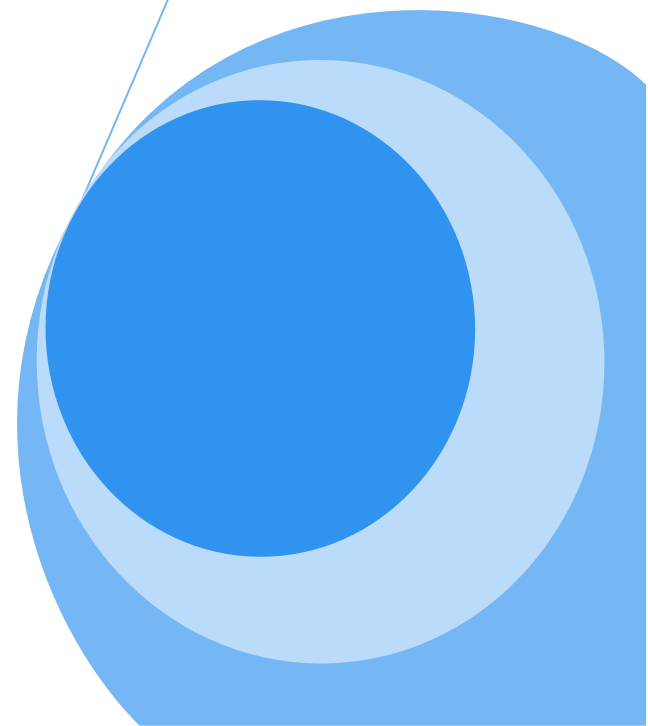


MEMBER BENEFITS SURVEY REPORT

2009

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RESEARCH OVERVIEW

Background

The year of 2009 was challenging for everyone. The recession placed a financial hardship on our member facilities and caused many of them to their membership renewal dues. Our Webinar sales were down, product sales did not reach budgeted expectations, and annual conference attendance was down 16 percent. However, our strategic partners, advertisers, and sponsors have remained positive and are committed to working with ASHHRA in 2010.

Because of the decline in membership and other services, ASHHRA wanted to uncover what members find most valuable in their membership. We also sought to learn if we are meeting their most immediate needs and if not, understand what we are missing.

Opportunity

ASHHRA wants to gain insight from our members on what they value most in their membership and to what benefits they have no interest. We plan to use the data gathered to make enhancements to our benefits portfolio and increase the membership ROI, thereby retaining and recruiting more ASHHRA members.

Research Objectives

- I) Understand which benefits our members value the most
- II) Uncover the needs that members have that ASHHRA is not currently providing, if any
- III) Find out if the current economic conditions could impact members' intentions to continue to support ASHHRA by attending the conference, renewing their memberships, and/or purchasing products and services

Research Method

The primary data research method used was survey research. The contact method used was an online questionnaire. The survey was anonymous and consisted of close-ended questions focused on each of the entire ASHHRA member benefits portfolio. There were a few open-ended questions to allow the respondents to elaborate in areas that would give ASHHRA additional insight into the members' thoughts on a particular topic.

The survey was administered to 2741 and 223 responded, yielding a response rate of eight percent.

RESEARCH FINDINGS

The summary of research findings is highlighted below and the details can be found in the report addendum.

