



Chapter Profile Questionnaire Report

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Overview

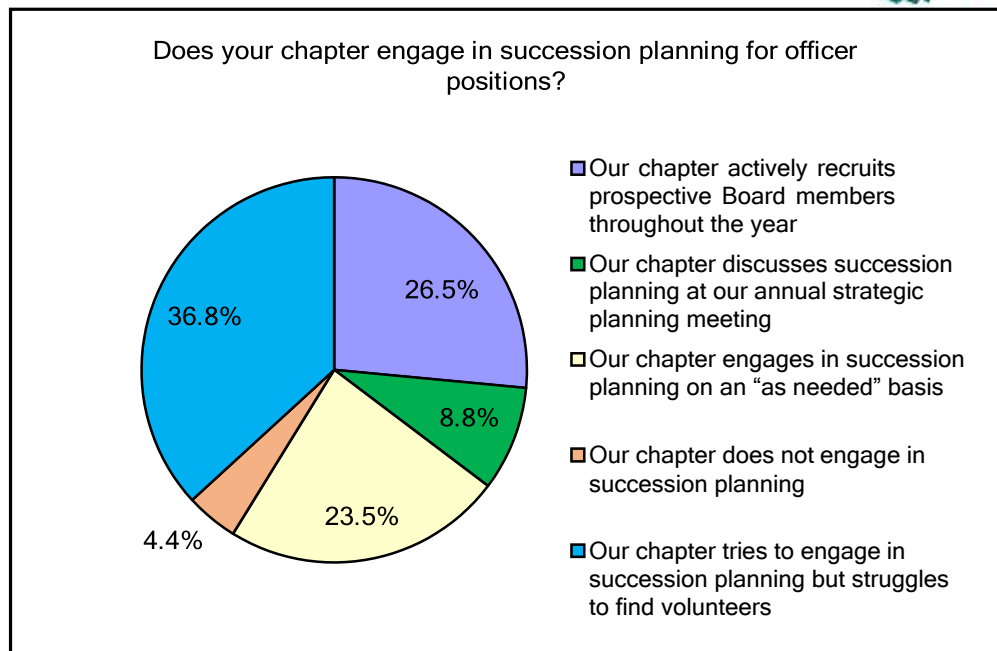
In its ongoing effort to support the needs of its chapter network, RIMS developed a Chapter Profile Questionnaire designed to provide a general overview of the health of local chapters and determine any operational trends throughout the Society's chapter structure. The questionnaire consisted of 36 questions and was divided into five categories encompassing all aspects of chapter operations: Chapter Management/Strategic Planning, Chapter Meetings and Events, Chapter Finances, RIMS Resources, and Chapter Recruitment/Communications. An initial email inviting chapters to complete this survey was sent to all chapter Presidents and Delegates on June 7, with follow-up emails on June 14 and June 21. On June 25, RIMS membership staff personally emailed entire Boards of unresponsive chapters encouraging them to complete the questionnaire by end of day.

Response Rate

In total, RIMS received responses from 66 of 79 chapters (84%). This included completed surveys from two international chapters, Mexico and Australasia. The total survey response rate is comparable to the Chapter Outreach Initiative, which was conducted over three months in 2015 and received an 87% response rate. Chapters that did not participate in the data collection are: Alaska, Central Pennsylvania, Greater Kansas City, Japan, Maritime, Memphis, Northeast Florida, Northern Nevada, Ozarks Area, Southern Alberta, St. Louis, Toledo, and Utah. Of those chapters that did not respond, all were in attendance at the House of Delegates meeting, with the exception of Alaska, Central Pennsylvania, Maritime, Northern Nevada, and Toledo. The Alaska, Central Pennsylvania, Maritime, and Northern Nevada chapters have also declined to provide chapter officer rosters in the past and have not responded to general outreach from RIMS.

