



# MEMBER ENGAGEMENT SURVEY

*FY22 Quarter 2 Overview*

# WHY CONDUCT AN ONGOING PERCEPTION SURVEY?

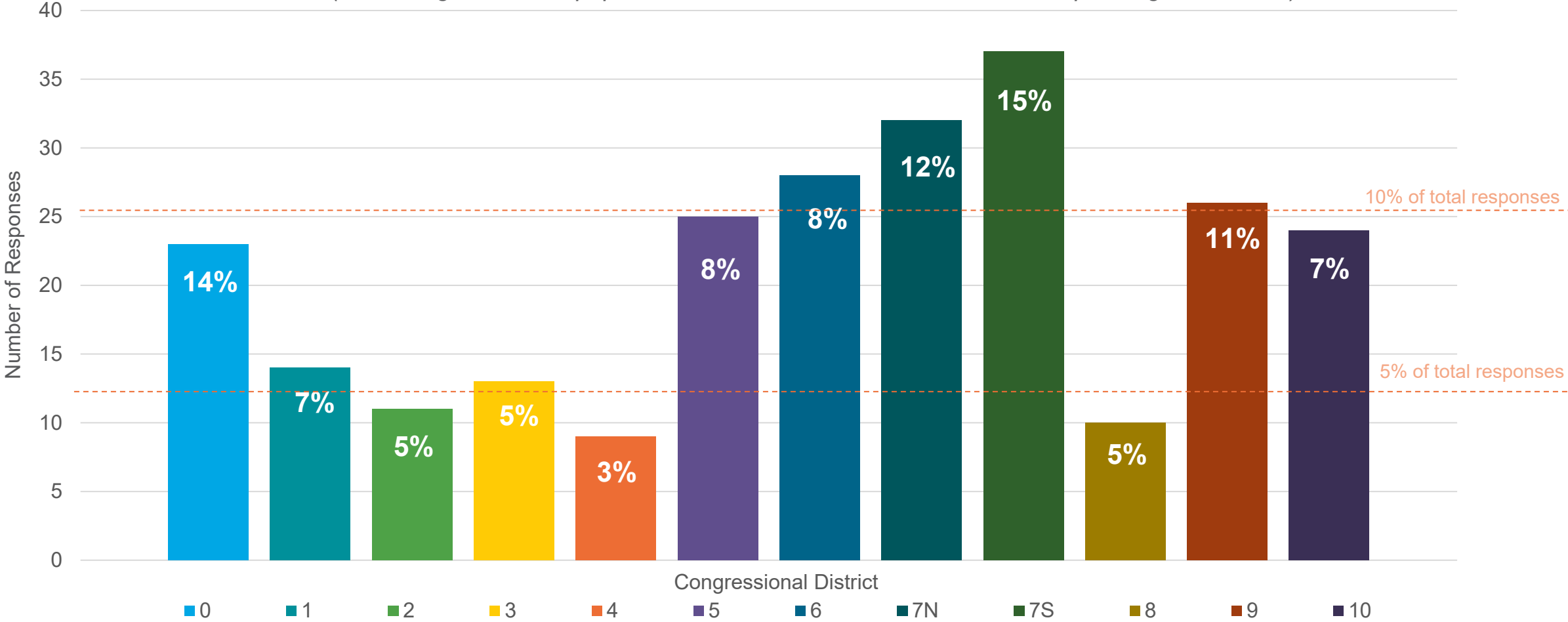
- **To make informed leadership decisions (with finite resources)**
  - What programs, services, and resources are most important to legal practitioners to best serve the public?
  - What initiatives should be prioritized because they have the biggest potential to impact our mission?
- **To better understand and communicate with members**
  - What is the WSBA doing well? What aren't we doing well?
  - How can we improve communication and services?
  - What misperceptions exist? What opportunities exist?
  - Are there specific initiatives we need feedback about?

# OVERVIEW AND RESPONSE RATE

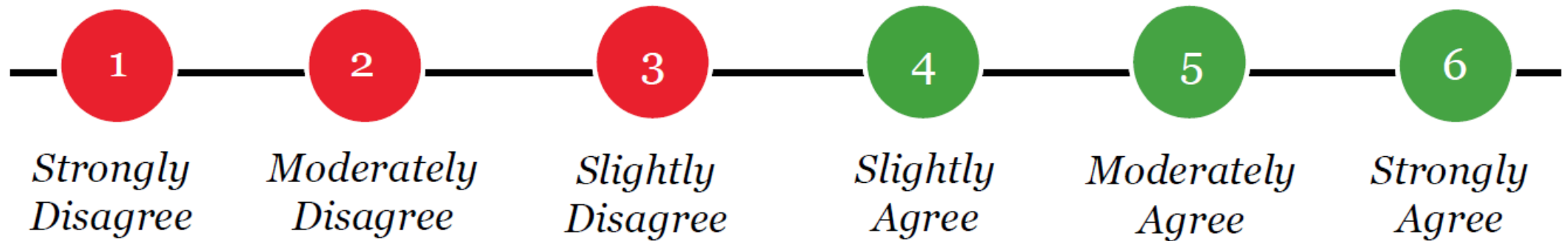
- **Conducted by National Business Research Institute (NBRI)**
  - Ongoing with 3,000 survey invitations sent each quarter
  - NBRI selects a randomized sample and sends invitations to ensure anonymity; WSBA receives no identifying information
  - NBRI will provide an annual report each October with recommendations from professional data analysts and organizational psychologists
- **Q2: We achieved a 90.5% confidence level**
  - 256 responses 8.5% response rate, 5% sampling error
  - Surpasses the minimum standard for confidently performing a data analysis (80%↑ confidence level, 5%↓ margin of error)

# 256 TOTAL RESPONSES

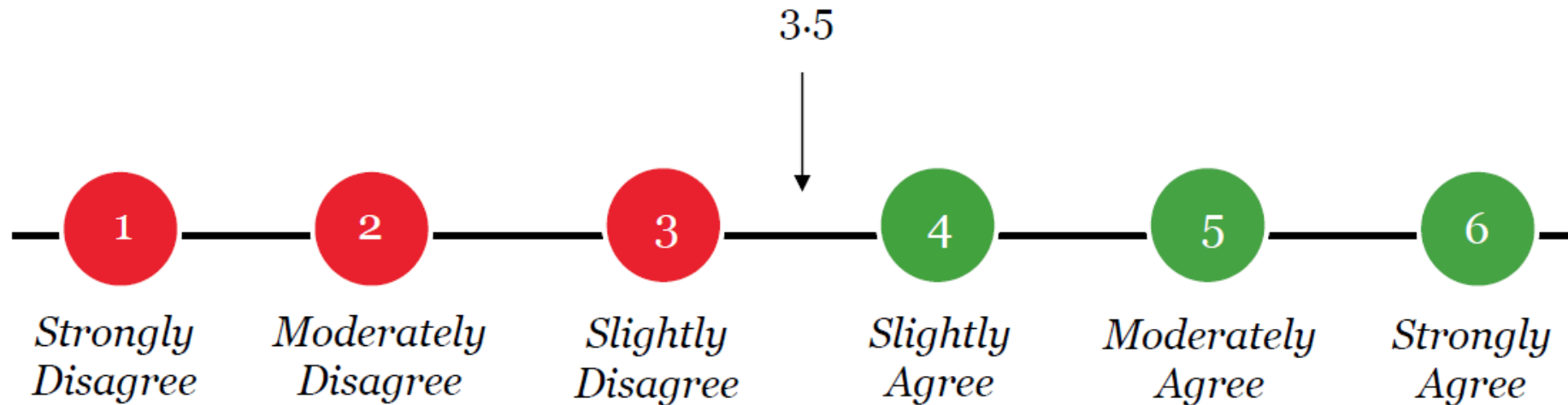
(Percentage of WSBA population in each district shown inside corresponding colored bar)



