



2021 Communications Survey Results

January 2022



What?

- short end of year communications survey drafted by communications committee
 - circulated to the members 6 December 2021. It was also promoted in the December ARIDO Update (16 December) and on social media (6 December, 21 December).*
 - total response rate was 137 members (4% of overall membership), mainly by Registered members.
 - not a great response rate, but somewhat expected with the end of year timing.
- *Renewals campaign was delayed at the time which meant time slots were being held for renewals which could have been used for this campaign.



General conclusions

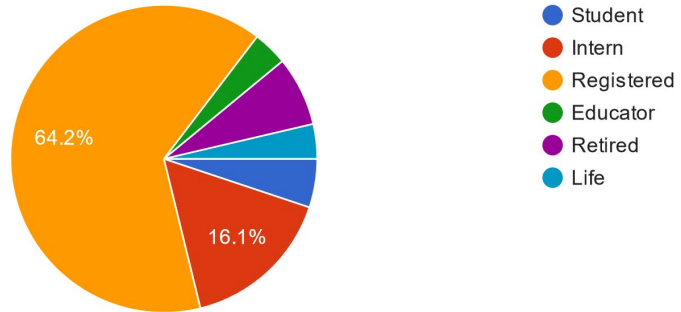
- Members who responded feel informed or well informed by ARIDO communications overall
- More than 50% of respondents feel fully informed or fairly well informed by ARIDO
- Generally, members are reading the communications, reading what's important to them, or skimming for what they need to know.

From email marketing platform:

Email open rate is 53%, (industry average is 28%) | **Click rate** is 6% (industry average is 4%)

Question 1 – Membership Category

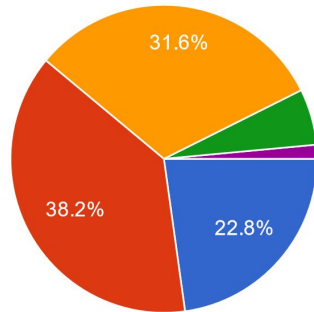
Please indicate your membership category.
137 responses



Question 2

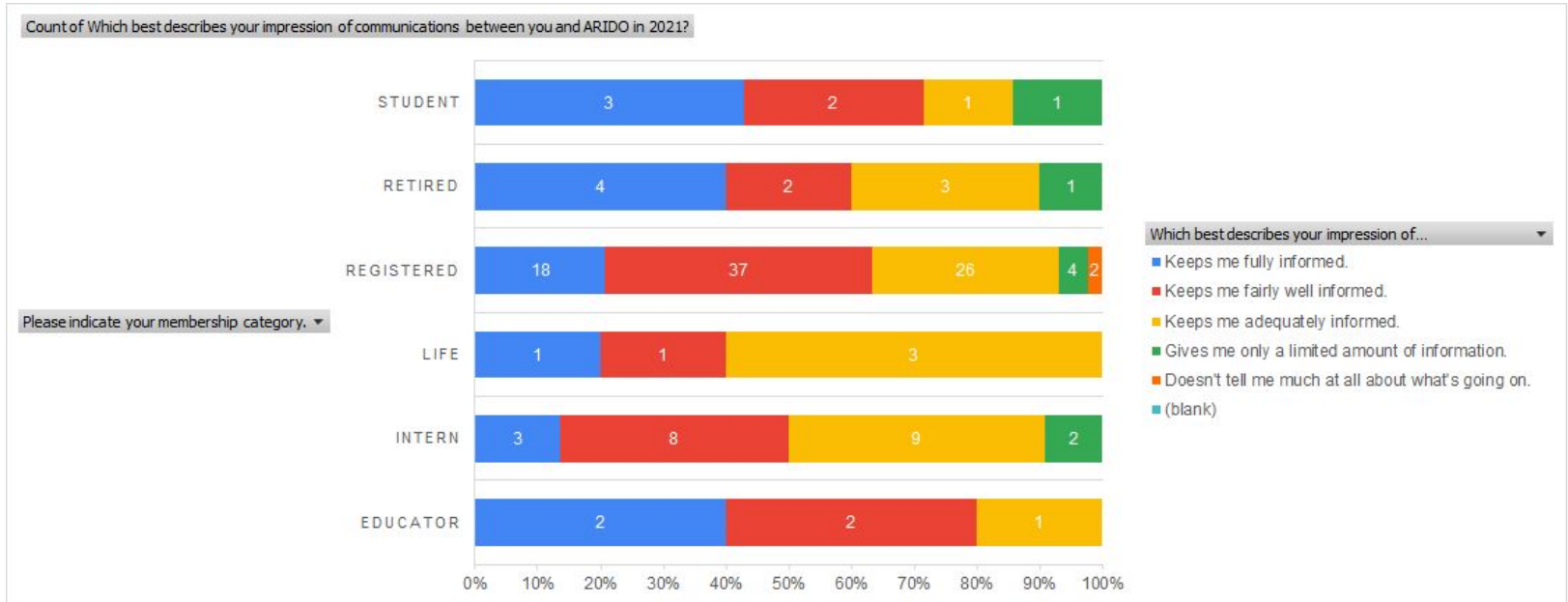
Which best describes your impression of communications between you and ARIDO in 2021?

