

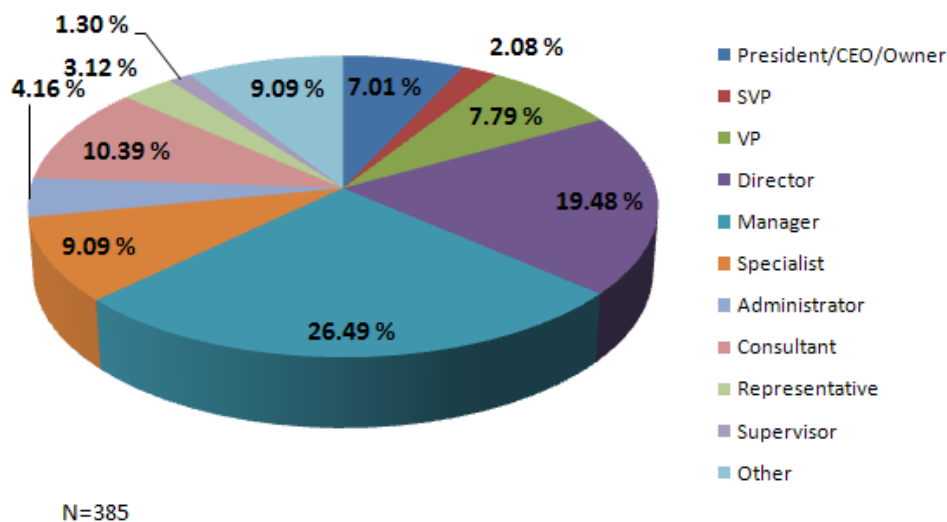
## Executive Summary of SHRM-Atlanta's 2009 Membership Survey June 1, 2009

Our thanks go to the 385 respondents of our 2009 survey which was recently conducted by Cathy Martin of Intellectual Capital Consulting.\* The goals of our every-other-year membership survey are to determine the current satisfaction with our member benefits, uncover improvement opportunities, and understand trends between the 2007 and 2009 results.

We are thrilled to report that SHRM-Atlanta's overall satisfaction rating went from 62% favorable in 2007 to 83.7% favorable this year. This is a huge increase of almost 22% improvement. Along with a 40% growth in membership to 2500, SHRM-Atlanta leadership and membership can be very pleased with these results. However, we are on a mission of continuous improvement and don't plan to stop now!

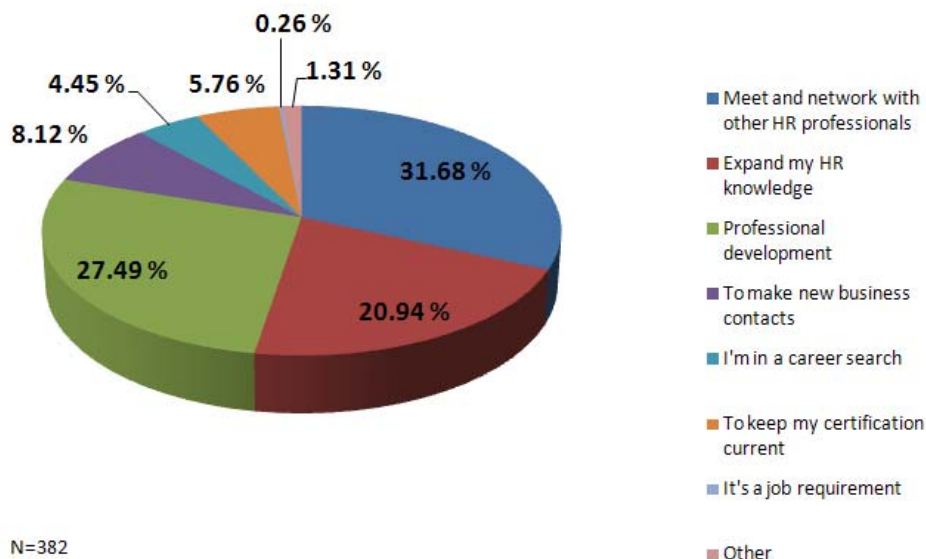
Demographics: The demographics of the respondents show that 81% are HR practitioners. Of those, 47% are director or manager level with the rest fairly evenly spread over other job titles. Of the respondents, 70% have been members for 0-5 years and there is a fairly even breakdown of years in the profession; 67% are also members of SHRM national; 40% do not have a certification; and 23% currently volunteer for the chapter.

