Dear Fellows and Members

We would like to thank again all of those who took part in the Membership survey 2015. The main objective of this survey is to monitor our performance on an annual basis, with the aim to constantly improve the way we communicate with you and to enhance the experience that Fellows and Members get from the College. The top-line findings in 2015 are:

- Levels of awareness of membership benefits that underwent improvements in 2014 have significantly increased.
- The level of satisfaction with benefits has been maintained or increased slightly, with the exception of the discount given on RCOG courses.
- The quality rating of the main educational products and services offered by the College continues to be high.
- Perceptions of the College’s performance are unchanged, though there was a small drop in performance on giving representation to members which is currently being looked at by Council.
- The proportion of Fellows and Members who have never been involved with the College is steadily decreasing.

This year the response stands at 2050; this represents a statistically valid sample, but of course we would like to hear from more of our Fellows and Members, and particularly from the International ones, so we will be looking at ways to encourage more responses in 2016. The results we obtained are very consistent with previous measurements and confirm yet again the accuracy of the data and thus the views reflected by the membership.

Membership Benefits

As promised in 2014, we have worked on enhancing our communication channels and strategy by re-launching an improved version of the membership magazine (now O&G Magazine) and the monthly e-newsletter (now O&G News) so we can better inform you about developments in your profession as well as College activities. We have also created a brand new website to improve access and functionality. As a consequence of these activities, awareness (and usage) of all of these benefits has increased, as has recall of the members discount on RCOG accommodation; the newly renamed Rooms on Regents Park.

Fig. 1 Awareness of Membership Benefits
We did achieve a modest improvement in the level of satisfaction with O&G Magazine, O&G News and the website; indeed the level of satisfaction with benefits in general showed small positive movements, with the exception of the members discount on courses. We are aware that the new on-line booking system no longer makes delegates aware that they are getting a preferential rate, and we will rectify this.

Fig. 2 Satisfaction with Membership Benefits

Finally on benefits, the quality rating of our main educational products and services continues to be high and unchanged.

Fig. 3 Quality Rating of Main Educational Products and Services
It is important for us to understand whether our membership feels that we are fulfilling our wide remit as a College. By and large the view expressed is that we do deliver on our core activities of promoting women’s health, education and professional representation, though we need to improve on responding and giving due representation to our members; this is currently being considered by Council. After making some gains on these issues in 2014, we fell marginally behind in 2015 and we recognise that as these particular elements of the relationship involve the whole of the organization they may take some time to improve.

**Fig. 4 The College’s KPI Statements**

As a reflection of this, most Fellows and Members, especially in the UK, feel only relatively close to the College and have a business-like relationship with it.

**Fig. 5 Closeness to the College**
Involvement with the RCOG

While, at any one time, the number of Fellows and Members involved with the business of running the RCOG and its functions remains fairly constant, we are encouraged to report that the level ‘never involved’ dropped steadily from 58% to 51% over the last three years. This indicates a healthy level of movement and shows that our initiatives to encourage more of the membership to get involved are beginning to pay dividends.

UK Monitoring of Composition of our Membership

The gender split within the UK membership is 44% men and 55% women. Last year we started to monitor the ethnic and religious make-up of our UK membership in more detail, as we feel this can help us in understanding change.
In conclusion, we have consolidated our position in 2015 and we have made some positive gains as a result of our activities aimed at improving communications and access to parts of the service, specifically with the new website launch and the re-design of O&G Magazine and O&G News. Our Get Involved campaign and e-alerts, as well as the refreshed communication templates, also seem to have had a positive effect in encouraging more people to participate in College activities.

We understand that increasing satisfaction with the College and improving the service, products and resources that we make available to members must be a continuous process. The survey results and trends across all three years show that we are doing relatively well overall but we can’t rest on our laurels and there is still a fair way to go, especially in the way in which we interact with the membership at large; for the future we be turning our attention to facilitating engagement at local level and member-to-member-support.

If you have any query about the survey, or want to give us your feedback on this or any other matter, please do get in touch with us:

e-mail: info@rcog.org.uk
Telephone: +44 (0)20 7772 6248

You can also keep in touch with the College by logging onto our social media accounts or on our website:

Website: www.rcog.org.uk
Twitter: http://www.twitter.com/rcobsgyn
Facebook: http://www.facebook.com/rcobsgyn
LinkedIn: http://www.linkedin.com/groups?gid=4516734

Thank you all once again for taking part in the Membership Survey; we want to reiterate that we are most interested in listening to what all our UK and global members are saying and about implementing changes that will make the RCOG better in its role.

We need your regular input in order to do that, so we warmly hope you will want to participate in the survey again in 2016.

Ian Currie, Vice President, UK Affairs
Paul Fogarty, Senior Vice President, Global Health