136 responses



- Keeps me fully informed.
- Keeps me fairly well informed.
- Keeps me adequately informed.
- Gives me only a limited amount of information.
- Doesn't tell me much at all about what's going on.

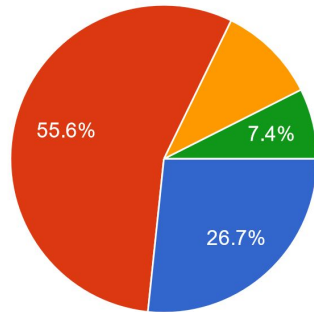
Question 2 by membership category



Question 3

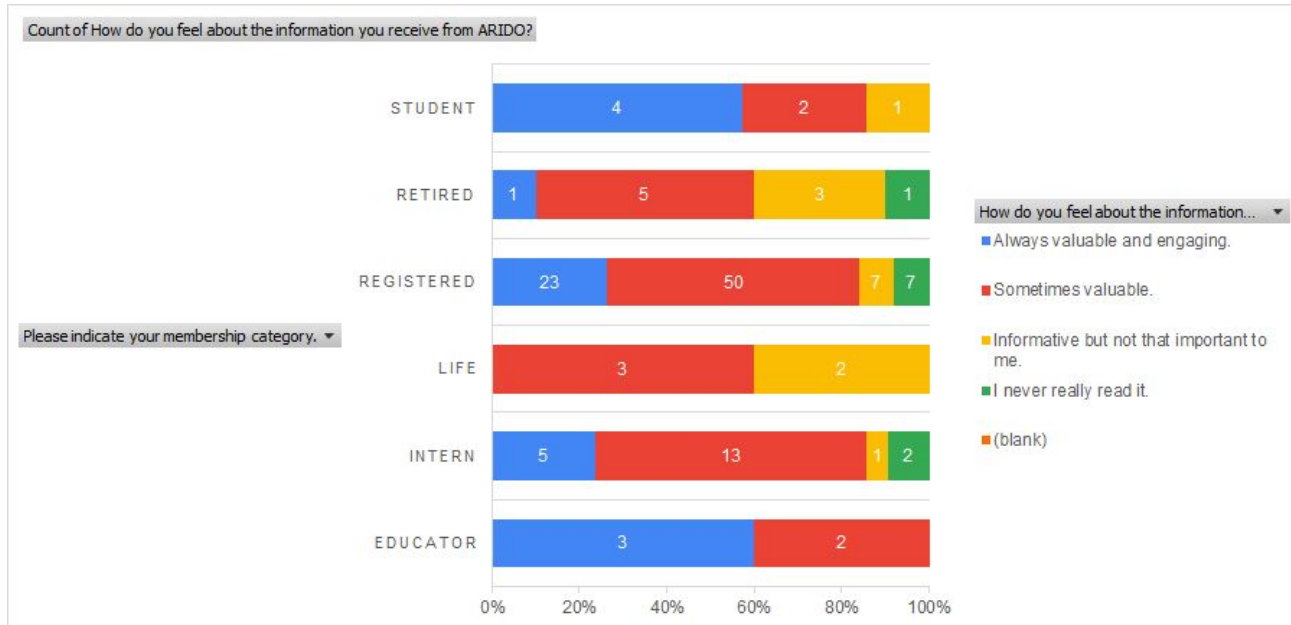
How do you feel about the information you receive from ARIDO?

