



Chair's Address

Joanne Lockwood FPSEA

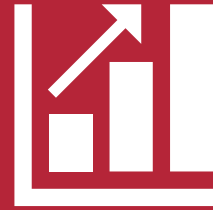


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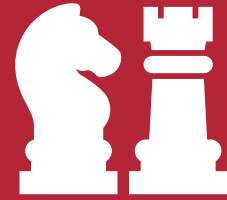
Chair's Update



Membership Survey



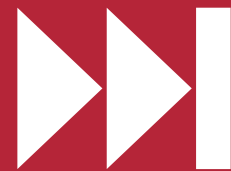
Data Insights



Strategy Update



Director Appointments



What's Next

PSA Membership Survey

129 responses

Birmingham	18	Scotland	9
East Midlands	13	South East	12
Ireland	11	South West	4
London	26	Staffordshire	3
North East	2	Thames Valley	10
North West	14	Yorkshire	7

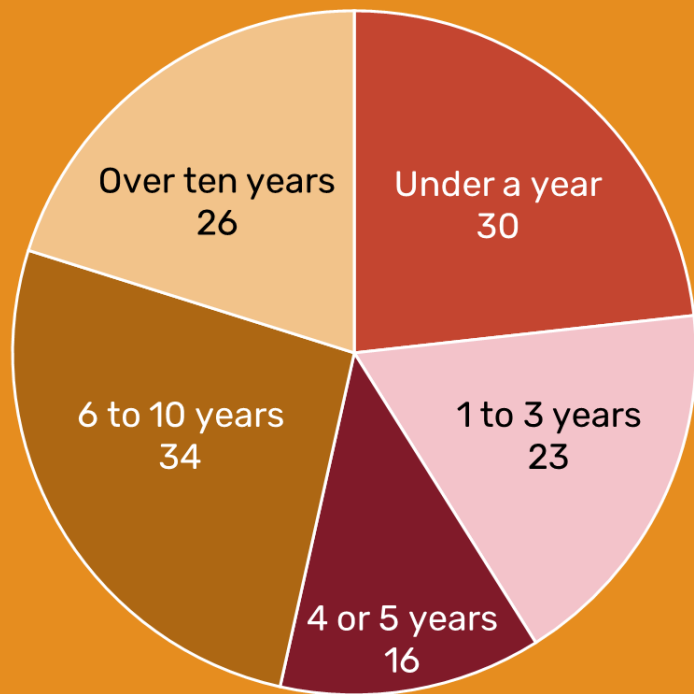


PSA Membership Survey

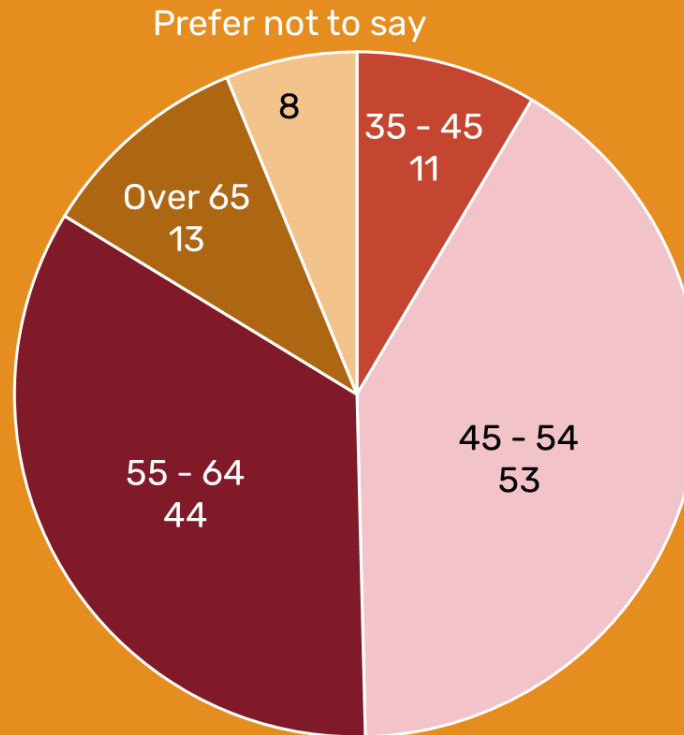
129 responses

