Welcome to The Colorado Bar Association Membership Assessment

This brief survey has been created by The Loyalty Partners as part of the Colorado Bar Association's ongoing effort to better serve you and to improve your membership experience.

The assessment consists of four sections and should take you fewer than 5 minutes to complete.

In order to provide the greatest value please answer all questions. The results of this assessment will be provided to the CBA in a summarized format only. **Your specific responses will be confidential and not shared.**

Start
Section I: Expectations

Question 1. In the process of deciding to join the Colorado Bar Association please rank the top three attributes in order of their importance to you when you chose to join the Colorado Bar Association. (Please enter only three)

A friend or colleague recommended that I join the Colorado Bar Association.
I believe that membership in the CBA will bring prestige to my(our) firm.
I saw great value in the services offered by the CBA.
I saw a networking opportunity by joining the CBA.
I perceived that joining the CBA would create a significant marketing advantage for me(us).
The CBA membership represented a significant opportunity to give back to the community and legal system.
Question 2. On a scale from 1 through 5 with 5 being the highest, please rate the following communications vehicles in terms of their helpfulness and interest to you.

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<thead>
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<th>Low</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
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<tr>
<td>The Colorado Bar Association website</td>
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<td>The Thursday e-newsletter (C-Brief)</td>
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<td>The Colorado Lawyer publication</td>
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<< Back  Finish Later  Next >>
**Section II: Interactions**

**Question 3.** What's it like being a member of the CBA?

Please select two scores for each of the following statements; one that indicates the "Importance" that you believe the CBA should give to addressing the topic and one that indicates the level of "Satisfaction" with that topic.

*Scale is 1-5 with 5 indicating you highly agree and 1 indicating very low agreement or belief*

<table>
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<tr>
<th>Importance</th>
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- **a.** The legal research tool (Casemaker) that CBA provides is important to the firm
- **b.** The opportunities for section and committee membership is important to me (us)
- **c.** The law practice management information and advice provided by the CBA is important to the firm
- **d.** Continuing legal education programs provided by the CBA are important to me (us)
- **e.** The availability of ethics opinions and advice provided by the CBA is important
- **f.** The availability of insurance provided by the CBA is important
- **g.** Other membership discounts provided by the CBA are important
- **h.** The legislative representation the CBA undertakes is important to our firm

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Section III: Satisfaction & Loyalty

Question 4. On a scale of 0-10, how likely is it that you would recommend membership in the Colorado Bar Association to a personal friend in the legal profession?

Loyalty- recommend to a friend

☐ 1 Very Unlikely  ☐ 2  ☐ 3  ☐ 4  ☐ 5  ☐ 6  ☐ 7  ☐ 8  ☐ 9  ☐ 10 Very Likely

QuestionWeb.com Disclaimer
If you awarded us a 9 or 10, would you please tell us the chief reason we earned that score.
If you selected a score of 8 or less, would you please tell us what the Colorado Bar Association would need to improve in order for you to score this question with a rating of 9 or 10.
How long have you been a practicing attorney?

- Fewer than 5 years
- 5-10 years
- 11-15 years
- 16-20 years
- 21-25 years
- More than 25 years

How many attorneys are in your firm?

- 1
- 2
- 3-6
- 7-10
- 11-10
- 21-50
- More than 50
Thank you for taking the Colorado Bar Association survey!

Your information is very valuable to us in making the Colorado Bar Association an even better legal resource to you, our members.

The survey is now complete; and has been sent electronically to our vendor The Loyalty Partners.