135 responses



- Always valuable and engaging.
- Sometimes valuable.
- Informative but not that important to me.
- I never really read it.

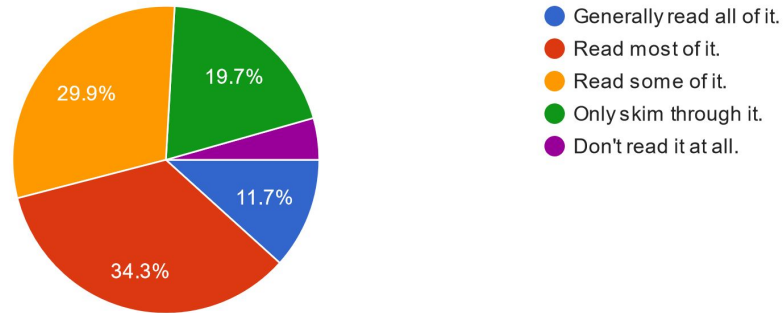
Question 3 by membership category



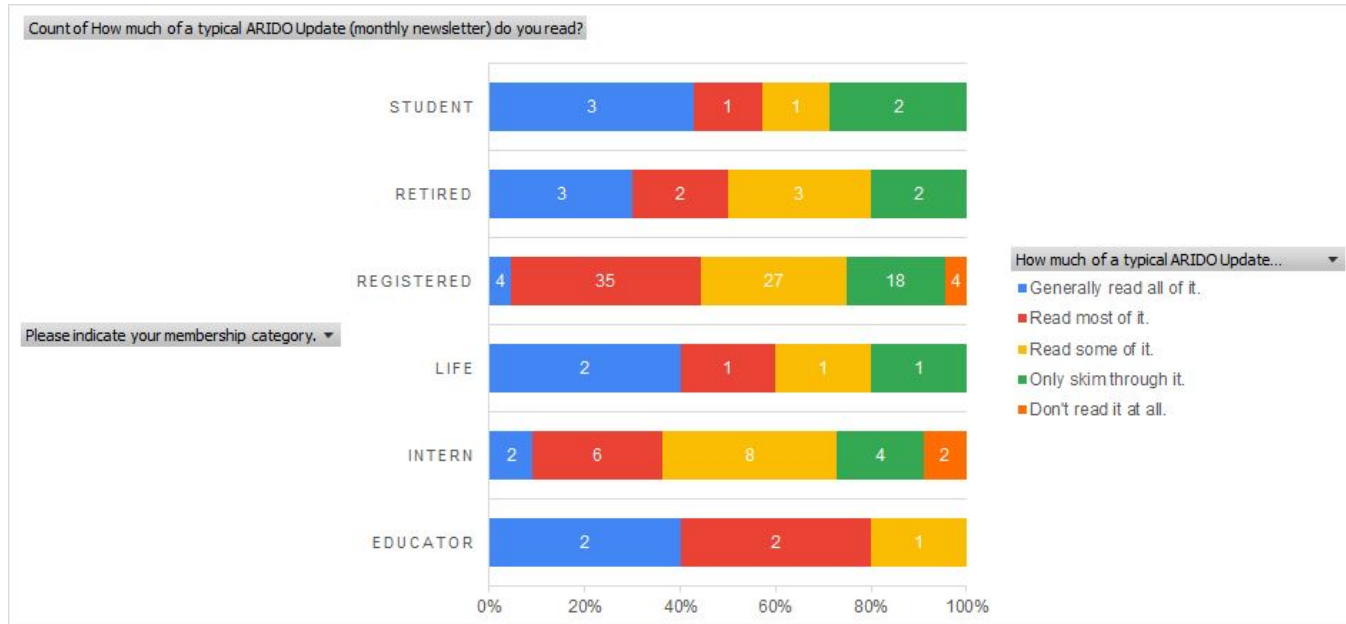
Question 4

How much of a typical ARIDO Update (monthly newsletter) do you read?