With a range of tenures and ages, but with too many fellows

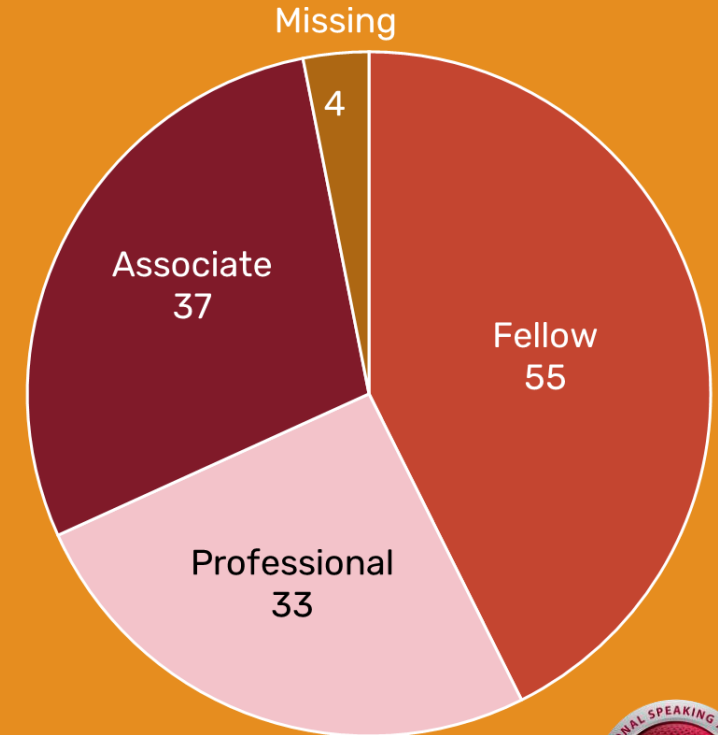
TENURE



AGE



MEMBERSHIP

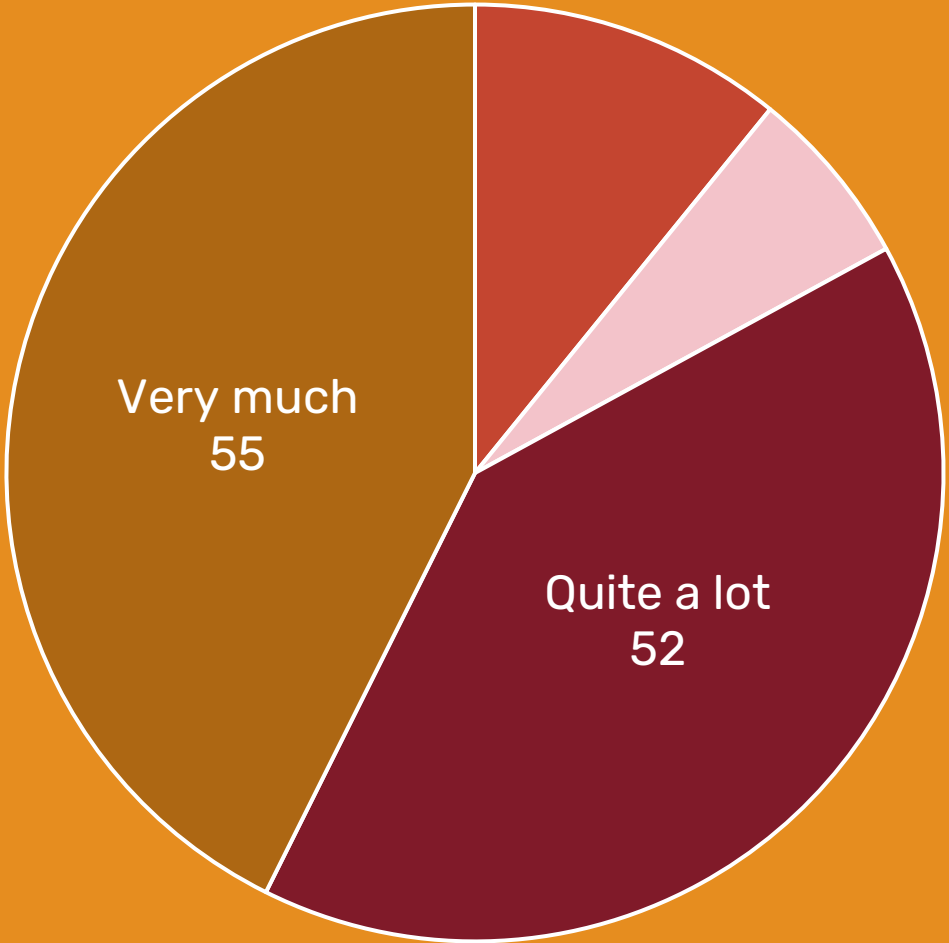


A good news story with some areas to look at



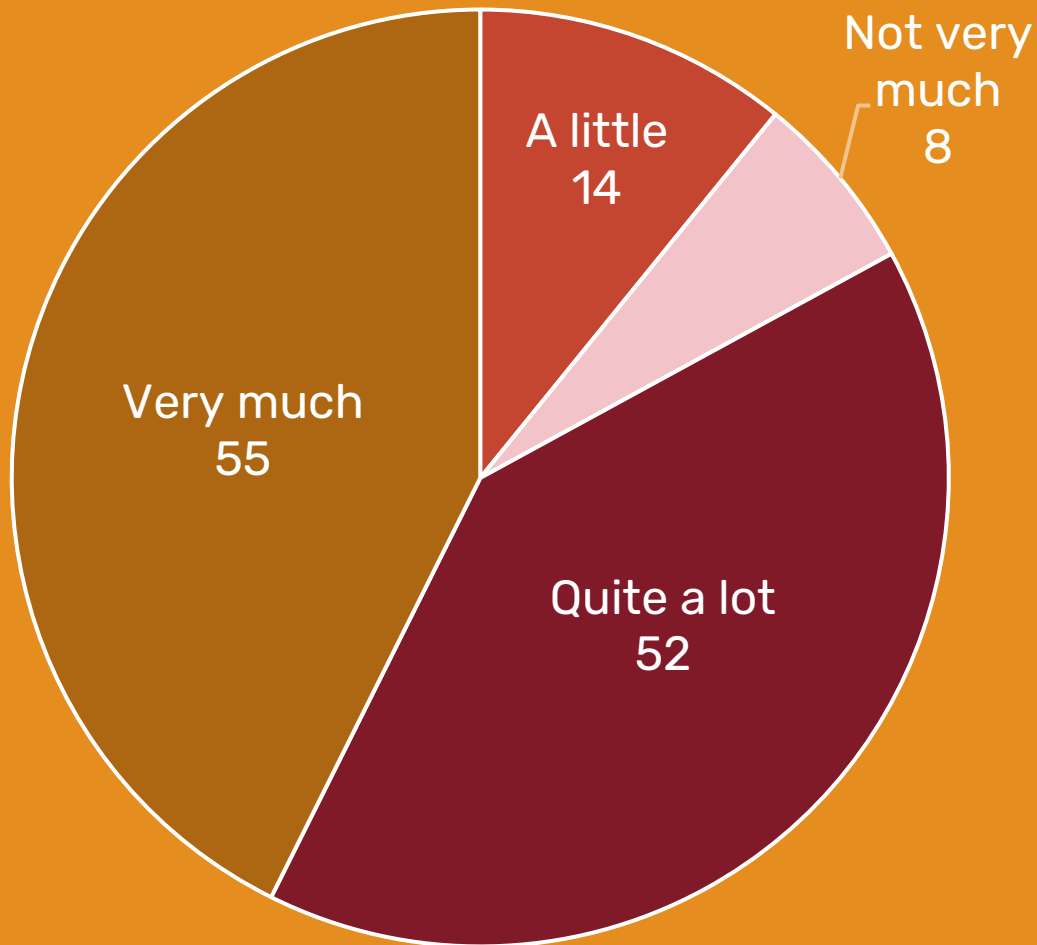
How much do you appreciate the PSA?

Here's one of the areas that needs looking at



Now much do you appreciate the PSA?

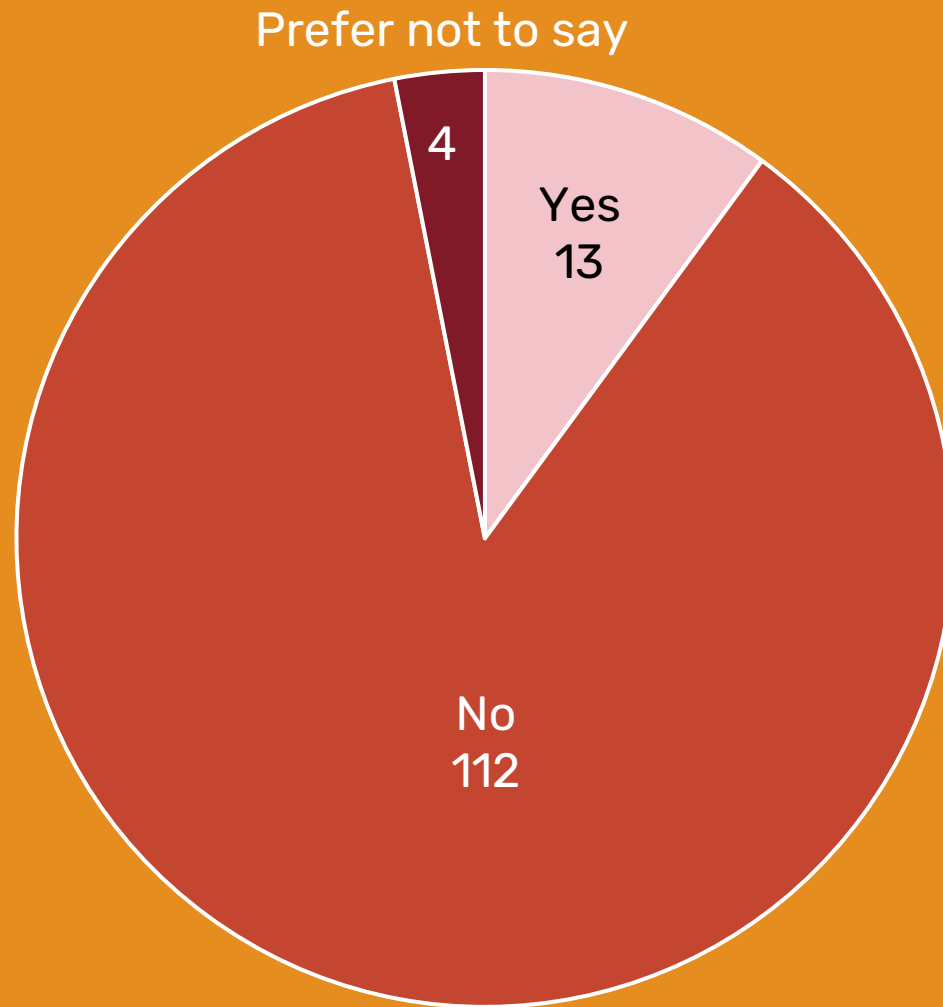
Here's one of the areas that needs looking at



Combined, nearly a fifth of members weren't impressed.

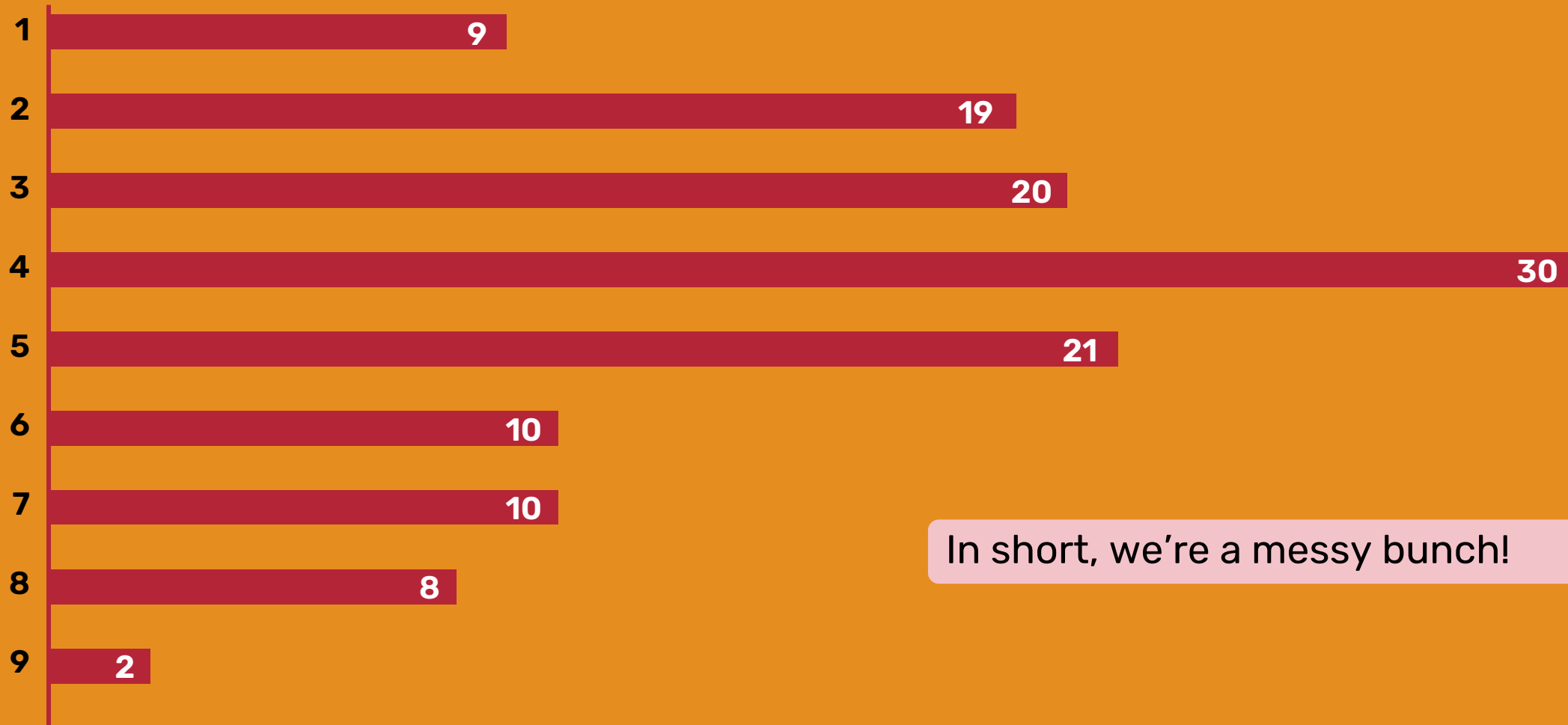
There's no relationship between this and any other things such as how long someone's been a member, gender etc.