# The Six Point Scale



# The Mean Score



- A Mean Score is the “Average,” or a measure of central tendency.
- The Mean Score is computed by taking the sum of all scores and dividing by the total number of responses.
- The Mean of a 6-point scale = 3.5

# Q2 RESULTS

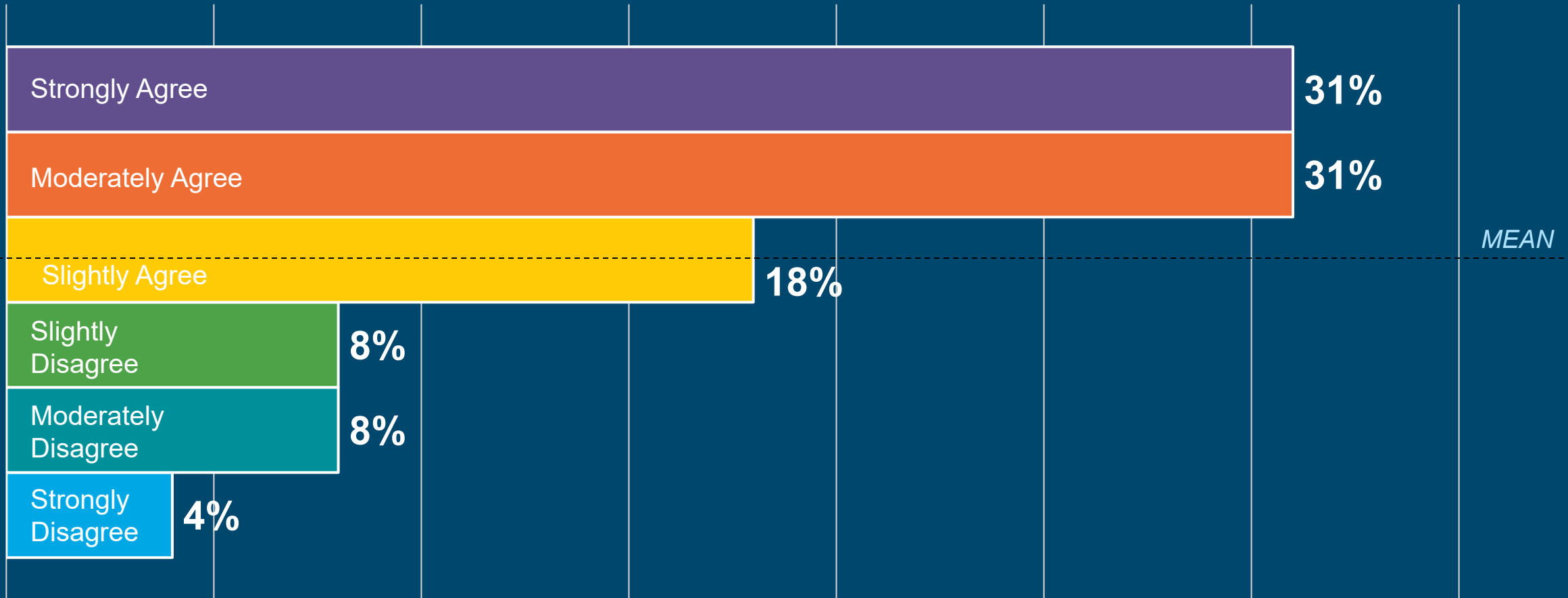


# COMPANY IMAGE

Q1 Comparison

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*The WSBA upholds high quality standards for Washington's legal profession*



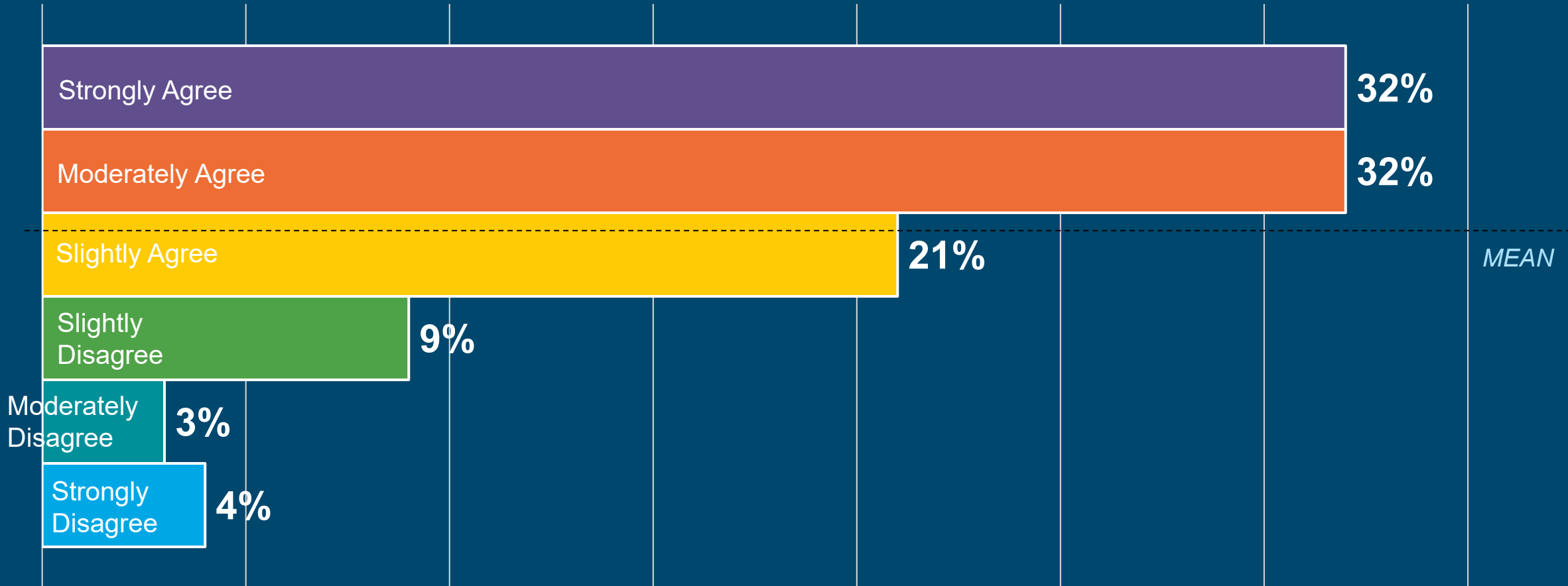


# CUSTOMER SATISFACTION

Q1 Comparison

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*It is easy to work with the WSBA: Staff are responsive and knowledgeable*