137 responses



Question 4 by membership category

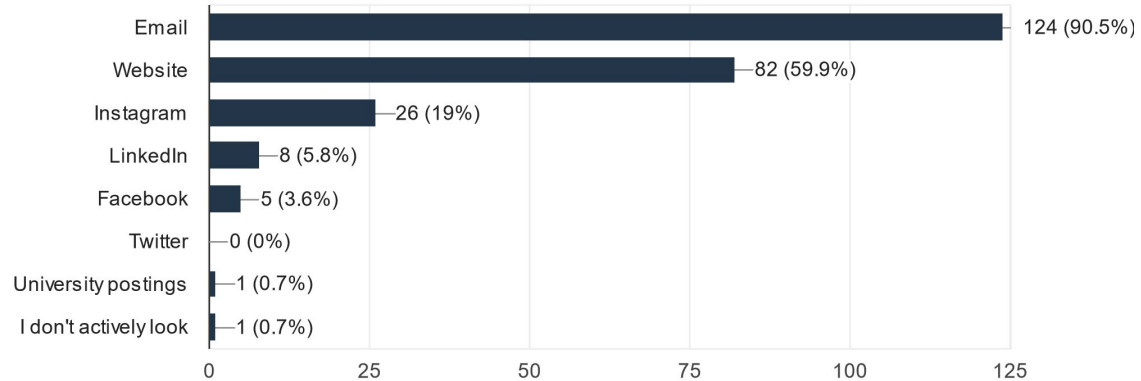




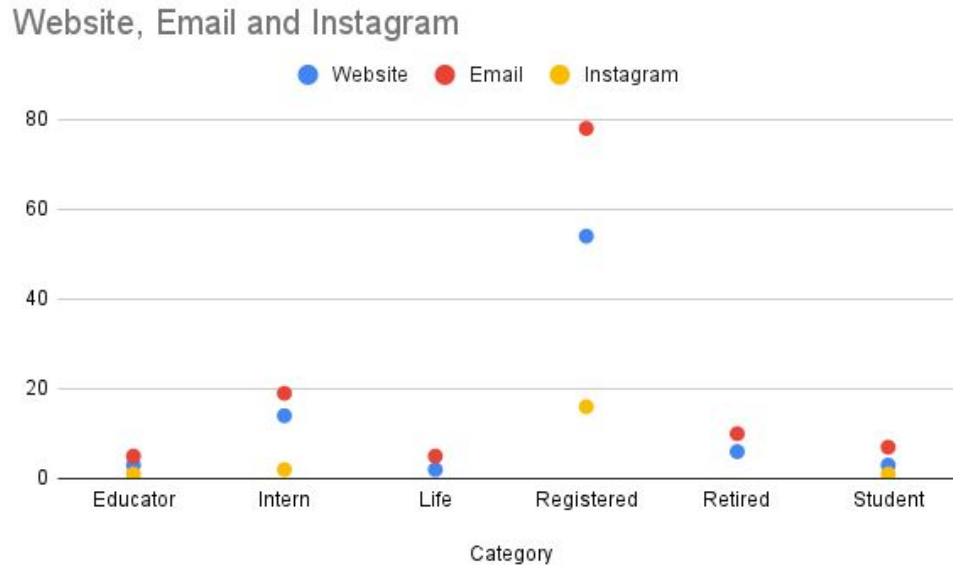
Question 5

Which of the following sources do you check for information from ARIDO? Please select your top 2 sources.

137 responses



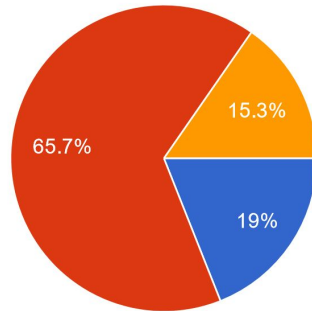
Question 5 by membership category



Question 6

Thinking about the member's side of the ARIDO website, ARIDOaccess, how easy is it to find what you're looking for?