People with / without a disability



Only one of the Yes responses said the way they were supported wasn't at least 'quite well'.

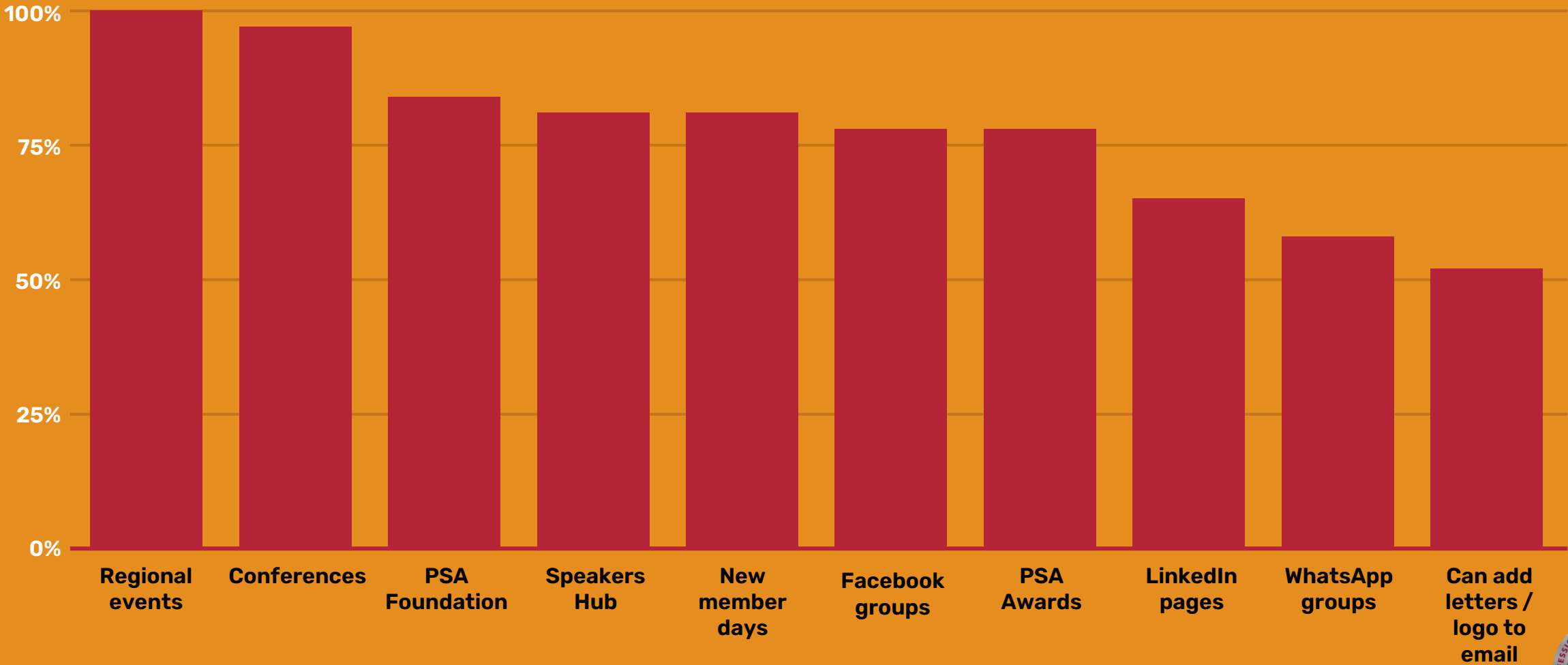
How many of these speaking activities do you regularly undertake?



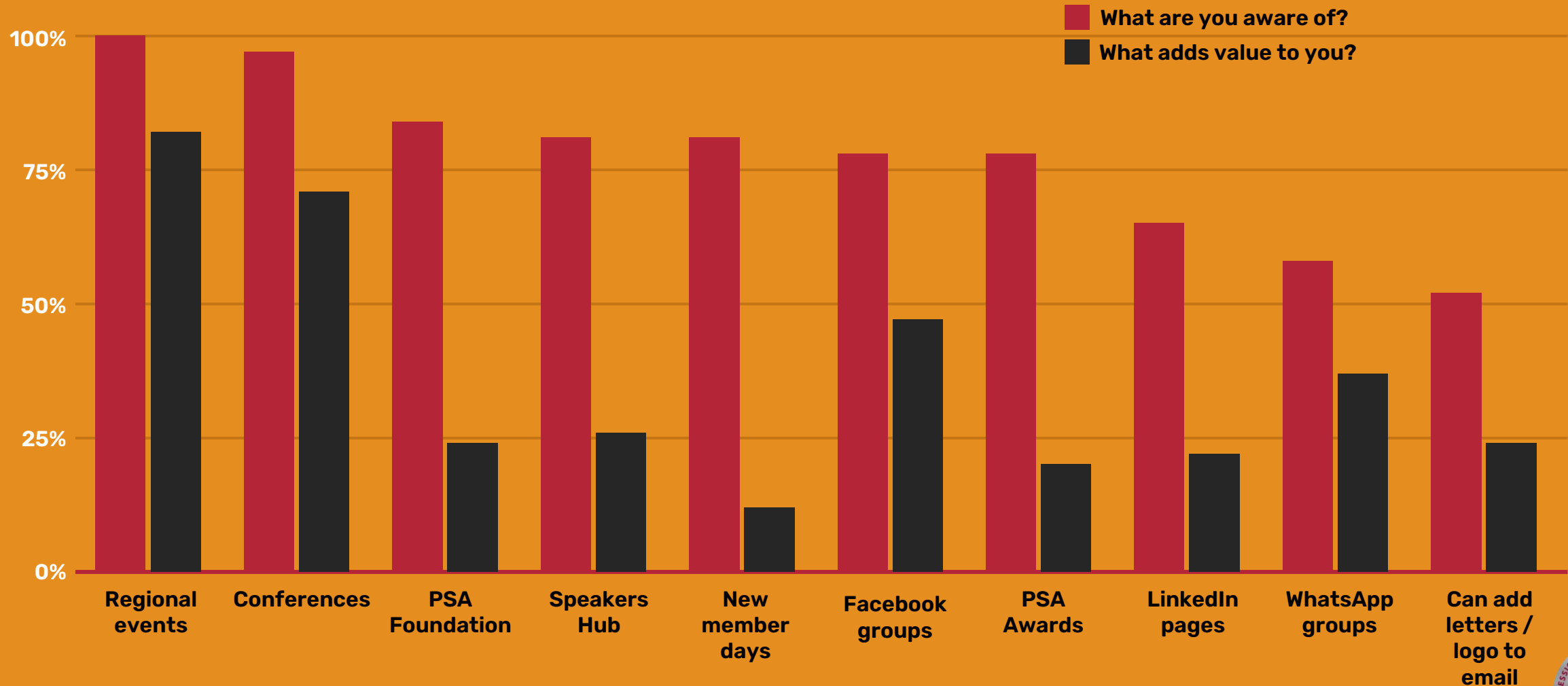
In short, we're a messy bunch!



