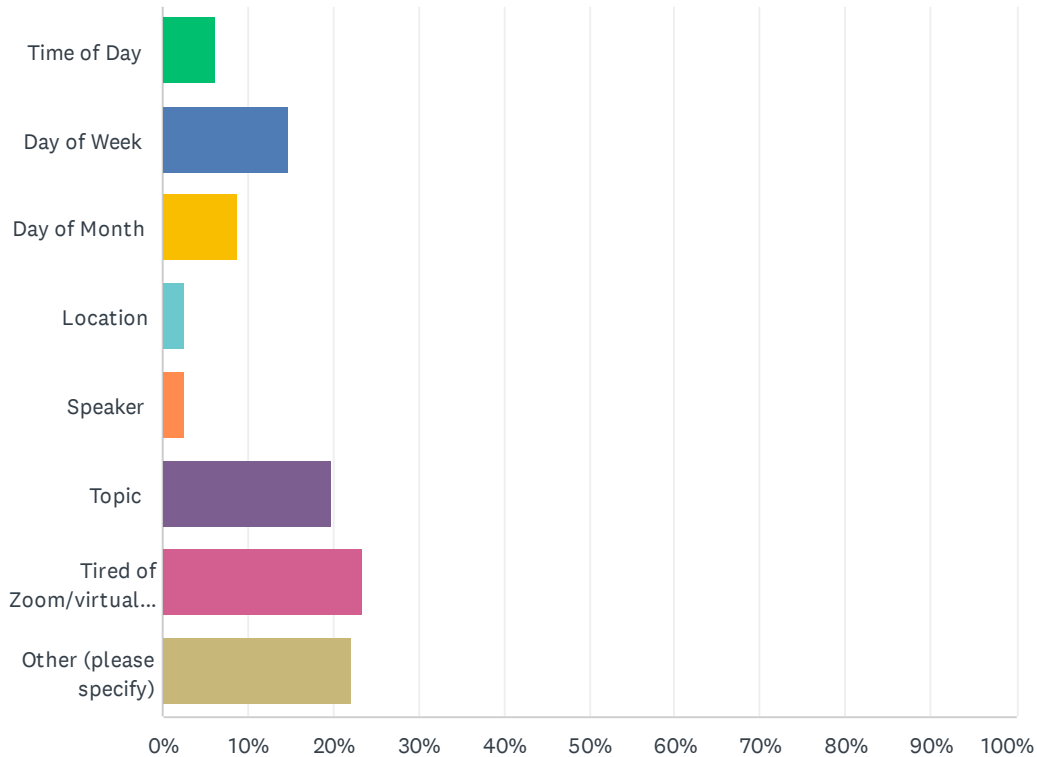


| ANSWER CHOICES                 | RESPONSES |
|--------------------------------|-----------|
| Professional development       | 40.24% 33 |
| Business development           | 14.63% 12 |
| Meeting new peers              | 17.07% 14 |
| Speakers                       | 6.10% 5   |
| Topics                         | 18.29% 15 |
| To realize membership benefits | 1.22% 1   |
| Job Hunting                    | 1.22% 1   |
| Other (please specify)         | 1.22% 1   |
| <b>TOTAL</b>                   | <b>82</b> |

| # | OTHER (PLEASE SPECIFY)   | DATE               |
|---|--|--------------------|
| 1 | I did not attend monthly lunch programs in 2021. All virtual and topics were not appealing to my job. In-person, I used to attend because of the networking and most often the topics/speakers were better. Not this year. | 11/23/2021 1:22 PM |

## Q6 During COVID-19, what is the main reason for not attending the monthly programs (luncheons)?

Answered: 81 Skipped: 1



| ANSWER CHOICES                 | RESPONSES |           |
|--------------------------------|-----------|-----------|
| Time of Day                    | 6.17%     | 5         |
| Day of Week                    | 14.81%    | 12        |
| Day of Month                   | 8.64%     | 7         |
| Location                       | 2.47%     | 2         |
| Speaker                        | 2.47%     | 2         |
| Topic                          | 19.75%    | 16        |
| Tired of Zoom/virtual sessions | 23.46%    | 19        |
| Other (please specify)         | 22.22%    | 18        |
| <b>TOTAL</b>                   |           | <b>81</b> |

| # | OTHER (PLEASE SPECIFY)                         | DATE               |
|---|--|--------------------|
| 1 | Worried about infection                        | 12/1/2021 6:39 AM  |
| 2 | Fear of infection                              | 12/1/2021 4:30 AM  |
| 3 | Epidemic prevention and control starts from me | 11/30/2021 9:00 PM |

|    |   |                     |
|----|---|---------------------|
| 4  | Zoom took away the in-person networking. Topics were poor.  | 11/23/2021 1:22 PM  |
| 5  | Work-related conflicts  | 11/23/2021 11:13 AM |
| 6  | Work conflict and time to get to location   | 11/23/2021 10:48 AM |
| 7  | there haven't been any  | 11/23/2021 10:10 AM |
| 8  | too busy  | 11/22/2021 10:44 AM |
| 9  | too busy  | 11/22/2021 9:27 AM  |
| 10 | in-person events provide opportunity for networking that Zoom does not; my schedule has been so busy during COVID that it's hard to prioritize professional development | 11/21/2021 5:24 PM  |
| 11 | The ability to watch later means I always intend to watch later   | 11/21/2021 10:43 AM |
| 12 | conflict with other meetings  | 11/19/2021 3:07 PM  |
| 13 | I think I've attended every Zoom luncheon   | 11/19/2021 2:45 PM  |
| 14 | When other time-sensitive priorities pop up, it's nice to know I can watch the monthly recorded session later on.   | 11/15/2021 5:50 PM  |
| 15 | Time. Working too many hours and had no time to attend, even virtually.   | 11/15/2021 5:05 PM  |
| 16 | work schedule   | 11/15/2021 2:50 PM  |
| 17 | conflicts with other meetings   | 11/14/2021 4:20 PM  |
| 18 | TOPIC AND TIRED OF VIRTUAL SESSIONS   | 11/13/2021 1:39 PM  |

## Q7 Do you have any suggestions for program topics or speakers?

Answered: 53 Skipped: 29

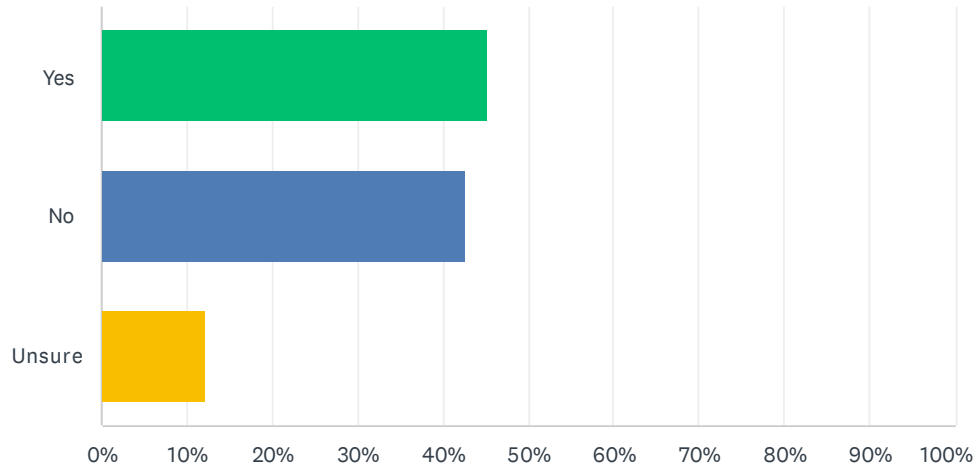
| #  | RESPONSES  | DATE                |
|----|--|---------------------|
| 1  | case studies and real life examples (award winning programs, speakers from other companies)  | 12/2/2021 4:04 PM   |
| 2  | More vivid   | 12/1/2021 6:39 AM   |
| 3  | Environmental protection   | 12/1/2021 6:37 AM   |
| 4  | Believe that you can be bigger and stronger  | 12/1/2021 4:51 AM   |
| 5  | More novel   | 12/1/2021 4:30 AM   |
| 6  | no   | 12/1/2021 12:41 AM  |
| 7  | no   | 11/30/2021 10:51 PM |
| 8  | I hope the theme of the show can be more primitive   | 11/30/2021 9:04 PM  |
| 9  | I hope the speech can be shorter and more focused so that people can pay more attention and listen carefully.  | 11/30/2021 9:00 PM  |
| 10 | Maybe talk more about mentoring programs.  | 11/30/2021 4:26 PM  |
| 11 | Temporarily no   | 11/30/2021 2:32 PM  |
| 12 | COVID-19 seldom dine together  | 11/30/2021 1:52 PM  |
| 13 | Temporarily no   | 11/30/2021 11:35 AM |
| 14 | No problem   | 11/30/2021 11:28 AM |
| 15 | Let's keep it simple   | 11/30/2021 11:21 AM |
| 16 | no   | 11/30/2021 11:12 AM |
| 17 | Not yet.   | 11/30/2021 11:08 AM |
| 18 | Now it's good to keep doing it   | 11/30/2021 11:02 AM |
| 19 | No   | 11/30/2021 10:59 AM |
| 20 | CLUBMEMBER: Is the professional organization compact and serious Were the people very SUPPORTIVE and were very SUPPORTIVE for the couple without feeling uncomfortable or being critical   | 11/30/2021 10:55 AM |
| 21 | NO   | 11/30/2021 10:43 AM |
| 22 | There is no  | 11/30/2021 10:41 AM |
| 23 | A speaker can be passionate and set the mood   | 11/30/2021 10:31 AM |
| 24 | N/A  | 11/29/2021 3:50 PM  |
| 25 | non-profit marketing tips  | 11/24/2021 9:24 AM  |
| 26 | n/a  | 11/23/2021 9:24 PM  |
| 27 | Change communications - David Grossman   | 11/23/2021 1:45 PM  |
| 28 | Media Relations Tactics Social Media Tactics Trends in PR 2022 New Media Vs. Traditional Media where are we headed Crisis Comms - showing a case study. And not from a healthcare setting or pandemic. Something real. Best PR Practices for Brands Panels....News Media..or...Local business execs talking something real | 11/23/2021 1:22 PM  |
| 29 | Not at this time   | 11/23/2021 11:13 AM |

|    |  |                     |
|----|--|---------------------|
| 30 | Self care for PR professional, focus on non-profit specifically specialties and challenges faced/overcome, how to handle doing more with less resources personnel, how to better work with other offices in understanding the role and importance of the pr professional at the decision making table.   | 11/23/2021 10:48 AM |
| 31 | Research focus especially integrating research into awards submissions.  | 11/23/2021 10:21 AM |
| 32 | n/a  | 11/22/2021 10:44 AM |
| 33 | Not a luncheon topic perse, but I'd love for PRSA to facilitate more media training opportunities. This is definitely a blind spot for me and I don't have many ways to build this skillset.   | 11/22/2021 10:20 AM |
| 34 | Science/tech communications  | 11/22/2021 9:27 AM  |
| 35 | case studies of successful communications  | 11/21/2021 5:24 PM  |
| 36 | I loved Josh Greene and the Wikipedia presentation but would love more of a DIY instruction workshop. SEO with changes to algorithms. Latest data on pitching trends: pitching reporters vs editors/producers, time of day, medium, etc.   | 11/21/2021 10:43 AM |
| 37 | Topics: Thought Leadership best practices & programs; Storytelling & Content best practices and programs   | 11/19/2021 6:51 PM  |
| 38 | I really enjoyed the PR Museum speaker, talk about handling PR during a pandemic. Topics that tie in well with what is going on in the world.  | 11/19/2021 3:24 PM  |
| 39 | I'd like to hear more discussion about the path to becoming a Fellow PRSA.   | 11/19/2021 3:07 PM  |
| 40 | From PR to PM: How project management tools can help communications pros Interpersonal communication styles: what to know so you can work with all types of communicators But what does it mean: social media data overload also always love a good start-to-finish RPIE case study  | 11/19/2021 2:45 PM  |
| 41 | The last several speakers were NOT PR focused. Stay on the topic of our industry!  | 11/16/2021 10:28 AM |
| 42 | I would like to hear Dean Browell from Feedback Agency do a presentation on Ethnography.   | 11/15/2021 6:23 PM  |
| 43 | Keep up the good work  | 11/15/2021 2:50 PM  |
| 44 | foundations of PR, case studies, emerging trends, DEI  | 11/15/2021 2:11 PM  |
| 45 | As much as possible, any time we can gain new insights into work practices that affect our profession (i.e., the program about social media influencers, and how that ideally works) provides value-added for the time/money invested in my membership when I can return to my workplace and share information with my colleagues which provides usable marketplace resources. | 11/15/2021 11:50 AM |
| 46 | more DEI topics, that cover more in-depth and how different types of organizations and different parts of country are handling successfully and unsuccessfully   | 11/14/2021 4:20 PM  |
| 47 | 1. Comms success stories in virtual work environment 2. Speakers from top 5 Great Places to Work in RVA area   | 11/14/2021 8:40 AM  |
| 48 | Almost all of the topics have been the same and focused on DEI this year.  | 11/13/2021 1:39 PM  |
| 49 | Budgeting and communication planning   | 11/13/2021 1:34 AM  |
| 50 | Social and economic equity for pecific minority populations  | 11/12/2021 4:33 PM  |
| 51 | None at this time  | 11/12/2021 3:26 PM  |
| 52 | n/a  | 11/12/2021 3:25 PM  |
| 53 | National speakers. UX overview and best practices; influencer campaigns; content marketing   | 11/12/2021 3:21 PM  |



### Q8 Since 2019, have you attended a PRSA Richmond professional development workshop - outside of the monthly programs (luncheons)?

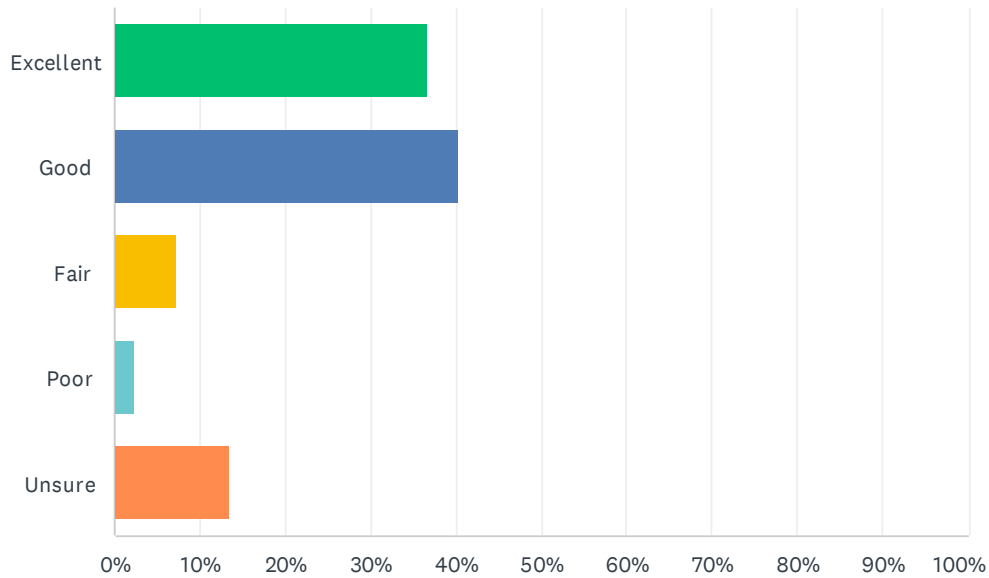
Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Yes            | 45.12%    | 37        |
| No             | 42.68%    | 35        |
| Unsure         | 12.20%    | 10        |
| <b>TOTAL</b>   |           | <b>82</b> |

### Q9 PRSA Richmond professional development costs approximately \$25 for members. How would you rate the value of Richmond PRSA professional development events?

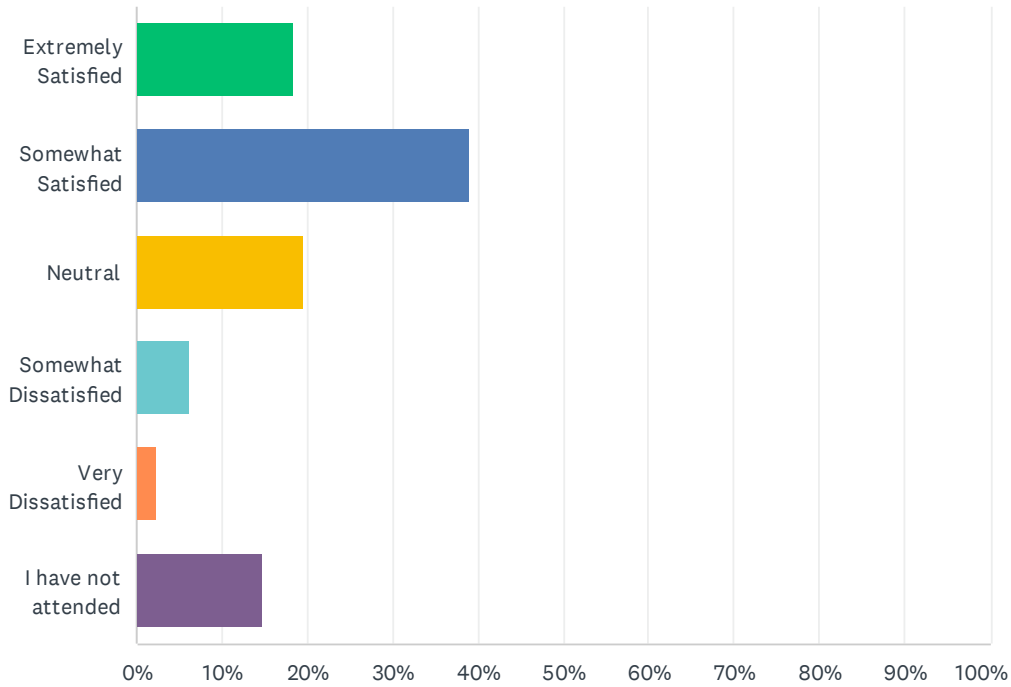
Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Excellent      | 36.59%    | 30        |
| Good           | 40.24%    | 33        |
| Fair           | 7.32%     | 6         |
| Poor           | 2.44%     | 2         |
| Unsure         | 13.41%    | 11        |
| <b>TOTAL</b>   |           | <b>82</b> |

### Q10 How would you rate your satisfaction with PRSA Richmond professional development workshops in the past two years?

