



## Virginia Association of Nurse Anesthetists

### Personal Benchmark Member Survey Results Summary



February 2012

## Executive Summary

In November, 2011, the Virginia Association of Nurse Anesthetists (VANA) prepared its first web-based member survey to benchmark knowledge of VANA, the characteristics of an effective association, what is needed to build and retain the membership and what more in value can VANA provide. The survey was emailed to 1200 current VANA members across the five districts in Virginia. As an incentive, survey participants were given the option of entering a drawing for one of three prizes valued at \$200 each if they responded by December 16, 2011.

First and most importantly, we would like to thank all of the 359 participants. Whereas the typical response rate to a survey is **10% to 12%**, VANA had a response rate of **almost 33 %**. Your time invested in completing this survey is most appreciated, as without your data the results would not be as meaningful. Thank you!

This summary report includes graphed results from the 15 of the total web-based questions related to membership benefits, meeting content and locations, volunteer opportunities and organizational engagement.

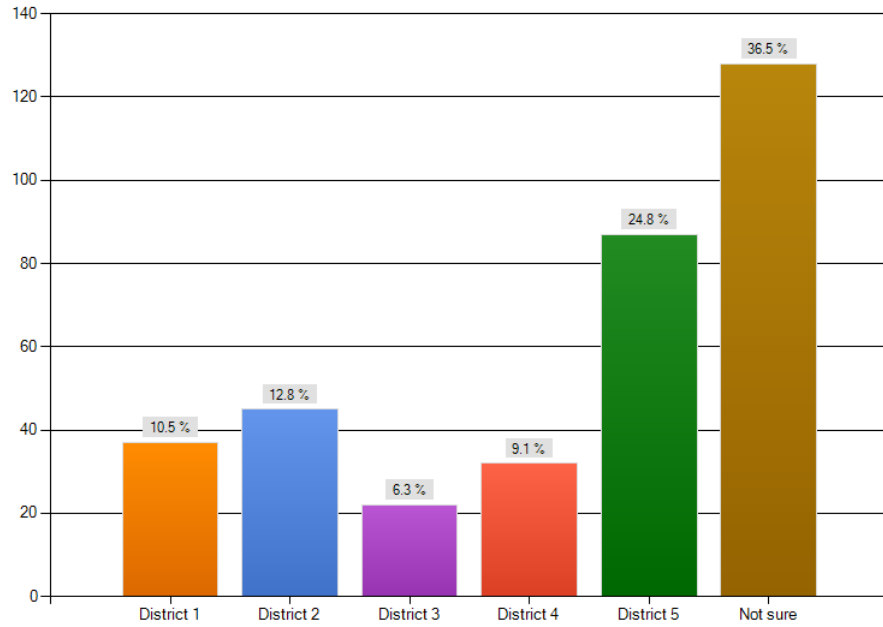
## Key Findings

Based on the results of this survey, below are some briefly stated highlights of the results.