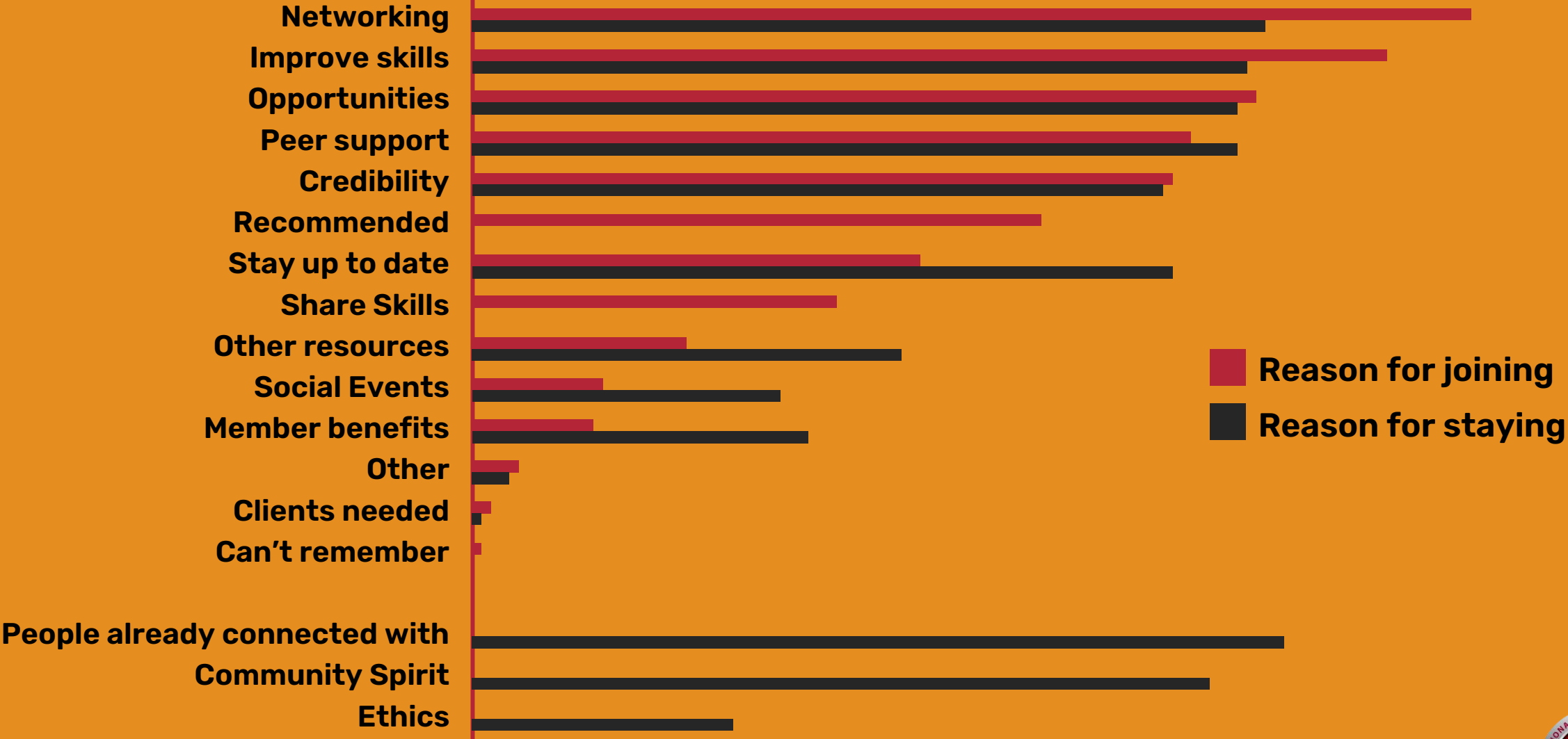
Which of the following aspects of the PSA are you aware of?



Which of these do you feel add value to you personally as a PSA member?

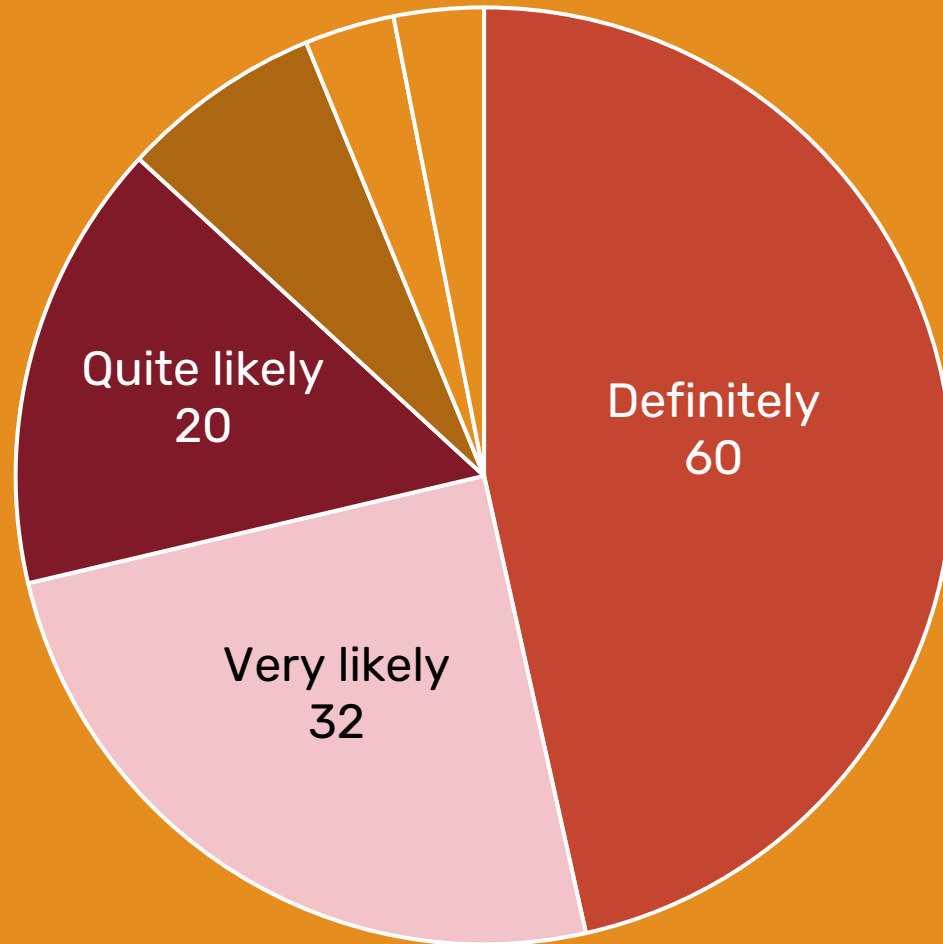


Reasons for joining vs. Reasons for staying



Do you intend to renew your membership?

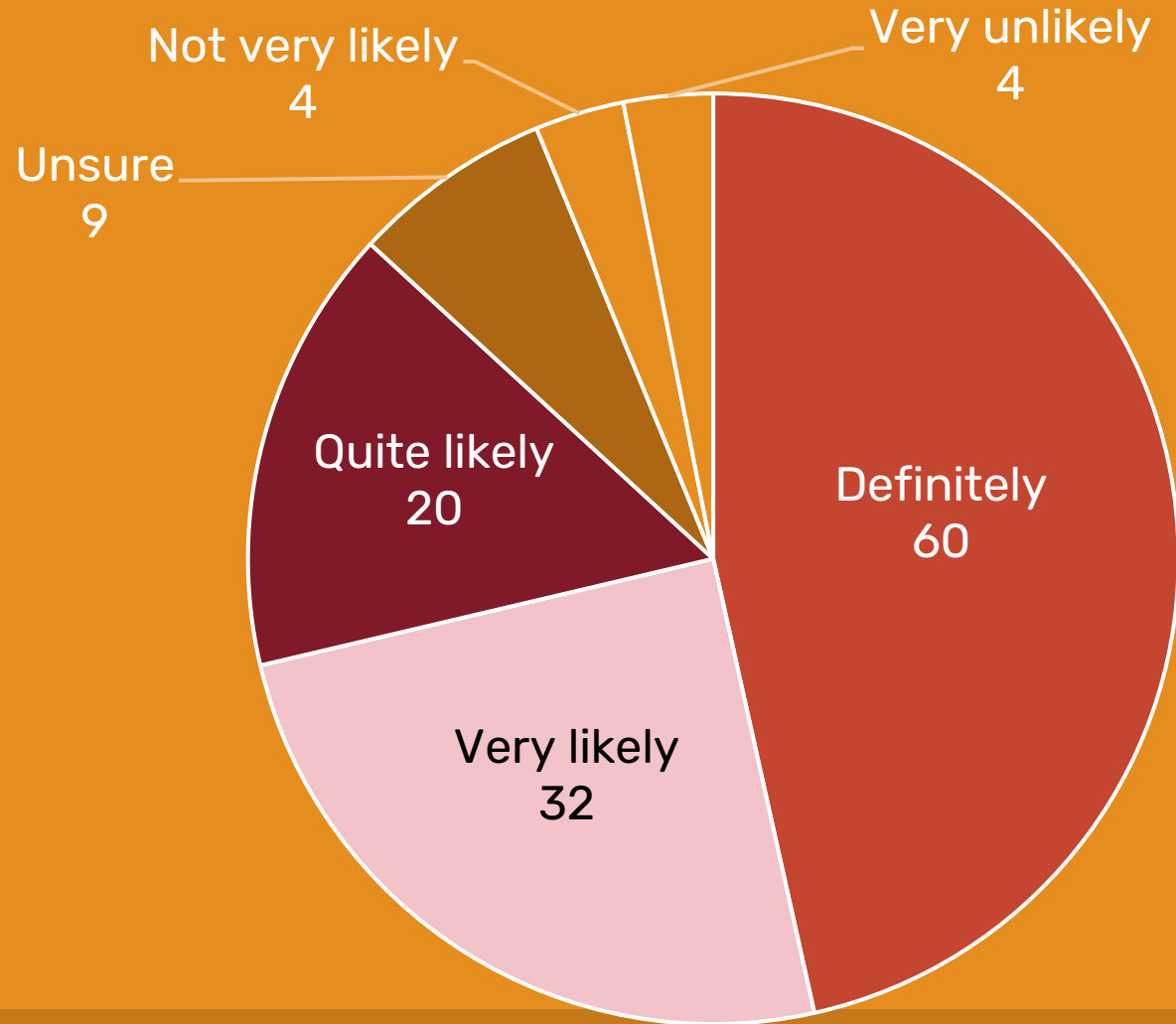
Here's another of the areas that needs looking at



A very large majority were happy enough to renew.

Do you intend to renew your membership?

Here's another of the areas that needs looking at



A very large majority were happy enough to renew.

But there are some that are less, and far less likely to be members next year.