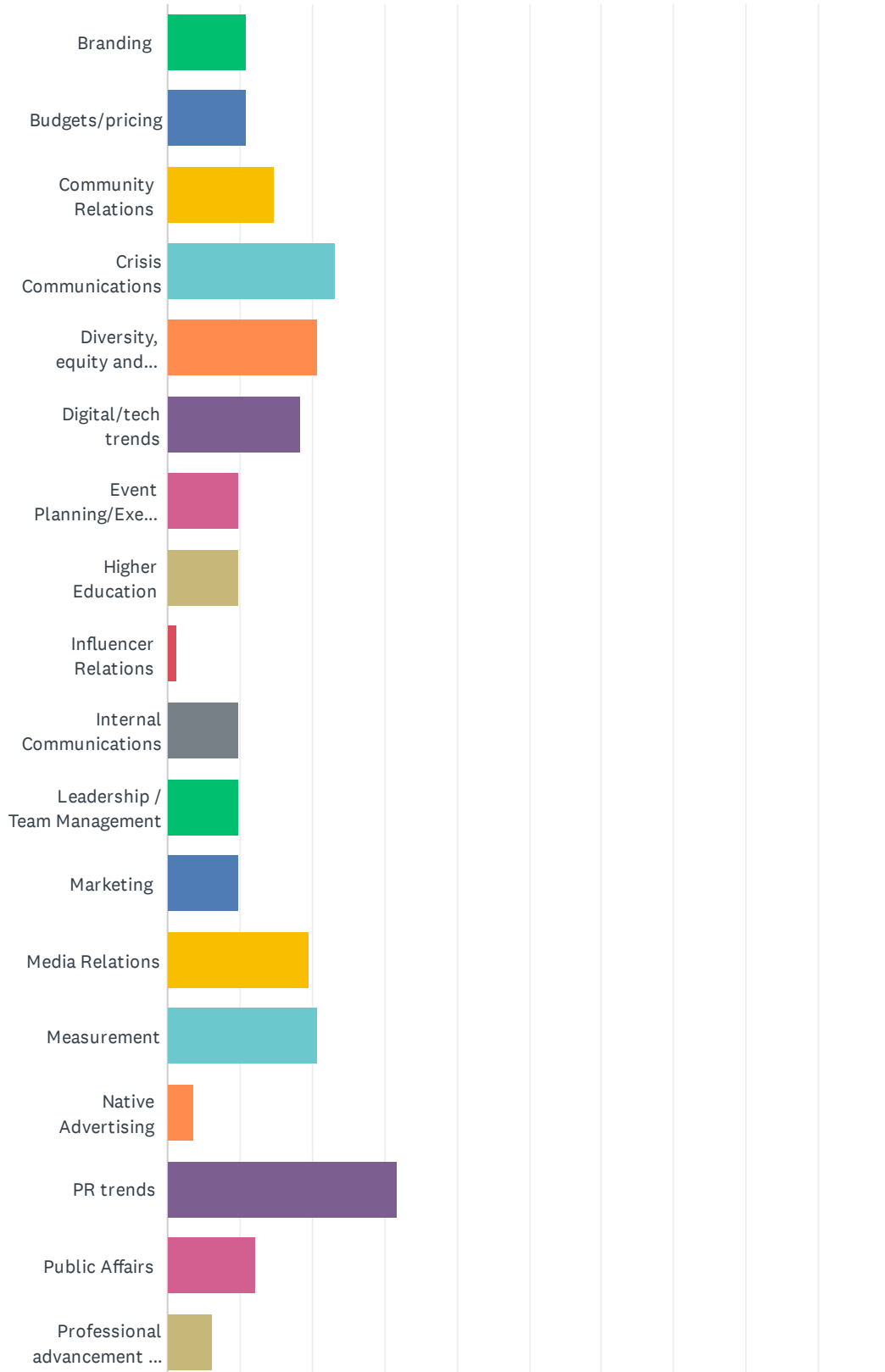
Answered: 82 Skipped: 0

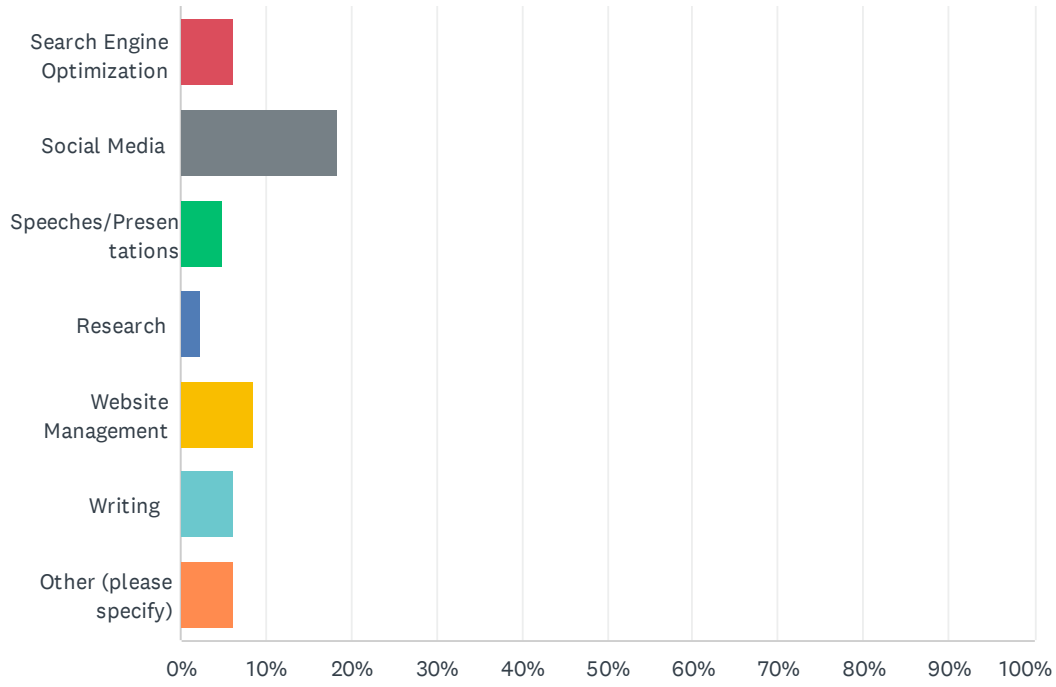


| ANSWER CHOICES        | RESPONSES |           |
|-----------------------|-----------|-----------|
| Extremely Satisfied   | 18.29%    | 15        |
| Somewhat Satisfied    | 39.02%    | 32        |
| Neutral               | 19.51%    | 16        |
| Somewhat Dissatisfied | 6.10%     | 5         |
| Very Dissatisfied     | 2.44%     | 2         |
| I have not attended   | 14.63%    | 12        |
| <b>TOTAL</b>          |           | <b>82</b> |

### Q11 Please choose the top three (3) topics that interest you for tactical professional development workshops:

Answered: 82 Skipped: 0



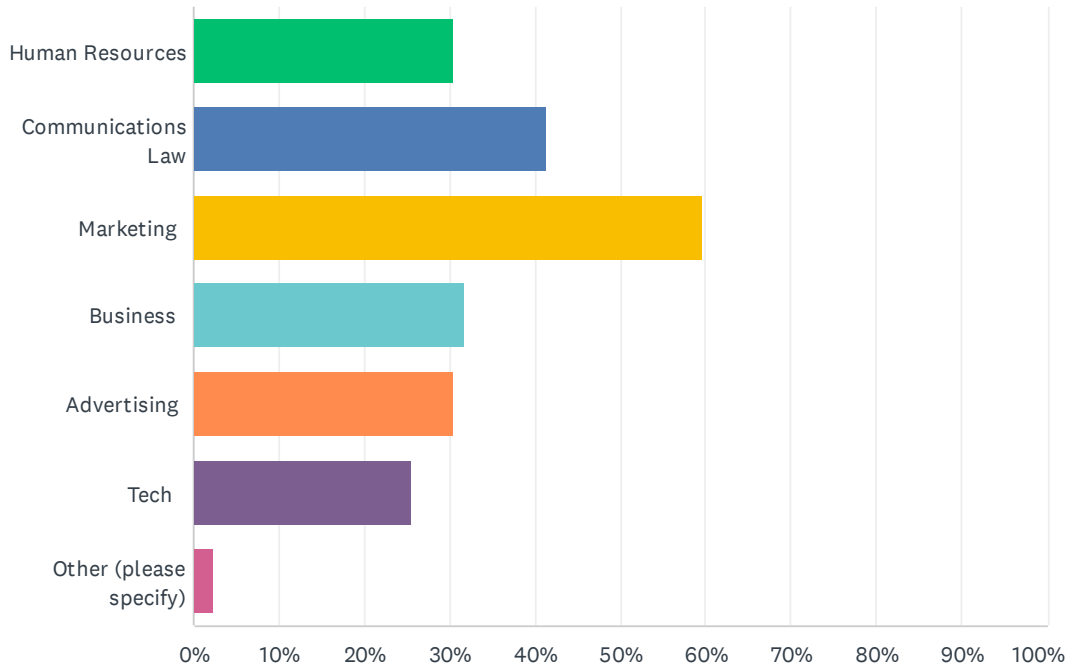


| ANSWER CHOICES                                | RESPONSES |
|---|-----------|
| Branding                                      | 10.98% 9  |
| Budgets/pricing                               | 10.98% 9  |
| Community Relations                           | 14.63% 12 |
| Crisis Communications                         | 23.17% 19 |
| Diversity, equity and inclusion               | 20.73% 17 |
| Digital/tech trends                           | 18.29% 15 |
| Event Planning/Execution                      | 9.76% 8   |
| Higher Education                              | 9.76% 8   |
| Influencer Relations                          | 1.22% 1   |
| Internal Communications                       | 9.76% 8   |
| Leadership / Team Management                  | 9.76% 8   |
| Marketing                                     | 9.76% 8   |
| Media Relations                               | 19.51% 16 |
| Measurement                                   | 20.73% 17 |
| Native Advertising                            | 3.66% 3   |
| PR trends                                     | 31.71% 26 |
| Public Affairs                                | 12.20% 10 |
| Professional advancement for PR professionals | 6.10% 5   |
| Search Engine Optimization                    | 6.10% 5   |
| Social Media                                  | 18.29% 15 |
| Speeches/Presentations                        | 4.88% 4   |
| Research                                      | 2.44% 2   |
| Website Management                            | 8.54% 7   |
| Writing                                       | 6.10% 5   |
| Other (please specify)                        | 6.10% 5   |
| Total Respondents: 82                         |           |

| # | OTHER (PLEASE SPECIFY)                                     | DATE                |
|---|--|---------------------|
| 1 | Media/Spokesperson Training. Tips for media interviews.    | 11/23/2021 1:22 PM  |
| 2 | Internal agency best practices, development communications | 11/22/2021 10:44 AM |
| 3 | Thought Leadership   | 11/19/2021 6:51 PM  |
| 4 | Fellow PRSA  | 11/19/2021 3:07 PM  |
| 5 | Corporate partnerships/sponsorships                        | 11/12/2021 4:33 PM  |

## Q12 What adjacent disciplines to PR would you be interested in learning about?

Answered: 82 Skipped: 0

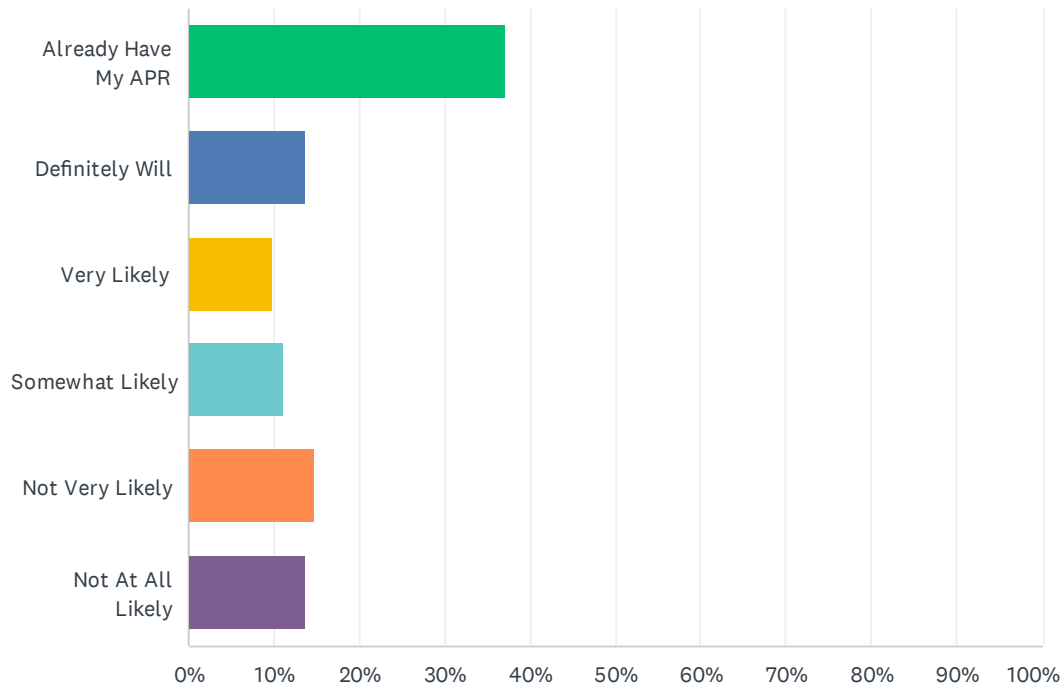


| ANSWER CHOICES         | RESPONSES |
|------------------------|-----------|
| Human Resources        | 30.49% 25 |
| Communications Law     | 41.46% 34 |
| Marketing              | 59.76% 49 |
| Business               | 31.71% 26 |
| Advertising            | 30.49% 25 |
| Tech                   | 25.61% 21 |
| Other (please specify) | 2.44% 2   |
| Total Respondents: 82  |           |

| # | OTHER (PLEASE SPECIFY)                        | DATE               |
|---|---|--------------------|
| 1 | Risk Management and/or Mergers & Acquisitions | 11/19/2021 6:51 PM |
| 2 | Writing for SEO                               | 11/12/2021 4:33 PM |

### Q13 How likely are you to seek APR accreditation in 2022/2023?

Answered: 81 Skipped: 1

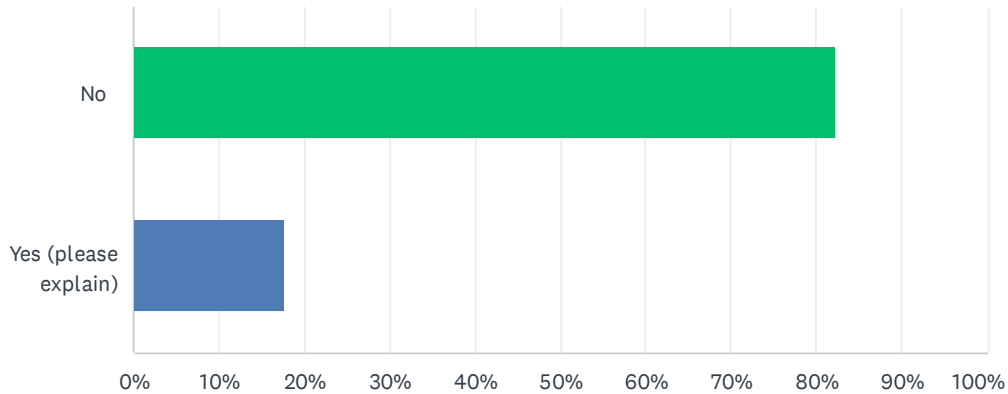


| ANSWER CHOICES      | RESPONSES |           |
|---------------------|-----------|-----------|
| Already Have My APR | 37.04%    | 30        |
| Definitely Will     | 13.58%    | 11        |
| Very Likely         | 9.88%     | 8         |
| Somewhat Likely     | 11.11%    | 9         |
| Not Very Likely     | 14.81%    | 12        |
| Not At All Likely   | 13.58%    | 11        |
| <b>TOTAL</b>        |           | <b>81</b> |