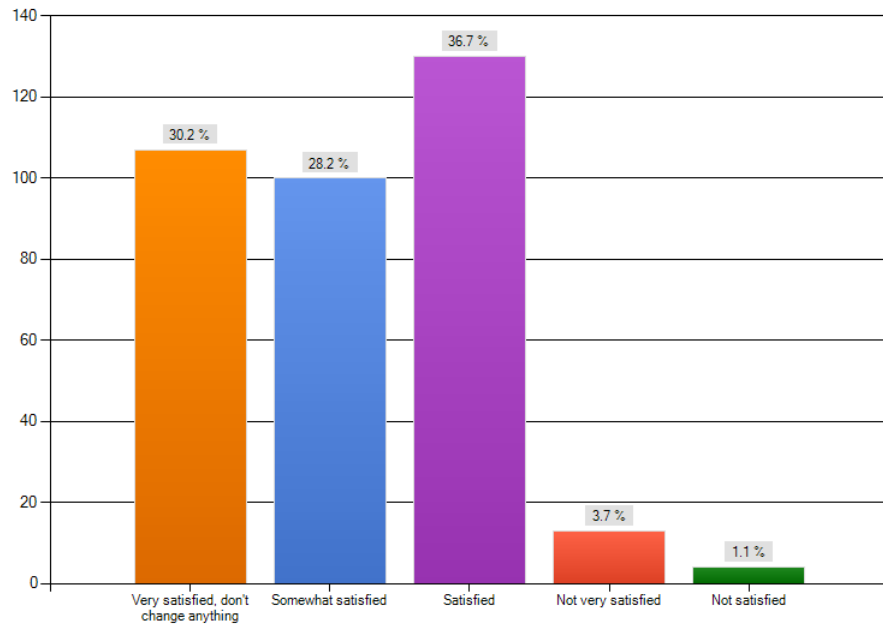
- More than one-third of our members, 36.5%, were unsure as to what VANA district they resided.
- The majority of our members are either very satisfied or satisfied with their VANA membership.
- Over seventy percent (70.5%) would recommend a VANA membership to their peers.
- Within the past 12 months, more people (44.1 %) have attended district meetings than our annual meeting (25.6%); while 41.9 % have not attended any meetings.
- For our **2013** annual meeting, the top three location choices were: Northern Virginia/Washington DC (32%); Charlottesville (21%); and Williamsburg (21%).
- Over 60 percent (62.9%) of our members would prefer to get to know other members through social and/or networking events.
- Overwhelmingly (78.7%), continuing education is the largest benefit derived from your VANA membership, followed by conferences (62.4%).
- Twenty-three (23 %) of respondents would like to see more frequent, more local meetings with different/more CEU topics.
- In terms of additional information VANA could provide its members, legal issues and clinical information topped the chart.
- Less than one-half of our members read our newsletter, The Monitor, on a regular basis.
- Email is the preferred method of receiving news and information.
- One-quarter (25%) of the respondents cited lack of free as a reason for not being more involved with VANA; 19 % indicated they would become more engaged if provided more information about ways to become involved.

## Membership Survey Results

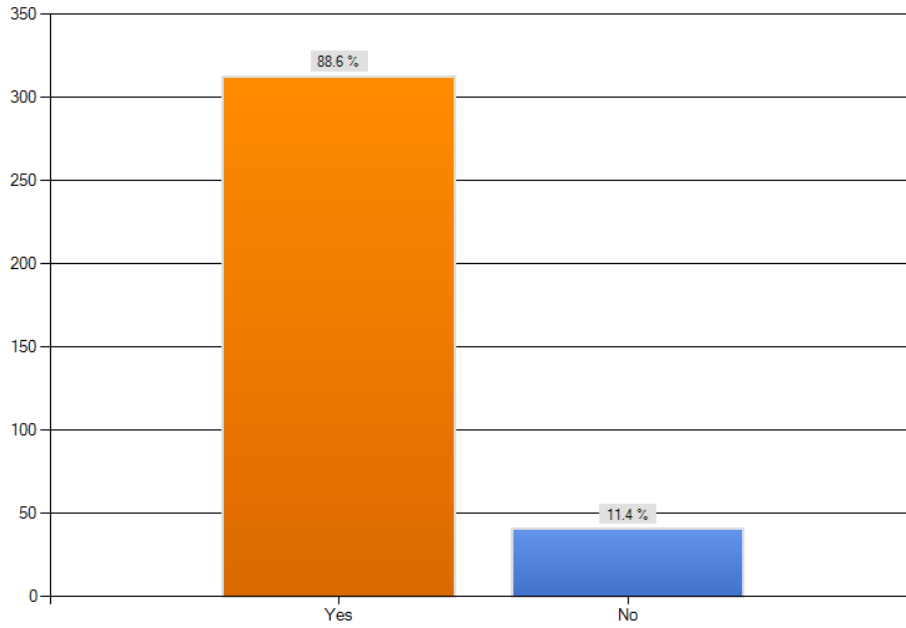
In which VANA geographic region do you reside?



