

Membership Survey Results 2022

AARFP conducted an online membership survey in July 2022 to determine membership satisfaction and areas of improvement.

Survey Structure

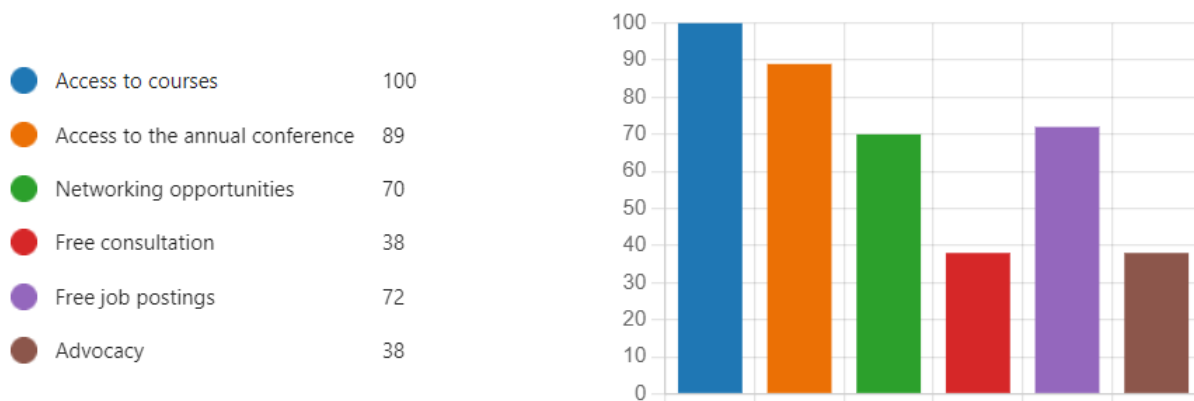
The link to participate was included in the AARFP e-news, AARFP quarterly magazine (Leisure Lines), and on AARFP social media (Facebook and Instagram).

The survey was directed at both members and non-members and was only 4 minutes long. Participants were offered a chance to win a \$25 Amazon gift card.

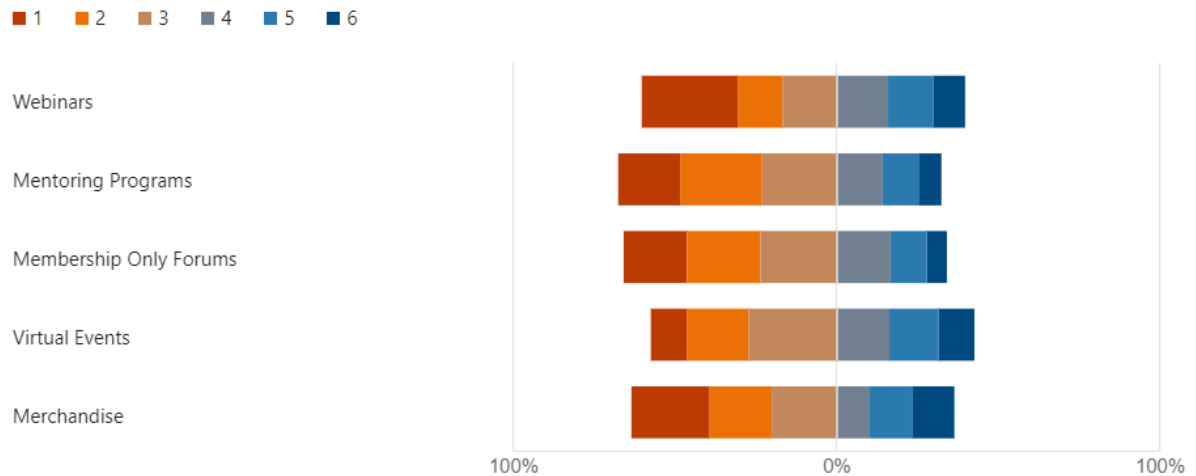
We received **105 responses**. The sample size determined for this survey was 1,500 (membership number for 2022). This was a Convenience (Non-Probability) Sample. To receive a confidence level of 95%, we would have needed 306 responses. Since we did not receive enough responses, please note that this is not a true representative sample. However, these results will still give AARFP valuable insight into membership satisfaction and areas of improvement.

Survey Results:

1. What Membership Benefits are you aware of?



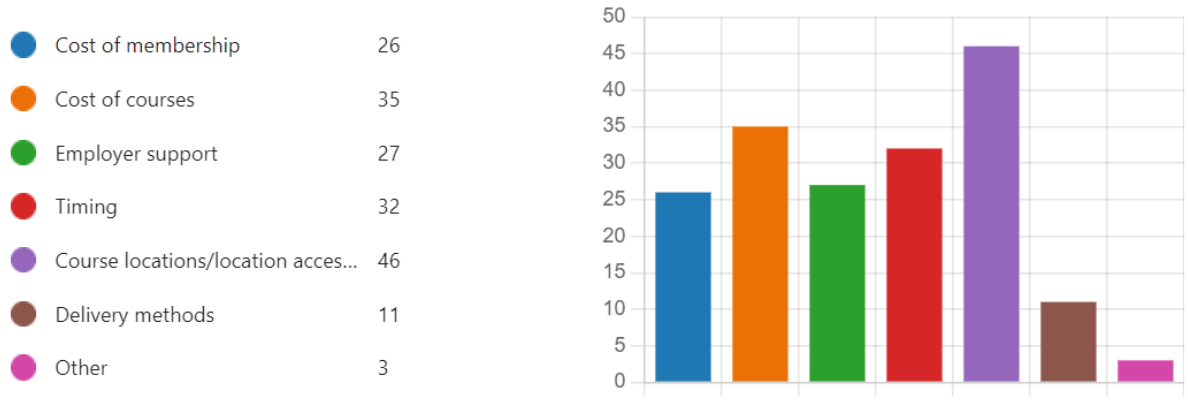
2. What benefits would you like to see associated with your RFP Membership? Please rate your selections (1-Would like most, 6-Would like Least