### Q14 Is there anything the chapter can do to make it easier for you or others to seek APR accreditation?

Answered: 79 Skipped: 3

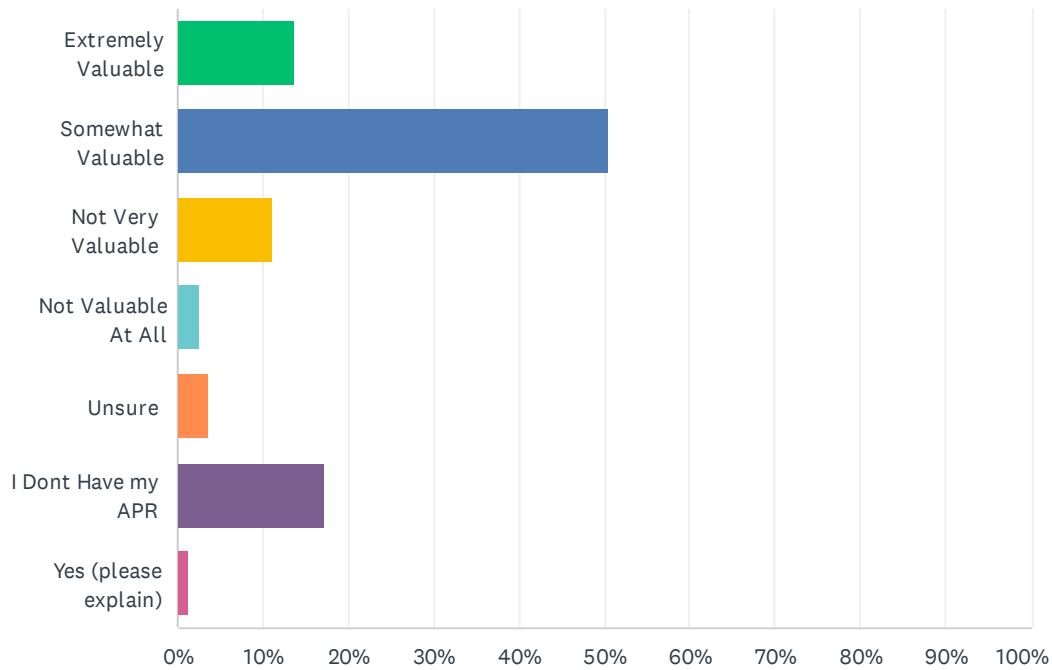


| ANSWER CHOICES       | RESPONSES |           |
|----------------------|-----------|-----------|
| No                   | 82.28%    | 65        |
| Yes (please explain) | 17.72%    | 14        |
| <b>TOTAL</b>         |           | <b>79</b> |

| #  | YES (PLEASE EXPLAIN)   | DATE                |
|----|--|---------------------|
| 1  | Take a formal course of study to help you get off to a good start.                           | 12/1/2021 4:51 AM   |
| 2  | Listening to a lot of people can give you a sense of direction                               | 11/30/2021 10:55 AM |
| 3  | host a bootcamp  | 11/24/2021 3:10 PM  |
| 4  | More communication via email about APR opportunités  | 11/24/2021 9:24 AM  |
| 5  | Have a more formal APR mentorship program.   | 11/23/2021 1:45 PM  |
| 6  | Bring back in-person training, peer-to-peer mentoring, study sessions in person              | 11/23/2021 1:22 PM  |
| 7  | Help with prep for APR when time is limited with work  | 11/23/2021 10:48 AM |
| 8  | More clear instructions with easier to understand costs                                      | 11/23/2021 10:10 AM |
| 9  | An actual prep course- not just the boot camp  | 11/22/2021 1:48 PM  |
| 10 | virtual mentoring  | 11/19/2021 4:10 PM  |
| 11 | Maybe connect ppl considering APR to current APR for quick chat about the process            | 11/19/2021 2:45 PM  |
| 12 | I don't hear it being talked about enough...could be due to covid and no meetings in person. | 11/15/2021 6:23 PM  |
| 13 | Help with mentoring.   | 11/15/2021 5:05 PM  |
| 14 | Cost reduction, locations outside of RIC   | 11/12/2021 4:33 PM  |

### Q15 Please rate the value of APR in your professional career:

Answered: 81 Skipped: 1

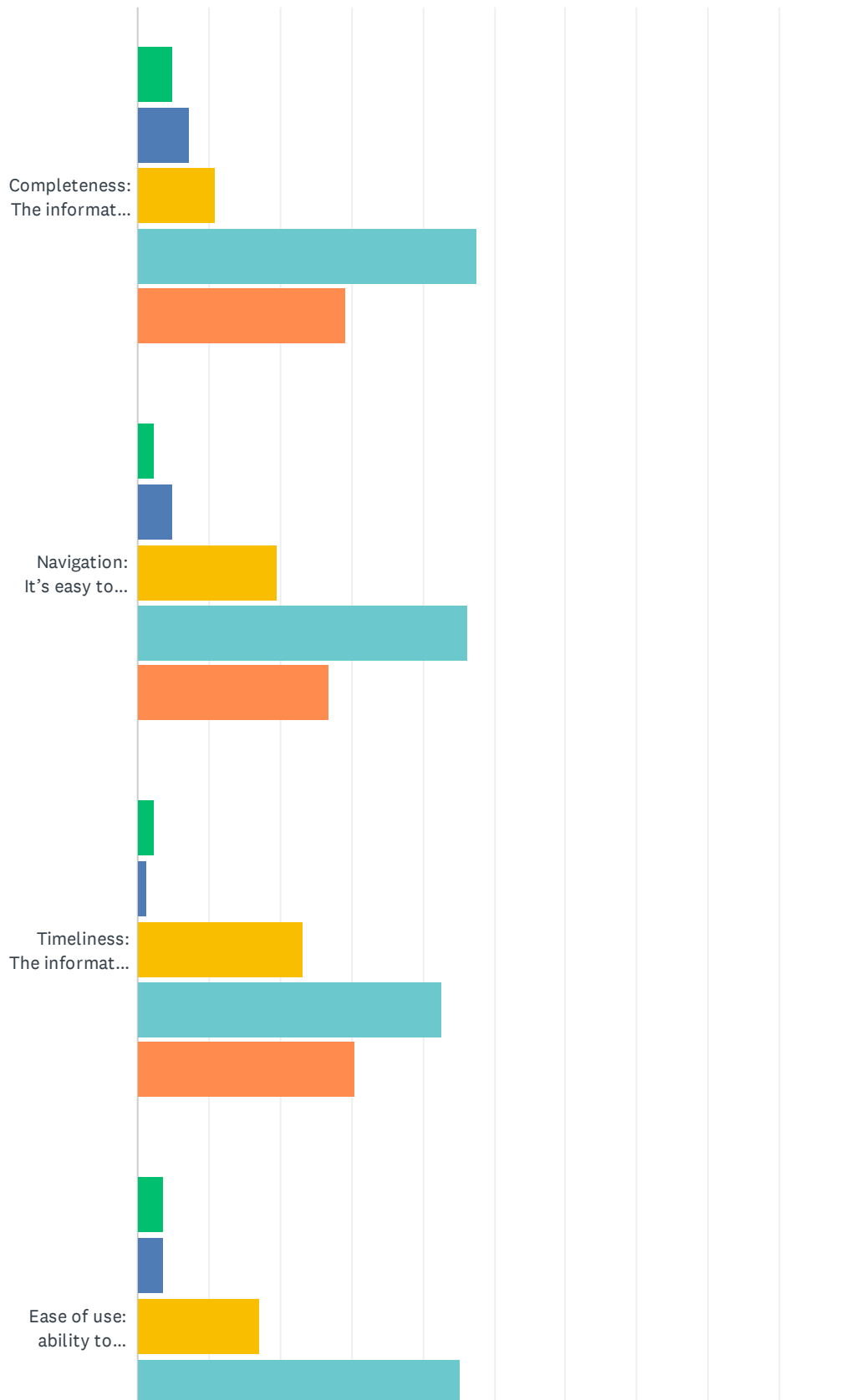


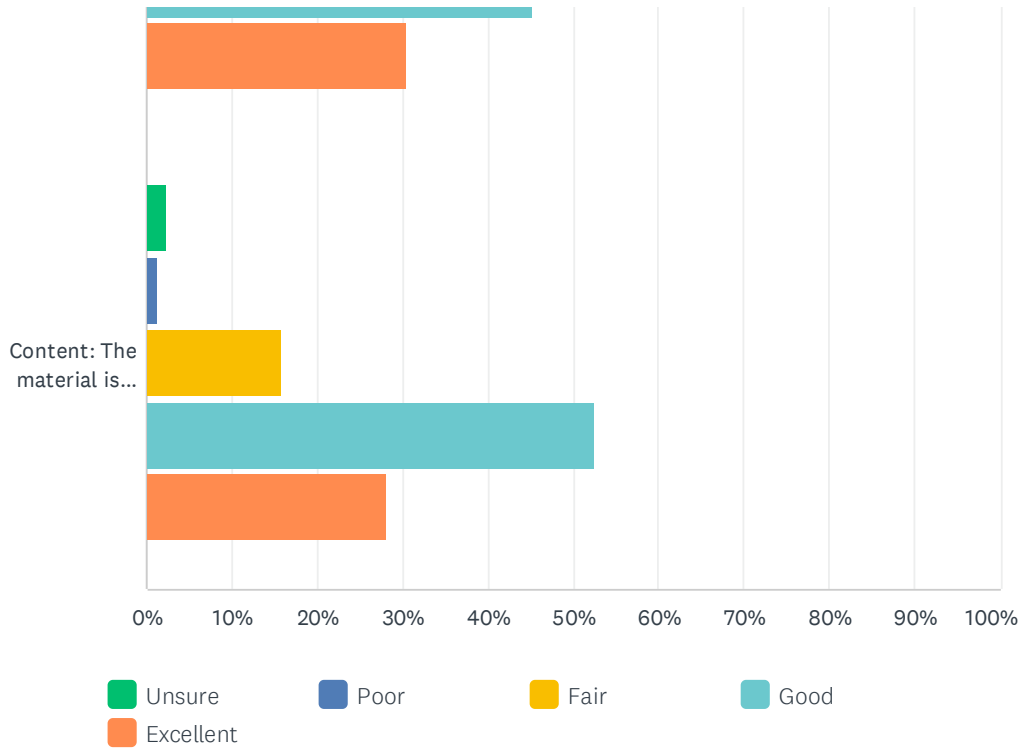
| ANSWER CHOICES       | RESPONSES |           |
|----------------------|-----------|-----------|
| Extremely Valuable   | 13.58%    | 11        |
| Somewhat Valuable    | 50.62%    | 41        |
| Not Very Valuable    | 11.11%    | 9         |
| Not Valuable At All  | 2.47%     | 2         |
| Unsure               | 3.70%     | 3         |
| I Dont Have my APR   | 17.28%    | 14        |
| Yes (please explain) | 1.23%     | 1         |
| <b>TOTAL</b>         |           | <b>81</b> |

| # | YES (PLEASE EXPLAIN)   | DATE                |
|---|--|---------------------|
| 1 | It depends. Some organizations and hiring managers value it tremendously, others don't know what it is. I'm glad I have my APR, but my current organizations does not value it very much. If I ever decide to look for a new job, it will be very helpful. | 11/22/2021 10:44 AM |