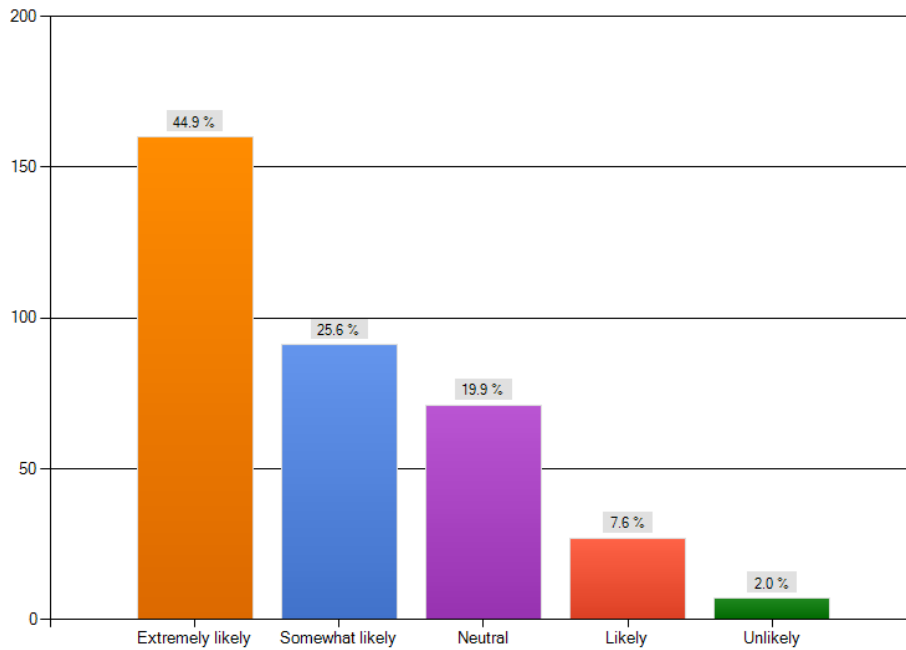
Overall, how satisfied are you with your VANA membership?

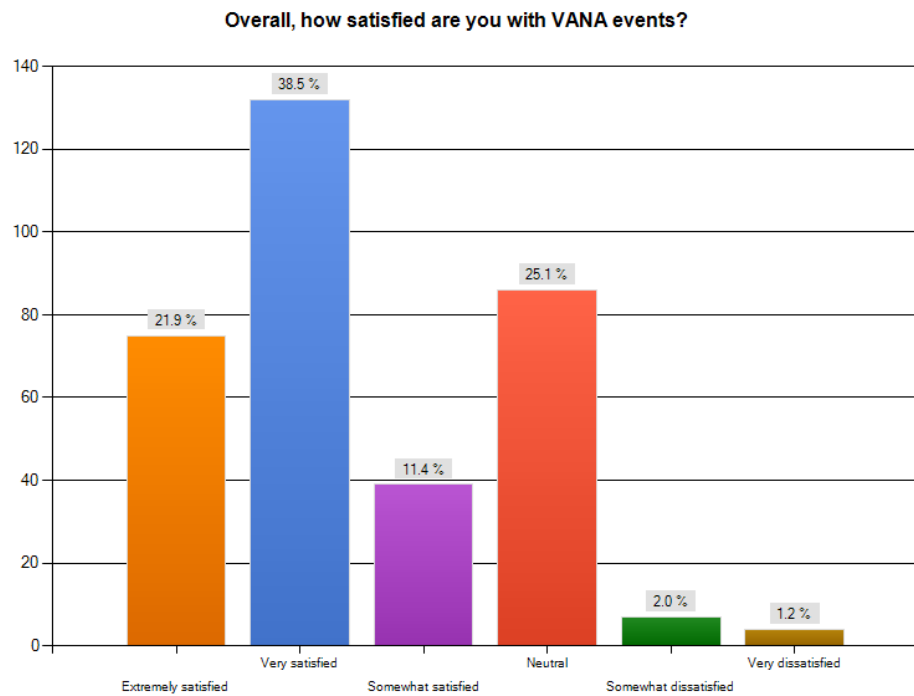
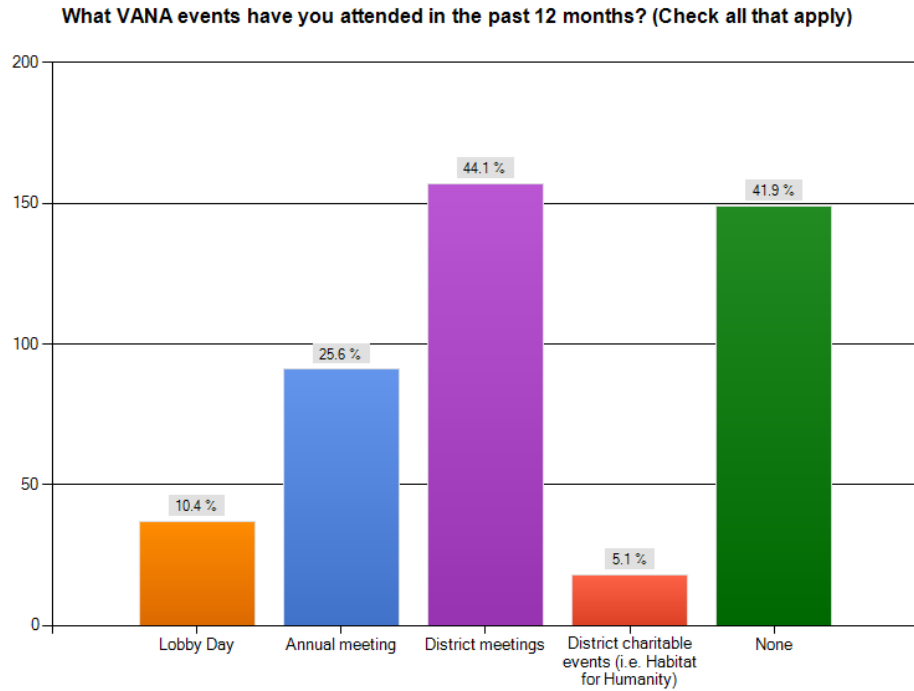