Chapter Management/Strategic Planning

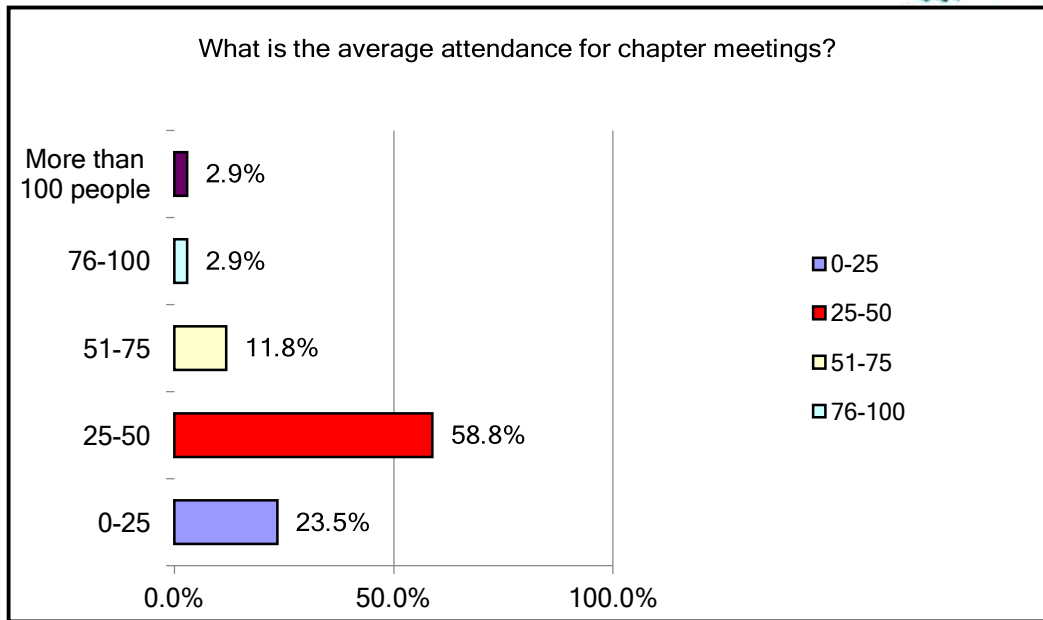
Chapters were asked to provide basic information about the composition and activities of chapter Boards. This included questions regarding communication between RIMS Delegates and chapter membership, officer term limits, administration of chapter materials and bylaws, and succession planning. The questionnaire found that Delegates were in regular communication with their chapters regarding RIMS updates and that RIMS materials, notably the Chapter Resource Center, were used by a majority of chapters when onboarding new officers. The vast majority of chapters meet regularly, either monthly or quarterly, and hold annual strategic planning sessions to map out events and objectives for the coming year. These strategic planning events are held throughout the year, as about half of all respondents noted their chapter's "year" does not begin on January 1.



The majority of chapter Boards, 70%, have been in place for less than two years, with majority of chapters engaging in succession planning either throughout the year or on an "as needed" basis, possibly as officer terms end and members cede responsibility. About one-third of responding chapters struggle to find new Board members, which is in line with the percentage of chapter Boards that have been in place longer than two years. The majority of chapter Board terms are one to two years in length.

