

**2008 IPMAAC Membership Survey
Summary of Results
June 8, 2008**

Executive Summary

A membership survey was administered to 505 current and past IPMAAC members; 126 responses were received. Most respondents were current members, and some key themes emerged from the data:

- The IPMAAC organization fills a professional niche with its emphasis on pragmatic solutions to assessment-related issues
- There is room for expansion of the mission to be more inclusive of the private sector; though there is perceived value in the public sector focus and history of the organization
- The annual conference is the single biggest benefit offered by the organization and there is a strong desire for the conference to continue
- The results indicate a preference for the organization to continue on a board-governed, membership basis
- Many respondents are willing to help in the transition of the organization
- The key to a successful transition is communication with members and nonmembers frequently and using a variety of methods

Background and Methodology

The IPMAAC Board undertook a survey in order to gather detailed and explicit information from the IPMAAC audience regarding the mission and goals of the organization. A total of 505 electronic invitations were sent to current and former IPMAAC members. In addition to the direct e-mail solicitation, the link to the survey was posted on the IPMAAC list-serve and on the IPMAAC website. The survey was available for approximately three weeks; 126 responses were received. The following sections of this report summarize the results of the survey.

Demographics

Respondents to the survey were fairly evenly split in terms of length of membership in IPMAAC (e.g., about 20% of respondents were in the less than 5 years, 6-10, 11-20, and 21-30 years categories). Eight percent of respondents were past members or had never been members of IPMAAC. The majority of respondents (77%) have been in the field of assessment for more than 10 years, and the majority (69%) reported testing as their primary area of practice, with an additional 19% in general human resources. More than half have an educational background in I/O psychology. Respondents indicated belonging to several professional organizations, including SIOP, PTC, APA, and IPMA-HR chapters/regions (all endorsed by 33-49% of respondents).

Resources and Involvement

Respondents indicated that IPMAAC was the most frequently used source for information on assessment policies and practices (77%), followed by colleagues (58%), online search engines (47%), and academic journals/library (45%). Respondents indicated using professional organizations most often to learn about conferences and other professional networking opportunities (71%), followed by newsletters (69%), listserves (30%), and colleagues (29%). The vast majority of respondents reported being involved in IPMAAC as a member (88%), as well as conference attendee (68%) and conference presenter (58%).

IPMAAC Mission and Strategic Direction

In the evolution of IPMAAC as an organization, members rated learning best practices in assessment and opportunities to network with assessment professionals as extremely important drivers of the organization. Similarly, formal training and development opportunities, sharing legal and regulatory developments and sharing public sector issues were viewed as important factors. Open-ended answers supported these suggestions.

When questioned about areas of focus, a majority of members rated the annual conference as a critical area to focus on over the next few years. Good areas for IPMAAC to focus on included workshops, publications, regional conferences and workshops, sharing speakers with other organizations, partnering with other organizations and webinars.

Regarding the manner in which IPMAAC is governed, the majority of respondents indicated a high preference for a governing board or committee similar to the current board and the maintenance of IPMAAC as a membership-based organization. Partnership with a larger organization was seen as a viable, though not preferable, consideration, although independence was also viewed as viable, though not preferable. Over a third of respondents indicated that they would be willing to serve as a task force or committee member, or that they would like to help in the transition in an as yet undefined way. Regarding membership dues, about a third indicated they would be willing to pay \$50, a quarter would pay \$75, and another quarter would pay \$100 out of pocket. If an employer pays for membership, respondents endorsed \$100 as a reasonable amount for dues (39%).

Open-Ended Questions

The Name of the Organization

Opinions were expressed about the name of IPMAAC. Some members suggested maintaining the current name for purposes of continuity and branding, which may not be a realistic option depending on the nature of the future relationship with IPMA-HR. Others offered a variety of suggestions; common words that were incorporated into the suggested names include selection, assessment, testing, international or national, public sector and Human Resources.

How IPMAAC Can Meet Professional Needs

Many members feel that IPMAAC meets their professional needs by the services it offers. Enthusiasm was demonstrated for the annual conference, networking opportunities, the newsletter, list-serve, training and other technical materials. Further, many members mentioned the concentration on practice, as opposed to a theoretical focus, as being a primary driver in meeting their professional needs.

Comments suggested a need to debate the merits of IPMAAC remaining focused on the public sector versus inclusion of the private sector. Many members felt IPMAAC should retain its concentration on the public sector, while others commented on benefits of including both. Still other members suggested a compromise, such as inclusion of both sectors with a slant toward the public sector.

Most Important Factor to Maintaining Membership During Transition

Regarding the transition of IPMAAC as an organization, most members felt that open, ongoing and timely communication would be the most effective method to retain membership. Suggestions were given to update members on progress, changes and development via forums such as the IPMAAC website or list-serve. Other suggestions aimed at retaining membership in this transition period include maintaining all the current services that members previously stated meet their professional needs, as well as development and a clear definition of the organization's role.

One Benefit to Offer if Built from Scratch

When posed with a hypothetical question about the benefit or service important for IPMAAC to offer if being built from scratch, members reiterated the value they see in how the organization currently meets their professional needs. For example, many IPMAAC members mentioned the importance of an annual conference. Other services expressed by members to be critical included training, workshops, list-serves, networking opportunities, webinars and best practice suggestions. A variety of other services or benefits were presented by the membership, including an annual membership drive, a membership directory, internet-based testing, a journal, Assessment Professional Certification and regional meetings. Further suggestions included various ideas for forums to share and disseminate knowledge.

Other Thoughts on the Future of IPMAAC

Finally, thoughts were expressed about the future of IPMAAC. Similar to the previous answers, many felt the need to maintain the current services and benefits. As suggested by one member, there is a need to maintain the accustomed level of excellence in the organization. Many discussed the necessity of maintaining mentoring, learning and growth opportunities currently offered. Issues that may need further discussion include opportunities to explore affiliations with other memberships, such as SHRM, SIOP or PTC, as well as the extension of terms of office and potential membership dues.

Overall, IPMAAC fills a unique niche that organizations thought to be academically and theoretically based cannot address. Many members feel the applied selection and

assessment focus must be maintained. It was expressed that the focus of application is what IPMAAC uniquely offers to fill members' professional needs. There were a few exceptions to this consensus, with suggestions included broadening to a more general HR focus and inclusion of more specific areas like Recruiting or Performance Management. Although there are differing viewpoints on maintaining the public sector focus, compromises were suggested and could be considered.