**Are you aware that your membership with the American Association of Nurse Anesthetists automatically makes you a member in VANA?**



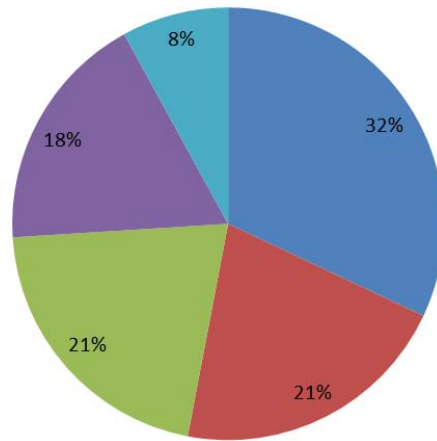
**How likely are you to recommend VANA to your peers?**



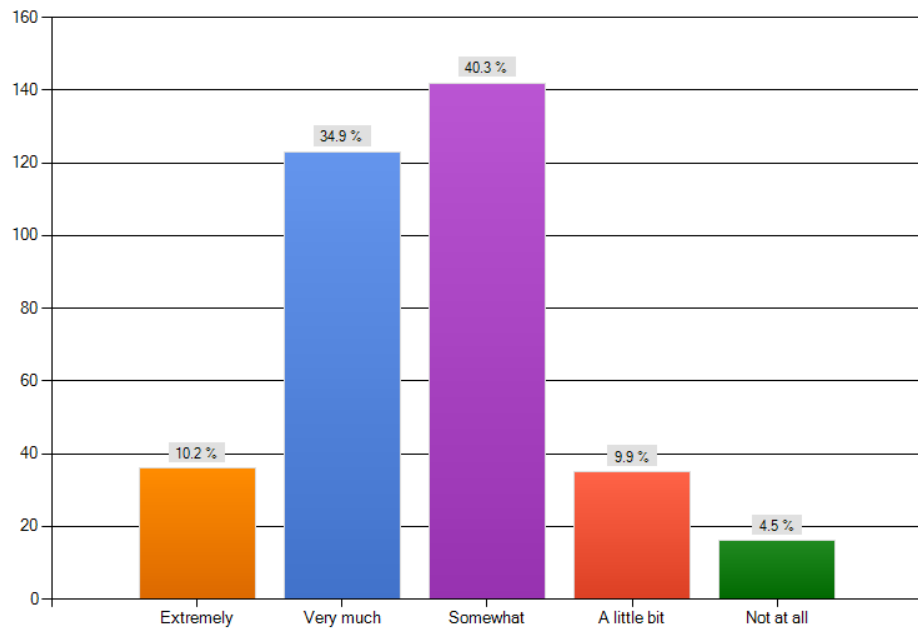


The 2012 Annual Meeting is being held in September in Virginia