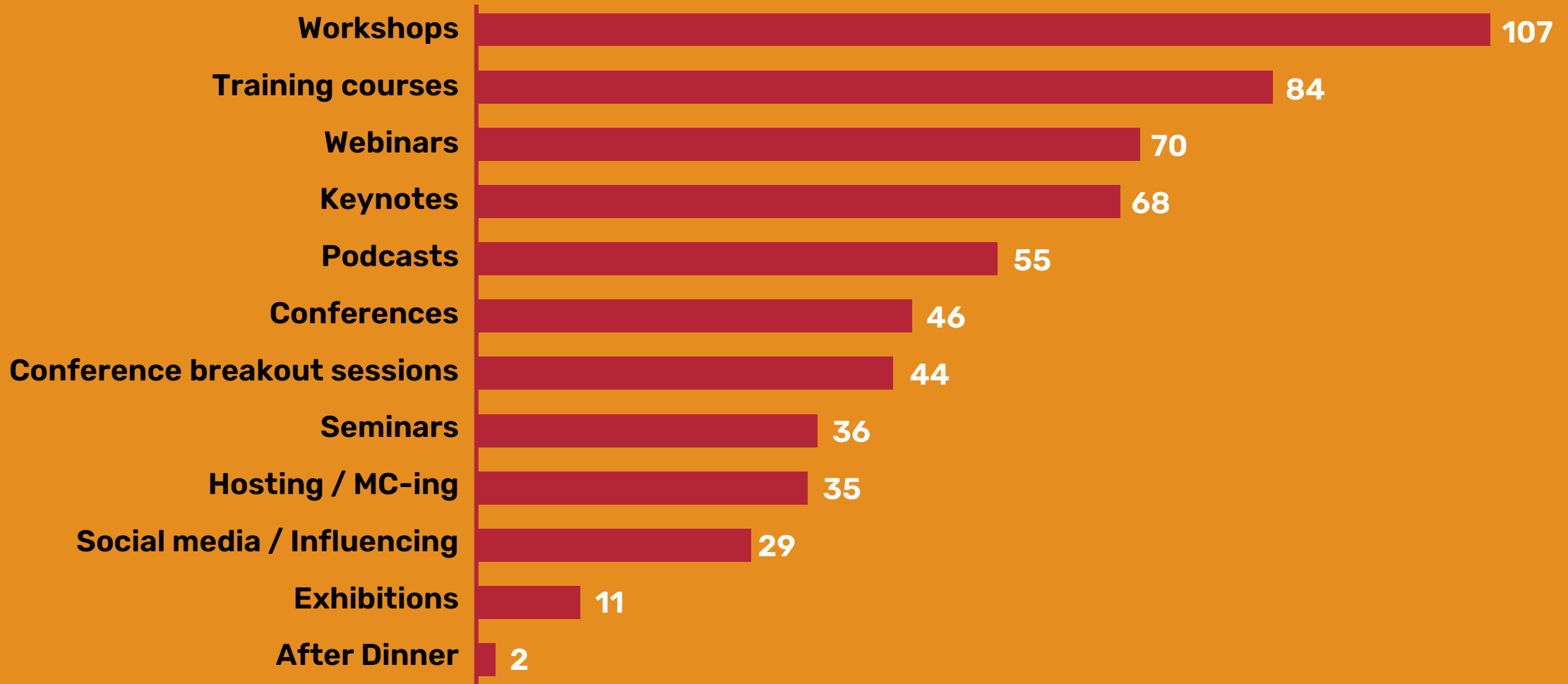
Value for money

Overpriced

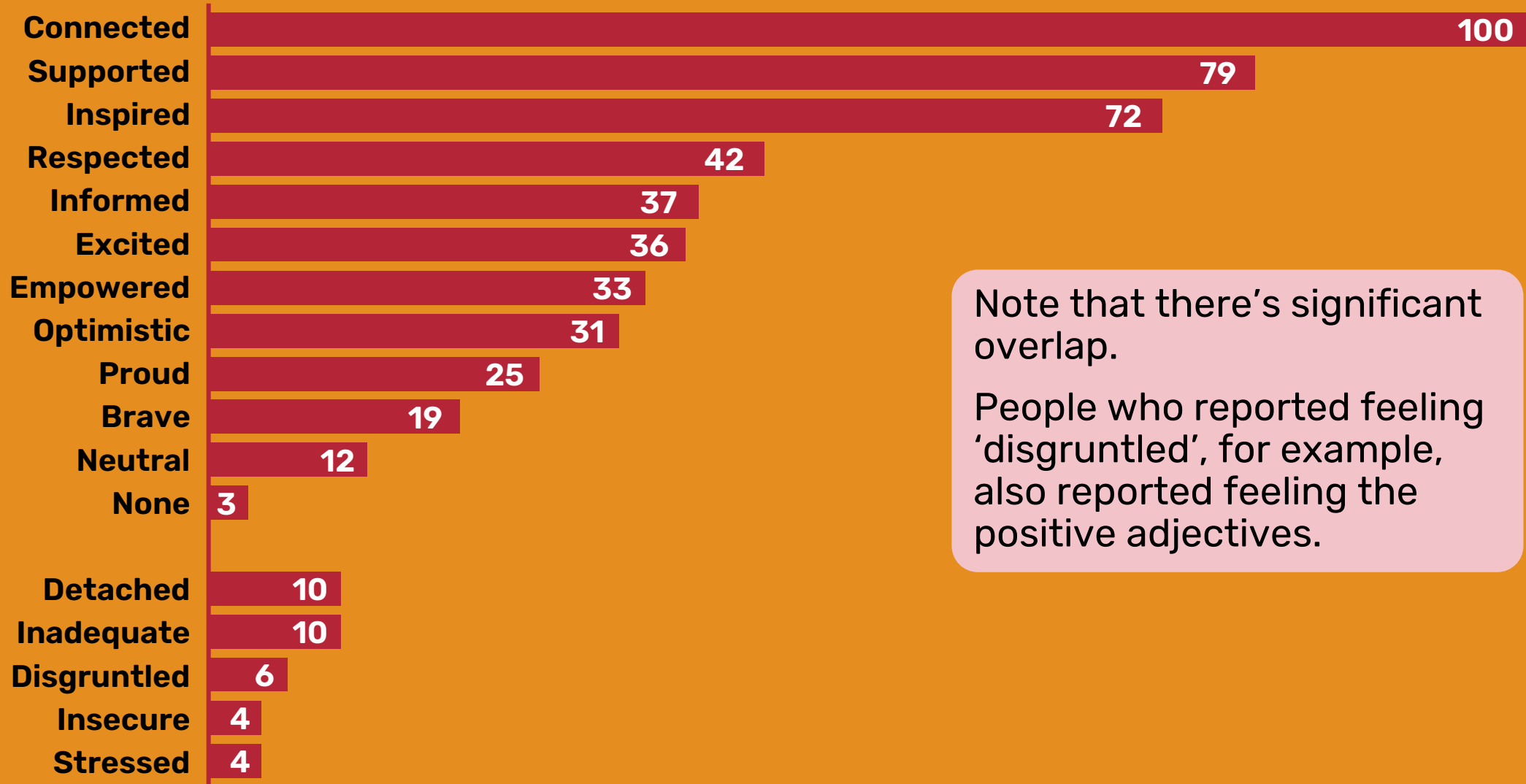
Cliques

Quality of speakers

What do our members do? Are we actually all speakers?