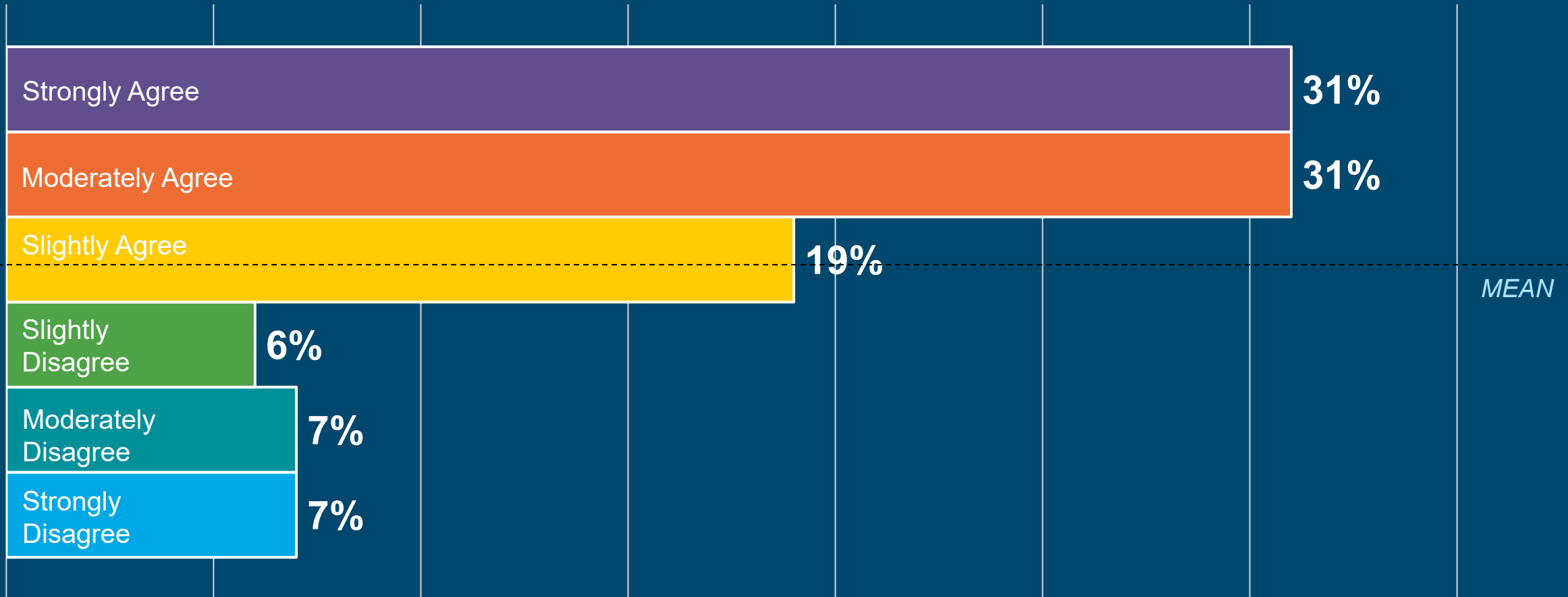


# CUSTOMER SATISFACTION

Q1 Comparison

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*My overall experience with the WSBA has been satisfactory*

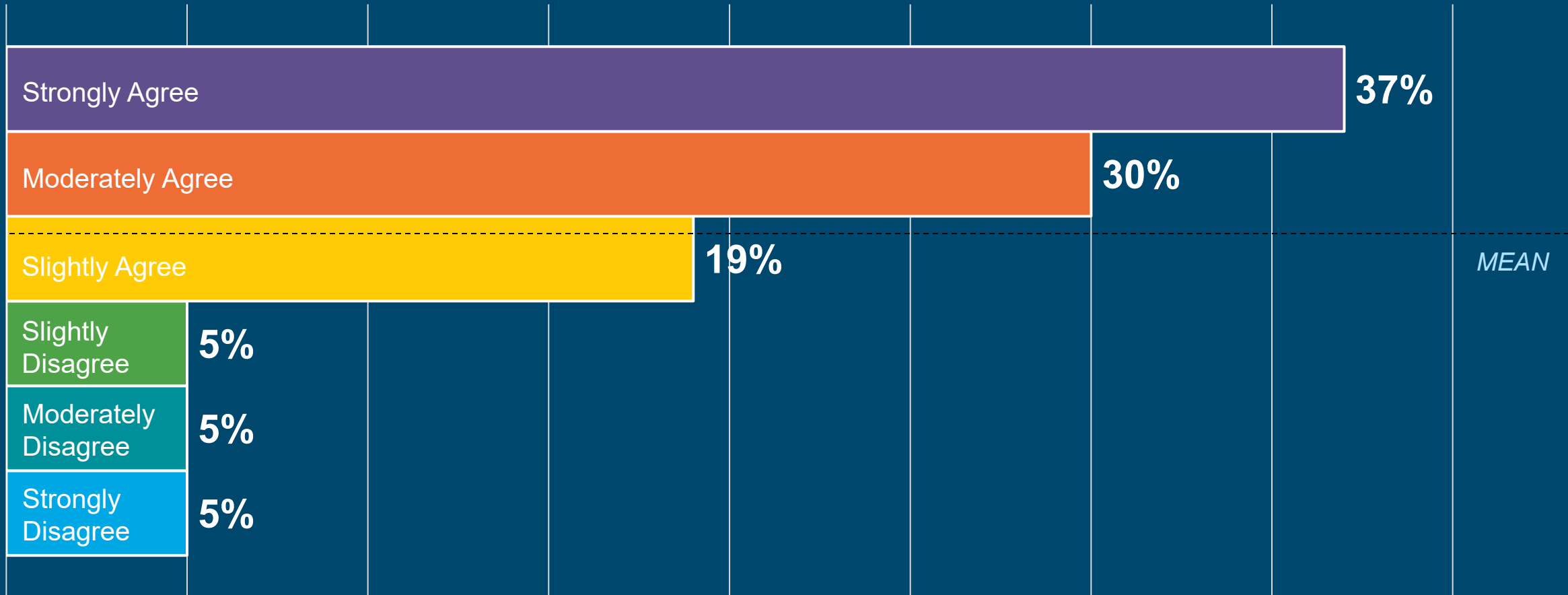


# DIVERSITY AND INCLUSION

Q1 Comparison



*The WSBA upholds the values of diversity, inclusion, and equity in the courts and legal profession, especially for members who are underrepresented*

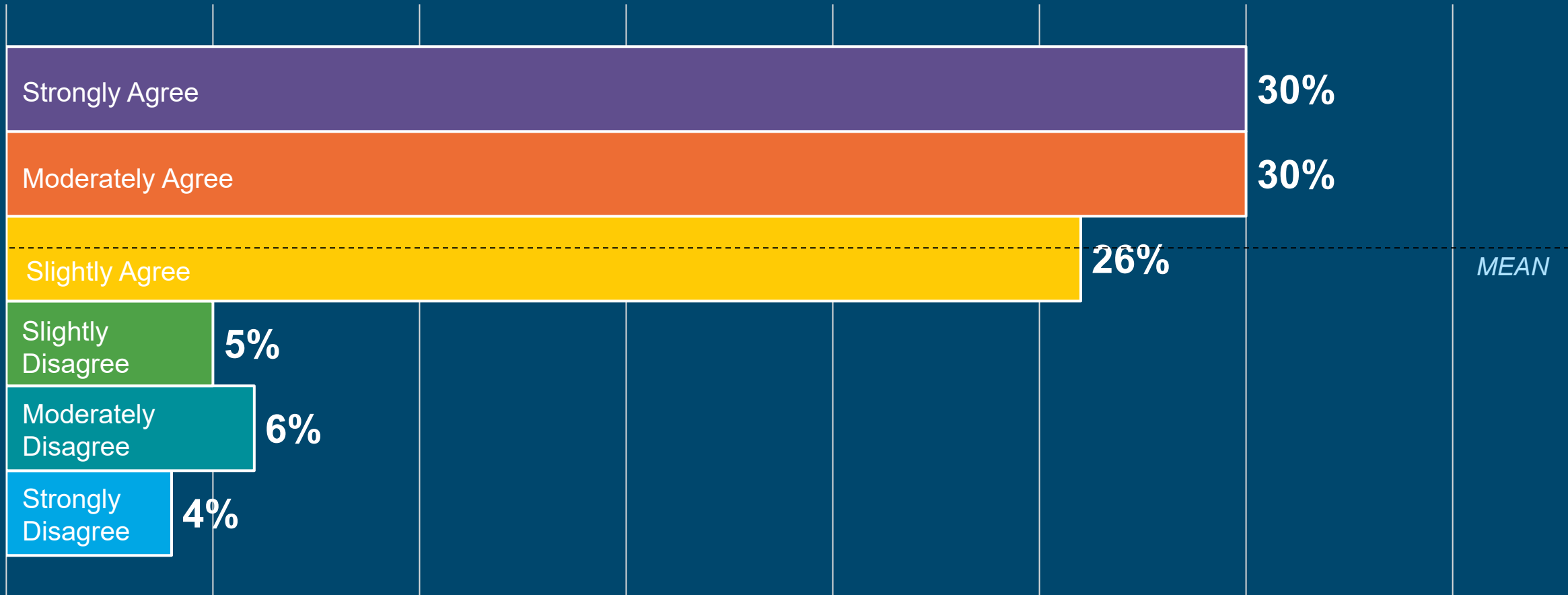


# DIVERSITY AND INCLUSION

Q1 Comparison



*The WSBA provides opportunities for members from all different backgrounds and experiences*