Beach. For 2013, what would be your top three (3) locations for the VANA annual meeting?

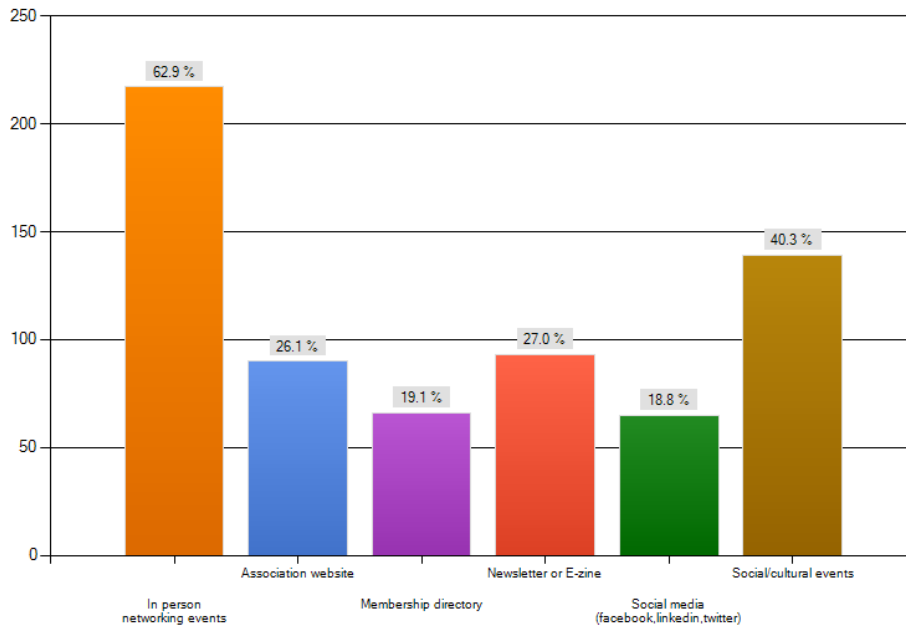
■ NoVirginia/DC ■ Charlottesville ■ Williamsburg ■ Va Beach ■ Other



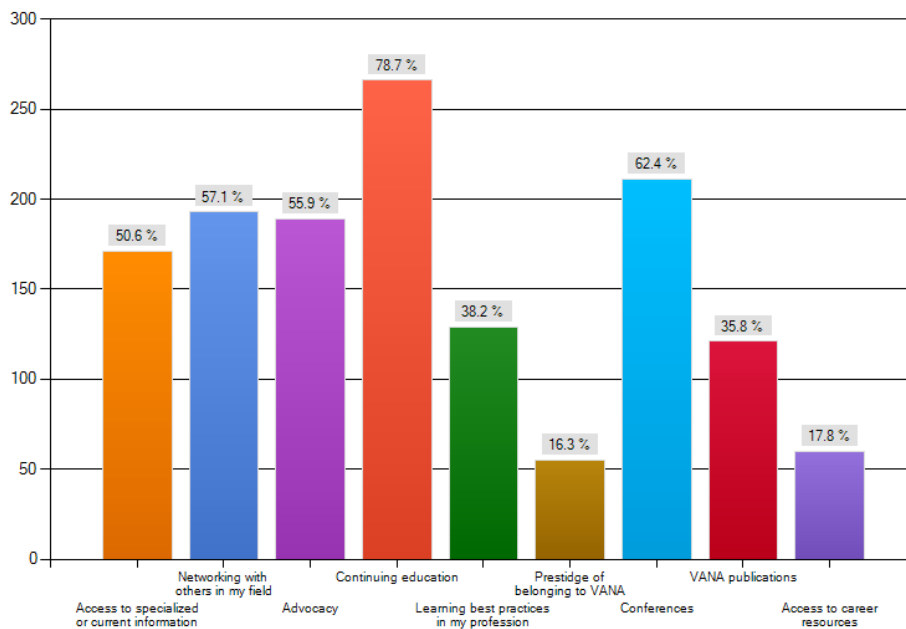
To what extent would you like to increase your opportunities to get to know VANA members?