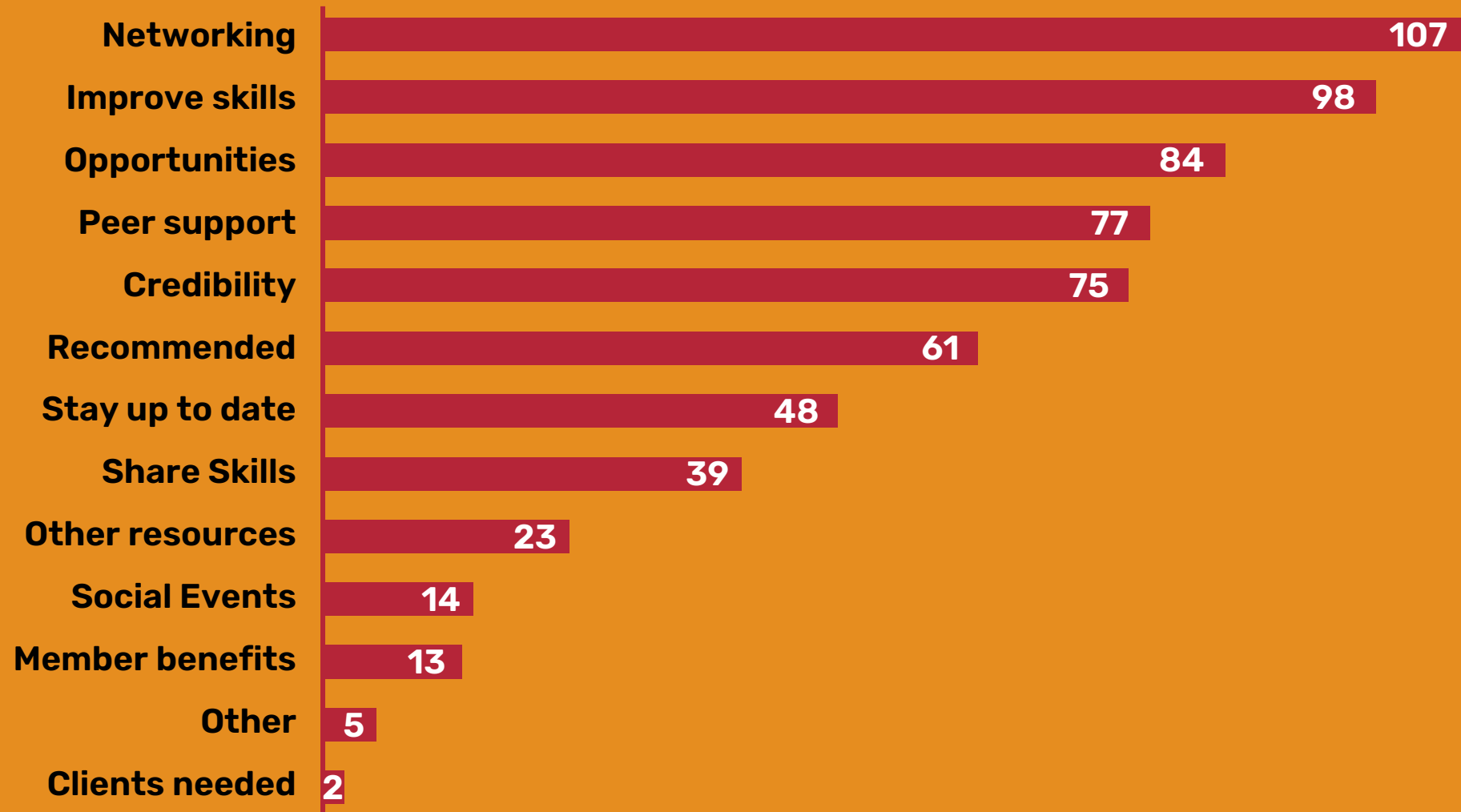
Looking at how we feel



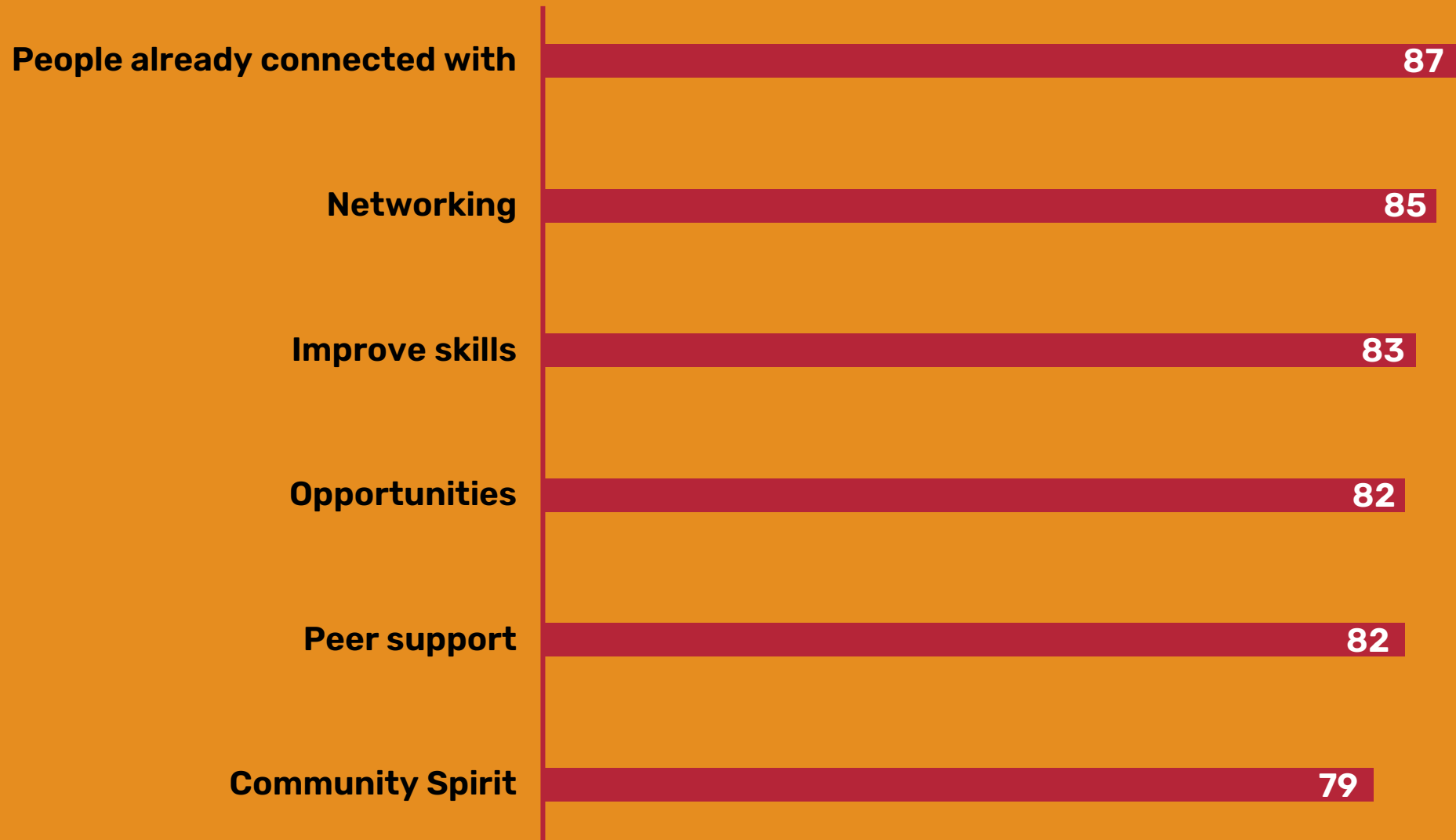
Note that there's significant overlap.

People who reported feeling 'disgruntled', for example, also reported feeling the positive adjectives.