### Q16 Please rate the following features on PRSA Richmond's website:

Answered: 82 Skipped: 0

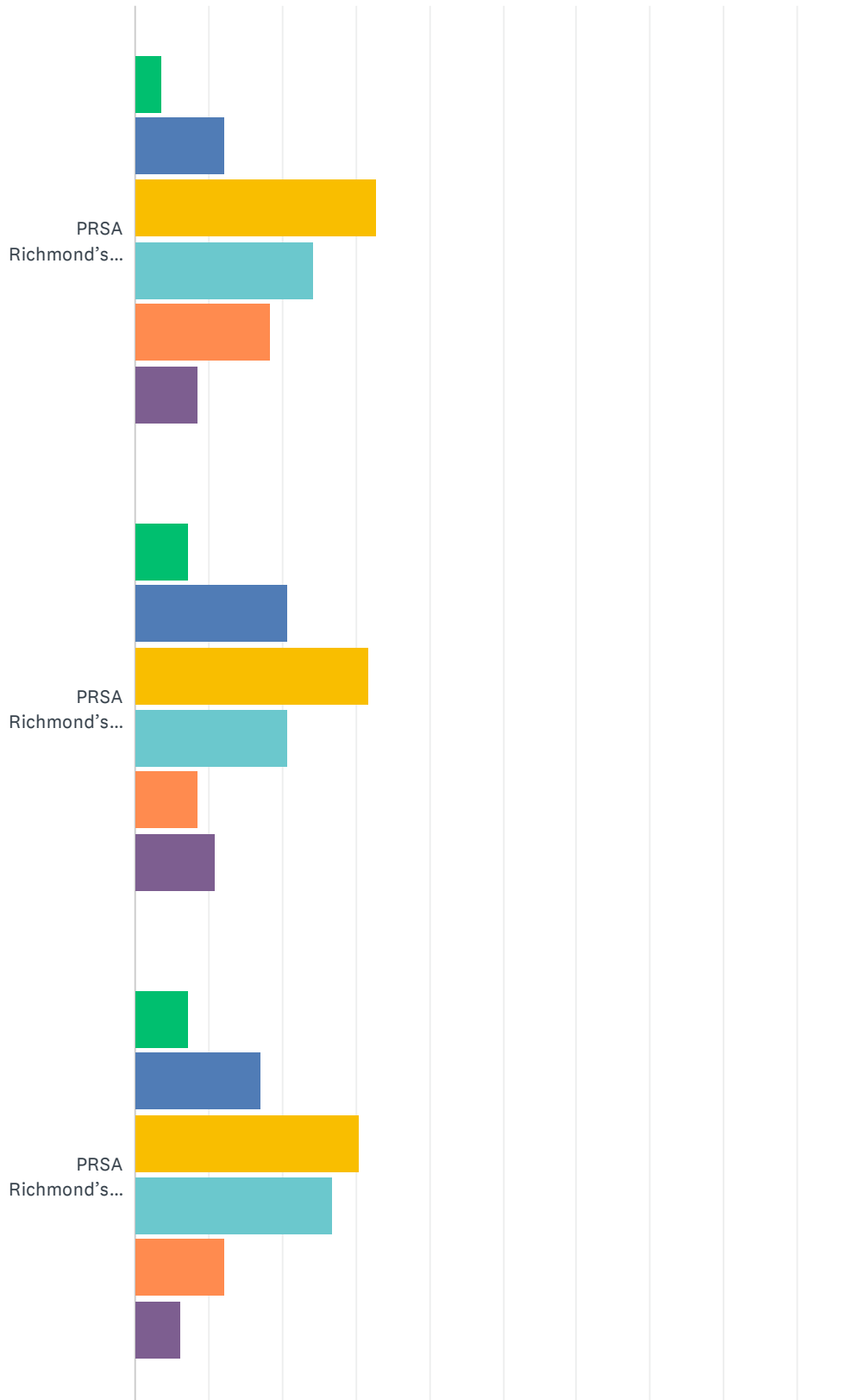


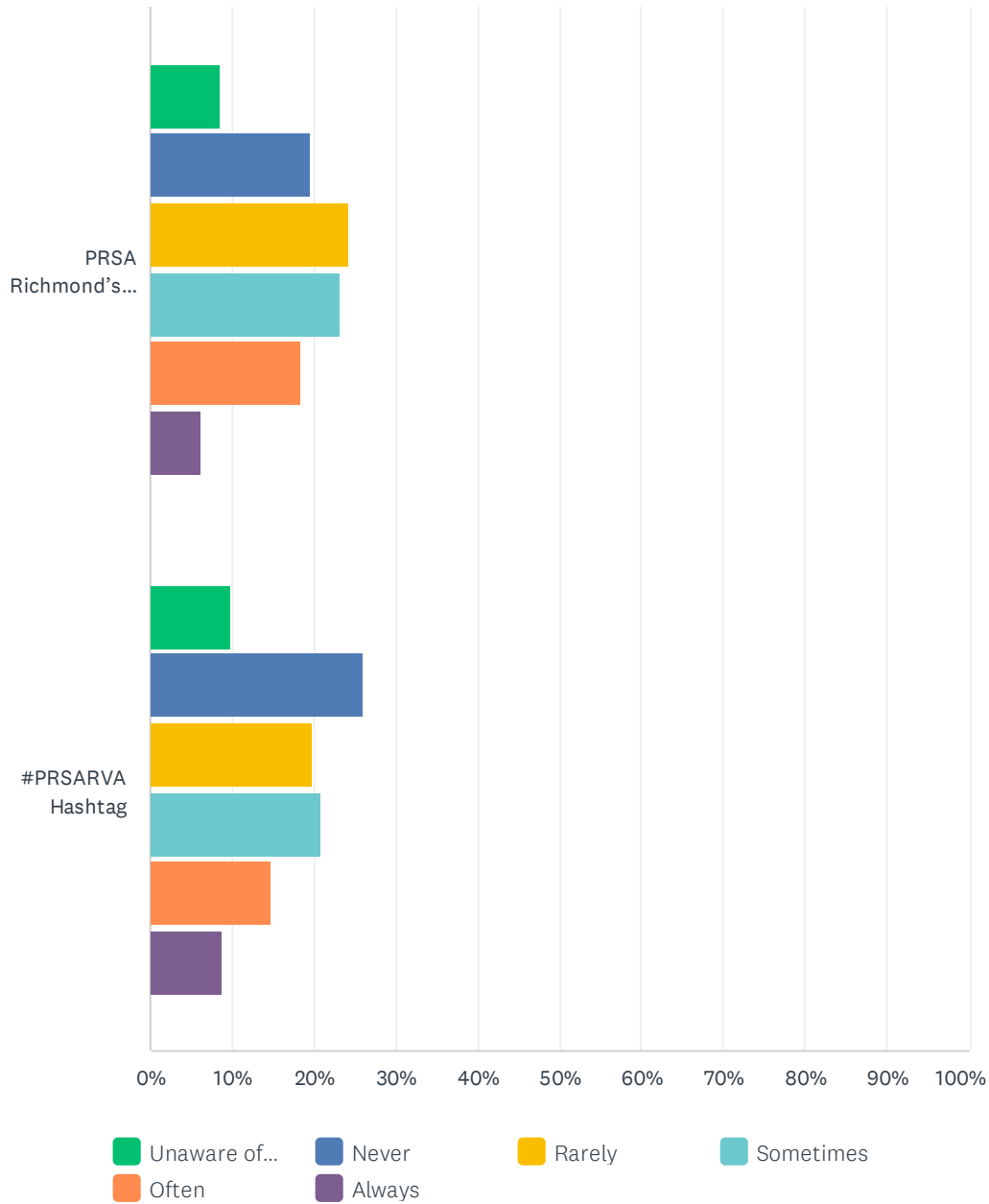


|  | UNSURE     | POOR       | FAIR         | GOOD         | EXCELLENT    | TOTAL | WEIGHTED AVERAGE |
|--|------------|------------|--------------|--------------|--------------|-------|------------------|
| Completeness: The information you need is on the website   | 4.88%<br>4 | 7.32%<br>6 | 10.98%<br>9  | 47.56%<br>39 | 29.27%<br>24 | 82    | 3.89             |
| Navigation: It's easy to find what you are looking for   | 2.44%<br>2 | 4.88%<br>4 | 19.51%<br>16 | 46.34%<br>38 | 26.83%<br>22 | 82    | 3.90             |
| Timeliness: The information is up-to-date  | 2.44%<br>2 | 1.22%<br>1 | 23.17%<br>19 | 42.68%<br>35 | 30.49%<br>25 | 82    | 3.98             |
| Ease of use: ability to search directories, update your member record, register and pay for events, add chapter news, etc. | 3.66%<br>3 | 3.66%<br>3 | 17.07%<br>14 | 45.12%<br>37 | 30.49%<br>25 | 82    | 3.95             |
| Content: The material is helpful, informative and relevant   | 2.44%<br>2 | 1.22%<br>1 | 15.85%<br>13 | 52.44%<br>43 | 28.05%<br>23 | 82    | 4.02             |

# Q17 How regularly do you use social media for PRSA Richmond information?

Answered: 82 Skipped: 0

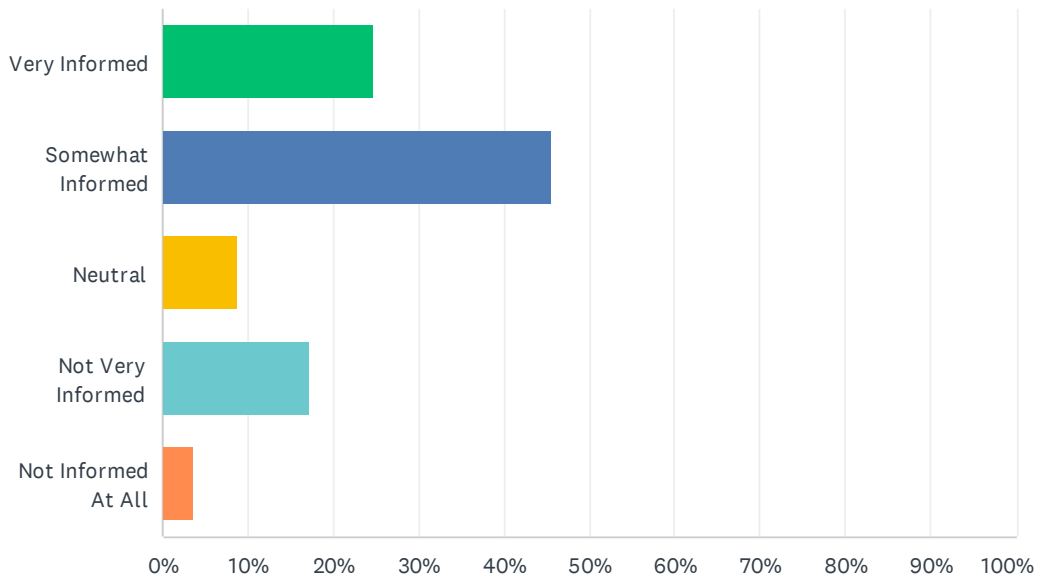




|                                   | UNAWARE OF EXISTENCE | NEVER        | RARELY       | SOMETIMES    | OFTEN        | ALWAYS      | TOTAL | WEIGHTED AVERAGE |
|-----------------------------------|----------------------|--------------|--------------|--------------|--------------|-------------|-------|------------------|
| PRSA Richmond's Facebook account  | 3.66%<br>3           | 12.20%<br>10 | 32.93%<br>27 | 24.39%<br>20 | 18.29%<br>15 | 8.54%<br>7  | 82    | 3.67             |
| PRSA Richmond's Twitter account   | 7.32%<br>6           | 20.73%<br>17 | 31.71%<br>26 | 20.73%<br>17 | 8.54%<br>7   | 10.98%<br>9 | 82    | 3.35             |
| PRSA Richmond's LinkedIn account  | 7.32%<br>6           | 17.07%<br>14 | 30.49%<br>25 | 26.83%<br>22 | 12.20%<br>10 | 6.10%<br>5  | 82    | 3.38             |
| PRSA Richmond's Instagram account | 8.54%<br>7           | 19.51%<br>16 | 24.39%<br>20 | 23.17%<br>19 | 18.29%<br>15 | 6.10%<br>5  | 82    | 3.41             |
| #PR SARVA Hashtag                 | 9.88%<br>8           | 25.93%<br>21 | 19.75%<br>16 | 20.99%<br>17 | 14.81%<br>12 | 8.64%<br>7  | 81    | 3.31             |

### Q18 How informed are you about PRSA Richmond’s board activities?

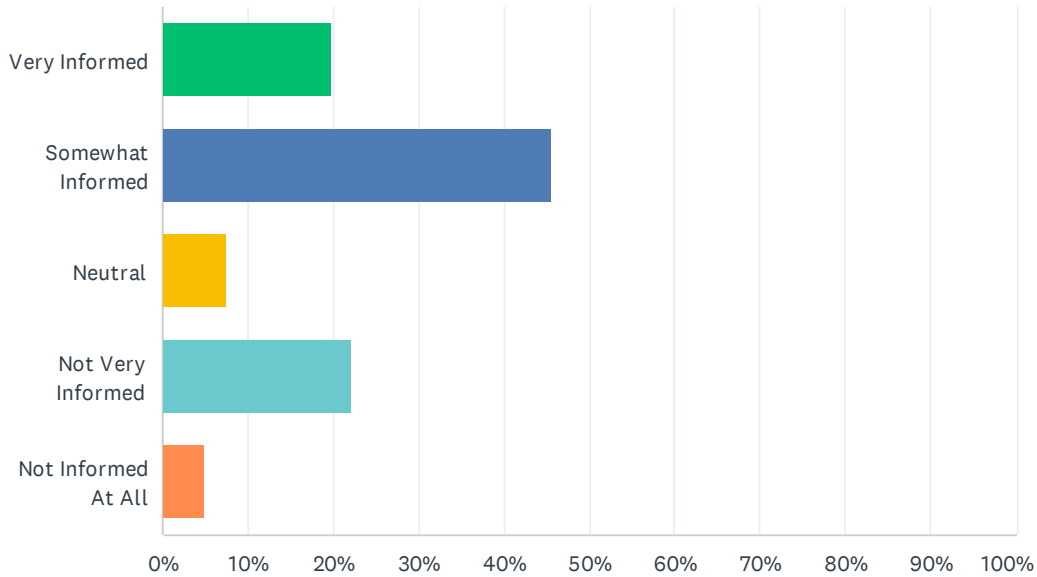
Answered: 81 Skipped: 1



| ANSWER CHOICES      | RESPONSES |           |
|---------------------|-----------|-----------|
| Very Informed       | 24.69%    | 20        |
| Somewhat Informed   | 45.68%    | 37        |
| Neutral             | 8.64%     | 7         |
| Not Very Informed   | 17.28%    | 14        |
| Not Informed At All | 3.70%     | 3         |
| <b>TOTAL</b>        |           | <b>81</b> |

## Q19 How informed are you about the PRSA Richmond Foundation's activities?

Answered: 81 Skipped: 1

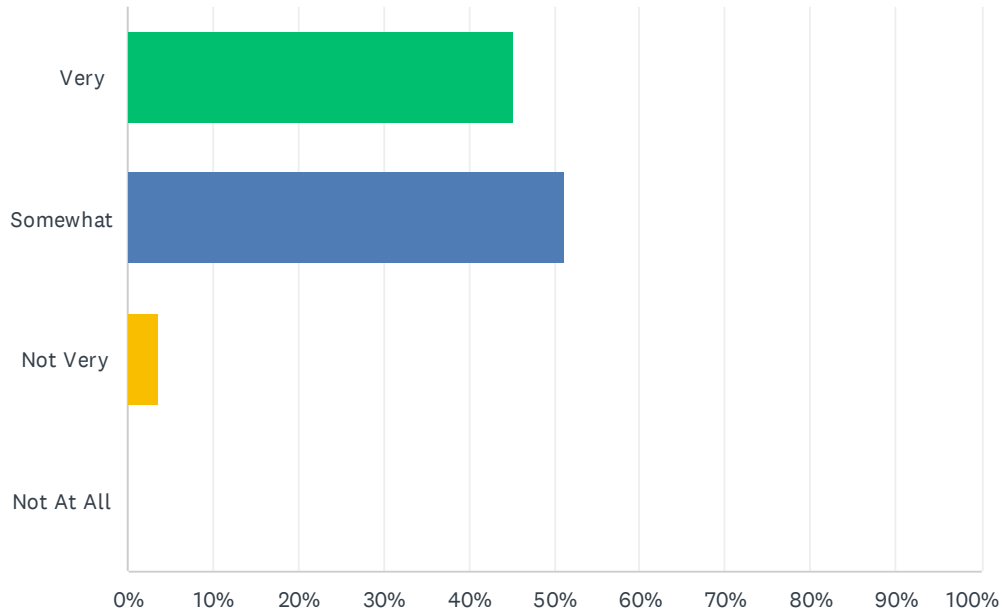


| ANSWER CHOICES      | RESPONSES |           |
|---------------------|-----------|-----------|
| Very Informed       | 19.75%    | 16        |
| Somewhat Informed   | 45.68%    | 37        |
| Neutral             | 7.41%     | 6         |
| Not Very Informed   | 22.22%    | 18        |
| Not Informed At All | 4.94%     | 4         |
| <b>TOTAL</b>        |           | <b>81</b> |



## Q20 How well do you feel PRSA Richmond’s membership reflects the Central Virginia public relations community?

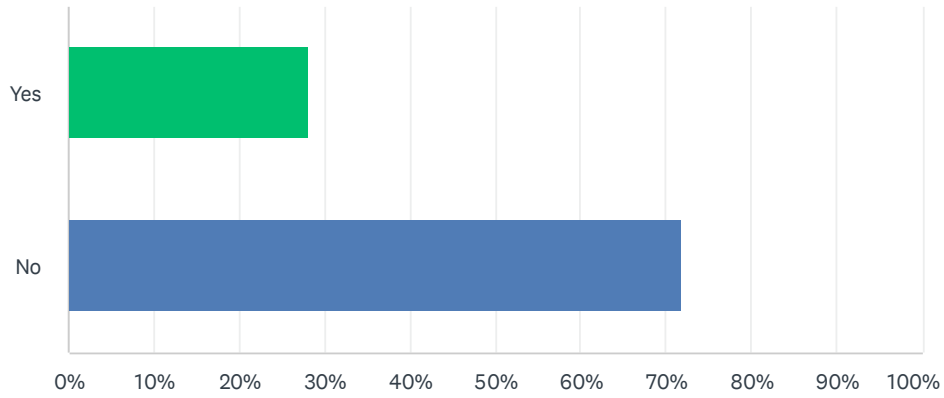
Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Very           | 45.12%    | 37        |
| Somewhat       | 51.22%    | 42        |
| Not Very       | 3.66%     | 3         |
| Not At All     | 0.00%     | 0         |
| <b>TOTAL</b>   |           | <b>82</b> |

### Q21 Are you a career switcher?

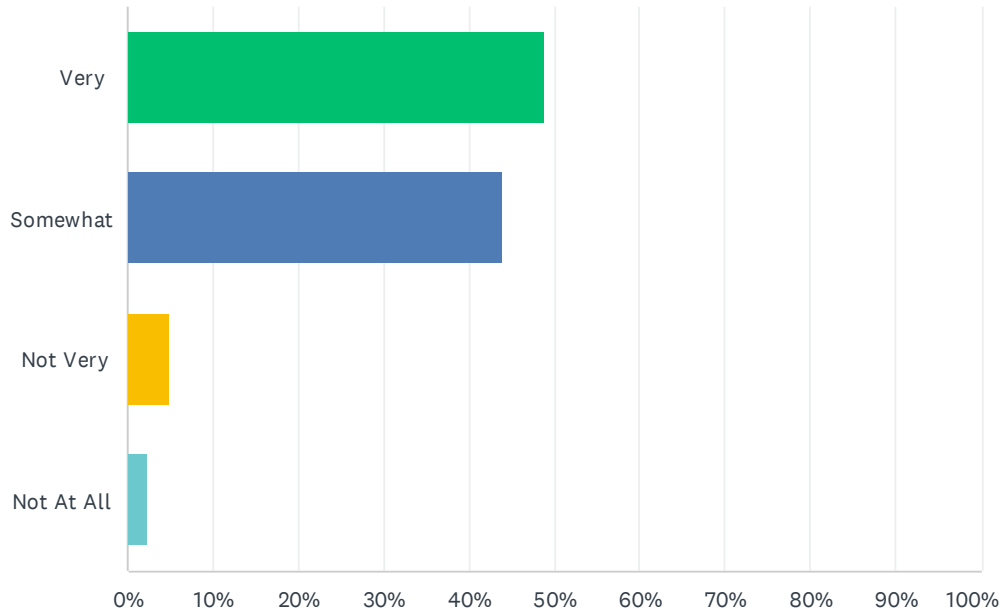
Answered: 82 Skipped: 0



| ANSWER CHOICES        | RESPONSES |
|-----------------------|-----------|
| Yes                   | 28.05% 23 |
| No                    | 71.95% 59 |
| Total Respondents: 82 |           |

## Q22 How welcomed and included do you feel when at PRSA Richmond events?

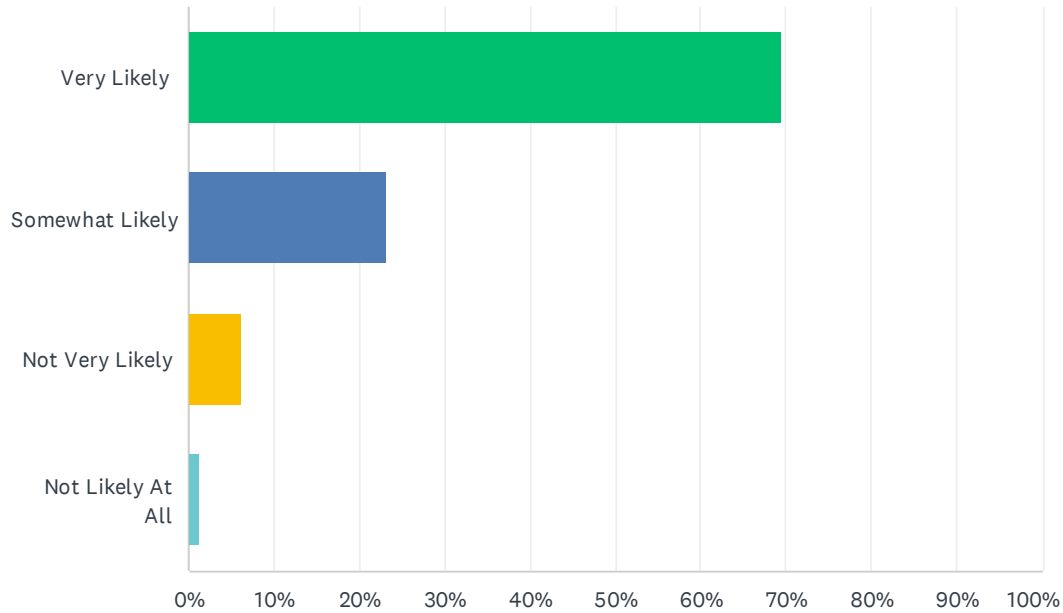
Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| Very           | 48.78%    | 40        |
| Somewhat       | 43.90%    | 36        |
| Not Very       | 4.88%     | 4         |
| Not At All     | 2.44%     | 2         |
| <b>TOTAL</b>   |           | <b>82</b> |