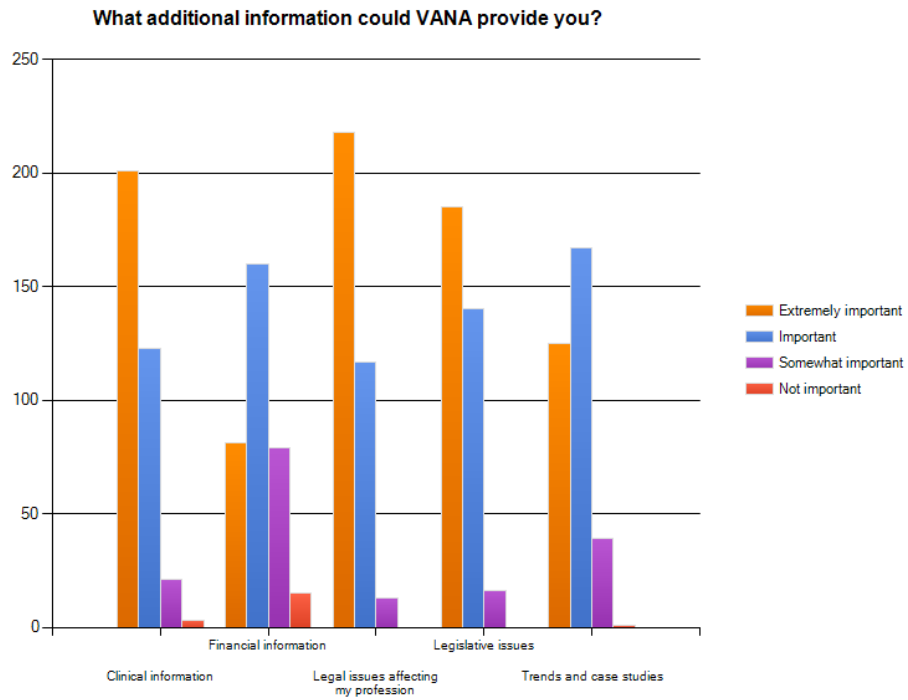


**What is your preferred method for getting to know other VANA members? (Check all that apply)**



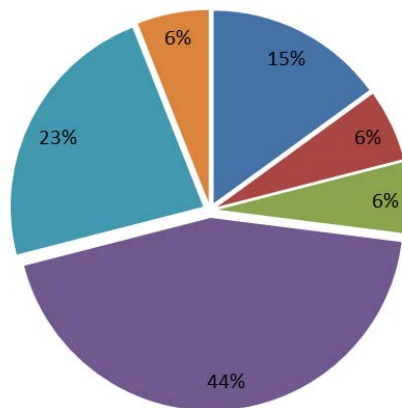
**In your experience, what benefits does your VANA membership provide? (Check all that apply)**