3. If there is a benefit not listed above that you think would be valuable, please let us know below:

Discounts with Associates
Member benefits with associates. Access to member only information
Transferable facility membership (not tied to 5x specific individuals)
Perhaps a seminar/course/webinar (?) designed mainly, but not exclusively, for government officials (all levels) to help them understand/realize the importance of our industry (including in emergency situations) and the impact it has locally for improving the quality of life for everyone. This is also an attraction feature for people considering moving to an area. The only real thing any governing body has any direct control over to improve the quality of life - health and wellness.
Combined resources with other provincial bodies and recognized standards inter-provincially would be a great goal.
Reduced rate for members and allow non members to still take courses but at a different rate. Seems expensive to pay a membership fee plus \$500 plus for a course.
Membership vendor discounts.
A connection forum on the website. The National Parks and Recreation Association has a section of the website where members can ask questions and share information with one another. Whether its about maintaining sport fields or what regulations you have in place at your facility.
Would like to see a chat group/room for members to ask questions what other members are doing.
Tradeshaw
Discounts from associates
Regional socials/networking events
Supplier reviews forum
More online courses and the job board to be updated more frequently.
Online course

4. Do you perceive or experience any of the following as barriers to accessing professional development opportunities through RFP?



5. How does the cost of your membership compare to the value you get from it?

- The Membership is worth more to me than what I pay: **19**
- I pay the amount I think the Membership is worth: **37**
- The Membership is worth less than the amount I pay: **9**
- Someone else pays for my Membership, so the cost does not impact the value for me: **39**



6. Is there any additional feedback you would like to provide us about our Membership?

More flexibility with Facility Memberships would be ideal.
I would love to see a better membership option for facilities. Something like 1 to 6 staff 7 to 12 staff. It would make it easier for facilities with more than 5.
This is a fantastic organization, and we continue to grow and expand.
It would be nice to see courses change and expand.
I wish that courses were 21 hours in length & therefore eligible for the "Canada Alberta Job Grant" (and 2/3 funded!!)
I would like to see more networking opportunities. I.e., "zone" or "stream" social events (golf tourney and a bull session etc.)
When it comes to municipal, city, and other larger organizations. They often pick who gets a membership, mostly based on training needs. When the perceived membership value matches the cost, then you can really widen the membership base.

The pride one feels about being a member of AARFP! RFP Rocks!!!
I already know the answer (nothing) but what is the AARFP doing to ensure that its members are not discriminated, mocked, or insulted based on their identity?
I know RDC is a partner in delivering much of the certifications at a college level, is there worth in making that more accessible through other institutions like GPRC or NAIT/SAIT as there are programs with similar components? Continuing Ed is important and integrating newer tech and techniques in our field are important- but not always on display when going to training courses offered through AARFP.
Fee good unless you're not working for a municipal or city
My employer pays the membership if I intend to take courses, however I feel the fee is a little steep.
Expensive. You should have a municipal membership and not a facility membership to attend courses or conference Easier to justify than having / facility memberships and a bunch of singles
WE should have a regular renewing of the important certifications.IE Arena operator 2, Pool Operator 2, Building Maintenance 2. This would ensure that those individuals that have these courses do not forget what they have learned.
Is it possible to have a membership that doesn't expire each year. As in no price for membership, only price for courses and other opportunities such as webinars.
Your organization is easy to work with and your online tools are user friendly.
Your membership is good, and your team dose give a lot of support
Courses or more info specializing on Parks Irrigation. More than what's in the chapters in parks/sports fields 1/2. Possibly more information on the standard norms in our fields. Example how many staff it takes to normally run operations of all sizes. Recommendations etc.
Memberships are necessary to guarantee professional development in a safe and timely manner. I think with the resources at your disposal, you are doing a tremendous job, promoting professionalism and career development for all interested members.
Course are taken with employers' approval if in case you are not connected to employers and could be individual renewal for annual? Without employers' approval
I feel some or parts of the courses that I have taken could have been offered online. Course costs are high as well as the costs associated with travel and accommodations. When taking the building maintenance 1 & 2 courses, It would have been beneficial to have taken it at a more modern up to date facility. But due to where I live and when and where the course was offered, limited access to a more comprehensive and up to date learning experience.
The cost is quite high, so its only ever paid for for us to take a course and then never paid for again
I believe that AARFP does a good job supporting small communities. Good knowledge source to help out members with there concerns.

Conclusion

AARFP would like to thank all participants for taking the time to answer the survey questions. These results will help assess the current membership structure and AARFP.