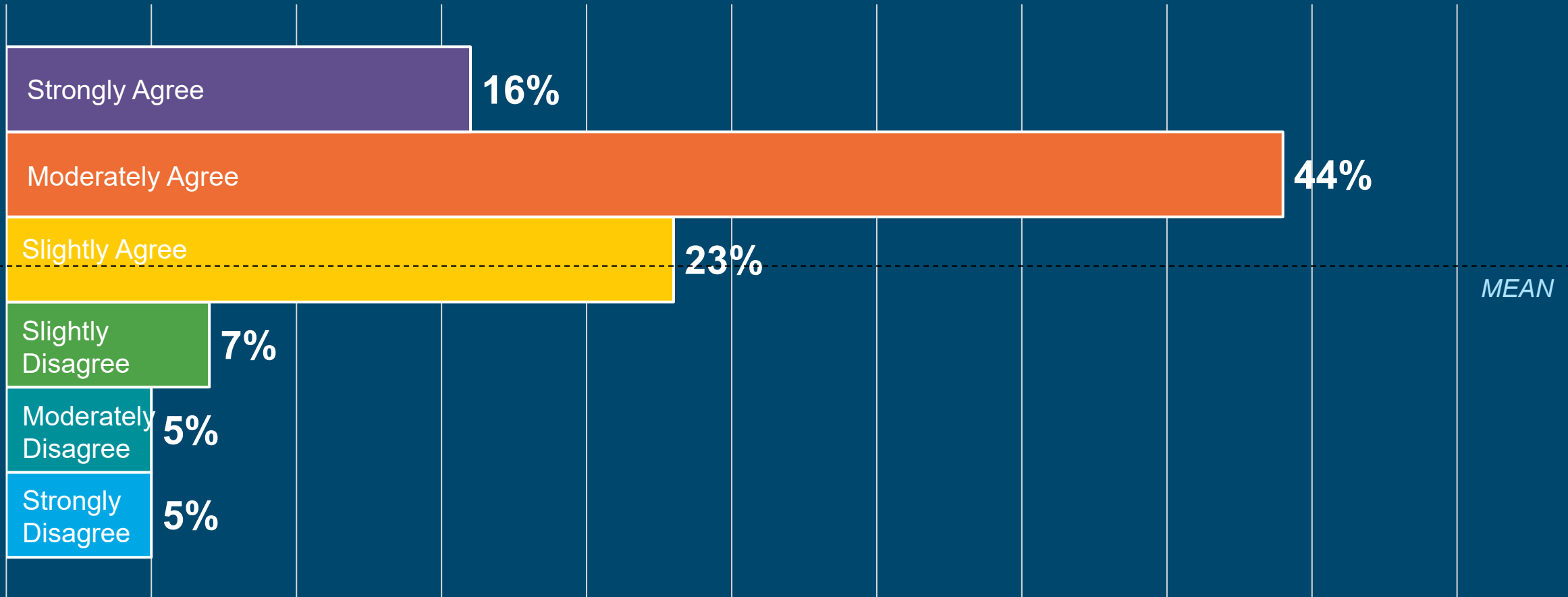


# COMMUNICATION

Q1 Comparison

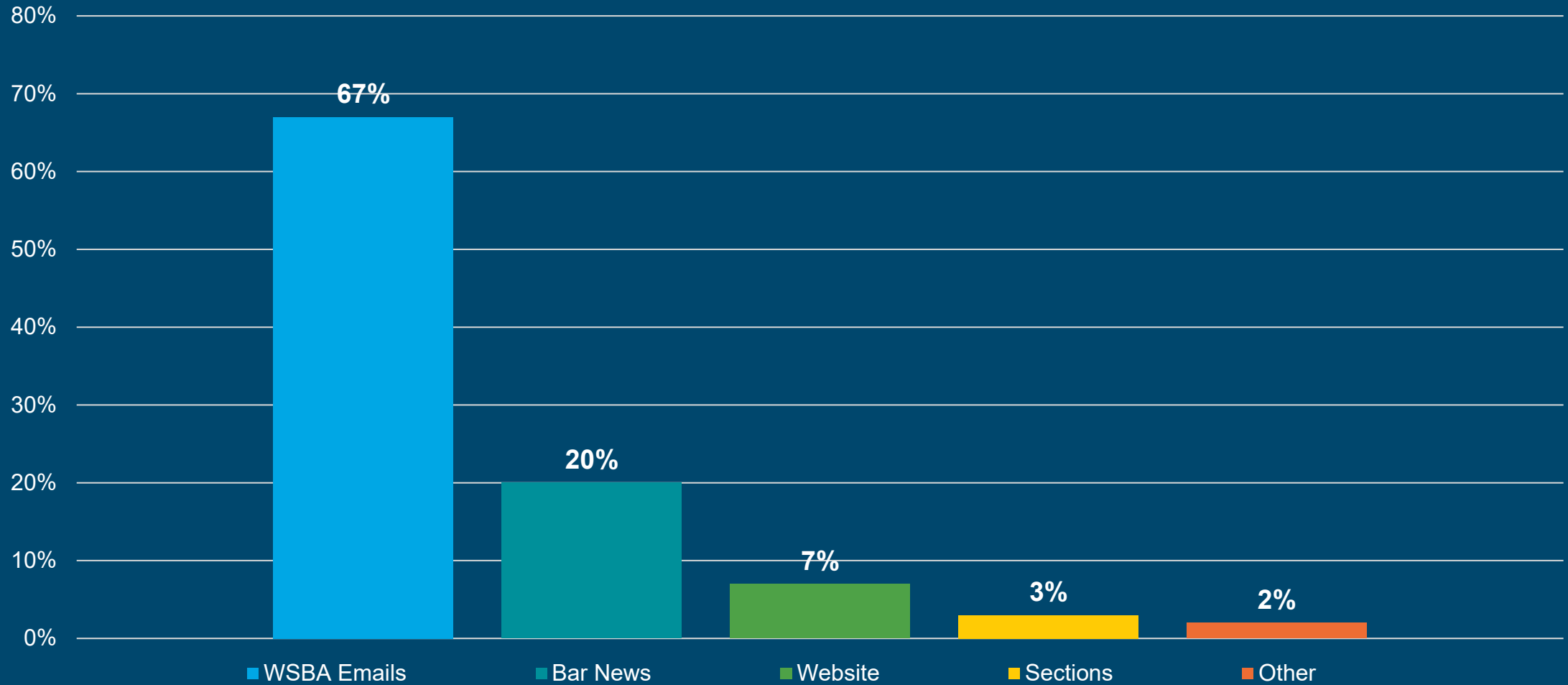
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*WSBA communications keep me well informed*