The chart below illustrates the responses to the question "what best describes your primary role within your company?"



**Reasons for Joining:** When asked “what was the main reason for joining SHRM-Atlanta?”, we noticed a significant increase over 2007 in the number who said primarily “professional development” and “expanding HR knowledge”. These two reasons combined are the main reason for joining for 48% of the respondents. “Meeting and networking with other HR professionals” was still the number one reason for joining at 32%.

However, the change from 2007 in this answer indicates to us increased value in our programming and our new offerings, such as webinars and the strategic tracks. The chart below illustrates the responses to this question.



**Member Benefits:** In rating the value of member benefits, practitioners and students indicated the legislative updates, webinars, our website, networking opportunities and our newsletter were the top five benefits. These were also the top five in terms of satisfaction, with the exception of the e-bulletins were ranked a bit higher than networking. A whopping 95% felt the best way for us to communicate with them was via email, and 76% felt the communication from SHRM-Atlanta was “about right” with only 18% who felt it was a bit too often.

**Areas targeted for improvements:** Only 23% of the respondents currently volunteer for SHRM-Atlanta. We will find more ways to offer volunteer opportunities, and we will better communicate about our volunteer opportunities and how to become a volunteer. We have also created some volunteer roles to better recognize our volunteer contributions and the input on this question will be very helpful to them.

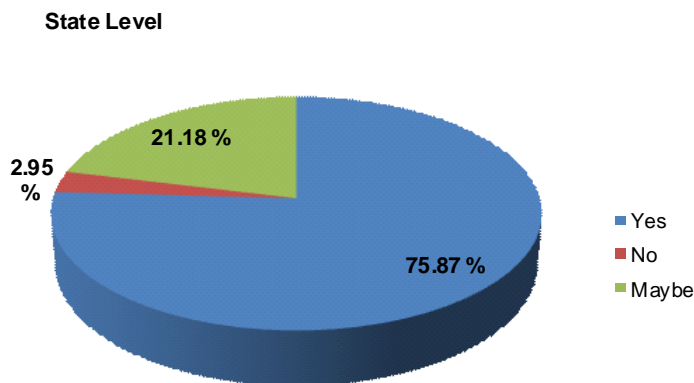
We have developed a webpage at [www.shrmatlanta.org](http://www.shrmatlanta.org) under “About Us” on the “Volunteers & Committees” tab. This page describes in detail our volunteer structure and provides direct links to volunteer chairs of each team.

*Excerpted from the SHRM-Atlanta Membership Survey Report, prepared by Intellectual Capital Consulting, June 1, 2009.*

Please visit this page and let those chairs know of your interest in volunteering. We'd love to have you get more involved! Unfortunately there's not much we can do for the 57% who have no time to volunteer.

Social Media: It is interesting to note that 77% of the respondents are on LinkedIn. We hope you'll join the SHRM-Atlanta LinkedIn group and post items of interest. SHRM-Atlanta will be investigating other ways we can engage our membership via social media tools like twitter, blogs, etc. Our membership has expressed an interest in receiving content via these mediums.

Legislative Affairs: SHRM-Atlanta has not historically been very involved in legislative issues at the local or state level. However we have listened to your response in this area and our leadership team is evaluating how we can address your level of interest indicated in the chart below.



N=373

We learned a great deal from you regarding the suggested improvements. It seems that our membership has a significantly increased interest in content and the way it is delivered. SHRM-Atlanta's executive team will be brainstorming ideas around these suggested improvements. We value this feedback as it helps us mold our chapter in a way that delivers value to our members.

The full 73 page PowerPoint report is available to SHRM-Atlanta members upon request by contacting [info@shrmatlanta.org](mailto:info@shrmatlanta.org)

*\*This response rate is statistically valid with a 95% confidence level.*

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