

Assembly Survey

2009 Post-Assembly Survey Results

Summary Findings

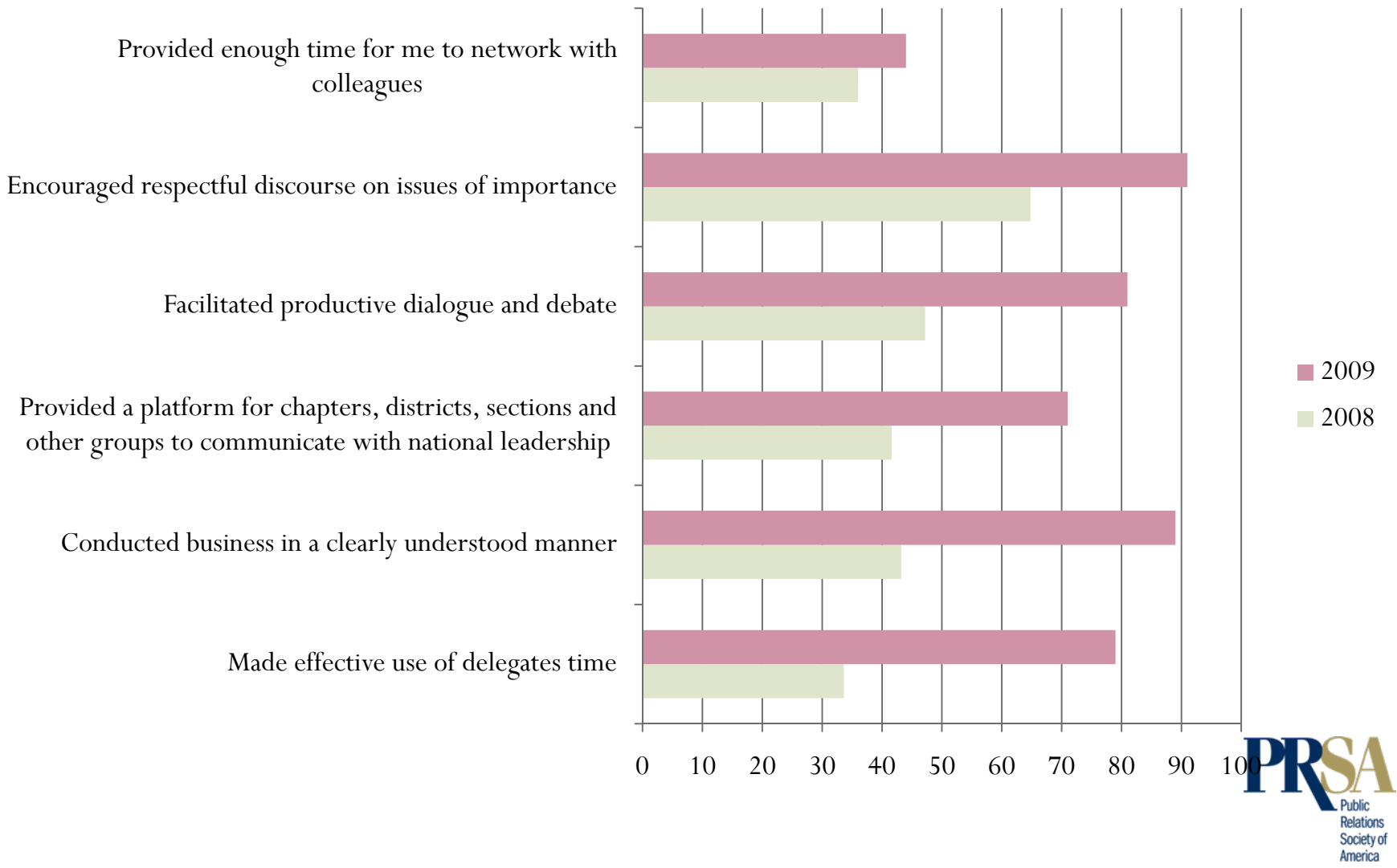
- **Overall delegates were very positive about the 2009 Assembly.**
 - 90 percent felt that respectful discourse was encouraged.
 - 80 percent felt that productive dialog and debate was facilitated.
 - Almost 80 percent felt that their time was used effectively.
- **Verbatim responses from multiple delegates indicated this was the best Assembly they ever participated in.**
- **Delegates' perceptions of PRSA leadership and governance improved significantly over 2008.**
- **Delegates felt very prepared for the meeting, with 85 percent agreeing or strongly agreeing that they were well prepared for their roles.**
- **Open-ended responses indicate that many delegates want to be involved in strategic discussions dealing with issues of the profession.**
- **Similar to findings for 2008, delegates want more time to network with their peers.**

Who Responded

	2009	2008
Number of Respondents	127	123
Percent Representing Chapter	85	87.4
Percent Representing Section	4.7	2.4
Percent Representing Districts	3.1	3.9
Percent That Plans to Attend the Next Assembly	44.9	46.8

