Dear Fellows and Members

We would like to express our thanks to all of you who took part in the Membership survey 2014. This year’s response, at 2500, again represents a very robust, statistically representative sample. Furthermore, the results we obtained are very consistent with 2013 and confirm that the data accurately reflect the views of our membership.

As we mentioned last year, from this point forward we will be monitoring our performance on an annual basis with the aim of constantly improving the way we communicate with you and of enhancing the value that Fellows and Members get from the College. If you did not get the chance to respond to the survey this time around we hope that you will want to contribute your view in 2015. In the meantime, the top-line results from the survey are outlined below.

**Membership Benefits**

We found last year that many members do not immediately recall some of the benefits that membership affords and we have started to do more co-ordinated communications. Year-on-year comparisons show that we have begun to make some progress with some of the benefits with lowest recall, especially the RCOG extra discount scheme and the Domus, which has now been enhanced and re-launched as ‘Rooms on Regent’s Park’.

**Fig. 1 Awareness of Membership Benefits**
As observed last year, some of our less well-known services do nonetheless provide high satisfaction for those who use them and the Domus/Roome on Regent’s Park is definitely in that category. Last year we identified our two main means of communication with you, our e-Newsletter The Scanner and our magazine Membership Matters, as needing improvement. We have developed a new membership magazine, called ‘O&G’, which should have landed on your doormat by now. The research was conducted before the launch, but we will be monitoring your feedback and we hope to see an increase in satisfaction with the all-new ‘O&G’ next year. We are now turning our attention to The Scanner and how best to improve and integrate it with the other means of communication.

**Fig. 2 Satisfaction with Membership Benefits**

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

**Fig. 3 Quality Rating of Main Educational Products and Services**
It is important for us to understand whether our membership feel 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 representation, though we need to better demonstrate that we understand members. We have made some gains on the latter issue but the big improvement this year was on how the College ‘Fulfils its charitable mission abroad’ which, thanks to the launch of our Global Health Strategy, has moved up the rankings.

Fig. 4 The College’s KPI Statements

The words most associated with the College remain Professional, Prestigious, Traditional, Trustworthy and Efficient, and marginally more so this year compared to 2013.

Fig. 5 The College’s Personality Traits
Involvement with the RCOG

Involvement with the business of running the RCOG and its functions has also increased slightly, with the level ‘never involved’ dropping from 58% to 55%. While we completely respect the wish of those who do not want to be involved, we intend to continue to encourage wider participation in the future.

**UK Monitoring of Composition of our Membership**

The gender split between the UK membership is 43% men and 57% women. For the first time in 2014 we felt that we ought to understand the diverse ethnic and religious make-up of our UK membership in more detail.

**Fig. 6 Involvement with the RCOG**

**Fig. 7 UK Monitoring of Composition of Membership**
In conclusion, we have made some small steps in the right direction in 2014 and, conscious that improving on benefits and increasing satisfaction with the College is a slow process, we have probably done as well as could be expected. There is however no room for complacency and we are working to continue to improve our services to you.

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: membership@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 serious about listening to what all our UK and global membership is saying and about implementing changes that will make the RCOG excel at all its functions, though we acknowledge that it may take some time before we get everything right.

We need your regular input in order to do that, so we warmly hope you will want to contribute again in 2015.

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