THE QUESTION	THE RESPONSE
Question 1: Top 5 ASHHRA Benefits	<ol style="list-style-type: none"> 1. Joint Membership w/SHRM 2. Receipt of Industry Reports 3. Access to the ASHHRA Resources Library 4. Free Subscription to HR Pulse Magazine 5. The Annual Conference
Question 2: Frequency of member participation in health care HR learning	<ul style="list-style-type: none"> • 34.3% said once a quarter • 32.4% said once a month
Question 3: The most preferred vehicle for learning and education	<ul style="list-style-type: none"> • Webinars - 49.3% , • ASHHRA conference - 22%
Question 4: Education resources used aside from ASHHRA	<ul style="list-style-type: none"> • SHRM - 67% • Local chapters - 20.6%
Question 5: Most preferred teaching style	<ul style="list-style-type: none"> • Interactive learning – 45.3% • Lecture – 26.1%
Question 6: Would members participate in an ASHHRA online learning program	<p>Yes – 88.3%</p> <p>No – 11.7%</p>
Question 7: Hours a week members would dedicate to online learning	92% of members prefer 1 – 2 hours per week
Question 8: ASHHRA HR Competencies that members would most like to develop (NOTE: participate could check more than one)	<ol style="list-style-type: none"> 1. People Strategies – 49.5% 2. Healthcare Business Knowledge – 45.1% 3. HR Delivery – 44.2% 4. Personal Leadership – 35% 5. Community Citizenship – 19.4%
Question 9: What entices members to participate in online education	<ol style="list-style-type: none"> 1. Gather best practices and quality solutions to implement within the organization – 31% 2. Earn CEUs – 22.2%
Question 10: Three top issues that keep members up at night	<ol style="list-style-type: none"> 1. Recruitment 2. Compensation 3. Workforce <p>See the addendum for other topics mentioned</p>
Question 11: Annual Education & Training Budget	<ul style="list-style-type: none"> • More than \$1500 – 43.7% • \$1001 - \$1500 – 18%
Question 12 – 13: Knowledge of ASHHRA HR Metrics Tool & likelihood of participating	69% of members know about the tool and 62.2% said they would participate

Research Findings Continued

THE QUESTION	THE RESPONSE
Question 14: Metrics tools preferred over ASHHRA	<ul style="list-style-type: none"> 76.6% of members said they prefer other metrics tools instead of the ASHHRA tool. Members are using their state assoc. tools, SHRM, and other vendor supplied tools
Question 15 -16: Likelihood of purchasing HR Metrics Tool Subscription at current prices	<ul style="list-style-type: none"> 70.4% of participants would not purchase a subscription at the current price. Most members think the price is too high
Question 17 - 19: Knowledge of ASHHRA Career Center	<ul style="list-style-type: none"> 70.4% of members are aware of the career center while only 10.9% have posted jobs. Among those who've posted, 45.7% said they would continue to post jobs.
Questions 20: Types of jobs members would post in the ASHHRA Career Center	<ul style="list-style-type: none"> HR jobs only – 60% Staff jobs only – 6.4% HR & Staff jobs – 33.6%
Question 21: Likelihood of members posting jobs in the future	43.4% of members said they would post jobs in the future
Question 22: Reasons members would not post jobs	<ul style="list-style-type: none"> They post on other job boards – 46.3% Not enough listing exposure – 27.8%
Question 23: Do members use the career center to search for jobs?	62.3% of members would use the career center to search for jobs
Question 24: Use of ASHHRA Online Buyers Guide	55% of members use the buyer's guide
Questions 25: Reasons for using the buyers guide	<ul style="list-style-type: none"> To find out what companies offer to the health care HR industry – 68.9% To find companies to invite to submit an RFP – 40.2%
Questions 26: Buyers guide referrals	67.1% of members said they would refer others to the buyers guide
Question 27 - 29: HR Pulse – do members read it and share it with other?	<ul style="list-style-type: none"> 92.8% of members read the HR Pulse 55.7% of members pass it to others to read 29% members pass it to two people, 26.2% pass it to three people, and 20.6% pass it to more than four people
Question 30: Areas of HR Pulse members find most valuable	<ul style="list-style-type: none"> Editorial content – 84.9% Updates on ASHHRA – 75.4% Most members find little value in the ads
Questions 31 – 32: Digital HR Pulse and preference of print versus digital version	<ul style="list-style-type: none"> 44.4% of members read the digital version 59.4% of members prefer the print version
Question 33: Monthly e-News Brief	81% of members read the monthly e-News Brief