## Q23 How likely are you to renew your PRSA Richmond membership in 2022?

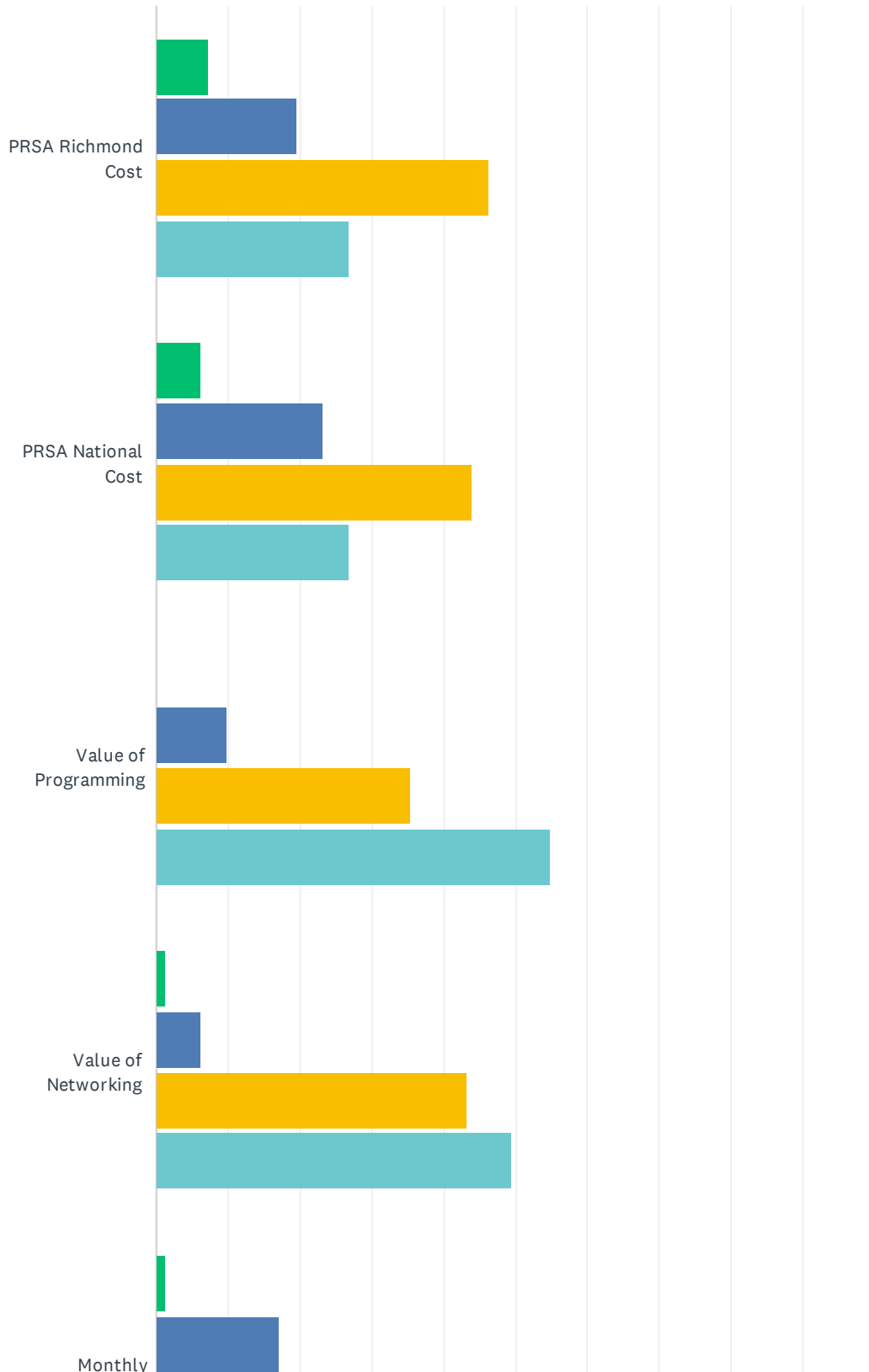
Answered: 82 Skipped: 0

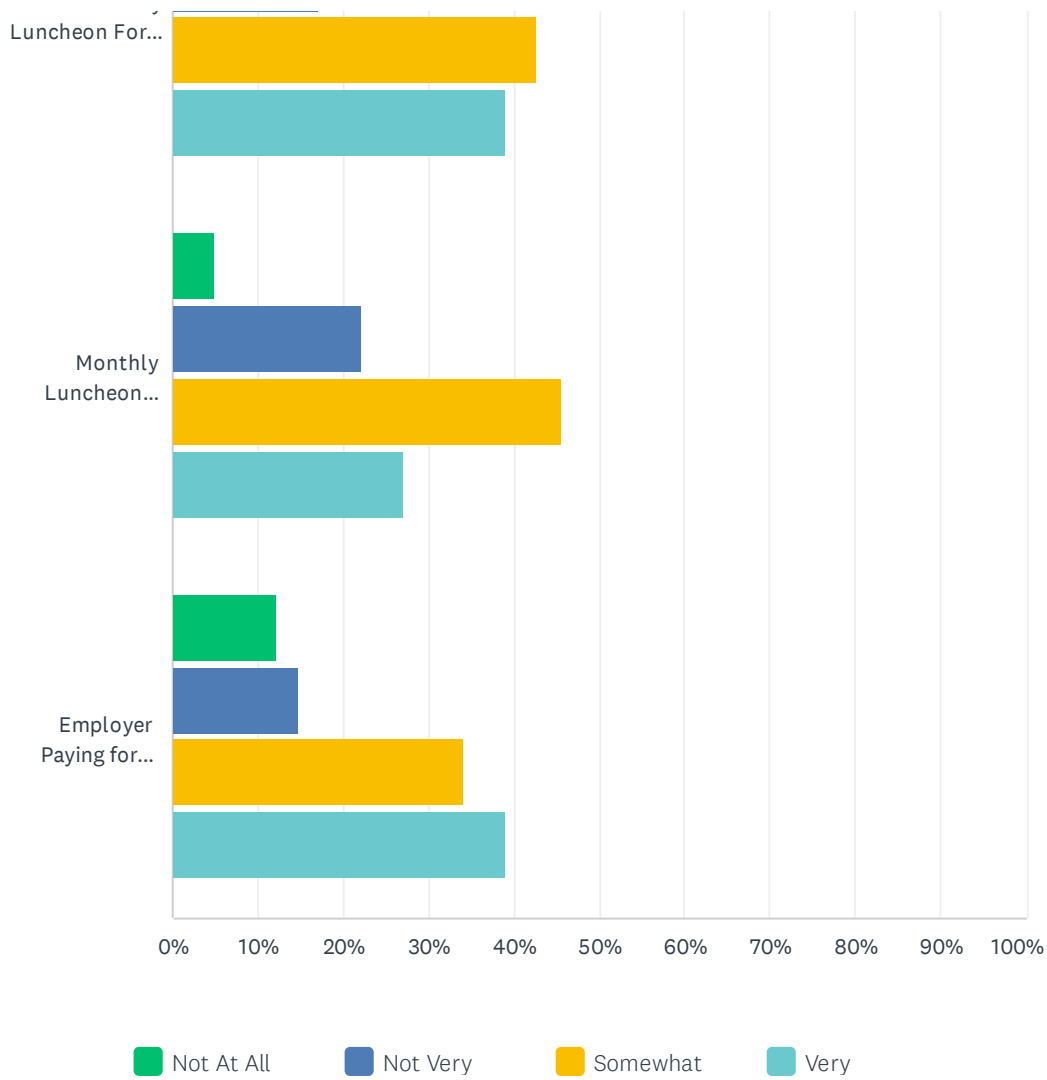


| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Very Likely       | 69.51%    | 57        |
| Somewhat Likely   | 23.17%    | 19        |
| Not Very Likely   | 6.10%     | 5         |
| Not Likely At All | 1.22%     | 1         |
| <b>TOTAL</b>      |           | <b>82</b> |

# Q24 How important are the following factors on your decision to continue to be a PRSA Richmond member?

Answered: 82 Skipped: 0

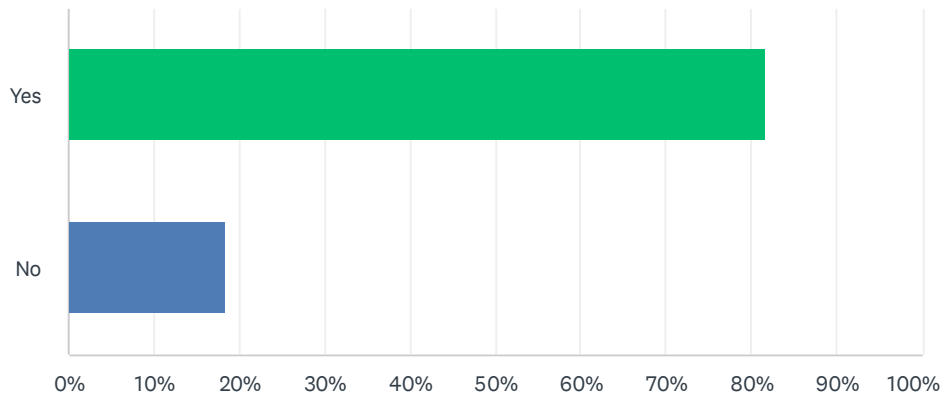




|  | NOT AT ALL   | NOT VERY     | SOMEWHAT     | VERY         | TOTAL | WEIGHTED AVERAGE |
|--|--------------|--------------|--------------|--------------|-------|------------------|
| PRSA Richmond Cost                                   | 7.32%<br>6   | 19.51%<br>16 | 46.34%<br>38 | 26.83%<br>22 | 82    | 2.93             |
| PRSA National Cost                                   | 6.10%<br>5   | 23.17%<br>19 | 43.90%<br>36 | 26.83%<br>22 | 82    | 2.91             |
| Value of Programming                                 | 0.00%<br>0   | 9.76%<br>8   | 35.37%<br>29 | 54.88%<br>45 | 82    | 3.45             |
| Value of Networking                                  | 1.23%<br>1   | 6.17%<br>5   | 43.21%<br>35 | 49.38%<br>40 | 81    | 3.41             |
| Monthly Luncheon Format (e.g. in-person vs. virtual) | 1.22%<br>1   | 17.07%<br>14 | 42.68%<br>35 | 39.02%<br>32 | 82    | 3.20             |
| Monthly Luncheon Location                            | 4.94%<br>4   | 22.22%<br>18 | 45.68%<br>37 | 27.16%<br>22 | 81    | 2.95             |
| Employer Paying for Membership                       | 12.20%<br>10 | 14.63%<br>12 | 34.15%<br>28 | 39.02%<br>32 | 82    | 3.00             |

## Q25 Does your employer pay for your membership?

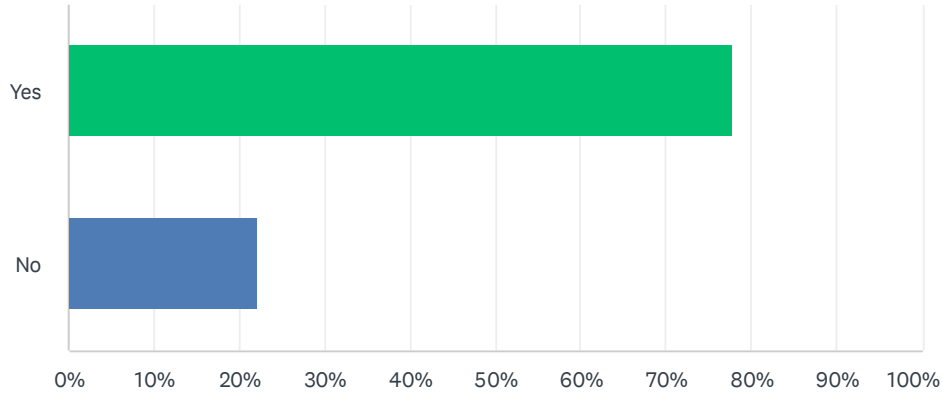
Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 81.71%    | 67 |
| No             | 18.29%    | 15 |
| TOTAL          |           | 82 |

### Q26 If your employer did not pay for your PRSA Richmond membership, would you continue to be a member (i.e. payout of your own pocket)

Answered: 81 Skipped: 1

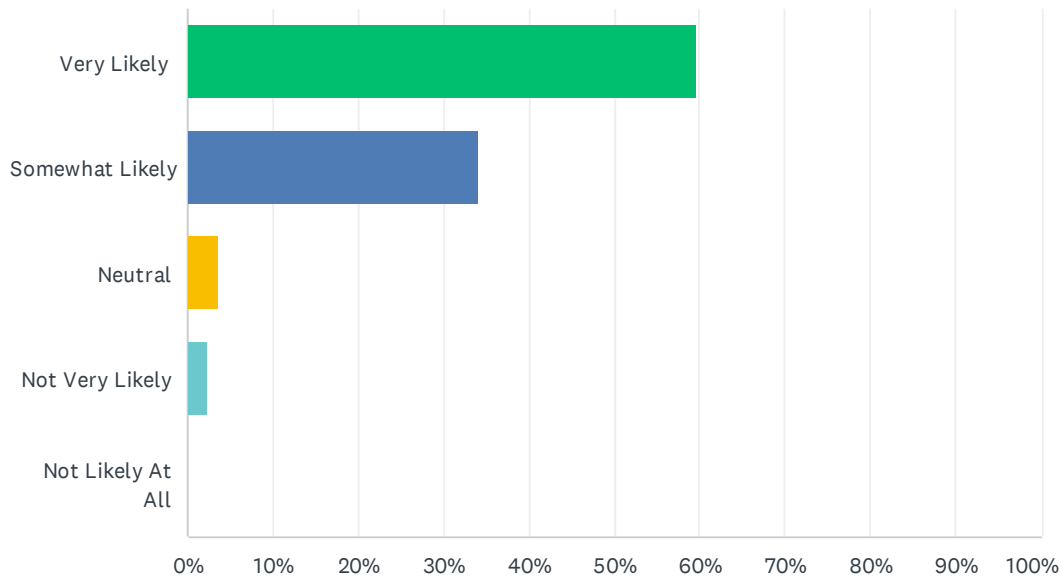


| ANSWER CHOICES | RESPONSES |    |
|----------------|-----------|----|
| Yes            | 77.78%    | 63 |
| No             | 22.22%    | 18 |
| TOTAL          |           | 81 |



## Q27 How likely are you to recommend PRSA Richmond membership to a colleague or PR professional you know?

Answered: 82 Skipped: 0



| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Very Likely       | 59.76%    | 49        |
| Somewhat Likely   | 34.15%    | 28        |
| Neutral           | 3.66%     | 3         |
| Not Very Likely   | 2.44%     | 2         |
| Not Likely At All | 0.00%     | 0         |
| <b>TOTAL</b>      |           | <b>82</b> |

