

2015 member research

Summary report for members

We'd like to thank all our members who took part in BVA's member research project in November 2015. We wanted to measure the levels of satisfaction you have with BVA and examine the value you place on our representative role and benefits package. We also wanted to compare the results with the findings from the last member research project undertaken in 2012. The results of the latest research project show we have made many improvements since 2012, particularly in relation to visibility, modernisation, support for members in practice, and member services. The results have also highlighted areas where we can make further improvements, to ensure that your membership provides you with excellent support and value for money.

What you told us

- The top three reasons you joined BVA are:
 - To receive our journals, *Veterinary Record* and *In Practice*
 - To support the national body looking after veterinary interests
 - To access professional support and advice
- Awareness and satisfaction with our top benefits and services – journals, representation and lobbying – is high. Our careers advice, CPD courses and financial benefits are less well known.
- 75% think the amount we communicate with you is just right, and your favourite methods of communication are BVA News (monthly in *Veterinary Record*), email updates (for example on legislative changes and campaigns), and the BVA website. Engagement with our social media channels remains relatively low but it is growing.

Research objectives

- Find out why you join and retain your membership
- Understand the extent to which you feel you are consulted and represented as a profession through our policy and lobbying activities
- Measure your perceptions of our journals, services and benefits
- Understand how you view our communications with you, the value placed on them, and your views on our future direction
- Establish how you position us against RCVS and our specialist divisions
- Find out the extent to which our new strategy is already being achieved

Quantitative research

- 9,316 BVA members were invited to take part in the survey
- 1,195 responses were received, yielding a response rate of 13%
- 57% of respondents were female, 43% male
- Data was weighted to align to age, gender and member type in BVA's membership database

- Positivity towards staff interactions has improved in all areas (for example meeting staff at BVA events and receiving support on veterinary issues by phone or email) since 2012.
- “Informative” is the word you most use to describe BVA. Compared to 2012 you are significantly more likely to describe BVA as “member-focused” and “forward-thinking” and less likely to say BVA is “traditional”, “safe” and “distant”.
- 86% agree that we are fulfilling our mission to be the leading body representing, supporting and championing the whole of the UK veterinary profession, and 77% of you agree that BVA is “a strong voice for vets”.
- You told us our best achievements in the last three years were:
 - Our non-stun slaughter campaign
 - Modernising BVA
 - The joint BVA/RCVS Vet Futures project
- You told us we had improved most in the following areas:
 - The way we communicate with you
 - Our CPD offering
 - Our representation of the profession (84% now believe BVA presents vets in a positive light, up 10% from 2012)
- Three quarters of you trust BVA to represent the informed view of the veterinary profession. 58% of you are keen to share your views on policy issues but 1 in 4 doesn’t know how to do so.
- 78% of you rate BVA membership as good value for money.
- Compared to 2012 the percentage of members seeing BVA mentions in the media has gone up across all types of media (veterinary, trade, local and national) as BVA’s visibility has increased.

What we are going to do next

✓ We will embrace your willingness to engage on policy issues by making the opportunities to share your views clearer and easier. We will look at ways to improve the channels we use to better engage members.

✓ We will grow our presence across a range of social media channels to encourage two-way dialogue with members, stakeholders and the general public, whilst continuing to offer improved online resources through the BVA website and member community.

✓ We will make member benefits more accessible to ensure more members can get even better value from their membership – including the promotion of our less well-known services, for example our finance and insurance products and CPD courses.

✓ We will ensure that our journals remain highly valued and at the forefront of veterinary publishing. We will improve access to our online journals by enhancing our digital journal offering and providing free access for members to read *Vet Record Case Reports*. In tandem we will run a verifiable online CPD trial with *In Practice*.

✓ We will develop and improve our member benefits offering with a range of additional careers support services and resources for both job seekers and employers, as well as additional professional benefits.

If you would like to discuss the research findings or have any comments, please contact us at bvahq@bva.co.uk