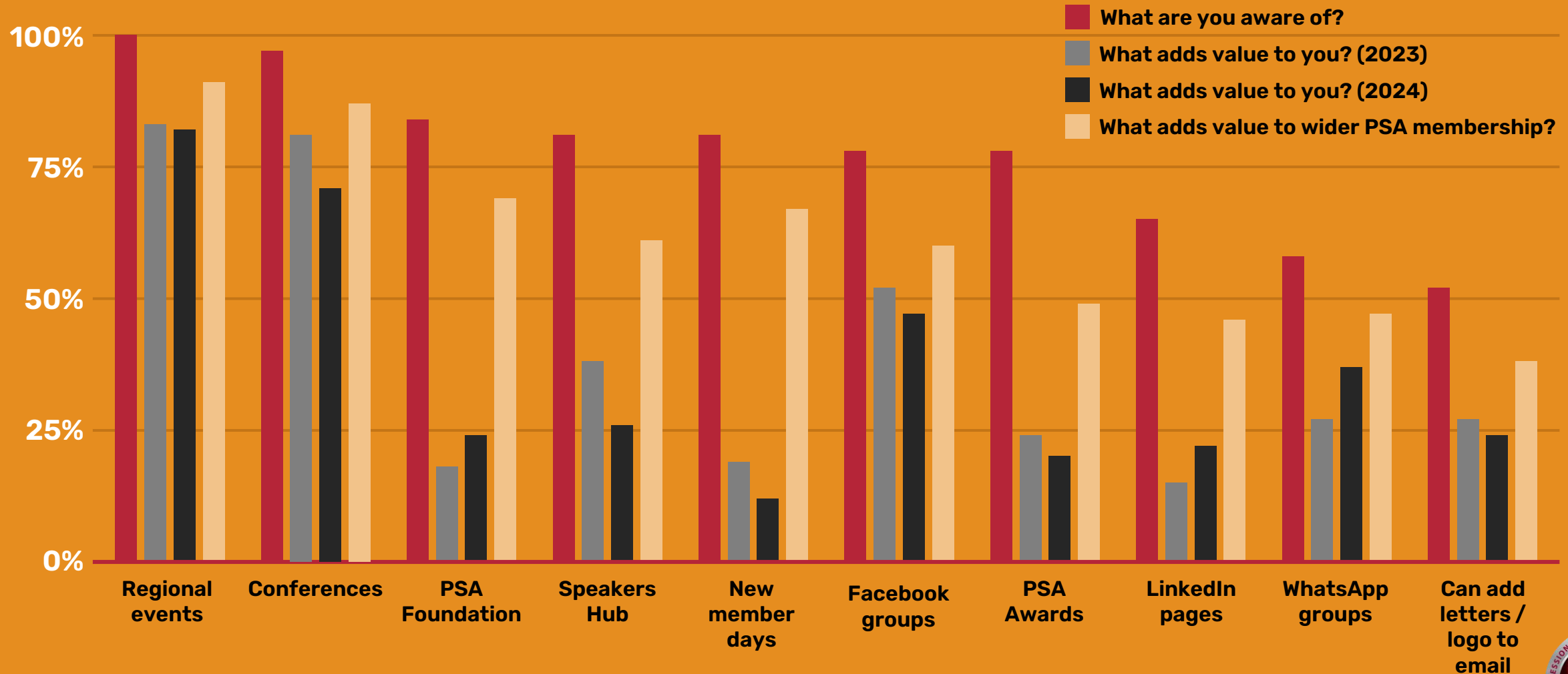
Reasons for joining



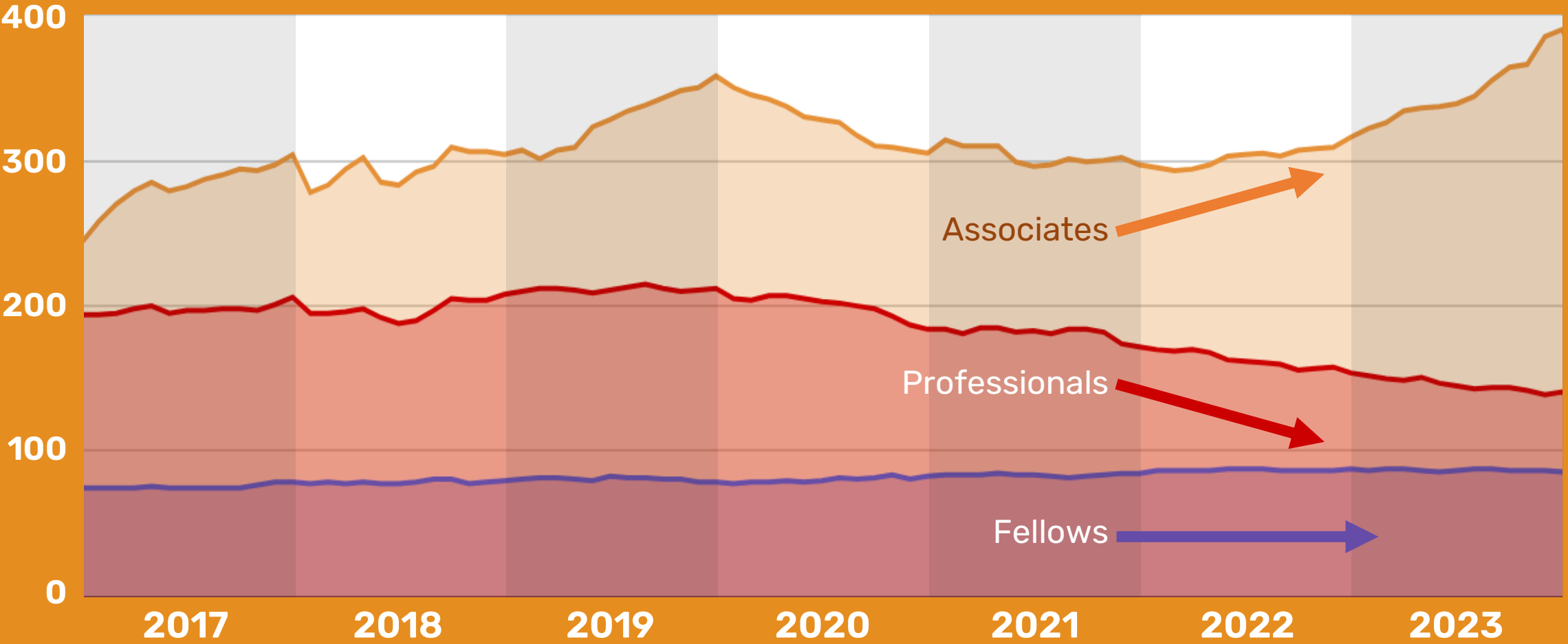
Reasons for staying



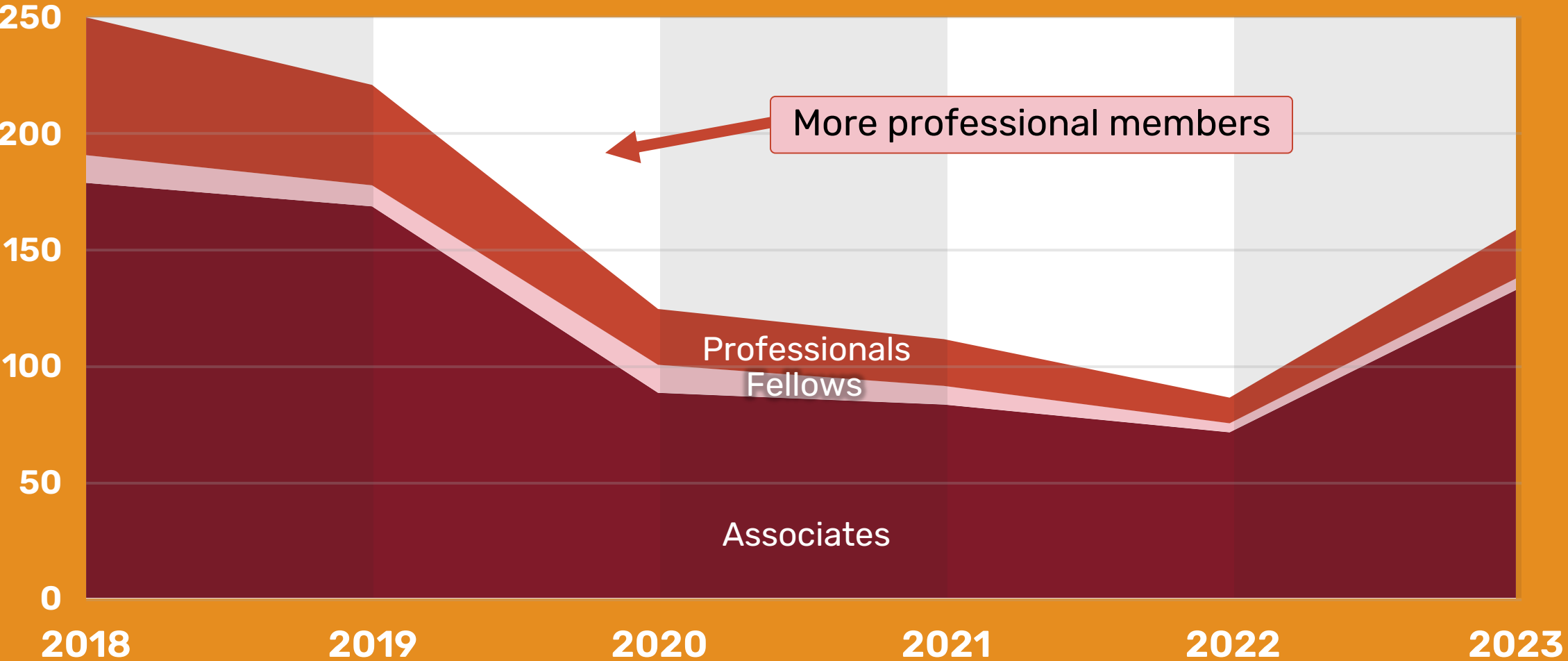
Which of these do you feel add value to the wider PSA membership?



