

**MEMO# 14222**

December 13, 2001

## **2001 ICI MEMBERSHIP SURVEYS**

[14222] December 13, 2001 TO: BOARD OF GOVERNORS No. 61-01 RE: 2001 ICI MEMBERSHIP SURVEYS Earlier this year the Institute, with the assistance of Dr. Philip Kuehl of the survey research firm Westat, surveyed member company CEOs/Primary Contacts and representatives serving on ICI Committees regarding member satisfaction with the Institute. The surveys were very similar to those conducted in 1998 and were designed to: • Obtain member feedback on ICI's effectiveness as a trade association in serving its members and representing their interests; • Assess members' views on ICI's program and service mix; and • Enable ICI to compare member attitudes in 2001 and 1998. An Executive Summary of the results of the survey was prepared by Dr. Kuehl and presented to the Executive Committee in November. A copy of this report is attached for your review. I am pleased to report that the 2001 results reflect a continued high level of member satisfaction. The principal findings in 1998, as described below, were reaffirmed by the members in 2001. • Members believe the Institute is highly effective in the performance of its functions. • Members rate the regulatory and legislative work provided by the Institute and the information services, including the development of best practices and compliance education for member employees, as highly important. • Members value membership more highly for the benefits it offers their particular companies than for the industry-wide benefits it offers. This is particularly true for small and medium-sized companies; larger companies tend to place greater value on industry-wide benefits. • Members believe the current mix of ICI activities will meet their future needs, and the cost of ICI services is appropriate given the value members receive. 2 The survey results also reinforce the Board's 1998 conclusion that to be effective in the future, the ICI must achieve an appropriate balance among three factors: 1. Concentration on the core regulatory and legislative mission where ICI can achieve excellence and dominance. 2. Offering a breadth of programs sufficient to provide value to a wide array of members. 3. Inclusion of all segments of the industry in the ICI's policymaking mechanisms so that individual members or segments do not feel compelled to develop a separate voice on policy matters. The survey results indicate that the mix of policies, programs and participation decided upon by the Board in 1998 and as modified during the past three years has served the membership well. The Institute's challenge continues to be maintaining a balance of activities and policies that will work well in the future and which will evolve with member needs. If you have any questions regarding the survey, please contact me at 202-326-5801 or Larry Maffia at 202-326-5857. Matthew P. Fink President Attachment Attachment (in .pdf format)