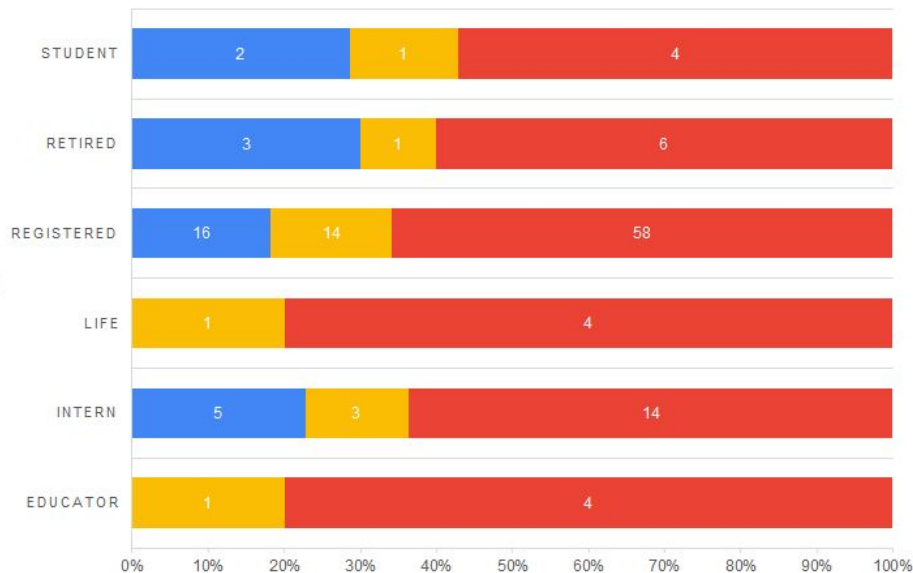
137 responses



- I can find what I need quickly and easily.
- Takes some browsing, but I end up finding it.
- It's a challenge to find what I need when I need it.

Question 6 by membership category

Count of Thinking about the member's side of the ARIDO website, ARIDOaccess, how easy is it to find what you're looking for?



Please indicate your membership category.

Thinking about the member's side of the ARIDO website,...

- I can find what I need quickly and easily.
- It's a challenge to find what I need when I need it.
- Takes some browsing, but I end up finding it.



Question 7 - If you could change one thing about communications from ARIDO, what would it be?

Of the 137 respondents, 124 left a comment in this question.

Comments have been grouped by the following topics:

ARIDO, Professionalization, Format, Topic, Social Media, ARIDOaccess / ARIDO Updates, CEUs, and comments along the lines of “Everything’s fine”.



Comments re: ARIDO

ARIDO needs to become more professional

It's more the purpose of ARIDO these days, not the communication, that needs work.

Leave the Membership Renewal Available earlier in the end of year - workplace tries to have those all done and paid for by first week of December. *(Note from AM: Due to PROLINK, 2021 was an anomaly)*

To be more accessible to the members

Be a better advocate for the design community



Comments re: Professionalization

It would be great to get more updates on getting legislation for our profession

The main reason I read the ARIDO newsletter is because I am following the joint work with the OAA and ARIDO's provincial advocacy. If that could be more regularly reported on as well as the EDI work that would be great. Because then everyone would be reminded that it is on going and front and centre to the work that ARIDO does. It's the most important work that ARIDO does. Even if not much has happened in a month, it would be better to say something than nothing.

I would like for professionalization to be included in the updates. We haven't had an update on that in some time and it seems to have fallen completely off the radar

provide comment from each committee no matter if anything has changed. For example, I'm unsure of where we are at with the OAA... perhaps the monthly newsletter would provide an update, or what we are still waiting on, even if its the same for months at a time, it would still provide insight and a reminder to members.



Comments re: Format

easier to read text on the website in a simpler format

I enjoyed the video updates

More progressive, the interface is very outdated.

Overall graphics and presentation

Prefer it in the regular mail (*Life Member*)

reduce the number to 4x annually (*monthly updates*)

Allow more leniency for people with various communication platforms.