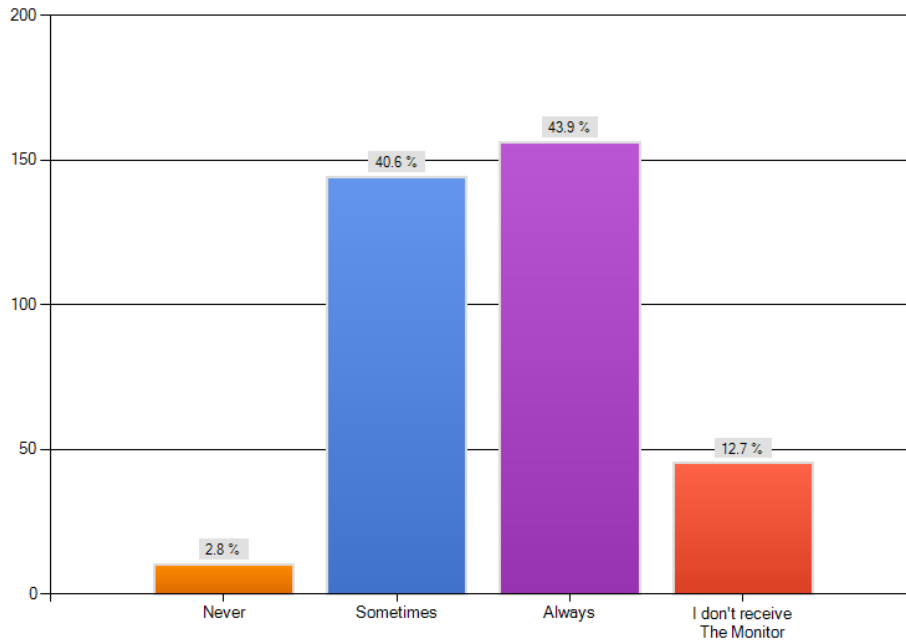


**How can VANA make events more valuable to you? Please feel free to share future topics, formats, speakers, locations, or any other component that is important to you.**

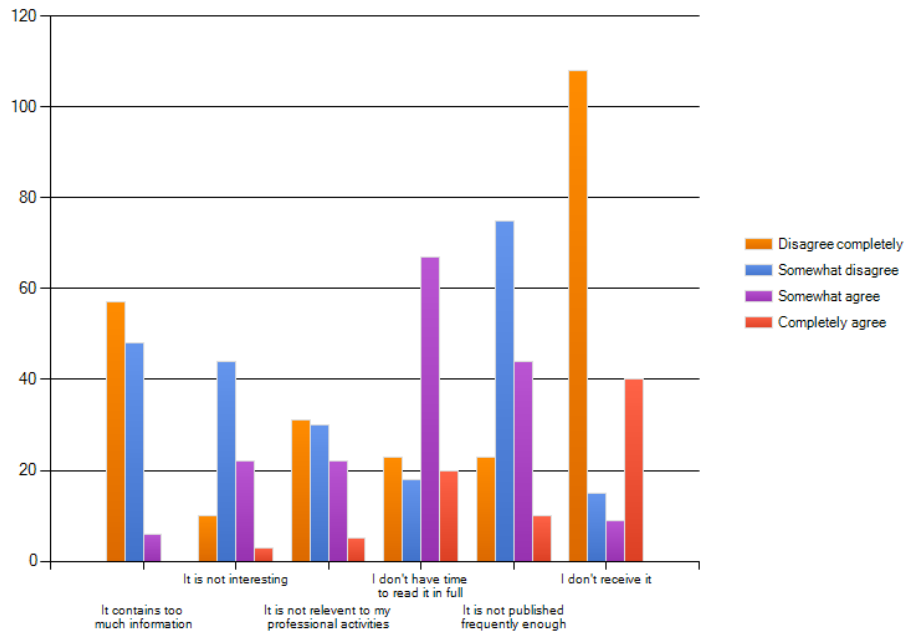
- Different CEU topics
- Better speakers
- More CEU Opps
- Other
- Other meeting locations
- Better meeting info



