



Canadian Corporate Counsel
Association

L'Association des conseillers
et conseillères juridiques
d'entreprises



CCCA Comprehensive Members Survey

EXECUTIVE SUMMARY

December 2004

PURPOSE

In December 2004, Ipsos-Reid was commissioned by the CBA and the CCCA to conduct a secure, on-line survey among its regular in-house counsel members (N=4,000) on various membership related issues. The purpose of the survey was to gather important feedback from members so that the CCCA can continue to improve the services that it offers to its members.

In total, 662 members completed the survey between December 6-20, 2004. The response rate is 17% and is considered statistically representative of the views of all respondents.

SURVEY HIGHLIGHTS

When it comes to making a decision about joining the CCCA there are clearly certain CBA membership benefits that are more important than others in influencing the decision. Significant majorities feel education (94%), updates (96%), magazines/newsletters/journals/directories (77%) and section meetings (70%), are important benefits of CBA membership.

Overall the CCCA is performing well when it comes to servicing its members. Two-thirds of all those surveyed reported the value they get from being a member of the CCCA is "excellent" or "good". The data suggests the Association is meeting its members' initial expectations.

Reasons for Becoming a Member

Staying current on issues and best practices was cited as the top reason why members joined the CCCA. A full nine-in-ten (90%) indicated this as one of their main reasons for becoming a member. The top three reasons why members joined the CCCA are:

- To stay current on issues and best practices (90%)
- To access relevant information in print and online (61%)
- To network within the profession (55%)

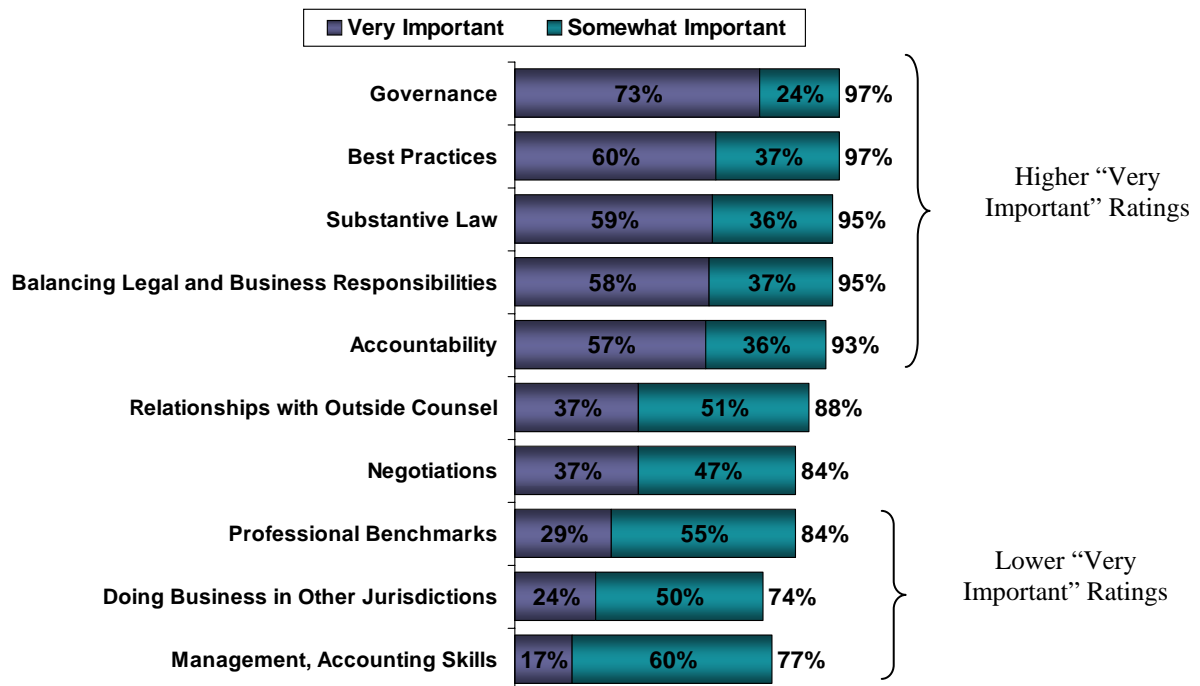
CCCA's Performance

In terms of the Association's performance in meeting members' initial expectations, the CCCA garnered the highest performance ratings on helping members...

- Attend national conferences (79%)
- Belong to a local chapter (73%)
- Stay current on issues and best practices (70%)

Importance of Information

While members surveyed rated almost all of the information categories tested as at least “somewhat important,” governance, best practices, substantive law, balancing legal and business responsibilities and accountability all emerged as the most important information categories (given “very important” ratings).



Focus on Membership

An overwhelming majority (93%) of those surveyed are likely to renew their CCCA/CBA membership next year.

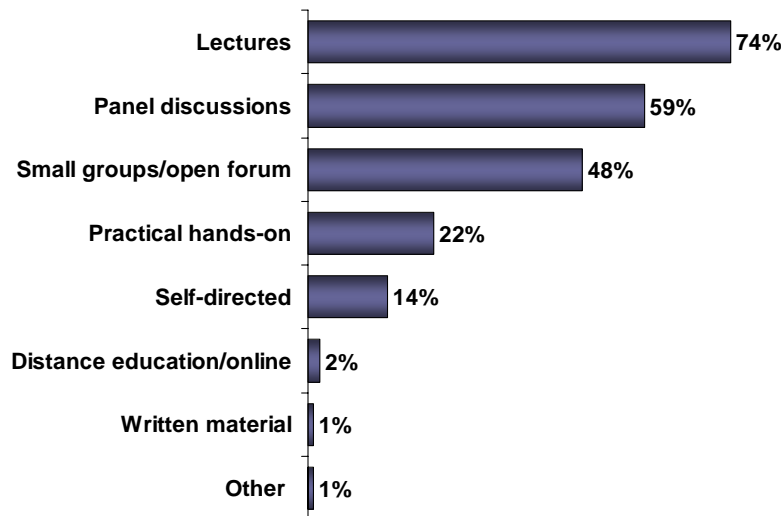
Members were informed that the CCCA is planning to introduce a Professional Accreditation Program that will set the standard for recognizing in-house counsel credits in continuing education. When asked how important such a program would be for them or their law department, nearly half felt it was important.

Education and Informational Resources

CCCA e-bulletins and newsletters, Inside Counsel magazine, the CCCA website, the CCCA Membership directory and chapter seminars and programs are resources members use frequently.

While all of the resources used by respondents receive relatively high ratings those receiving particularly high “excellent” ratings include national conferences, membership directories, chapter seminars and programs and CCCA continuing legal education. Open-ended data suggests that members want resources to be relevant, focused and user friendly.

When it comes to professional training and education, over half of those surveyed prefer to attend seminars and workshops that are local (55%), as opposed to regional and/or national seminars and workshops. Another three-quarters prefer lectures, while six in ten prefer panel discussions. A full seven in ten indicated interest in participating in online seminars.



When members decide to attend a national conference key factors they look for include:

- Hard knowledge from top experts in a variety of fields,
- Sharing ideas and experiences with peers,
- Acquiring business skills