Visuals more engaging and varied. Standardised images / layout makes it hard to differentiate between info / topic.

The warmth. The communications aren't cold right now, but they tend to just feel informative



Format part 2

A bit more point form or key point form on the newsletter with the links to read more, otherwise everything's awesome

Emails directed only towards Interns ie. Intern monthly newsletter

Flag what is important to know

Have top highlights quickly, then do images - I find it too image heavy and hard to discern what is important.

I would only receive information necessary to retaining my registration. I dislike receiving anything about social events and I loathe invitations to golf games, fund raisers, etc.

more directed at what my membership level is - example, I'm trying to become accredited as I'm an intern member who graduated in 2020 - I feel lost and confused.

Add more specific communications in terms of areas of Practice within Interior Design ... ie., Corporate, Residential, Institutional, Retail, Hospitality ...

Less wordy emails and perhaps links to topics.

Less text , ie: bullet points



Comments re: Social media

More of a presence on other platforms would be good! LinkedIn, Instagram

Social Media posts are very formal, not reflective of a younger demographic. Require more interactions (polls, question), and would love to see new faces on the platform.



Comments re: Topic

platform/study group for designers who are preparing for the NCIDQ exams. Or maybe a seasonal sessions/virtual workshops regarding the exam prep, recommended materials and/or study courses. I think this will benefit many designers who are working on getting their licenses.*

I'd like to see some recommended design blogs/articles.*

More heads up and reminded about upcoming events.

More info on what the chapters are doing*

More information related to members, their projects, their movements and a current list of who members from all categories are.*

Perhaps highlight more new products on the world markets

Please do not be afraid to celebrate Black History Month.

That more regular updates get sent to Members, on issues that are really critical for professional practitioners; ie: OBC changes, regulation status, BCIN updates, etc.

**indicates something ARIDO is currently doing, how to address breakdown in communication?*



Comments re: ARIDOaccess / Updates

Simplifying access to both the website and members section.

Direct links from email to website

I like the monthly newsletter but it would be better to have the articles connect directly without having to log in. I often read items between meetings or at home. I can never remember my login info so end up abandoning the newsletter after the headlines.

having to log in to the membership website/portal to read the newsletter that was emailed to me is slightly inconvenient

Having to log in to website to access information



Comments re: CEUs

It was difficult to record my CEUs on the ARIDO Member website earlier this year. I hope it is now easier.

More information regarding (free) CEU opportunities

More clarity on submitting PD credits \ More communication regarding points tracking and seminars

More online webinars on updates from the association also perhaps tied into industry partners

More advertising of upcoming ceu events or courses via instagram. It would be a helpful reminder to register and see what is coming up. 👍



Comments re: Everything's fine

Good with current state

I am satisfied with the correspondence received.

Nothing x5 | Nothing - they are OK - x2 | It's fine as is x3

I found the information I received through email was fairly informative. I would not change anything.

I have been satisfied with the communications from ARIDO.

the delivery is straightforward and easy to navigate, i would maintain as is.



Recommendations for changes - Committee

- Engage committee chairs for more frequent updates - whether there's info to share (e.g. professionalization, membership, finance)
- Engage members for “op-ed” type content, more showcasing of membership?
- Others?



Recommended changes - Operations

- **Change email platform to permit members select communications**
 - Opt in to chapter, events, CEUs (some comms are mandatory)
 - Send time optimization for members
 - AB test at a more granular level (whole email message vs subject lines)
- **Login requirements for ARIDOaccess**
- **Greater promotion on topics where ARIDO is currently running programs** - NCIDQ study resources, CEUs, BLOG//ARIDO etc.
- **Shortening long communications** - ARIDO sent several long messages this year, is there a way to make these messages more concise w/o sacrificing meaning?
- **Communicate parameters more widely to membership**
 - Non-members are not listed in the directory
 - How to communicate highlighting products / suppliers is not ARIDO's mandate.



2022 Survey

Timing - If a Q4 communications survey becomes a habit, there could be greater response rate.
Scheduling it before Renewal Campaign and Nominations Campaign to provide ample time to promote.

Keep short format - concise questions and multiple choice let members complete the survey quickly