# COMMUNICATION

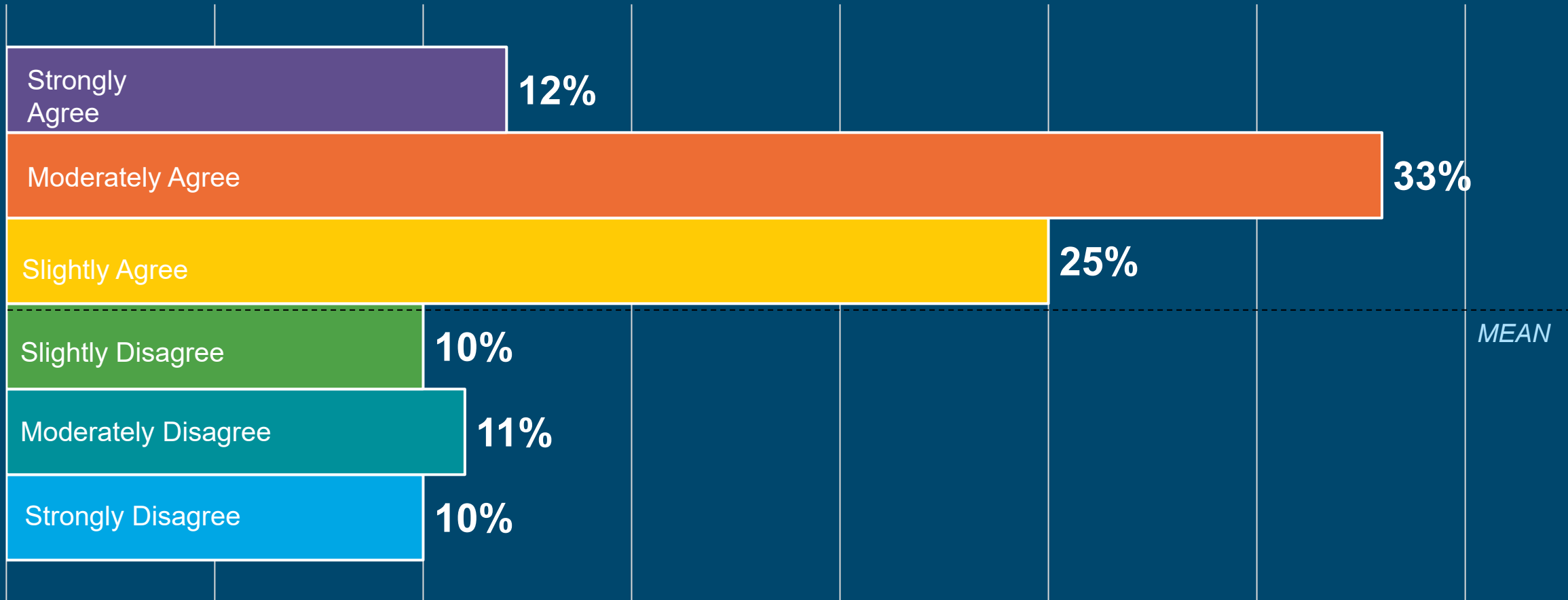
*What is your main source of information about the WSBA?*



# COMMUNICATION

*The WSBA listens to its members*

Q1 Comparison

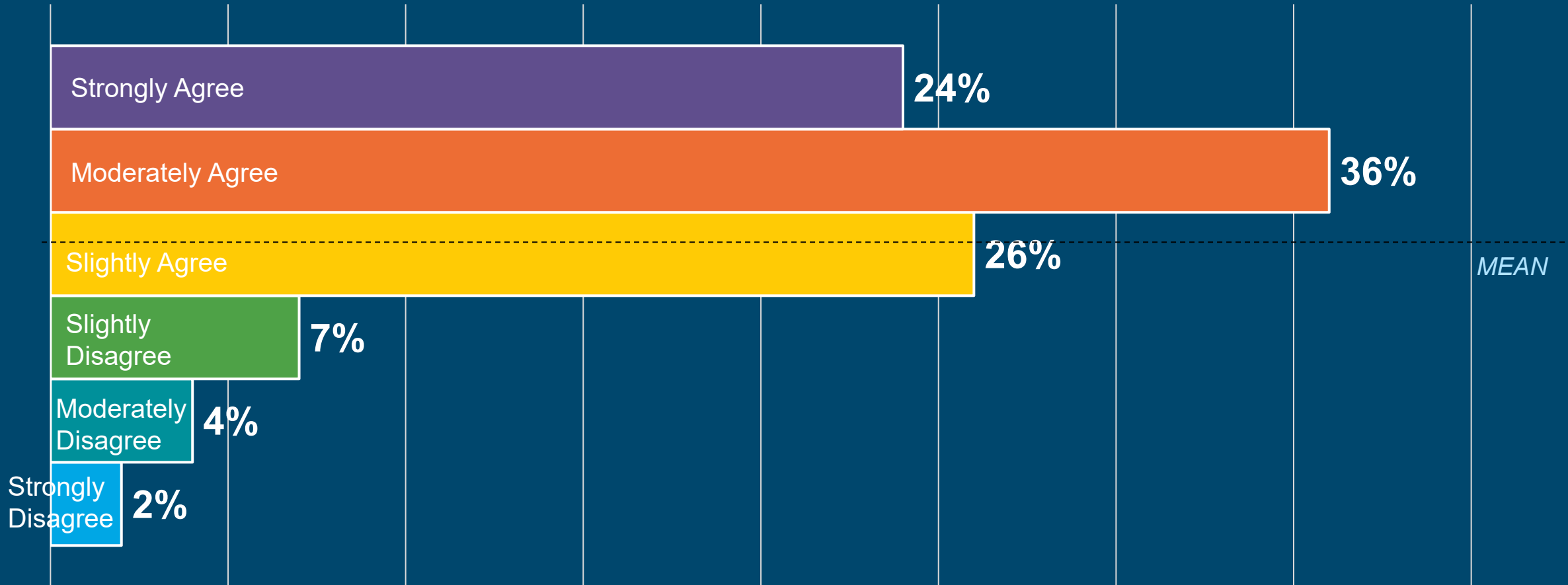


# INVOLVEMENT

Q1 Comparison

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*I know how I can get involved with the WSBA*