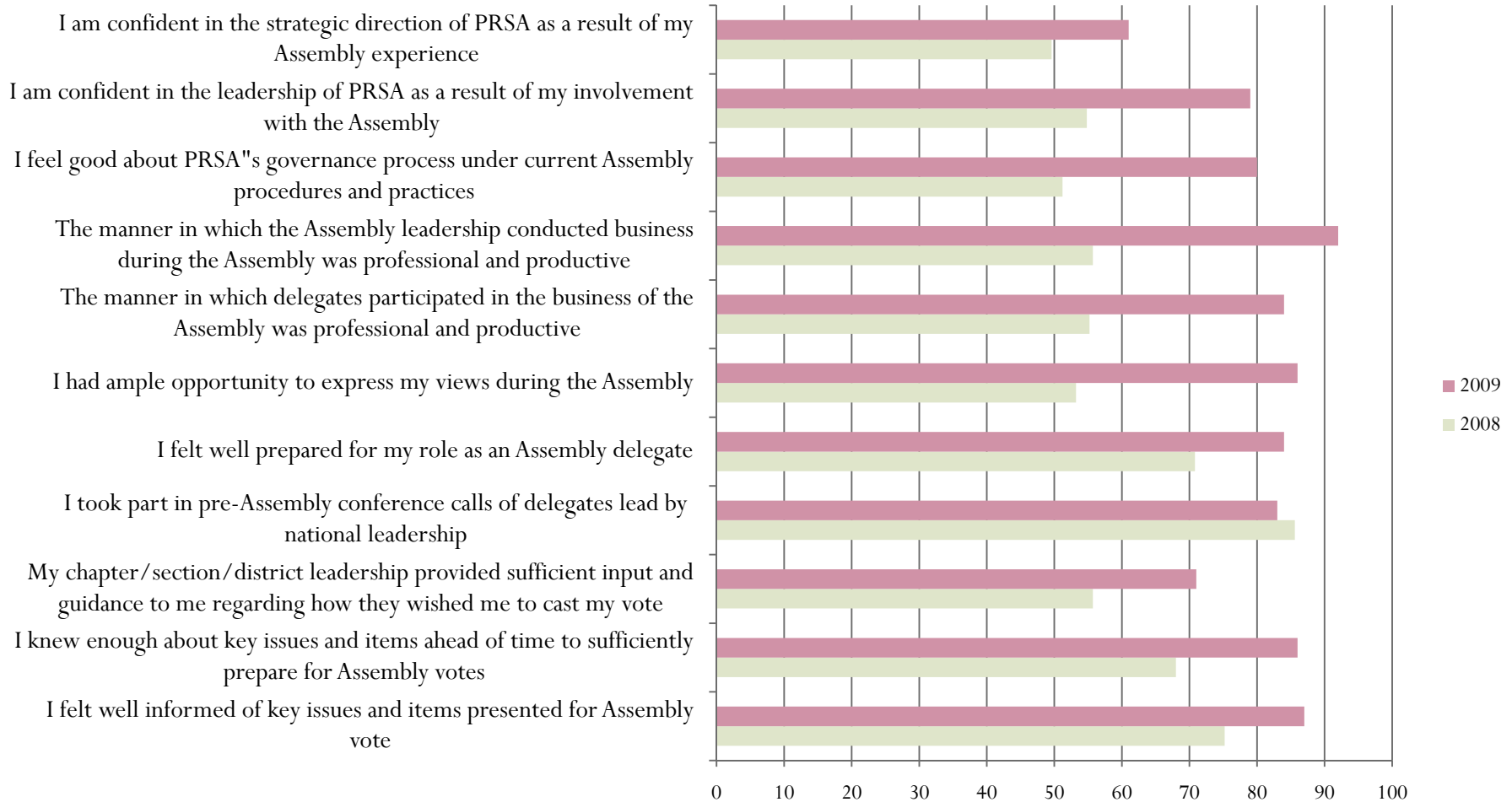
How Effective was the PRSA Assembly 2009 and 2008

% Effective, Extremely Effective



How Effective was the PRSA Assembly 2009 and 2008

% Agree -- Strongly Agree, Agree



If you could change one thing about the 2009 Assembly to make it more effective and productive for PRSA governance, what would it be?

- ❖ Addressing larger industry issues/strategic issues.
- ❖ Limit the amount of times the same delegate speaks on the floor as well as on calls.
- ❖ I wish more chapters sent current leaders to the Assembly. My perception after three Assemblies is that the same delegates attend every year and they don't always reflect the membership they represent.
- ❖ More opportunities for networking.
- ❖ I thought the governance was very streamlined, but I think the delegates lose the big picture. They are very afraid of change.
- ❖ Change nothing -- I thought this was the best organized Assembly I have attended.
- ❖ The Assembly was hijacked by the old-guard membership. By it's current make-up, the Assembly is not representative of the whole association. I'm disturbed by that fact, and that the old-guard are putting up new walls to insulate themselves from voices and opinions they don't care to welcome or hear let alone embrace.
- ❖ I just don't understand the undercurrent of distrust held by some of the delegates. It's baffling. I guess we can't change that, but some effort by the National Board to understand it and close the rift might be advised.
- ❖ Don't try to tackle so many changes at once. I think that's why so many things were defeated. Every change would have brought unknown consequences that the organization needed to adjust to in a staggered fashion.
- ❖ I was disappointed that other delegates thought leadership was "afraid of change." Change is needed, but not without a plan. The Bylaws Task Force should be commended for their work. I would have liked to have had a definition of "communicator" in order to have included a communicator as a member of PRSA. Also, I would love to have popular vote, but need to know how long it would take to implement, how much it will cost, and how it will be implemented before moving forward.