## Q28 Why not?

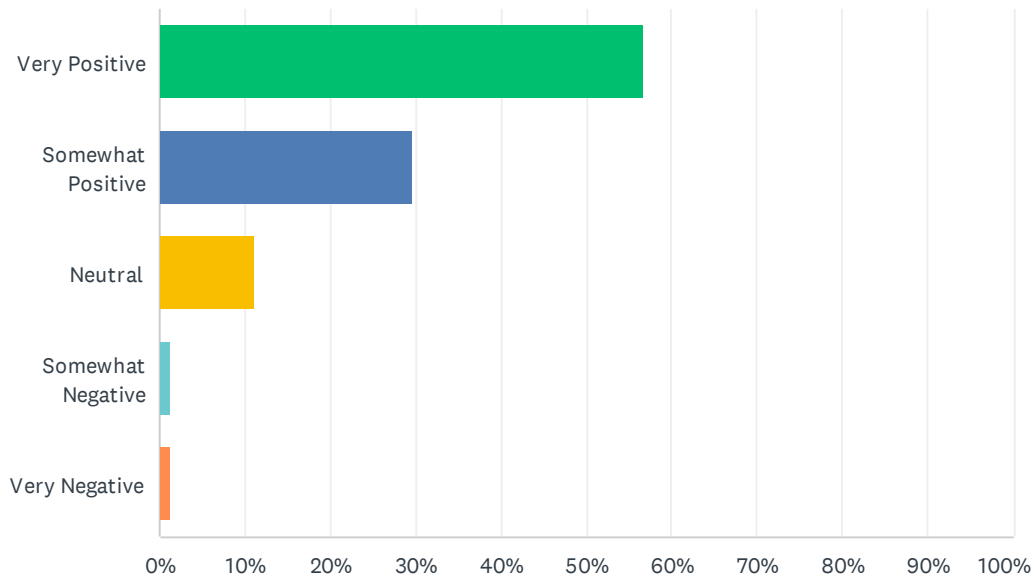
Answered: 45 Skipped: 37

| #  | RESPONSES   | DATE                |
|----|---|---------------------|
| 1  | There is no   | 12/3/2021 5:08 AM   |
| 2  | n/a   | 12/2/2021 4:04 PM   |
| 3  | Because it makes it easier for me   | 12/1/2021 6:39 AM   |
| 4  | You are not only helping us to deliver high quality programs and professionalism      | 12/1/2021 4:51 AM   |
| 5  | no  | 12/1/2021 12:41 AM  |
| 6  | no  | 11/30/2021 10:51 PM |
| 7  | Membership fees are required for PRSA Richmond members                                | 11/30/2021 9:04 PM  |
| 8  | Because it is too troublesome to join the membership fee collection process.          | 11/30/2021 9:01 PM  |
| 9  | I'm sorry, no why   | 11/30/2021 4:26 PM  |
| 10 | no  | 11/30/2021 2:33 PM  |
| 11 | Is ah   | 11/30/2021 1:52 PM  |
| 12 | There is no   | 11/30/2021 11:36 AM |
| 13 | I recommend the   | 11/30/2021 11:29 AM |
| 14 | I would recommend it to them  | 11/30/2021 11:21 AM |
| 15 | No  | 11/30/2021 10:59 AM |
| 16 | Everyone has their own direction and can follow the direction of others               | 11/30/2021 10:56 AM |
| 17 | no  | 11/30/2021 10:42 AM |
| 18 | Can make friends have a better experience   | 11/30/2021 10:31 AM |
| 19 | N/A   | 11/29/2021 3:50 PM  |
| 20 | n/a   | 11/24/2021 3:10 PM  |
| 21 | n/a   | 11/24/2021 9:24 AM  |
| 22 | n/a   | 11/23/2021 9:24 PM  |
| 23 | None  | 11/23/2021 1:45 PM  |
| 24 | I selected very likely.   | 11/23/2021 11:13 AM |
| 25 | N/A   | 11/23/2021 10:49 AM |
| 26 | n/a   | 11/23/2021 10:22 AM |
| 27 | n/a   | 11/22/2021 10:44 AM |
| 28 | I would suggest they at least visit as my guest to see if it would be helpful to them | 11/21/2021 5:24 PM  |
| 29 | N/A   | 11/21/2021 10:43 AM |
| 30 | N/A   | 11/19/2021 6:51 PM  |
| 31 | N/A   | 11/19/2021 3:09 PM  |
| 32 | I would recommend.  | 11/17/2021 10:56 AM |
| 33 | Just do not learn much beyond what I learn at work or online.                         | 11/16/2021 11:09 AM |

|    |  |                     |
|----|--|---------------------|
| 34 | NA, I checked I AM "very likely"!  | 11/16/2021 10:28 AM |
| 35 | I actually did recommend it to someone new to the area recently, unprompted, so it's very likely I'll do so again.                                   | 11/15/2021 5:50 PM  |
| 36 | N/A  | 11/15/2021 2:51 PM  |
| 37 | NA   | 11/15/2021 2:11 PM  |
| 38 | I consistently recommend that colleagues consider joining PRSA for the networking and programming resources.   | 11/15/2021 11:50 AM |
| 39 | definitely did and do!   | 11/14/2021 4:21 PM  |
| 40 | The value of PRSA Richmond is the networking and not having in person programming, plus the terrible programming, has really impacted my view point. | 11/13/2021 1:39 PM  |
| 41 | N/a  | 11/13/2021 1:34 AM  |
| 42 | NA   | 11/12/2021 4:33 PM  |
| 43 | I think it provides good professional development opportunities as well as good networking opportunities.  | 11/12/2021 3:26 PM  |
| 44 | Have yet to find the value   | 11/12/2021 3:25 PM  |
| 45 | I would  | 11/12/2021 3:21 PM  |

## Q29 How would you rate PRSA Richmond's reputation?

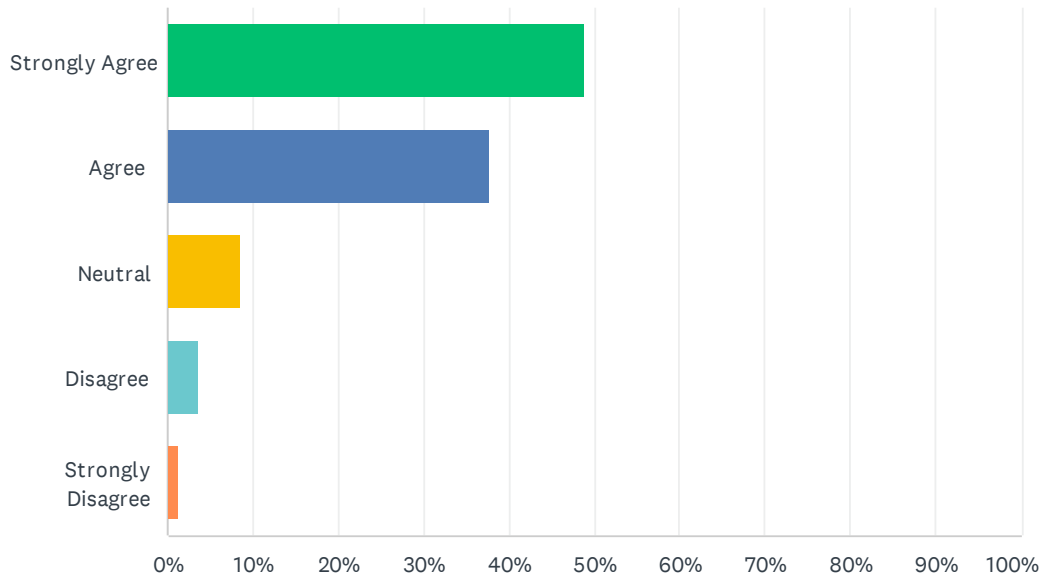
Answered: 81 Skipped: 1



| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Very Positive     | 56.79%    | 46        |
| Somewhat Positive | 29.63%    | 24        |
| Neutral           | 11.11%    | 9         |
| Somewhat Negative | 1.23%     | 1         |
| Very Negative     | 1.23%     | 1         |
| <b>TOTAL</b>      |           | <b>81</b> |

### Q30 How strongly do you agree with the following statement: "PRSA Richmond members are seen as leaders within the Richmond PR community."?

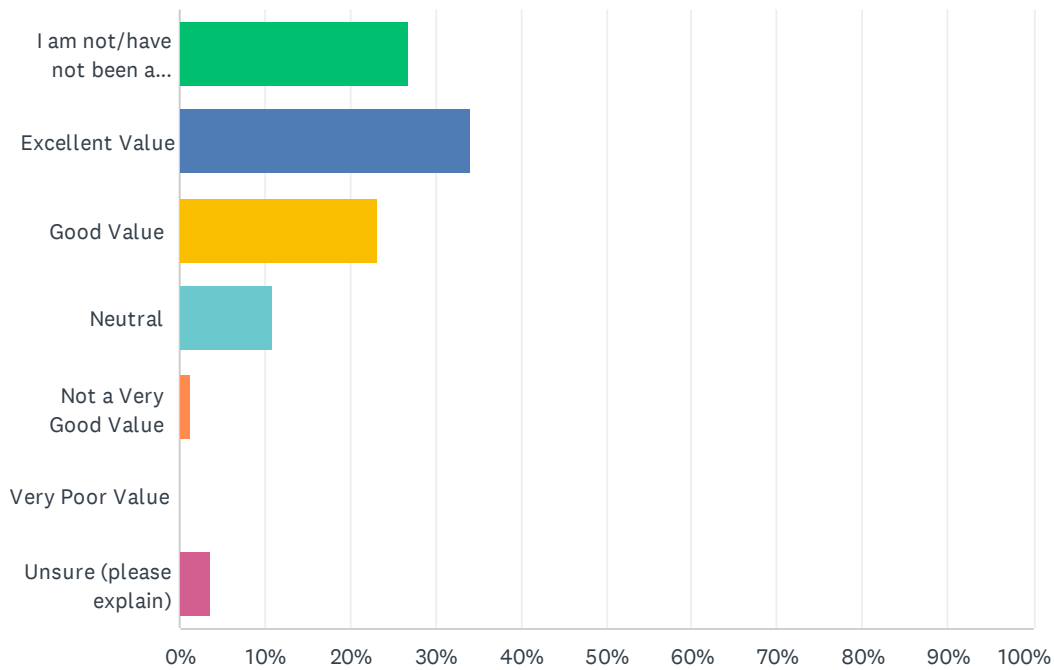
Answered: 82 Skipped: 0



| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Strongly Agree    | 48.78%    | 40        |
| Agree             | 37.80%    | 31        |
| Neutral           | 8.54%     | 7         |
| Disagree          | 3.66%     | 3         |
| Strongly Disagree | 1.22%     | 1         |
| <b>TOTAL</b>      |           | <b>82</b> |

**Q31 Please rate PRSA Richmond's value compared to other professional associations/organizations in which you are currently or have been a member (example: Ad Club, American Marketing Association, Virginia Association of Fund Raising Executives, ColorComm, National Association of Black Journalists, International Association of Business Communicators):**

Answered: 82 Skipped: 0



| ANSWER CHOICES   | RESPONSES |           |
|--|-----------|-----------|
| I am not/have not been a member of any other organization. | 26.83%    | 22        |
| Excellent Value  | 34.15%    | 28        |
| Good Value   | 23.17%    | 19        |
| Neutral  | 10.98%    | 9         |
| Not a Very Good Value                                      | 1.22%     | 1         |
| Very Poor Value  | 0.00%     | 0         |
| Unsure (please explain)                                    | 3.66%     | 3         |
| <b>TOTAL</b>   |           | <b>82</b> |

| # | UNSURE (PLEASE EXPLAIN)                                    | DATE                |
|---|--|---------------------|
| 1 | I am not a member of the other professional organizations. | 11/23/2021 11:13 AM |
| 2 | Not a member of others                                     | 11/21/2021 10:43 AM |

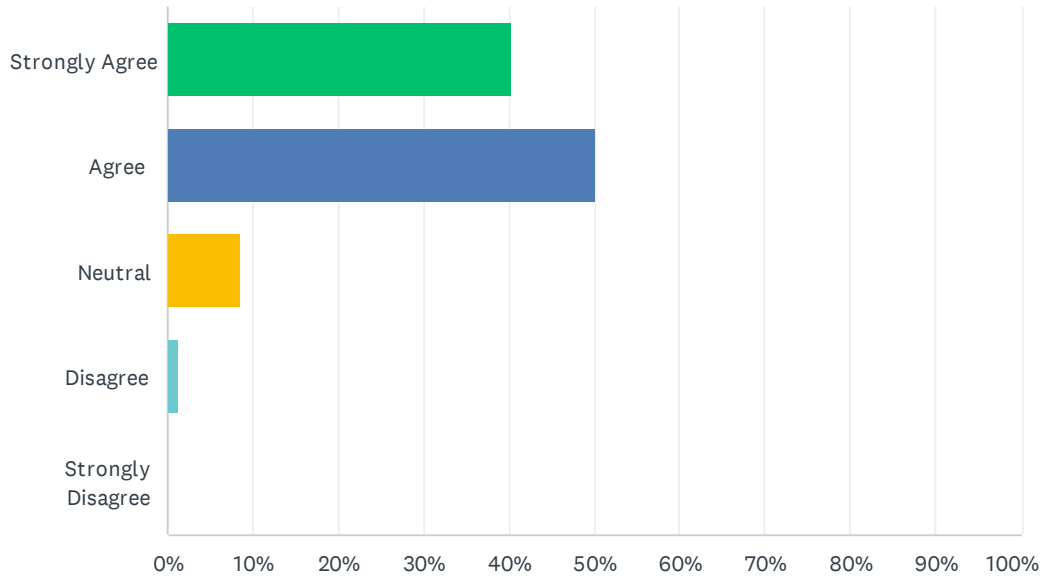
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|   |  |                     |
|---|--|---------------------|
| 3 | Not familiar with these organizations. | 11/16/2021 11:09 AM |
|---|--|---------------------|

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### Q32 How strongly do you agree with the following statement: “PRSA Richmond supports a diverse and inclusive environment.”?

Answered: 82 Skipped: 0

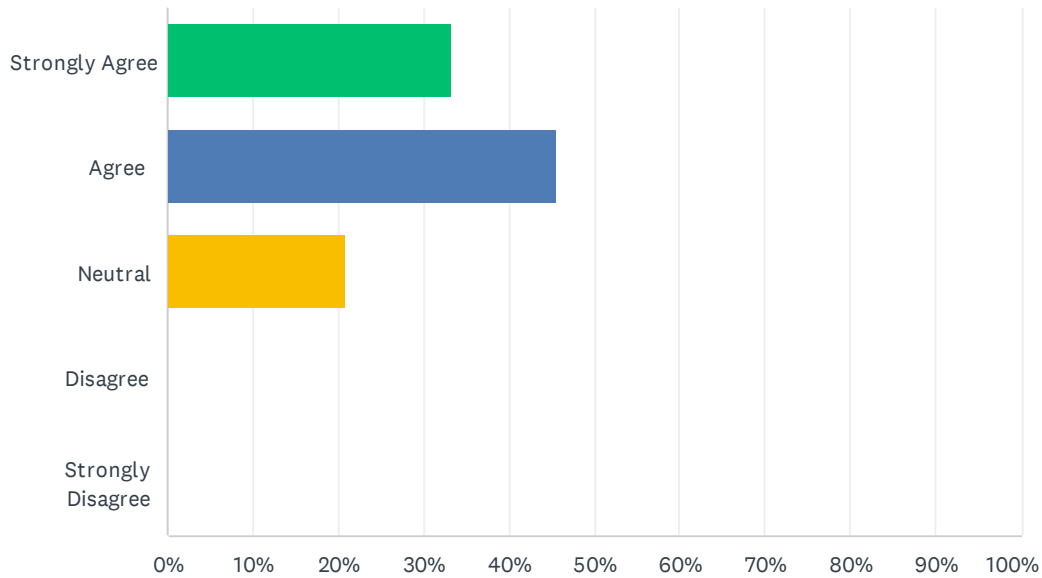


| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Strongly Agree    | 40.24%    | 33        |
| Agree             | 50.00%    | 41        |
| Neutral           | 8.54%     | 7         |
| Disagree          | 1.22%     | 1         |
| Strongly Disagree | 0.00%     | 0         |
| <b>TOTAL</b>      |           | <b>82</b> |



### Q33 How strongly do you agree with the following statement: “PRSA Richmond provides resources and information to help me better understand diversity and inclusion within public relations.”?