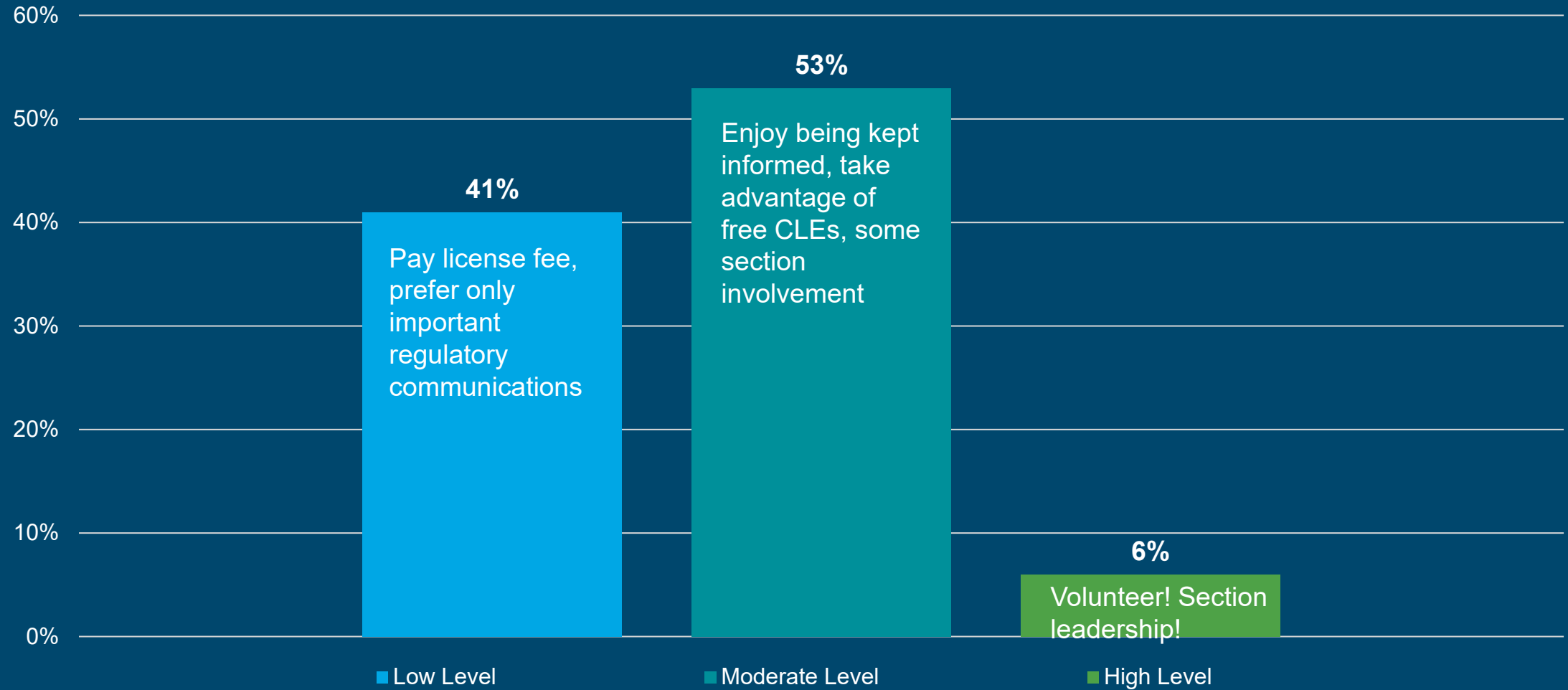


# INVOLVEMENT

Q1 Comparison



*My preferred level of involvement with the WSBA is:*

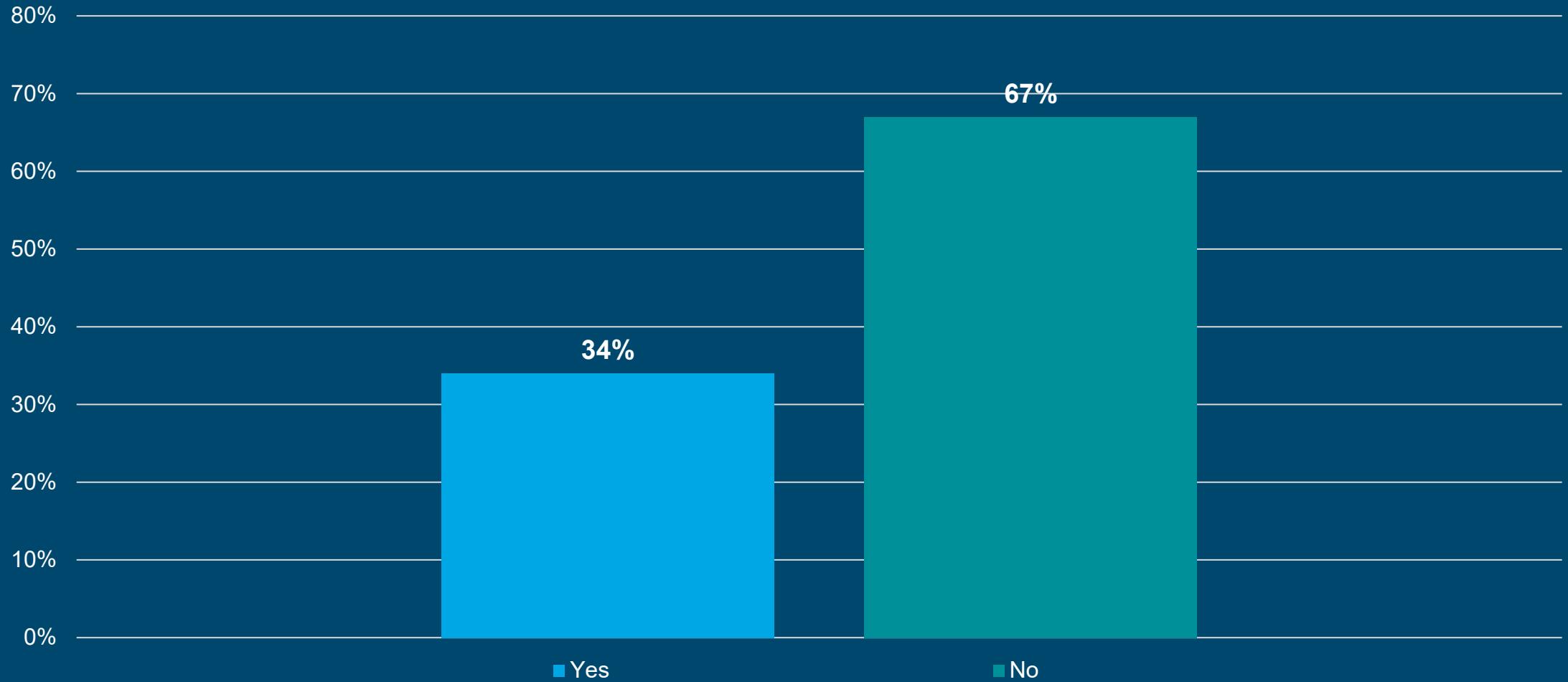


# INVOLVEMENT

Q1 Comparison

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*Do you participate in WSBA Sections?*



# I DO PARTICIPATE IN SECTIONS BECAUSE ...

| Reason  | Percent |
|---|---------|
| Keeping up to date on changes in my practice area | 83%     |
| Discounted and free section-specific CLEs         | 38%     |
| Networking and social connections                 | 32%     |
| Other   | 12%     |
| Legislative engagement                            | 7%      |
| Resume building                                   | 5%      |

