
PRSA SAN ANTONIO CHAPTER 2014 SURVEY

PRESENTED BY: SONIA QUIRINO CANALES, VP COMMUNICATIONS



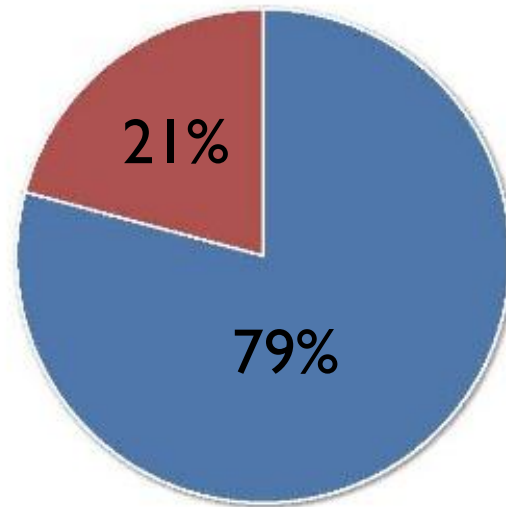
METHOD

- Survey was posted online at prsanantonio.org and was distributed via Star Chapter email system
- Survey was emailed to all of our members and non-members
- Distribution:
 - Initial on 12/16/14 – 12/31/14
 - Second 12/5/14-1/9/15
- Sample Size: 48 respondents
 - Nov. 2013: 72 respondents
 - Jan. 2013: 53 respondents

METHOD

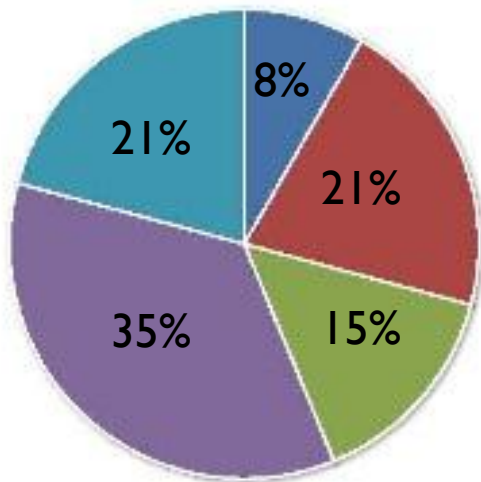
- 30 questions
- Mostly multiple choice
- Some open ended questions
- Chance to enter a drawing for a prize

GENDER

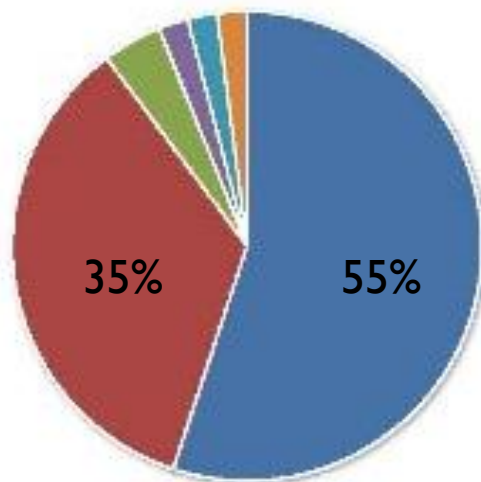


■ Female
■ Male

AGE

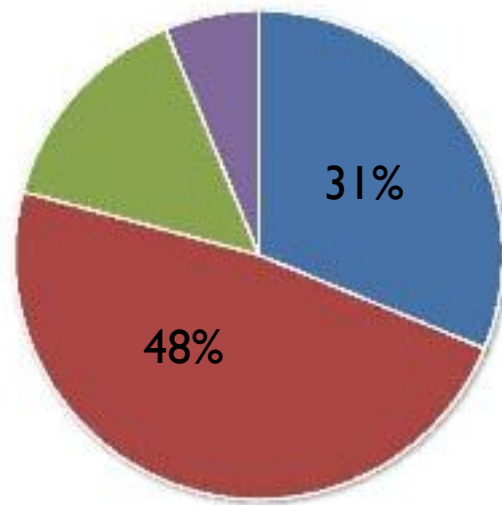


RACE



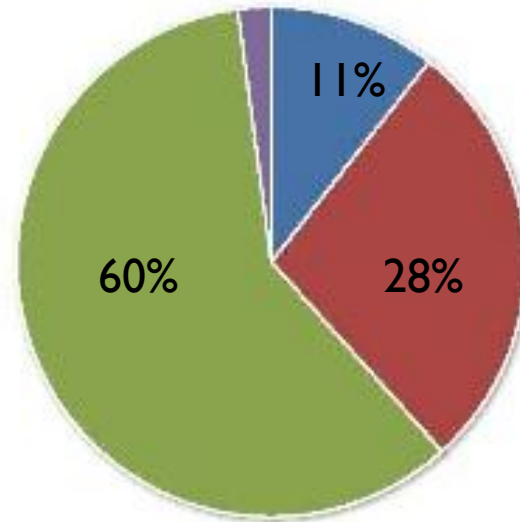
- Caucasian/White
- Hispanic, Latino or Spanish origin
- Multiracial
- African American, African descent, Black
- Other (please specify)
- Celto-Teutonic