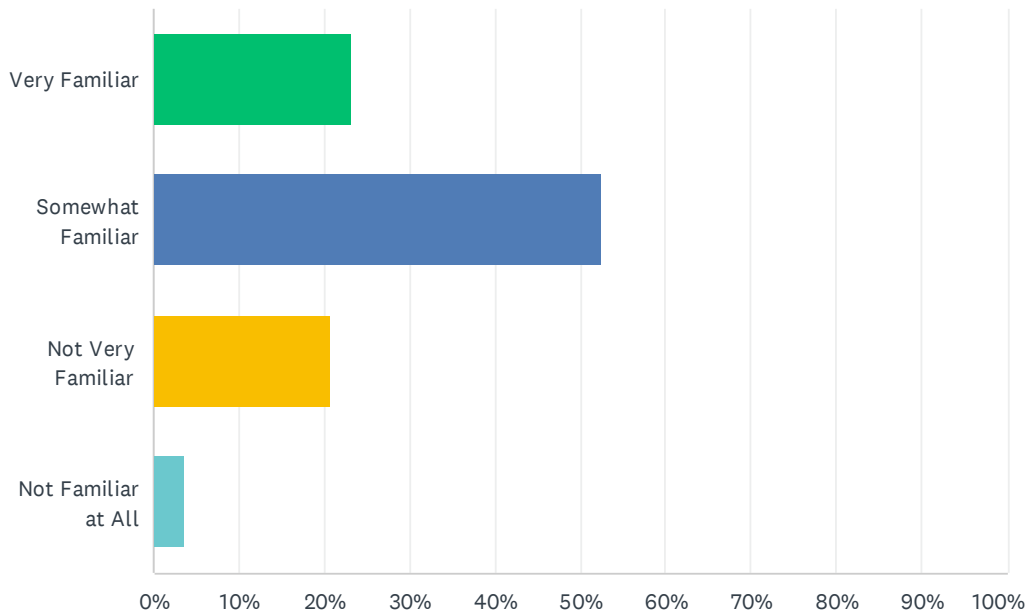
Answered: 81 Skipped: 1



| ANSWER CHOICES    | RESPONSES |           |
|-------------------|-----------|-----------|
| Strongly Agree    | 33.33%    | 27        |
| Agree             | 45.68%    | 37        |
| Neutral           | 20.99%    | 17        |
| Disagree          | 0.00%     | 0         |
| Strongly Disagree | 0.00%     | 0         |
| <b>TOTAL</b>      |           | <b>81</b> |

### Q34 How familiar are you with the resources PRSA National offers?

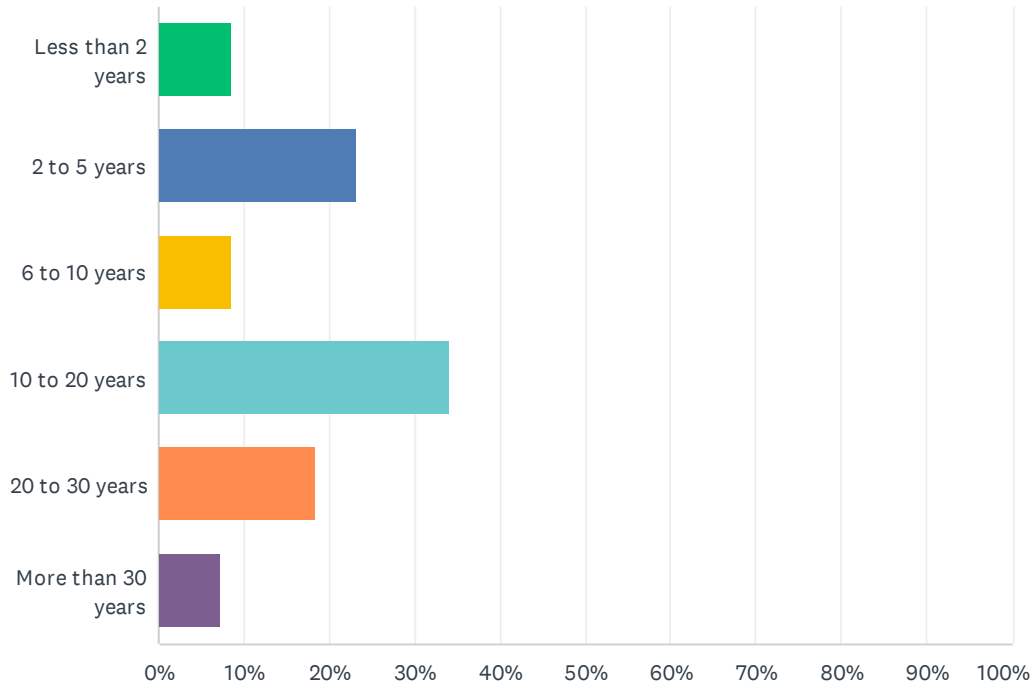
Answered: 82 Skipped: 0



| ANSWER CHOICES      | RESPONSES |
|---------------------|-----------|
| Very Familiar       | 23.17% 19 |
| Somewhat Familiar   | 52.44% 43 |
| Not Very Familiar   | 20.73% 17 |
| Not Familiar at All | 3.66% 3   |
| <b>TOTAL</b>        | <b>82</b> |

### Q35 How long have you been working in public relations and/or communications?

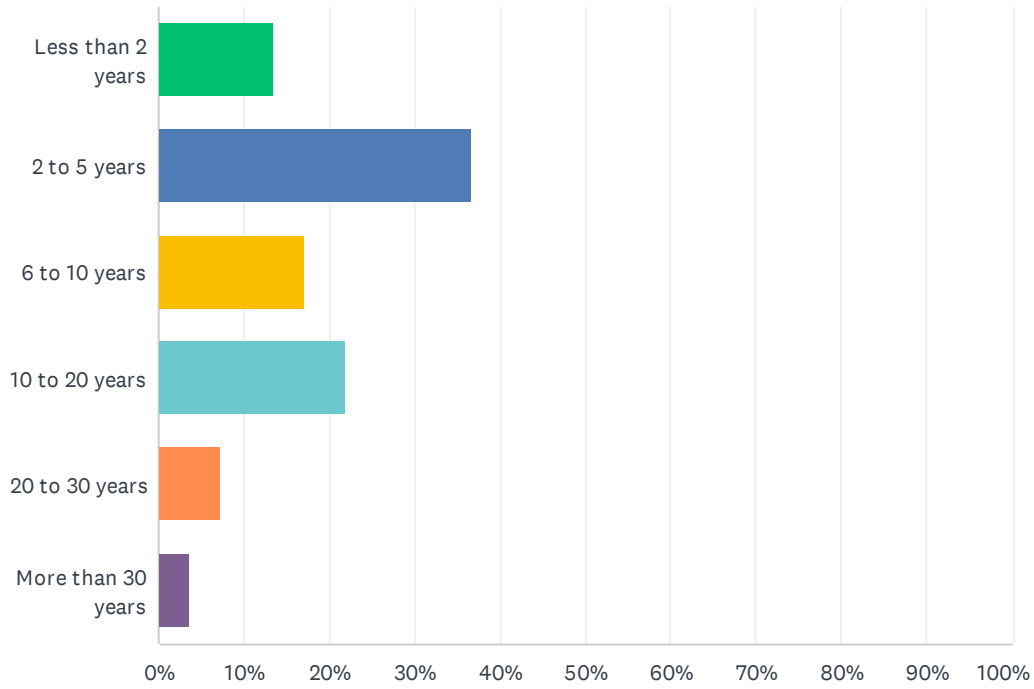
Answered: 82 Skipped: 0



| ANSWER CHOICES     | RESPONSES |           |
|--------------------|-----------|-----------|
| Less than 2 years  | 8.54%     | 7         |
| 2 to 5 years       | 23.17%    | 19        |
| 6 to 10 years      | 8.54%     | 7         |
| 10 to 20 years     | 34.15%    | 28        |
| 20 to 30 years     | 18.29%    | 15        |
| More than 30 years | 7.32%     | 6         |
| <b>TOTAL</b>       |           | <b>82</b> |

### Q36 How long have you been a PRSA member?

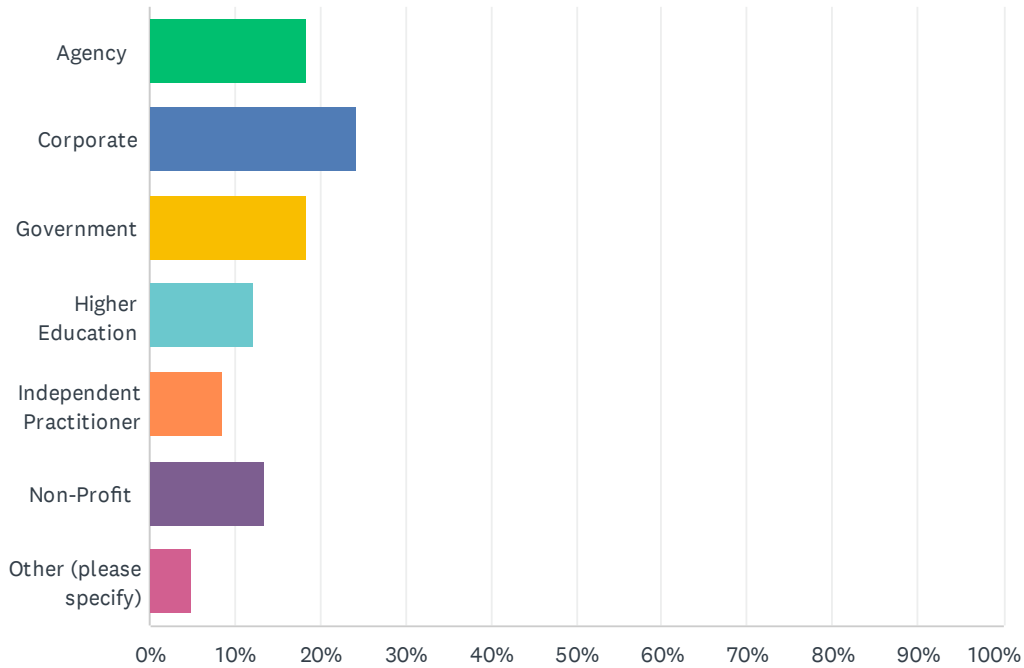
Answered: 82 Skipped: 0



| ANSWER CHOICES     | RESPONSES |           |
|--------------------|-----------|-----------|
| Less than 2 years  | 13.41%    | 11        |
| 2 to 5 years       | 36.59%    | 30        |
| 6 to 10 years      | 17.07%    | 14        |
| 10 to 20 years     | 21.95%    | 18        |
| 20 to 30 years     | 7.32%     | 6         |
| More than 30 years | 3.66%     | 3         |
| <b>TOTAL</b>       |           | <b>82</b> |

### Q37 Please select your organization / sector:

Answered: 82 Skipped: 0

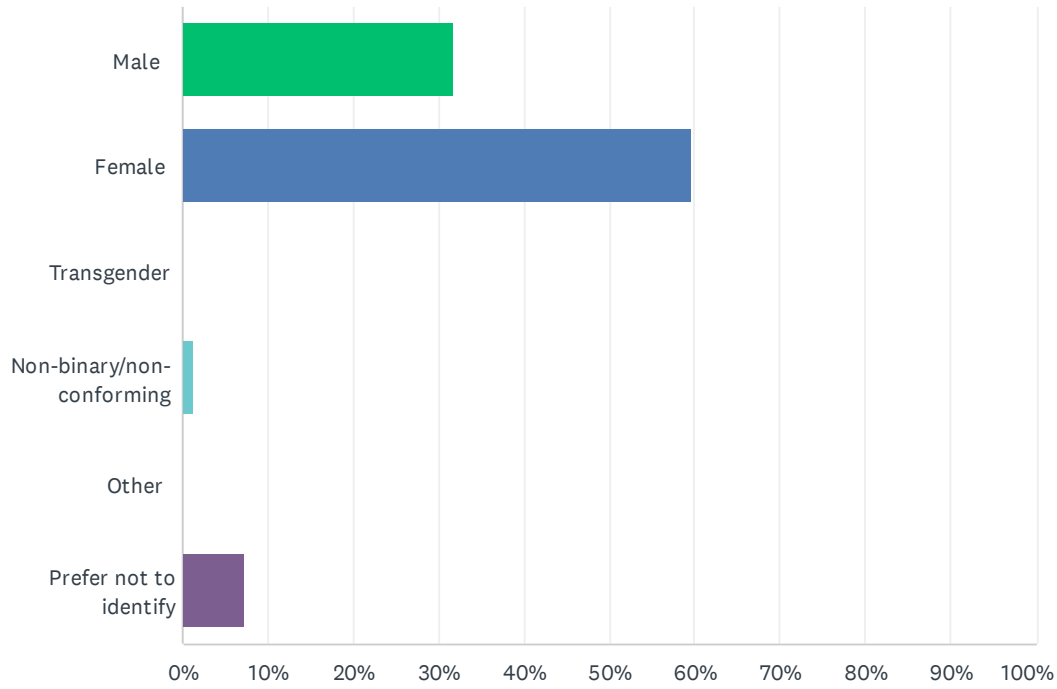


| ANSWER CHOICES           | RESPONSES |           |
|--------------------------|-----------|-----------|
| Agency                   | 18.29%    | 15        |
| Corporate                | 24.39%    | 20        |
| Government               | 18.29%    | 15        |
| Higher Education         | 12.20%    | 10        |
| Independent Practitioner | 8.54%     | 7         |
| Non-Profit               | 13.41%    | 11        |
| Other (please specify)   | 4.88%     | 4         |
| <b>TOTAL</b>             |           | <b>82</b> |

| # | OTHER (PLEASE SPECIFY) | DATE               |
|---|------------------------|--------------------|
| 1 | Health Care            | 11/19/2021 6:52 PM |
| 2 | Transportation         | 11/19/2021 3:01 PM |
| 3 | Prefer not to say      | 11/13/2021 1:40 PM |
| 4 | Tourism                | 11/12/2021 3:25 PM |

### Q38 What is your gender?

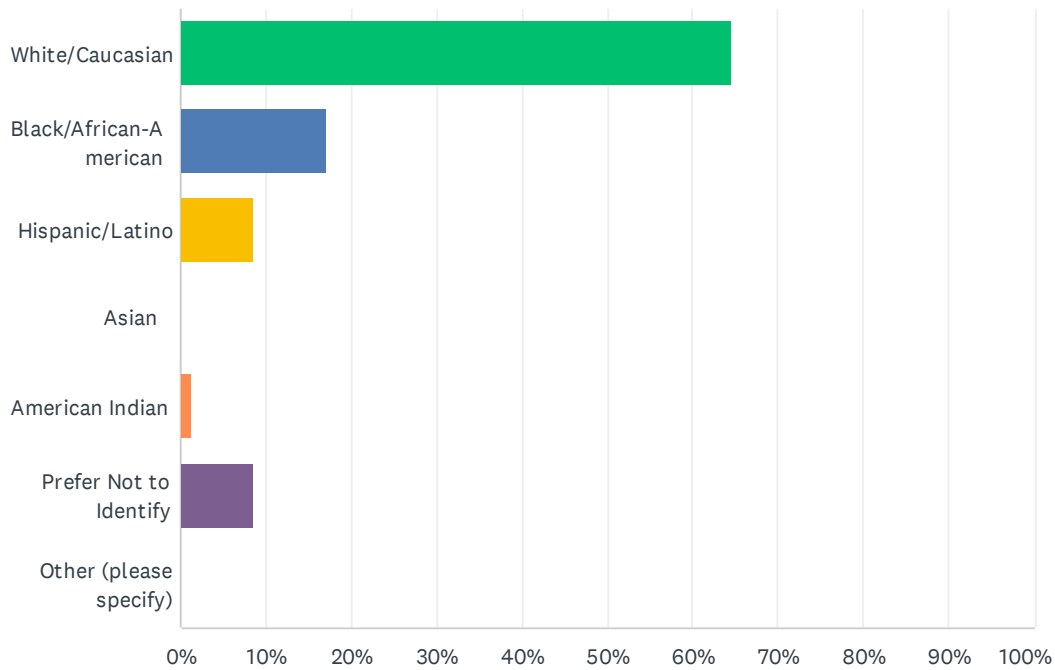
Answered: 82 Skipped: 0



| ANSWER CHOICES            | RESPONSES |           |
|---------------------------|-----------|-----------|
| Male                      | 31.71%    | 26        |
| Female                    | 59.76%    | 49        |
| Transgender               | 0.00%     | 0         |
| Non-binary/non-conforming | 1.22%     | 1         |
| Other                     | 0.00%     | 0         |
| Prefer not to identify    | 7.32%     | 6         |
| <b>TOTAL</b>              |           | <b>82</b> |

### Q39 How Do You Identify?

Answered: 82 Skipped: 0

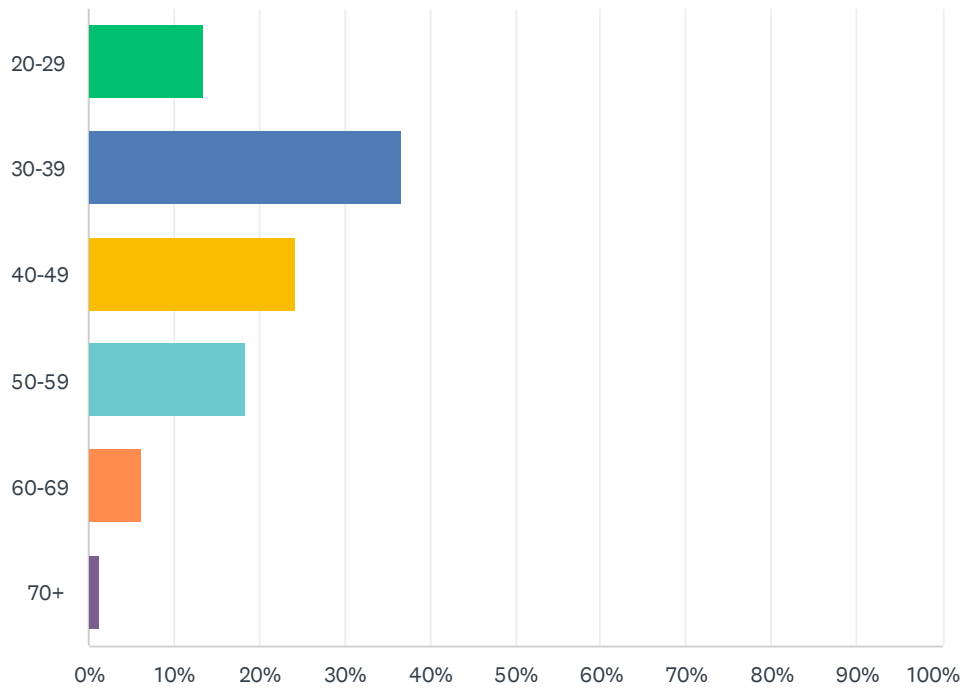


| ANSWER CHOICES         | RESPONSES |           |
|------------------------|-----------|-----------|
| White/Caucasian        | 64.63%    | 53        |
| Black/African-American | 17.07%    | 14        |
| Hispanic/Latino        | 8.54%     | 7         |
| Asian                  | 0.00%     | 0         |
| American Indian        | 1.22%     | 1         |
| Prefer Not to Identify | 8.54%     | 7         |
| Other (please specify) | 0.00%     | 0         |
| <b>TOTAL</b>           |           | <b>82</b> |

| # | OTHER (PLEASE SPECIFY)  | DATE |
|---|-------------------------|------|
|   | There are no responses. |      |