# I DO NOT PARTICIPATE IN SECTIONS BECAUSE ...

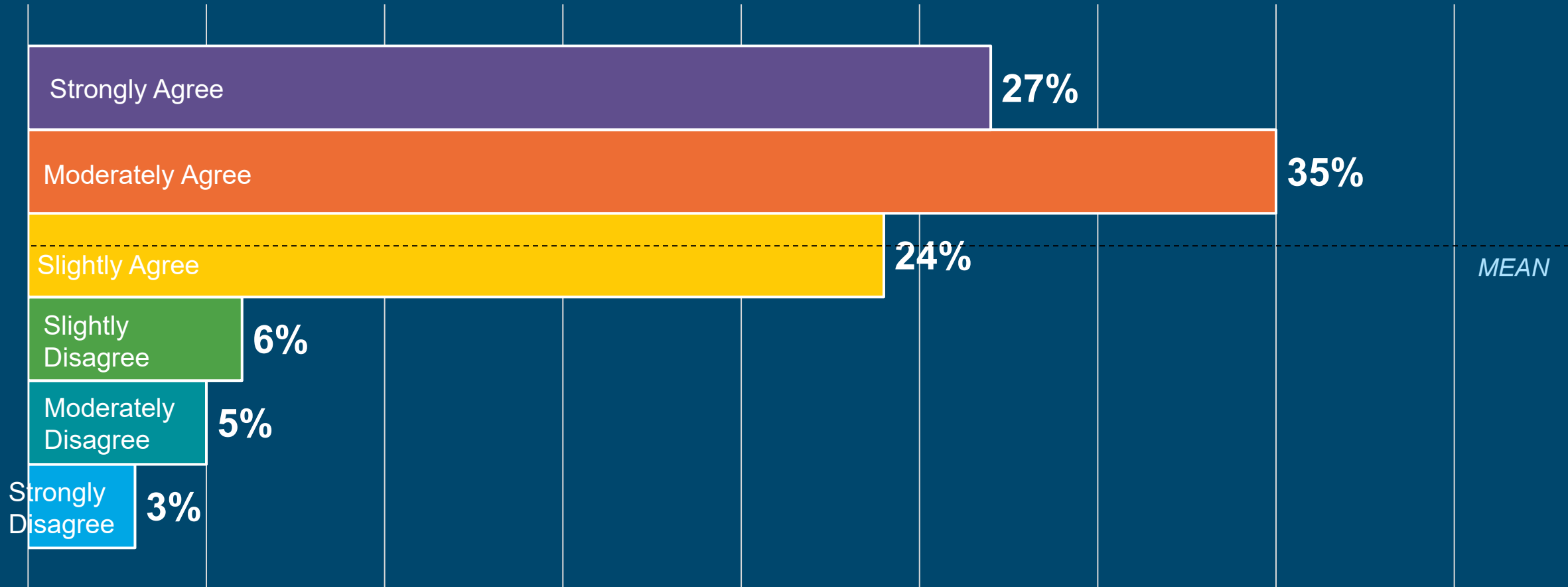
| Reason  | Percent |
|---|---------|
| There are other groups and associations more relevant to my practice area   | 30%     |
| I find more helpful or current information about my practice area elsewhere | 27%     |
| I don't have time   | 26%     |
| I do not feel affiliation with section members                              | 22%     |
| Other   | 21%     |
| Cost  | 17%     |

# SERVICES

Q1 Comparison

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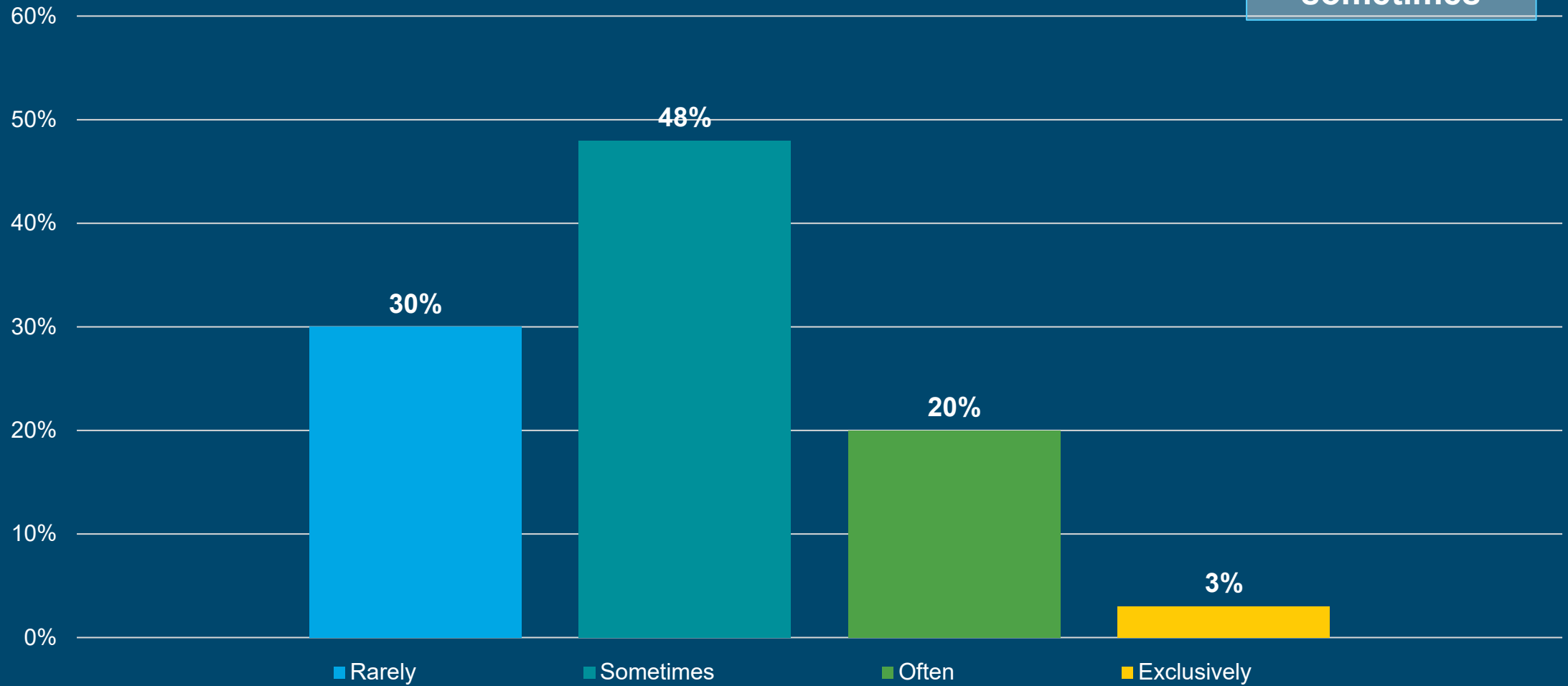
*The WSBA provides high quality live and on-demand CLEs*



# SERVICES

Q1 Comparison  
Movement  
toward  
“sometimes”

*I take advantage of WSBA-provided CLEs (both live and on-demand):*



# MEAN RANK: MEMBER BENEFITS AND RESOURCES

| Resource / Benefit                       | Mean Rank | Not Important at All / Not Very Important / Somewhat Important / Important / Very Important | NOT AWARE |
|--|-----------|---|-----------|
| Ethics Line                              | 3.85      | 8% / 9% / 17% / 26% / 38%   | 3%        |
| On-Demand CLEs                           | 3.59      | 9% / 13% / 22% / 25% / 29%  | 2%        |
| Free Legal Research Tool (Fastcase)      | 3.58      | 16% / 14% / 15% / 19% / 27%   | 10%       |
| Deskbooks                                | 3.53      | 14% / 11% / 21% / 23% / 24%   | 7%        |
| Legal Lunchbox                           | 3.44      | 12% / 17% / 19% / 25% / 22%   | 5%        |
| Free Health Counseling and Consultations | 3.38      | 18% / 17% / 15% / 21% / 20%   | 10%       |
| Live Remote CLEs                         | 3.36      | 10% / 16% / 25% / 27% / 21%   | 1%        |
| WA State Bar News Magazine               | 3.01      | 10% / 17% / 31% / 29% / 14%   | 0%        |
| Law Firm Guides and Templates            | 3.19      | 27% / 18% / 15% / 12% / 9%  | 20%       |
| Member Wellness Program                  | 3.17      | 22% / 19% / 15% / 21% / 8%  | 15%       |
| Job Seeking and Career Assistance        | 3.11      | 23% / 16% / 19% / 22% / 11%   | 10%       |
| Practice Management Consultations        | 3.11      | 29% / 17% / 15% / 12% / 6%  | 21%       |