Research Findings Continued

THE QUESTION	THE RESPONSE
Question 34 – 35: Sharing the e-News Brief with others	<ul style="list-style-type: none"> 35.7% of members share the e-News Brief with others 31.8% share it with two people, 21.2% share it with more than four people, and 21.2% share it with one other person
Question 36: Weekly Diversity e-News Brief	48.1% read the Diversity e-News Brief
Question 37: Importance of items in the e-News Brief	<ul style="list-style-type: none"> 91.5% of members find the hot topics in health care HR to be important 46% of members think the update from the board president is important
Question 38: HR Certification	54% of members hold an HR certification
Question 39 – 40: Interest in a HR certification program	<ul style="list-style-type: none"> 56.6% of members are interested in HR certification Of the 43.4% who are not interested, 38.9% said they have all the certifications they need and 33.3% said it is not pertinent to their career goals
Question 42: Number of conference members attended	<ul style="list-style-type: none"> 28.2% of members have attended 2 to 5 conferences 22.9% only attended one 31.4% have not attended any
Questions 43 – 45: Attendance at 2009 conference and desire to purchase the learning sessions	<ul style="list-style-type: none"> 34.1% of survey participants attended the 2009 conference Of those who did not attend, 30.8% said they'd be willing to pay for the learning sessions
Question 46 Learning Sessions vs. Conference	90.8% of members said that purchasing conference learning sessions would not prevent them from attending the conference
Question 47: Importance of ASHHRA Surveys	In rank order, members would use the learning sessions for the following: <ol style="list-style-type: none"> Share with colleagues and others – 58.5% Get info because they did not attend the conference – 48% Attended conference but could not attend every learning session – 35%
Question 48: Members' opinion of the ASHHRA/IFD Diversity e-News Brief	58.8% of members like the ASHHRA/IFD Diversity e-News Brief The most common reasons the 41.4% don't like it: <ol style="list-style-type: none"> They receive too many of them Too much content in each one Many just haven't taken time to read it

Research Findings Continued

THE QUESTION	THE RESPONSE
Question 49: Reading of ads in all ASHHRA media publications	41.7% of members read the ads in the ASHHRA media publications
Questions 50: Responding to ads seen in media publications	19.3% of members have made an inquiry to an advertiser.
Question 51: Inquiries made to specific media publications	Top media publications in which members have made inquiries: <ol style="list-style-type: none"> 1. HR Pulse 76% 2. Buyers Guide – 32% 3. Web site – 24% 4. Conference Program Book – 24% 5. e-News Brief on HR Hot Topics – 8% 6. Diversity e-News Brief – 8%
Question 52: Value of ASHHRA Surveys	ASHHRA surveys ranked as most valuable to members (from valuable to extremely valuable): <ol style="list-style-type: none"> 1. Semi-Annual Labor Activity in Healthcare – 70% 2. HR Metrics Tool – 66% 3. Compensation Survey – 61% 4. Rewards & Retention Practices – 54% 5. Workforce Planning Survey – 53%
Question 53: Economy affecting 2010 conference attendance	68% of members said the current economic climate would influence their decision to attend the 2010 conference.
Question 54: Members who plan to attend the 2010 conference	<ul style="list-style-type: none"> • 41.3% of members said they are planning to attend the 2010 conference • Primary reason the 58.7% said they will not attend – low or no budget to pay for it
Question 55: Membership renewal	95% percent of members said they will renew their membership
Question 56: Economy affecting the purchase of products and services	68% of members said the economic uncertainty of 2010 would affect their ability to purchase products and services
Question 57: The need for more educational programs	61% of members feel ASHHRA needs to offer more educational programs. Types of programs demanded are: <ul style="list-style-type: none"> • More Webinars • Career Development • Labor laws and unions • Succession Planning • General HR hot topics

RECOMMENDATIONS TO ASHHRA:

- Increase the marketing efforts on the ASHHRA Career Center and Buyers Guide to gain more participation
- Find alternative companies to partner on the HR Metrics Tools
- Make special offers to members to encourage them to renew their membership and highlight the benefits they value most
- Keep all member price promotions to a minimum to ensure that ASHHRA meets its budgeted sales goals
- Develop more learning and education programs to include online learning
- Offer more Webinars and make sure they cover topics to which the members are most interested