



## NCBP Member Outreach Panel - Survey Series Presentation Outline

Helen Desmond McDonald, Executive Director  
RI Bar Association  
115 Cedar St.  
Providence, RI 02903  
401-421-5740  
[hmcDonald@ribar.com](mailto:hmcDonald@ribar.com)

### **Introduction**

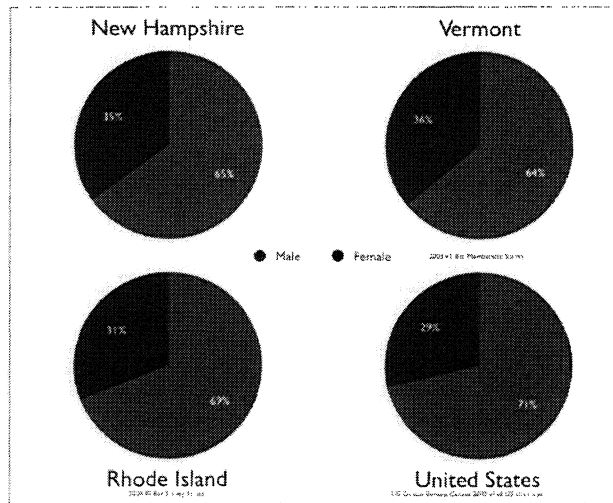
- Project introduction and overview of series content to date (goals and objectives). Strategic planning as a dynamic process. How the process began and grew.

### **Value of Market (Member) Research to a Bar Association**

1. Direct membership benefit
  - Association members typically want to know how they compare to their peers with regard to the economics and in identifying their challenges and needs of law practice.
2. Meaningful data for objective strategizing and decision-making
  - At times associations (particularly unified bars) are criticized as being controlled by a handful of members and of not addressing the needs of a particular area of practice. Using actual data supplied by the entire membership to justify and strengthen programs, strategies and organizational objectives reduces this “perceived bias”.
3. A means to strengthen existing Membership benefits
  - Results from research can help strengthen benefits and programs like: practice management tools, CLE offerings, online features, and public service activities, such as law related ed, pro bono and lawyer referral programs through valuable member feedback, criticism and input.
4. Enhanced marketing communications with membership
  - Surveys and “Feedback” projects function as marketing opportunities by making members aware of existing programs, and benefits while also communicating a message of inclusion and a staff attentive to the needs of the entire membership.

## The Strength of an Integrated Survey Series

1. Results can be compared across a library of other bar association primary research projects as well as secondary research like census data on lawyers etc.



2. Using enhanced data collection technology allows more complex analysis of findings across reporting.
  - I.e. gender, age, experience, geographic location... do not need to be repetitively asked in every survey.
3. A single survey may be written off by members as, “ad-hoc” committee work and may not get a participation level that is statistically relevant and meaningful to the membership. A branded survey series creates a significant presence in the minds of members for the research efforts of the bar association which consequently yields higher response rates across multiple projects.

## The Survey Series Process

1. Survey Design Phase
  - a. Areas of investigation / topic options
  - b. Branding consistency with Web site – communications from the President\*
  - c. The technology behind the research – utilize experts for design and advice on structure.
2. Data Collection Phase
  - a. High response rates
  - b. Satisfied and enthusiastic member feedback
  - c. Traditional and Online collection to eliminate any skew

3. Reporting and Analysis Phase
  - a. High statistical accuracy
  - b. Meaningful analysis
  - c. Compelling presentations to membership of findings – user friendly reports
  
4. Followup
  - a. Going forward, future survey design can respond to the findings of previous surveys for greater specificity or follow-up questioning.
  - b. Surveys can be designed for trending over multiple years to further understand the big picture of the membership over time.

\*For online communications to members, it is necessary to personalize communications and best if those communications come from the President:

Sample:

From: john.roney

Sent: Monday, April 05, 2004 10:59 AM

To: hmcDonald@ribar.com

Subject: Important Bar Association Message From The President

Dear Attorney McDonald,

Welcome to the first installment of the Rhode Island Bar Association's survey series. We have recently undertaken a strategic planning process to look at our goals and objectives and ensure we are doing the best we can to meet or exceed member expectations. This survey takes very little time and will be part of our efforts to assess the unique circumstances and challenges that Rhode Island Bar Association members face today. Your response is very important and anonymous to encourage candid and full participation by members.

The Association needs to be relevant, valuable and meaningful to the members. Bar programs and services must be current with our needs, further our professional development, and promote access to justice and a positive public image for the legal profession. Our first survey is designed to develop a solid profile of our members and assess priorities. We need to know who you are and to identify the needs and challenges you face in the profession today. In addition this first questionnaire will help us frame subsequent surveys to deal with the issues you define.

To participate, click on the following link, or cut and paste it into your Web browser.

Sincerely,

John M. Roney, President

Victoria M. Almeida, Chairperson, RIBA Strategic Planning Committee

Second Survey (with some incentives built in):

From: President Jametta Alston  
Subject: Rhode Island Bar Association Survey Series-Law Practice Management

Dear Attorney McDonald

By now, you may know that the RI Bar Association has implemented a comprehensive survey series intended to supplement our profile of the membership and our priorities. This quarter's survey is focused on helping the RI Bar develop affinity programs that are affordable, help you practice more efficiently and afford you more time for the practice and less on business management.

Whether your practice is in the in private, public, non-profit sectors or you serve as in-house counsel, your participation is encouraged so that we can better support your needs. Our goal is to maintain professional integrity and provide benefits and services to enhance the quality of your professional life.

Though we have had an overwhelming response so far, we still haven't heard from you. We encourage your participation, as your feedback will help shape the direction of the RI Bar Association in a very meaningful way.

To help incent you to participate, we are offering a chance to win a raffle where the winner will receive a free two-day registration for the 2005 Annual Meeting (June 9-10, 2005 - a \$280 value).

Your response will be anonymous; completion of this survey should take about 10 minutes of your time. To participate, click on the following links <http://www.qiras.com/qiras/StartSession.form>

If it does not automatically appear, you will be asked to enter the following access key:

If you have or have had technical difficulty logging in, try accessing the survey from the Quick Links menu at the RI Bar Association Home Page: <http://www.ribar.com>

However you get to the survey, login using the access key provided above.

Thank you. Your input is very important.

Jametta O. Alston, Rhode Island Bar Association President Victoria M. Almeida, Chairperson, RIBA Strategic Planning Committee