### Q40 Please select your age:

Answered: 82 Skipped: 0



| ANSWER CHOICES | RESPONSES |           |
|----------------|-----------|-----------|
| 20-29          | 13.41%    | 11        |
| 30-39          | 36.59%    | 30        |
| 40-49          | 24.39%    | 20        |
| 50-59          | 18.29%    | 15        |
| 60-69          | 6.10%     | 5         |
| 70+            | 1.22%     | 1         |
| <b>TOTAL</b>   |           | <b>82</b> |



## Q41 How can PRSA Richmond help you reach your personal and professional goals?

Answered: 59 Skipped: 23

| #  | RESPONSES  | DATE                |
|----|--|---------------------|
| 1  | continue offering opportunities to learn about new and emerging trends especially in the digital/social media realm  | 12/2/2021 4:04 PM   |
| 2  | Let me know more talents, better clear their own direction   | 12/1/2021 6:39 AM   |
| 3  | Increase my knowledge  | 12/1/2021 6:37 AM   |
| 4  | Mentored in ways that support and enrich their professional, professional and personal lives. It's personal and professional achievements that can take you to the next level...   | 12/1/2021 4:52 AM   |
| 5  | Actively help  | 12/1/2021 4:30 AM   |
| 6  | no   | 12/1/2021 12:42 AM  |
| 7  | no   | 11/30/2021 10:52 PM |
| 8  | PRSA Richmond provides me with the opportunity and funding to achieve my personal and professional goals   | 11/30/2021 9:04 PM  |
| 9  | It gave me the opportunity to work and achieve my goals.   | 11/30/2021 9:01 PM  |
| 10 | Not yet.   | 11/30/2021 4:27 PM  |
| 11 | The first is to have a serious work attitude, which is the first, the second is to maintain hard work, the third is to insist on learning, regardless of the goal is high or low to have the ability to work, the fourth is to be polite to establish a good relationship, the key moment to achieve the goal also need the support of leaders and colleagues. | 11/30/2021 4:27 PM  |
| 12 | More range options. Watch the cameras yourself   | 11/30/2021 2:33 PM  |
| 13 | Is ah  | 11/30/2021 1:52 PM  |
| 14 | PRSA Richmond provides resources and information to help me better understand diversity and inclusion within public relations.   | 11/30/2021 11:36 AM |
| 15 | More information is available  | 11/30/2021 11:29 AM |
| 16 | Gave me a direction  | 11/30/2021 11:22 AM |
| 17 | no   | 11/30/2021 11:13 AM |
| 18 | Not yet.   | 11/30/2021 11:08 AM |
| 19 | Provide more information   | 11/30/2021 11:03 AM |
| 20 | Gave me a lot of advice  | 11/30/2021 10:59 AM |
| 21 | Many valuable suggestions and successful cases   | 11/30/2021 10:56 AM |
| 22 | PRSA Richmond provides resources and information to help me better understand diversity and inclusion within public relations.   | 11/30/2021 10:43 AM |
| 23 | Drive my enthusiasm and development  | 11/30/2021 10:31 AM |
| 24 | N/A  | 11/29/2021 3:50 PM  |
| 25 | continue with programming that is easy to apply in our jobs  | 11/24/2021 3:10 PM  |
| 26 | Continue to communicate with their members about events and professional development opportunities.  | 11/24/2021 9:24 AM  |

|    |  |                     |
|----|--|---------------------|
| 27 | n/a  | 11/23/2021 9:24 PM  |
| 28 | Provide insights on advancement in PR with more leadership training  | 11/23/2021 1:47 PM  |
| 29 | Return to in-person programming including lunches. I'm not getting any benefit on Zoom.  | 11/23/2021 1:23 PM  |
| 30 | By continuing to provide timely professional development opportunities   | 11/23/2021 11:13 AM |
| 31 | Include more development for the senior career professional. Most information has been heard before. How can you push the senior career professional not to feel burnout or status quo. Help/guidance on managing an office with juggling generational differences in approach of work ethic? How to continue to grow when you've been doing this for years  | 11/23/2021 10:49 AM |
| 32 | attend sessions  | 11/23/2021 10:22 AM |
| 33 | Have more programs reflecting the needs of the community.  | 11/23/2021 10:12 AM |
| 34 | Continue offering quality luncheons.   | 11/22/2021 11:32 AM |
| 35 | More workshops/training I suppose. To be honest I earned my APR last year and thought it would open more doors for me when I started exploring the job market and it didn't quite have the impact I thought it would, I ultimately ended up taking a more marketing-focused role because that was the best offer I received. That's not entirely on PRSA Richmond to solve and I don't think the chapter has done anything wrong -- I thought the APR material was super relevant and I felt very supported during the journey. I use RPIE in my marketing plans now and they are very well received at the company I work at. So this is not criticism, just an observation I have. | 11/22/2021 10:21 AM |
| 36 | More mixers and free/low-cost networking opportunities.  | 11/22/2021 9:27 AM  |
| 37 | na   | 11/21/2021 5:25 PM  |
| 38 | Keep up the programing and networking!   | 11/21/2021 10:43 AM |
| 39 | Programs on Thought Leadership   | 11/19/2021 6:52 PM  |
| 40 | Resources on transitioning into semi retirement/consulting   | 11/19/2021 4:11 PM  |
| 41 | Would like to get involved with the board  | 11/19/2021 3:09 PM  |
| 42 | Keep offering engaging programs and professional development sessions on a variety of communications topics  | 11/19/2021 2:46 PM  |
| 43 | you do!  | 11/17/2021 10:56 AM |
| 44 | Wine with lunch please.  | 11/16/2021 10:29 AM |
| 45 | Go back to monthly in person luncheons. Offer more professional development programs in person.  | 11/15/2021 6:24 PM  |
| 46 | I plan to engage in an APR boot camp at some point, which I know will help greatly.  | 11/15/2021 5:50 PM  |
| 47 | N/A  | 11/15/2021 5:06 PM  |
| 48 | More virtual networking opportunities and workshops  | 11/15/2021 2:51 PM  |
| 49 | Continue focusing on programs and workshops  | 11/15/2021 2:12 PM  |
| 50 | Continue (and increasingly) provide information about job skills and related information, especially on information that is helpful but tertiary to my current role: new MarCom technology, event planning, community relations, social media optimization, executive coaching, etc.   | 11/15/2021 11:50 AM |
| 51 | leveraging network, connecting people in different organizations, helping students   | 11/14/2021 4:22 PM  |
| 52 | HELP members and add value by offering in person programming and diversify program topics that can actually help PR practitioners grow in their careers.   | 11/13/2021 1:40 PM  |
| 53 | Offer trainings and "luncheons" at various times - before work, after work and online  | 11/13/2021 1:35 AM  |
| 54 | Free APR   | 11/12/2021 4:33 PM  |
| 55 | N/A  | 11/12/2021 3:50 PM  |

|    |   |                    |
|----|---|--------------------|
| 56 | Networking opportunities, boost young professional events to create a stronger network with similar professionals                                   | 11/12/2021 3:36 PM |
| 57 | Continue to provide programs that support maintaining my APR. Continue to provide opportunities to network (in-person) with other PR professionals. | 11/12/2021 3:27 PM |
| 58 | Networking  | 11/12/2021 3:25 PM |
| 59 | n/a   | 11/12/2021 3:21 PM |

## Q42 What suggestions do you have to make PRSA Richmond more valuable and relevant to its members?

Answered: 57 Skipped: 25

| #  | RESPONSES   | DATE                |
|----|---|---------------------|
| 1  | n/a   | 12/2/2021 4:04 PM   |
| 2  | Not yet   | 12/1/2021 6:39 AM   |
| 3  | Not suggest   | 12/1/2021 6:37 AM   |
| 4  | We, on the board of directors and members of PRSA Richmond, believe that everyone is valuable to the organization. We are committed and committed to making this organization | 12/1/2021 4:52 AM   |
| 5  | no  | 12/1/2021 4:30 AM   |
| 6  | no  | 12/1/2021 12:42 AM  |
| 7  | no  | 11/30/2021 10:52 PM |
| 8  | I propose to increase PRSA Richmond entry conditions  | 11/30/2021 9:04 PM  |
| 9  | Increased eligibility to join PRSA Richmond   | 11/30/2021 9:01 PM  |
| 10 | Not yet.  | 11/30/2021 4:27 PM  |
| 11 | Temporarily no  | 11/30/2021 4:27 PM  |
| 12 | PRSA Richmond provides resources and information to help me better understand diversity and inclusion within public relations.  | 11/30/2021 2:33 PM  |
| 13 | Is ah   | 11/30/2021 1:52 PM  |
| 14 | Temporarily no  | 11/30/2021 11:36 AM |
| 15 | I don't have any good suggestions right now, okay   | 11/30/2021 11:29 AM |
| 16 | Increase the number of dinners for members  | 11/30/2021 11:22 AM |
| 17 | no  | 11/30/2021 11:13 AM |
| 18 | Not yet.  | 11/30/2021 11:08 AM |
| 19 | Membership fees are reduced   | 11/30/2021 11:03 AM |
| 20 | Use it often.   | 11/30/2021 10:59 AM |
| 21 | It's pretty good and perfect for me   | 11/30/2021 10:56 AM |
| 22 | Temporarily no  | 11/30/2021 10:43 AM |
| 23 | Better product experience   | 11/30/2021 10:31 AM |
| 24 | N/A   | 11/29/2021 3:50 PM  |
| 25 | Make the LinkedIn page a public page and not a group. That is where much of our target audience is on social. I would love to tag the chapter often.                          | 11/24/2021 3:10 PM  |
| 26 | More of fun and engaging presence on Instagram  | 11/24/2021 9:24 AM  |
| 27 | n/a   | 11/23/2021 9:24 PM  |
| 28 | None  | 11/23/2021 1:47 PM  |
| 29 | Return to in-person programming. Improve on program topics and speakers, who can bring more relevance. No more Covid topics. Move on with tactical, doable.                   | 11/23/2021 1:23 PM  |

|    |   |                     |
|----|---|---------------------|
| 30 | By continuing to provide timely professional development opportunities  | 11/23/2021 11:13 AM |
| 31 | One day professional development retreat. Speakers who can tell what they did wrong and how they recovered as to always having people tell what they do right. Individuals who can speak to lessons learned and how they've grown from mistakes etc   | 11/23/2021 10:49 AM |
| 32 | n/a   | 11/23/2021 10:22 AM |
| 33 | Perhaps a mentoring program that pairs long-term members with young professionals.  | 11/23/2021 10:12 AM |
| 34 | Move the luncheons back to in-person  | 11/22/2021 11:32 AM |
| 35 | N/A   | 11/22/2021 10:21 AM |
| 36 | It's doing so well already.   | 11/22/2021 9:27 AM  |
| 37 | na  | 11/21/2021 5:25 PM  |
| 38 | N/A   | 11/19/2021 6:52 PM  |
| 39 | Spotlighting members more frequently in communications, connecting with other professional organizations in Richmond that are tied in with the creative fields  | 11/19/2021 4:11 PM  |
| 40 | Host a communicators' conference? Or host a workshop on Fellow PRSA   | 11/19/2021 3:09 PM  |
| 41 | n/a   | 11/19/2021 2:46 PM  |
| 42 | none  | 11/17/2021 10:56 AM |
| 43 | Keep doing what you're doing!   | 11/16/2021 10:29 AM |
| 44 | See answer to question 41.  | 11/15/2021 6:24 PM  |
| 45 | I think PRSA Richmond does a great job providing value and relevance to its members.  | 11/15/2021 5:50 PM  |
| 46 | N/A   | 11/15/2021 5:06 PM  |
| 47 | Everything is great   | 11/15/2021 2:51 PM  |
| 48 | Staying on top of emerging trends, attracting reputable speakers, return to in person events  | 11/15/2021 2:12 PM  |
| 49 | I highly value PRSA's commitment to ethics, D&I, and other morally necessary topics. However, some focus on those topics seems to be overtaking the need to also be focusing on our marketplace skills in an ever-changing digital world. We all need resources to be leading out our peers and our organizations in these areas. I'd like to see more balance in the focus we give to topics, and an increase in the attention we give boosting our marketplace skillsets. | 11/15/2021 11:50 AM |
| 50 | keep aggressively moving DEI initiatives forward  | 11/14/2021 4:22 PM  |
| 51 | Reconsider the value that members are getting by being part of the organization.  | 11/13/2021 1:40 PM  |
| 52 | Show how we can join the board.   | 11/13/2021 1:35 AM  |
| 53 | Fredericksburg satellite location   | 11/12/2021 4:33 PM  |
| 54 | N/A   | 11/12/2021 3:50 PM  |
| 55 | Bring back in-person monthly luncheons. I have not attended a Zoom luncheon.  | 11/12/2021 3:27 PM  |
| 56 | N/A   | 11/12/2021 3:25 PM  |
| 57 | n/a   | 11/12/2021 3:21 PM  |

## Q43 If you have any additional comments about PRSA Richmond or this survey, please enter them here:

Answered: 52 Skipped: 30

| #  | RESPONSES  | DATE                |
|----|--|---------------------|
| 1  | n/a  | 12/2/2021 4:04 PM   |
| 2  | Very good  | 12/1/2021 6:39 AM   |
| 3  | Not suggest  | 12/1/2021 6:37 AM   |
| 4  | In order to achieve our goals, we need to accurately measure where we are now. | 12/1/2021 4:52 AM   |
| 5  | no   | 12/1/2021 12:42 AM  |
| 6  | no   | 11/30/2021 10:52 PM |
| 7  | The survey was perfect.  | 11/30/2021 9:04 PM  |
| 8  | I'm happy with them all.   | 11/30/2021 9:01 PM  |
| 9  | Not yet.   | 11/30/2021 4:27 PM  |
| 10 | No opinion   | 11/30/2021 4:27 PM  |
| 11 | Temporarily no   | 11/30/2021 2:33 PM  |
| 12 | Is ah  | 11/30/2021 1:52 PM  |
| 13 | Oh, not yet  | 11/30/2021 11:36 AM |
| 14 | I have nothing better to say   | 11/30/2021 11:29 AM |
| 15 | Very good survey   | 11/30/2021 11:22 AM |
| 16 | no   | 11/30/2021 11:13 AM |
| 17 | Not yet.   | 11/30/2021 11:08 AM |
| 18 | nothing  | 11/30/2021 11:03 AM |
| 19 | No   | 11/30/2021 10:59 AM |
| 20 | I feel very good and I will continue to follow what I am very interested in    | 11/30/2021 10:56 AM |
| 21 | Temporarily no   | 11/30/2021 10:43 AM |
| 22 | NO   | 11/30/2021 10:31 AM |
| 23 | N/A  | 11/29/2021 3:50 PM  |
| 24 | recommend that board presidents have their APR as much as possible             | 11/24/2021 3:10 PM  |
| 25 | N/a  | 11/24/2021 9:24 AM  |
| 26 | n/a  | 11/23/2021 9:24 PM  |
| 27 | None   | 11/23/2021 1:47 PM  |
| 28 | I'm hesitant to renew until we return to in-person lunches.                    | 11/23/2021 1:23 PM  |
| 29 | I have no additional comments at this time                                     | 11/23/2021 11:13 AM |
| 30 | n/a  | 11/23/2021 10:22 AM |
| 31 | n/a  | 11/22/2021 11:32 AM |

|    |  |                     |
|----|--|---------------------|
| 32 | N/A  | 11/22/2021 10:21 AM |
| 33 | na   | 11/21/2021 5:25 PM  |
| 34 | I'm very grateful to all the PR professionals who donate their time to serve on our board.   | 11/19/2021 6:52 PM  |
| 35 | This is a vibrant and influential chapter and I am glad to be a part of it.  | 11/19/2021 4:11 PM  |
| 36 | Perhaps consider keeping the Zoom lunches (so easy to tune into!) and maybe add a Happy Hour or in-person event for networking the evening of the meeting date? Just an idea. Thank you! | 11/19/2021 3:24 PM  |
| 37 | Thank you for staying strong during the pandemic.  | 11/19/2021 3:09 PM  |
| 38 | I hope ppl aren't too hard on you in this survey given the need for virtual programs this year. Thank you for everything you've done to manage the challenges.                           | 11/19/2021 2:46 PM  |
| 39 | none   | 11/17/2021 10:56 AM |
| 40 | Thank you for polling the membership.  | 11/16/2021 10:29 AM |
| 41 | none   | 11/15/2021 6:24 PM  |
| 42 | Nothing further!   | 11/15/2021 5:50 PM  |
| 43 | N/A  | 11/15/2021 5:06 PM  |
| 44 | N/A  | 11/15/2021 2:51 PM  |
| 45 | NA   | 11/15/2021 2:12 PM  |
| 46 | I very much appreciate the dedication and professionalism that PRSA Richmond's board commits to the organization. I'm proud to be associated with this chapter of PRSA.                  | 11/15/2021 11:50 AM |
| 47 | keep doing practical things to help the membership   | 11/14/2021 4:22 PM  |
| 48 | None   | 11/13/2021 1:35 AM  |
| 49 | N/A  | 11/12/2021 3:50 PM  |
| 50 | None   | 11/12/2021 3:27 PM  |
| 51 | N/A  | 11/12/2021 3:25 PM  |
| 52 | n/a  | 11/12/2021 3:21 PM  |