EDUCATION LEVEL



- Bachelor's degree
- Master's degree
- Some graduate work
- Doctorate

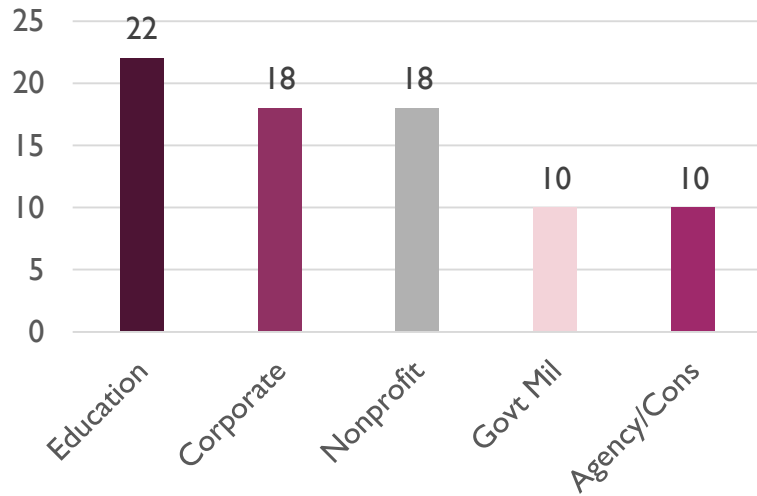
RESPONDENTS



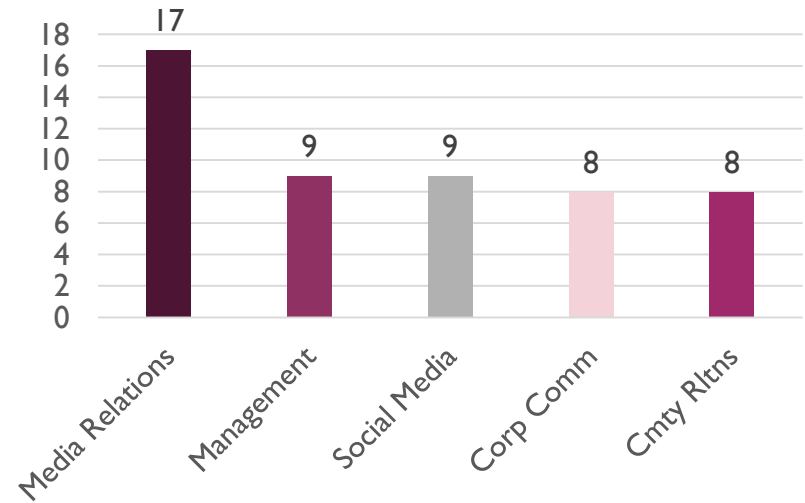
- I am a current member but do not attend events
- I am not a current member but do attend events
- I am a current PRSA member
- I am not a current PRSA member

INDUSTRY & RESPONSIBILITIES

Industry



Job Responsibilities



OTHER FINDINGS

- Employment Status:
 - 85% worked full time
 - 2 % unemployed
- Membership:
 - 39% 1-5 yrs.
 - 22% More than 20 yrs.
 - 19% 6-10 yrs.
- Frequency of attendance:
 - 35% Once Every Few Months
 - 35% Maybe One or Two Events per Year
 - 21% Once a Month
- Overall Quality of Programming
 - 57% Met Expectations
- Overall, PRSA Beneficial to my professional development
 - 40% agree
 - 25% Neutral
- Overall, I feel welcomed and respected as a PR Professional
 - 47% Agree
 - 38% Strongly Agree

PROGRAMMING FINDINGS

- What Day of the Week do you prefer the two-hour webinars that are offered quarterly?
 - 66% Does not Matter to Me
 - 12% Wednesday and Thursday
- What time of the day do you prefer for the two-hour PRSA webinars that are offered quarterly?
 - 60% 11:30 a.m.-1 p.m.
 - 28% Does not Matter to me
- What time of day do you prefer professional development programs?
 - 69% 11:30- a.m.-1 p.m.
 - 21% 7:30 a.m.-9 a.m.
 - 10% 5:30-9 p.m.
- What location for PRSA meetings would be most convenient for you?
 - 48% Downtown
 - 20% North Central
 - 18% Northwest

COMMUNICATIONS

- Which of the following San Antonio Chapter of PRSA communication tools do you use?
 - 26% Website
 - 24% Byline
 - 18% Email
- What Communication Tools would you use if available?
 - 49% LinkedIn
 - 22% Drop Box
 - 17% SlideShare

OTHER FINDINGS

- What's Most Important To you?
 - 34% Networking
 - 22% Mid Level Prof. Development
 - 20% Senior Level Prof. Development
- What's Least Important?
 - 24% Award Programs
 - 22% Promoting My Business
 - 15% Finding People to Hire
- APR Accredited?
 - 56% No
- Why Not?
 - 42% Don't have Time
 - 15% I don't see return on investment

TOP PICKS FOR PROGRAMMING

Redesigning your communication strategy	9%
Measuring PR Campaigns and demonstrating return on investment	9%
Latest and greatest PR tactics	9%
Social media engagement strategies and best practices	7%
Mistakes and lessons learned in PR	5%
Media relations: building and nurturing relationships	5%
Maximizing your brand presence	5%



QUESTIONS?

THANK YOU!