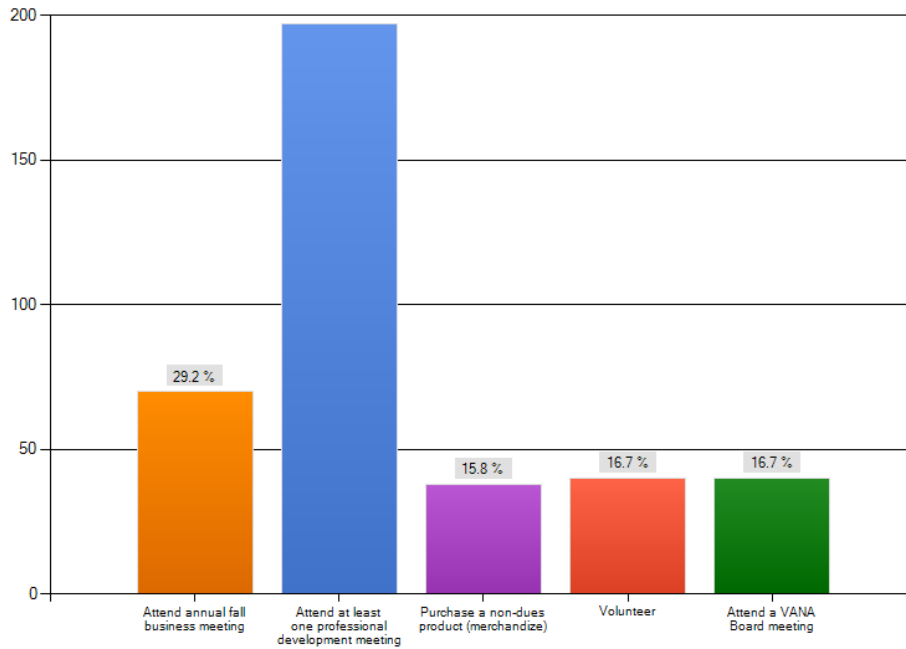
How often do you read VANA's e-newsletter, The Monitor?



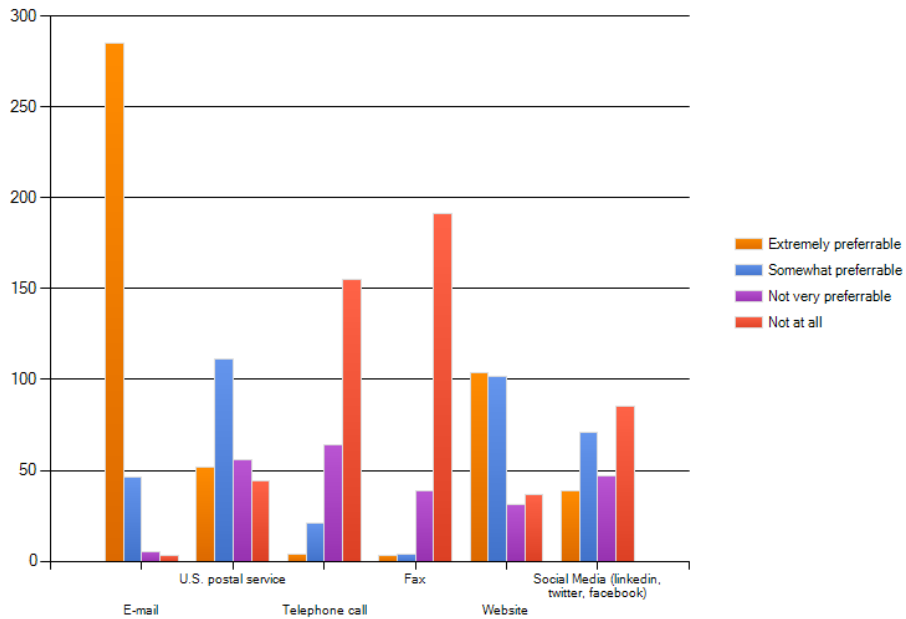
Please indicate to what extent you agree with the following statements about VANA's e-newsletter, The Monitor.



Which of the following do you participate with in VANA?



What methods do you prefer in being notified about VANA news and events? (Check all that apply)



**If you do not currently volunteer with VANA, what would compel or motivate you to become more involved in your Association?**

- free time
- more local/social/public events
- Invitation to help
- other
- opportunity information
- no interest