Chapter Meetings and Events

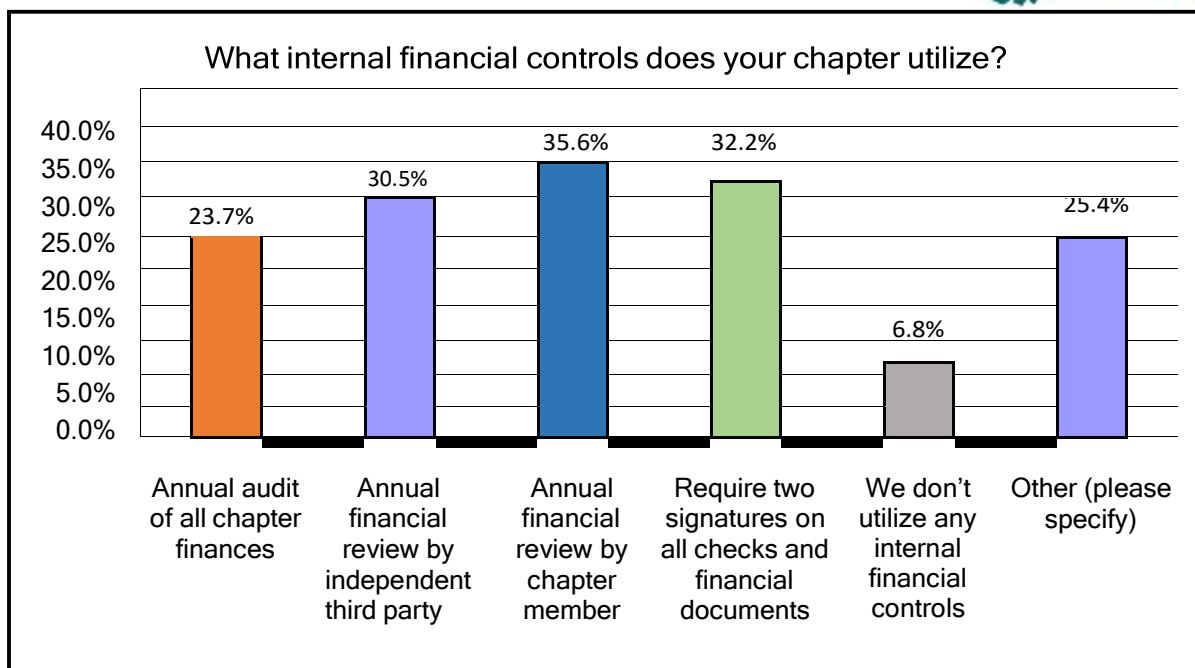
The majority of responding chapters hold regular meetings at least six times annually, with over 25% meeting more than 10 times throughout the year. These figures include any special chapter events, of which holiday parties and golf outings are the most popular. Half of responding chapters reported average meeting attendance between 25-50, though 22% see less than 25 people at their meetings on a regular basis. A majority of chapters, 75%, charge for at least some chapter events, while 65% of chapters charge for all events. Among those who do charge members to attend meetings, there is an even split on charging separate amounts for different membership classes. Checks and cash are still popular forms of payment for events, though many chapters are moving towards online payment methods such as PayPal, Square, and RIMS Chapter Event Manager.



Chapter Finances

RIMS chapters that responded to the questionnaire reported being up-to-date on all corporate and financial filings for the most recent year, with 87% noting that they are in good standing. RIMS will work with the one chapter who reported that they were not up-to-date with filings to ensure necessary steps are being taken to correct any issues.

To follow up on the internal financial controls guidelines that were distributed to all chapter Presidents and Treasurers on May 8, RIMS asked what, if any, controls chapters are currently utilizing. The majority of responding chapters, 39, conduct an annual financial review, either by a chapter member or independent third party, while 25% of chapters undertake an audit of all chapter finances on a yearly basis. One third of chapters require two signatures on all checks and financial documents, while four chapters: Central Oklahoma, Long Island, Greater Quad Cities, and Great Plains are not currently utilizing any internal financial controls. Beginning 2018, all RIMS chapters will be required to adopt minimum financial controls as presented by RIMS at the House of Delegates meeting on April 26, 2017, and certify that those guidelines have been implemented on an annual basis.



Chapters were also asked to provide an overview of estimated expenses throughout the year. These expenses are in relation to meetings (venue, food & beverage, audiovisual), education (speakers, chapter training), chapter administration (paid administration, website/email platform, audit/legal assistance), advertising, event sponsorship (RIMS events, regional conferences, industry partners), and any other significant expenses. Of chapters that participated, expenses related to meeting planning and event sponsorships were the highest, with chapters reporting an annual average of \$15,000 of meeting expenses and over \$13,300 for event sponsorships. Other significant expenses included student scholarships and donations to risk management organizations, including the Spencer Educational Foundation and the risk management programs at local universities. However, the majority of chapters reported donations less than \$5,000 over the past 12 months.

RIMS Resources

RIMS offers a variety of resources to help chapters interact with their membership and provide education to their local risk management community. Among these tools are chapter websites, Opis, the Professional Exchange of the Risk Knowledge (PERK) Program, and RIMSmail, which are all offered to chapters at no charge. In asking chapters to rank their familiarity and satisfaction with different offerings, RIMS can determine which programs need to be revamped and what tools chapters might not know about. One example of this is the chapter event manager, a service offered to all chapters through chapter websites. Only 35% of responding chapters currently utilize chapter event manager through RIMS, while another 25% use an outside vendor. The new Enhancing Chapter Outcomes (ECHO) awards program is a similar example of chapters not being aware of a service, with 40% of respondents not knowing about the program, though a majority of chapters indicated an interest in being considered for an award under the ECHO program.