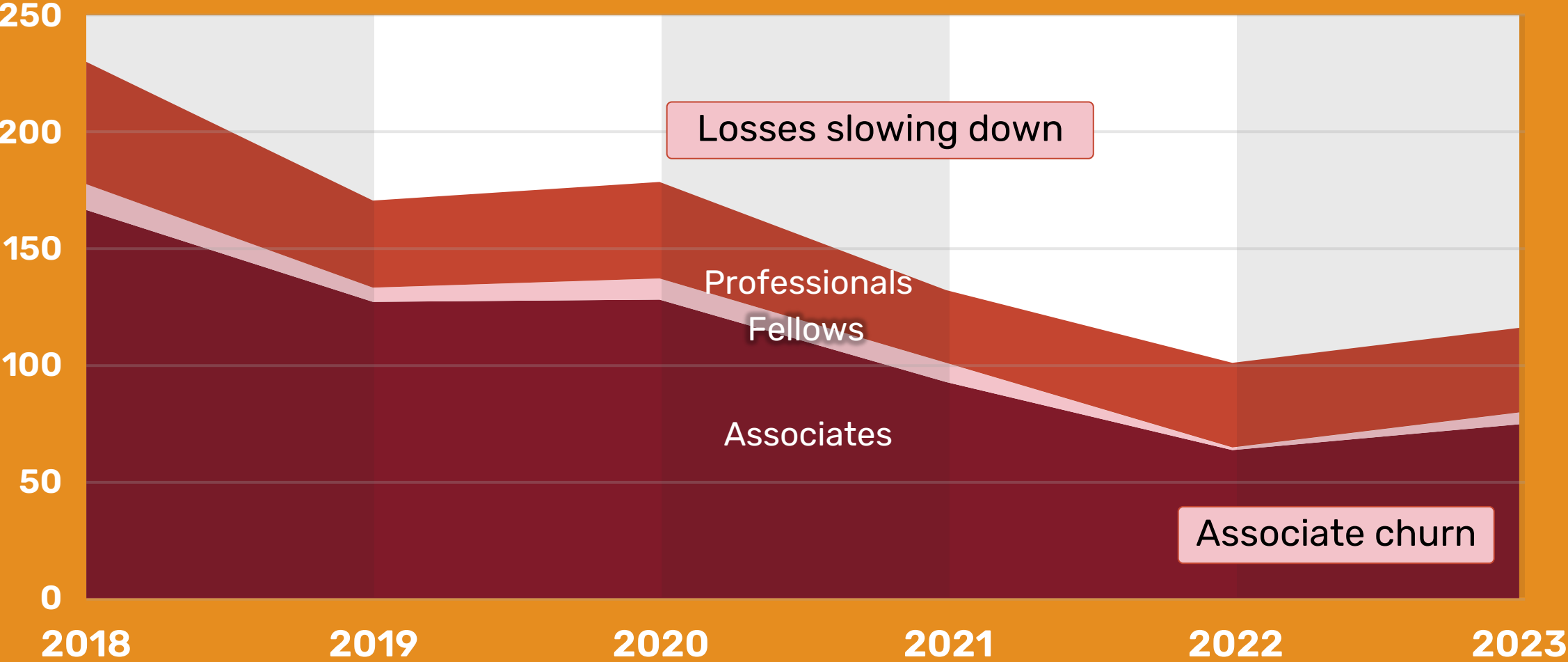
Membership numbers over time by plan



Joiners by year



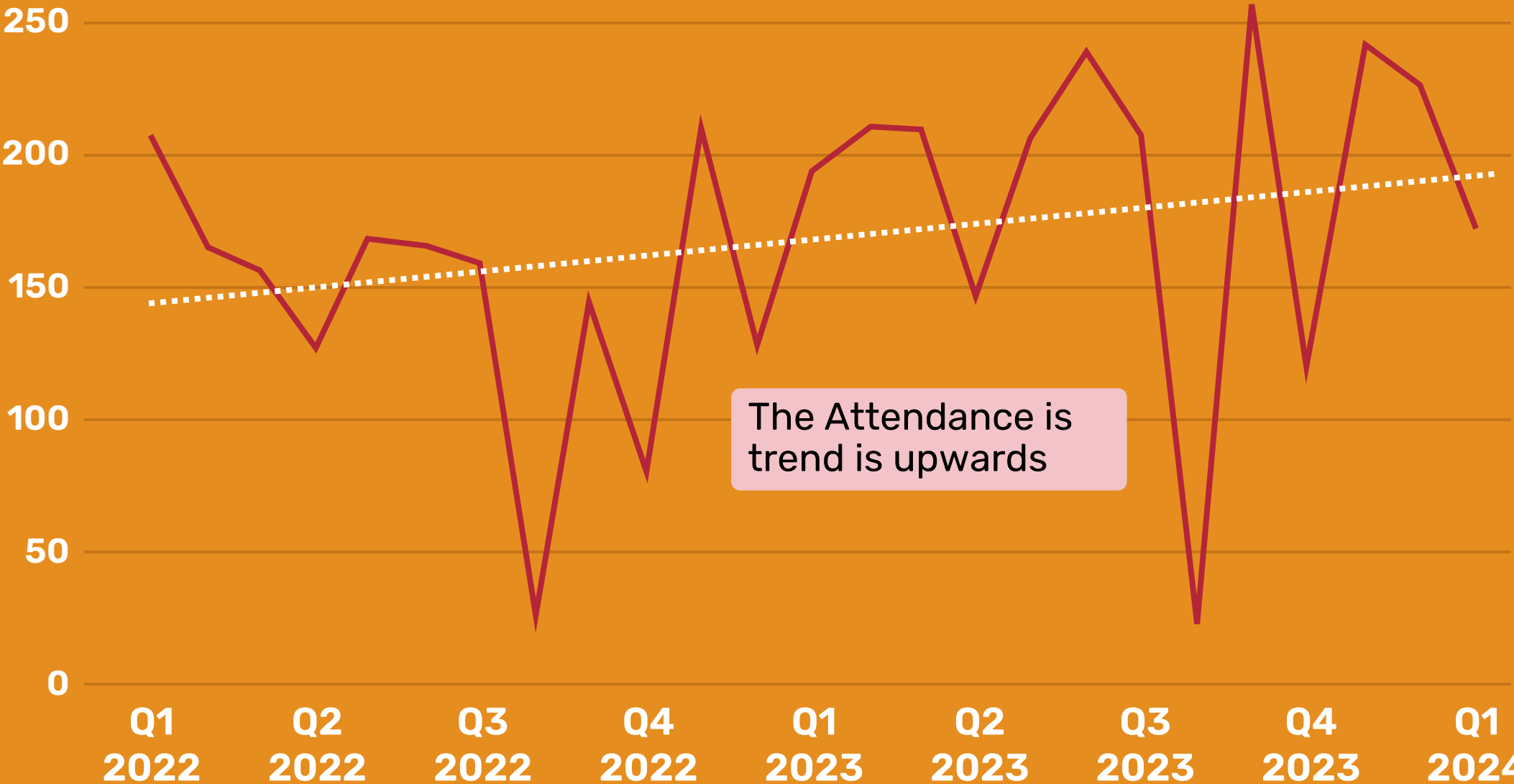
Leavers by year



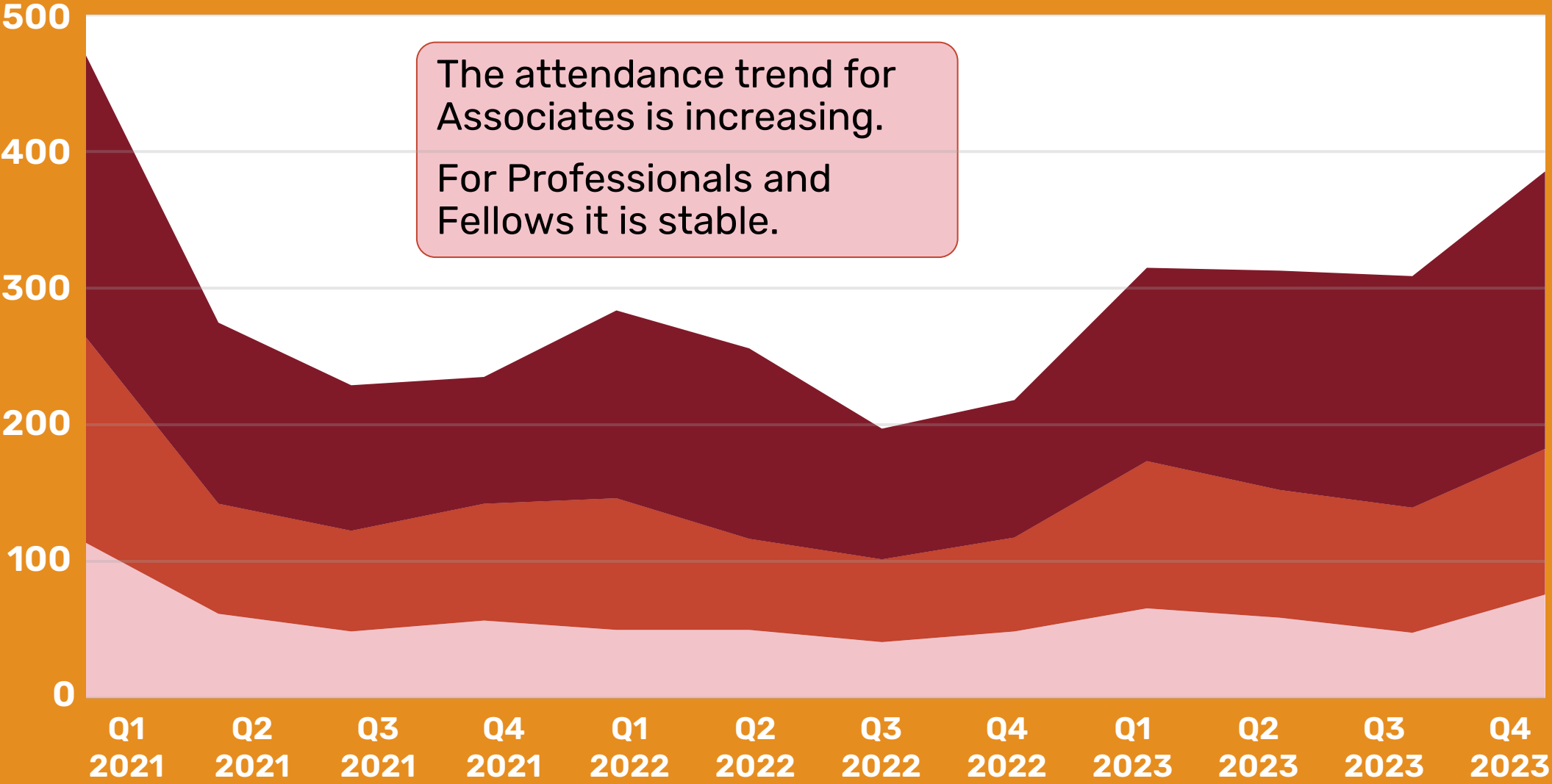
Regional Event Ticket Timeline



Total event attendance by member type (all regions)



Combined total event attendance (all regions)



Membership Focus - Retention

- Value proposition
- Professional Membership at our target
- Development Pathways and Mentorship programmes
- Regional Event Value and Programme
- Booking incentives – Early Bird vs Standard tickets

Digital Levelling Up Project (aka Bob)

- What is it?
- Where are we?
- Timescales?
- Resourcing?
- Expectations?

You Said, We Did

- Bi-Monthly – All aboard sessions
- RPs at Virtual Board Meetings
- Review of AGM
- Value, Value, Value



Board Appointments

We followed a process. We sought a ...

- L&D Director
- DEI Director
- Commercial Director
- Membership Director





Learning and Development Director

Yvonne Emery





D, E & I Director

Marina Ibrahim



Board Recruitment – we are looking for..!

- Commercial Director
- Membership Director
- Finance Director



Focus

- Retention: Value Proposition of Membership – your “Why”
- Event Programme and Quality
- Data driven insights and decision making
- A focus on Professional Membership and development pathways



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