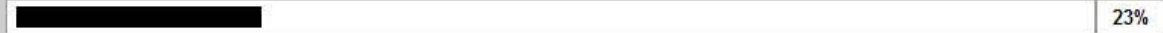




2011 AACPM Survey



1. Current Academy membership classes include Fellow, Member-at-Large, Associate, Consortium and Honorary members. Do you feel additional membership categories are necessary to help offset some of the membership decline and turnover being experienced? (select all that apply)

- Yes – a Retiree class would help retain our retiring members
- Yes – a Spouse/Partner class would provide an opportunity for additional members
- Yes – a Friend of AACPM class would provide an opportunity for additional members
- No – I believe the current membership classifications are sufficient
- No – I believe there are already too many options

Other Classification Ideas



1. You were told about our membership recruitment and retention issues, including only 5% of eligible members captured and over 30% turnover last year alone. What do you feel is the cause of our membership struggles? (select all that apply)

- It's the Economy – people can't get their agencies to pay and they don't have the personal funds
- It isn't worth it - AACPM doesn't provide the value for the money to recruit or retain members
- People only belong long enough to have AACPM on their resume for a specific job opportunity
- The programs don't let new CPMs know about the history of CPM or the availability of AACPM
- It's the Societies that aren't delivering enough value at the local level to recruit and retain members

Other - please explain

2011 AACPM Survey



1. What are your thoughts about the ASPA Section on Certified Public Management (ASPA CPM Section)? (select all that apply)

- I don't see this as relevant to CPMs since certification is not required for membership
- This is a great development that provides additional opportunities for CPMs
- I am concerned that this organization may compete with AACPM for potential new members
- I am concerned that existing members may choose to leave AACPM for this organization
- I don't have any opinion about the ASPA CPM section

Any other thoughts regarding ASPA

[Exit this survey](#)



2011 AACPM Survey



1. What level of support do you have for a proposal to restructure the Academy as a top down organization? (select all that apply)

- I support a stronger national organization that takes the lead in marketing and benefits
- I support having membership activities, including renewal invoicing, dues collection and dispersal, and membership roster development through AACPM
- I support having Societies accountable to the Academy through annual activity and financial reporting
- I support standardization of basic provisions of bylaws and procedures by the Academy for all Societies to follow.
- I do not support restructuring and prefer to leave the organization as it is
- I do not support restructuring, and would prefer more local Society control and less AACPM control

Other

2011 AACPM Survey

[Redacted] 46%

1. Do you support the concept of a paid Executive Director or other staff person(s) as described in the Evolution Committee letter? (select all that apply)

- Yes - on a part time basis to create an Academy headquarters and to handle communications only
- Yes – full time to do the above plus to handle regulatory/statutory filings and to pay the Academy's bills on an ongoing basis
- Yes – full time to do the all of the above as long as Board positions are modified or eliminated as a result
- More than one staff member is needed to do all the above plus to handle publications and to do conference/workshop planning
- I do not support paid staff for the Academy

Other (please explain)

2011 AACPM Survey

[Redacted] 54%

1. Academy membership benefits are generally at a lower level than many other professional organizations. Which of the following would make the Academy more desirable from a membership benefits standpoint? (select all that apply)

- Monthly magazine or journal
- Enhanced newsletter (frequency and/or content)
- E-Alerts or regularly transmitted news updates
- Webinars or other on-line training opportunities
- Regional conferences or workshops
- Online Member Forums
- Online Job Postings
- Group Insurance Program
- Credit Card Program

Other - please explain

2011 AACPM Survey

62%

*1. Academy membership benefits are generally at a lower level than many other professional organizations. Which of the following would make the Academy more desirable from a membership benefits standpoint? (select all that apply)

- Monthly magazine or journal
- Enhanced newsletter (frequency and/or content)
- E-Alerts or regularly transmitted news updates
- Webinars or other on-line training opportunities
- Regional conferences or workshops
- Online Member Forums
- Online Job Postings
- Group Insurance Program
- Credit Card Program

Other - please explain

2011 AACPM Survey

69%

1. The proposed changes from the Evolution Committee represent a significant revision from the current situation in the Academy. How do you feel about the proposed changes and the future of the Academy?

- I support the changes and am excited to see AACPM reinvent itself and move forward
- I do not support the changes and prefer to keep things the way they are now
- I will not renew my membership if AACPM can't provide the benefits and features I desire quickly and affordably
- Rather than take the time and effort to reinvent itself, I prefer to move on to another organization and let the Academy dissolve
- Rather than take the time and effort to reinvent itself, I would like to see AACPM negotiate a merger with ASPA, obtaining the best possible deal for our members and retaining the Academy's name and history as a part of ASPA
- I have no opinion on this issue

Other - please explain



2011 AACPM Survey



1. Dues will need to be increased to accomplish the proposed organizational, staffing and benefit changes. What level of annual AACPM dues would you support, knowing that it could take a few years before the changes are fully implemented?

- \$50 annually
- \$75 annually
- \$100 annually
- \$125 annually
- \$150 annually
- I would remain a member with any increase in my annual dues amount
- I would discontinue my membership with any increase in my annual dues amount

Other - please explain

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2011 AACPM Survey



1. Please provide any other comments that you want the Evolution Committee and Board of Directors to be aware of.

[Prev](#) [Next](#)



2011 AACPM Survey



1. Please share any comments you may have about this survey, or the Academy in general.

Prev

Done