Chapters were also asked to rate resources that they would have reasonably been expected to use/interact with. Among those resources, chapter leaders were most familiar with chapter websites, PERK, and the Chapter Resource Center, while indicating they were not especially familiar with company/chapter in-person training, RIMSmial, and the chapter awards program. When asked to rate how satisfied they were with certain resources and tools, chapter leaders noted they were most pleased with PERK, Opis Chapter Communities, and the Chapter Resource Center. They were less satisfied with RIMSmial, membership reports, and chapter/company in-person training. Dissatisfaction around membership reports generally reflects the fact that these reports are sent quarterly and reports through RIMSmial do not provide member emails. Chapter/company in-person training's low rating can be attributed to its unfamiliarity, as a wide majority of respondents reported a neither positive nor negative view of the program.

RIMS chapters also indicated that they feel separated from the decision making process and expressed a desire to be more involved in decisions that will directly affect chapters. One chapter asked that the Society consult with chapters prior to making decisions that impact them, while another asked for more open lines of communication when making decisions that greatly impact chapters. Chapters also asked that we continue to update technological offerings and provide greater clarity to what services are available to local chapters. Many chapters also would like to show RIMS what they are doing, asking that RIMS participate in chapter events and "come to visit once in a while." Much of this sentiment can be attributed to the House of Delegates meeting, during which chapters asked for a more formal say in any change in RIMS policy. Many chapters still feel there is a disconnect between RIMS and the local risk management community, and asking RIMS to participate in chapter events can be seen as a way to build a stronger relationship between the Society and the chapter.

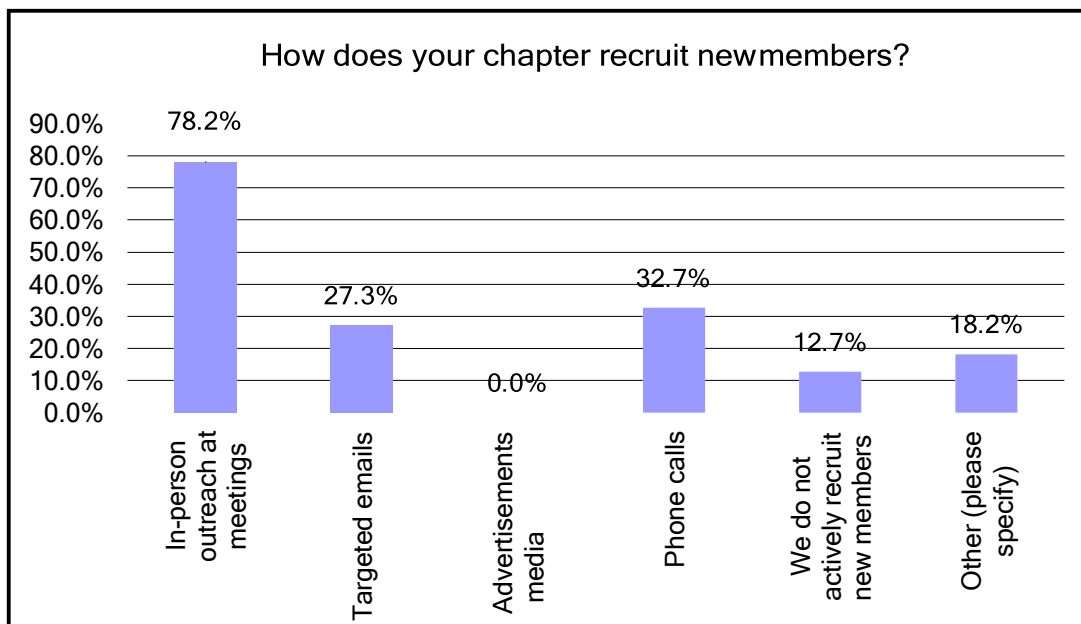
Implementation of New RIMS Policies

At the most recent House of Delegates meeting, chapter leaders expressed interest in exploring the possibility of standardizing all chapter dues amounts to facilitate member recruitment and retention. Chapter leaders were asked about this possibility on the questionnaire and told that the standardization of dues might lead to an overall reduction of dues which could impact other chapter pricing. More than 65% of chapter leaders responded that they could not form an opinion on this question without receiving more information. Of those chapters that did respond either favorably or unfavorably (a total of 19 chapters), nine said they would support the change while 10 would oppose a unified dues structure outright. This data is in contrast to the overwhelming interest expressed by Delegates during the House of Delegates meeting.