# MEAN RANK: MEMBER BENEFITS AND RESOURCES

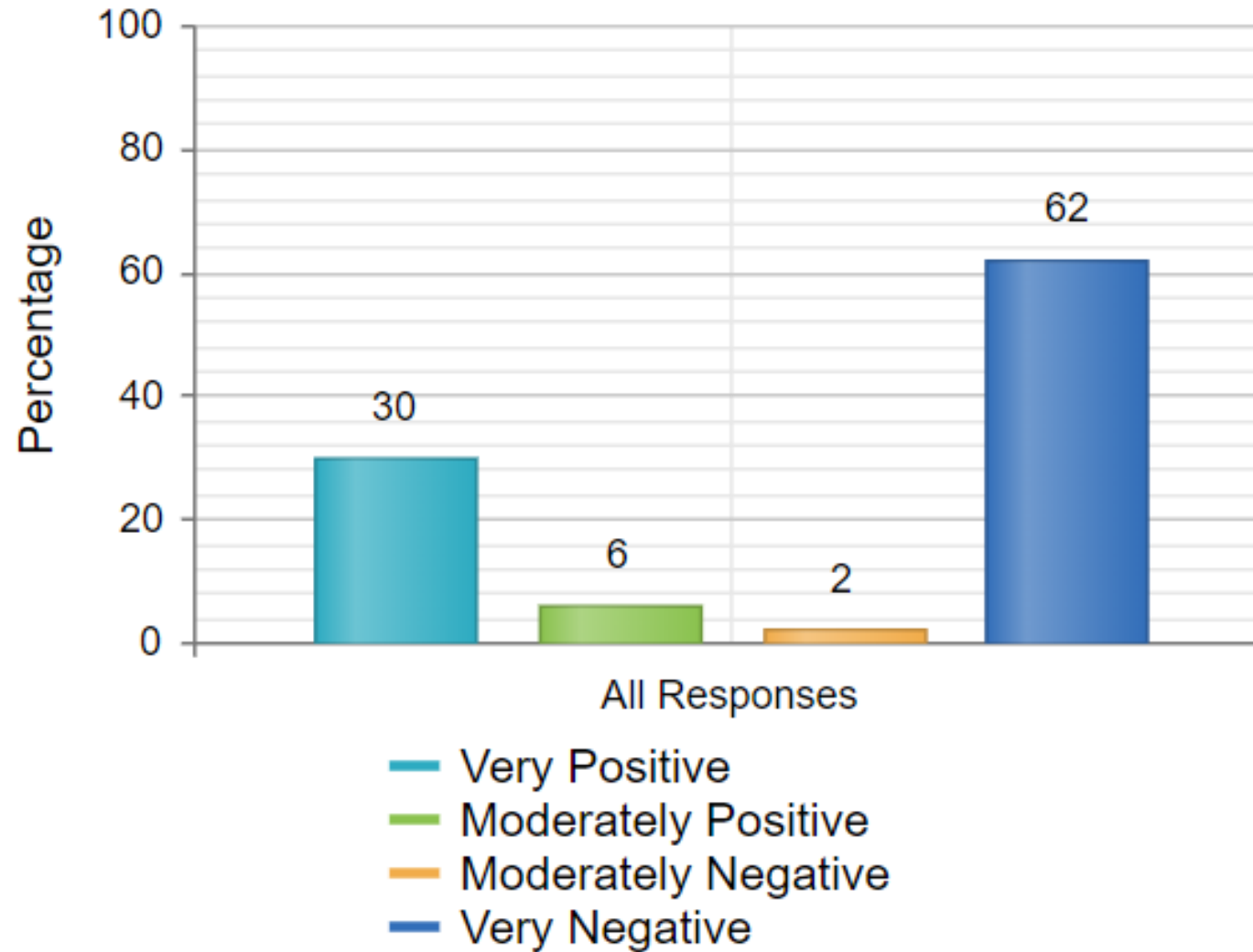
| Resource / Benefit                     | Mean Rank | Not Important at All / Not Very Important / Somewhat Important / Important / Very Important | NOT AWARE |
|--|-----------|---|-----------|
| Lending Library                        | 3/10      | 28% / 18% / 14% / 15% / 5%  | 20%       |
| Retirement Resources (selling/closing) | 3.03      | 29% / 18% / 17% / 11% / 7%  | 18%       |
| Mentorship Opportunities               | 2.98      | 24% / 18% / 22% / 20% / 5%  | 11%       |
| Practice Management Discount Network   | 2.74      | 37% / 21% / 13% / 7% / 5%   | 17%       |
| In-Person CLE Seminars                 | 2.60      | 22% / 29% / 24% / 18% / 7%  | 1%        |
| Health Insurance Marketplace           | 2.42      | 41% / 23% / 14% / 8% / 5%   | 9%        |



**OPEN ENDED**



# SENTIMENT ANALYSIS WITHOUT “NEUTRAL”



# WORD CLOUD

## Open-Ended Comments

cle seminars cost **wsba** woke political association stop organization lawyers focus issues service attorneys stay including diversity role **dues** retired inactive lot system ethics section legal community lack services offered wa **bar** money based address practice law believe current receive home available excessive RESOURCES pay annual process paid serve job membership disciplinary attorney provide ago simply licensing opportunities mandatory access counseling equity inclusion in-house lower busy agenda left family politics issue public people professional sense feel fees support free paying providing CLES huge profession active financial non-lawyer disabled courses continue relevant federal leadership maybe requirements time body prefer employment difficult

# DEMOGRAPHICS



| Category | Percentage  |
|----------|---|
| Age      | <ul style="list-style-type: none"> <li>• 21 to 30: 3%</li> <li>• 31 to 40: 16%</li> <li>• 41 to 50: 21%</li> <li>• 51 to 60: 23%</li> <li>• 61 to 70: 24%</li> <li>• 71 to 80: 12%</li> <li>• 80 and older: 2%</li> </ul> |
| Gender   | <ul style="list-style-type: none"> <li>• Female: 50%</li> <li>• Male: 48%</li> <li>• Transgender: 0%</li> <li>• Non-Binary / Non-Conforming: 0%</li> <li>• Not listed: 2%</li> </ul>                                      |

| Ethnicity                                      | % (number) |
|--|------------|
| American Indian/Native American/Alaskan Native | 1% (3)     |
| Asian-Central Asian                            | 0% (1)     |
| Asian-East Asian                               | 1% (3)     |
| Asian-South Asian                              | 1% (2)     |
| Asian-Southeast Asian                          | 0% (1)     |
| Asian-Unspecified                              | 0% (1)     |
| Black/African American/African Descent         | 2% (4)     |
| Hispanic/Latinx                                | 6% (14)    |
| Middle Eastern Descent                         | 0% (1)     |
| Multi-Racial/Bi-Racial                         | 2% (5)     |
| Not Listed                                     | 5% (11)    |
| Pacific Islander/Native Hawaiian               | 1% (2)     |
| White/European Descent                         | 80% (80)   |

| Most Frequent Practice Areas | Percent |
|------------------------------|---------|
| Family                       | 11%     |
| Government                   | 11%     |
| Criminal                     | 6%      |
| Estate Planning-Probate      | 4%      |
| Business-Commercial          | 3%      |
| Civil Litigation             | 3%      |
| Corporate                    | 3%      |
| Employment                   | 3%      |
| Health                       | 3%      |
| Immigration-Naturalization   | 3%      |
| Litigation                   | 3%      |
| Not Actively Practicing      | 3%      |
| Personal Injury              | 3%      |
| Tax                          | 3%      |

| Practice Size                           | Percent |
|---|---------|
| 1 Licensed Practitioner                 | 25%     |
| 2 to 10                                 | 23%     |
| 11 to 50                                | 9%      |
| 51 to 100                               | 3%      |
| More than 100                           | 10%     |
| Not Applicable (in-house counsel, etc.) | 30%     |

**UP NEXT**



- **Q3 polling to begin (early April)**

- 3,000 survey invitations to be sent to randomly selected members each quarter
- All those who responded to previous surveys will be taken out of the selection pool for several years
- WSBA continued notification to all members about the survey
- Quarterly results at [wsba.org/survey](https://wsba.org/survey)
- A professional analysis and presentation from NBRI's organization psychologists and statisticians to come at the end of FY Q4