The Chapter Profile Questionnaire also asked chapters to weigh in on the possibility of letting Associate members serve formally on chapter Boards in a limited capacity. In 2012, a taskforce recommended the Society institute a policy restricting chapter Board positions to only Professional members. Of those who responded to the survey, 70% noted that they would either support or strongly support the reintroduction of Associates to chapter Boards. Only six chapters responded that they would be opposed to such a measure.

Chapter Recruitment and Communications

Member recruitment and communication is a central responsibility of RIMS chapters, with chapter leaders being tasked to work with RIMS to grow the local risk management community. Early and effective communication with new members is vital in securing a loyal chapter member and developing a chapter leader. To that end, chapters were asked how they recruit new members and who in the chapter is responsible for outreach to new members. Over 75% of chapters noted that they primarily recruit new members in-person at local meetings and the President, Vice President, or Membership Director is primarily responsible for welcoming new members into the chapters. Email and phone calls are also common ways that chapters interact with new members, and more chapters are beginning to use social media to communicate and advertise chapter updates. LinkedIn is the most popular way to interact with members on social media, with almost 50% of chapter utilizing that medium.



Despite the wide reach and ease of use of social media networks, 40% of RIMS members reported no presence in an external online community. A lack of social media presence can explain a lack of engagement with young professionals, as 57% of responding chapters do not interact with young professionals or host young professional or RRP events. The majority of chapters also do not send out member needs surveys, with only 27% regularly surveying chapter members.

Summary

The institution of a Chapter Profile Questionnaire to be completed yearly is an effective way of gathering data, studying trends among chapter membership, meeting attendance, and governance, as well as monitoring overall chapter health. The data collected from this survey, with 66 participating

chapters, is encouraging and shows that chapters are willing to work with RIMS and provide necessary information that will help the Society improve on the services offered to chapters.

Based on the data provided, RIMS has an opportunity to increase awareness of resources already in place, and educate chapters on how these tools can improve chapter operations and help them communicate more effectively with membership. Through something as simple as regularly scheduled emails highlighting chapter resources, RIMS can see marked improvement in chapter performance and relationships between chapter leaders and the Society. This report also serves as an opportunity for RIMS to become more involved in chapter strategic planning. As noted in the survey, many chapters would like RIMS to participate in the chapter, and periodic visits to chapter Boards and joining in strategic planning would help chapters who are struggling for new ideas while linking a face of a Board or staff member to the larger Society.

Follow-Up Opportunities

As a result of the feedback at the HOD meeting and the data collected in this questionnaire, RIMS has increased communication to educate leaders on the resources available to RIMS chapters. Messages will include a quarterly chapter newsletter, entitled "RIMS Chapter Update," which was first sent out in June, 2017. This quarterly newsletter provides an overview of RIMS activities, spotlights innovative activities on the chapter level, and offers insight on chapter resources. In addition to the newsletter, RIMS will develop a chapter marketing toolkit, which will offer tips on how chapters can market themselves and reach the wider risk management community, and provide detailed information on specific RIMS initiatives and tools, such as chapter event manager, Opis, and RIMSmail. The data collected in this survey shows that chapters are asking for resources that RIMS already offers, and clear communication on how these resources can support chapters will help leaders overcome many of the challenges they are currently facing.

RIMS will also perform targeted outreach to chapters based on their responses to this survey. The RIMS Member and Chapter Services Committee will receive a list of chapters that have expressed interest in being considered for an ECHO award and will reach out to them individually to explain the program in greater detail and answer any questions chapters might have. RIMS will also reach out to the chapters who have indicated they are not currently utilizing any financial controls as well as the chapter who noted they were not current in their corporate filing to ensure they have the necessary materials and help to maintain their good standing and implement necessary guidelines.

With regards to the 13 chapters that did not complete the questionnaire, RIMS will develop a plan to reach out to current and former chapter leaders to reestablish communication. In cases where an unresponsive chapter is struggling or nonfunctioning, RIMS will work with local risk managers and former leaders to develop a plan reengage with chapter members. Many chapters have also expressed in interest in hosting a RIMS representative at a chapter meeting or event. In the coming year, RIMS will schedule more in-person chapter visits for staff and encourage Board members to attend events for chapters assigned to them as part of the RIMS Chapter Liaison Program. These steps will ensure chapters are given the resources to succeed and have the necessary knowledge, training, and support to fulfill their strategic missions and serve local risk management communities.