



**SRA**

SASKATCHEWAN RETIREES ASSOCIATION

**THE**

SPRING 2017

**ADVISOR**

## 2017 MEMBER SURVEY

**INTRODUCTION** - In February 2017, the Saskatchewan Retirees Association (SRA) conducted a member survey focused on member communications, interests and participation. This was the first full survey of active members since 2002.

**METHODOLOGY** - The Member Survey sent to 4,980 active members on February 2, 2017. 2,240 members were surveyed by email using Survey Monkey with 633 (28.3%) respondents. 2,740 members were mailed copies of the survey with 201 (7.3%) respondents. The response total was 834 (16.8%), considered an acceptable response by most survey professionals. Of interesting historical note, the 2002 survey had less than a 10% response rate with fewer than 400 responses.

### **SURVEY OBSERVATIONS** -

**Member Communications:** Members use “The Advisor” newsletter (28.2%) and email (27.6%) or Canada Post (20.7%) as their primary communication connections with the SRA. The website is the key tool for retirees looking for information in anticipation of joining the SRA but not a source members look to once they have become members.

When asked about future, innovative communication channels, 64.2% of respondents asked the SRA to consider on-line streaming direct to a member’s computer. An additional 29.5% suggested that

on-line chat services should be considered. These selections were made by all members, whether surveyed by mail or electronically.

**Member Participation:** Members have tended to participate in SRA meetings in the past (78.1%) attending meetings, while 80.2% indicated they would like to attend the Annual General Meeting in the future.

**Member Interests:** Members have indicated a strong interest in more information/educational events with 33.1% of respondents supporting these types of sessions. Also, 28.5% encouraged the SRA to continue its efforts to support members’ interests through advocacy activities. Only 11.7% were interested in establishing some form of regional chapters. (...continued inside)

Saskatchewan Retirees Association

**Respiratory Information Session**  
with Sheldon Frizzard  
Regina Qu’Appelle Health Region  
9:30 am

**Annual General Meeting**  
Thursday, May 25, 2017

Wesley United Church Auditorium  
3913 Hillside Street, Regina, SK

Start Time: 10:30 am

*A light lunch will be served.*

# 2017 MEMBER SURVEY

(...continued from front) Members have joined the SRA primarily for pension support (44.6%) or for the SRA health and Dental Plan (43.7%). Educational programming was a distant third at 6.1%, which appears to contradict the interest in education/information sessions as identified previously in the survey.

**Regional Meetings:** A key priority for the SRA Board of Directors was to receive member feedback about the importance of regional meetings. Unfortunately, the survey did not provide any clear direction. 62.1% of respondents responded that they were “unsure” of the need for regional meetings with 32.3% “unsure “ if they would attend if regional meetings were scheduled. 26.1% of responding members felt regional meetings should be held and of those, 33.9% reported they would likely attend. However, 33.8% of respondents also indicated they would not likely attend regional meetings. Members also indicated a preference to hold regional meetings, if scheduled in the spring (41.2%) or fall (30.9%) with a preference to be held close to their communities 45.8% (in their community or within a one hour drive).

These findings, coupled with the interest in on-line streaming, may set the stage for the SRA to experiment with some more innovative ways to reach members with meetings and informational sessions.

**Observations:** Membership in the SRA is predominantly male (61.6%) with almost 56% of members younger than 74 years. However, there is a significant grouping of members older than 74 years (44%) with 25% over 80 years.

Members now live predominantly in urban centres with 72.4% of respondents living in an urban centre in Saskatchewan and 41.3% living in Regina. The Board will need to consider the overall interests of the membership, given that the majority of respondents (and the membership) live in Regina. Continued efforts will be needed in outreach efforts as 16.6% of respondents reside in rural communities.



The survey results again suggest that the majority of current members are receiving benefits from pensions earned in the defined benefit era (64.3%). However, 30.3% are now members in the contribution benefit era. This will be a continuing shift as they defined benefit era ended in 1977. It is reinforced by the split in responses where 44.6% indicated they joined the SRA for pension support while 43.7% joined to enrol in the SRA Health and Dental Plans. Linking this to the member age profile, there may continue to be a shift away from pensions as the key interest in new members joining the SRA.

**Next Steps:** Based on the feedback from members, the Board of Directors has agreed to:

- Investigate distance communication methods to reach members
- Consider information sessions for the membership
- Update members at the May 25, 2017 Annual General Meeting
- Not hold regional meetings in 2017
- Release a summary of the survey as part of “The Advisor” newsletter

The Board and Committees of the Saskatchewan Retirees Association are grateful for the participation of members and the opinions expressed in the survey. 🙏

# FROM THE PRESIDENT

The Saskatchewan Retirees Association is showing renewed strength through the steady addition of new members, many younger joining from the Crown Corporation sector. This is important as any organization needs to grow and change to remain relevant to its membership and mandate.

As we prepare for 2017-18, your Board has completed a major survey of members to gain more insights into your interests. The findings are important to the SRA to assist in planning and direction setting for the future.

As we prepare for the upcoming Annual General Meeting and events beyond, we also recognize that this time is challenging to you with the many changes happening in Saskatchewan related to funding, services and transportation. Your Board remains committed to supporting your interests and advocating for the ideals that you believe are important for retirees.

We look forward to adding new services and finding better ways to engage with you where you live through modern technology and more ways to reach you on a regular basis.

As always, your feedback is needed and appreciated. If you have a questions or an issue, please let us know by commenting or by an email at [info@saskretirees.org](mailto:info@saskretirees.org).

We look forward to hearing from you in the future.

Warmest regards,



Randy Dove, President



## SASKATCHEWAN RETIREES ASSOCIATION BOARD OF DIRECTORS 2016-17

### OFFICERS

President	Randy Dove
Vice President, Finance	Frank May
Vice President, Development	Ken Lozinsky
Vice President, Corporate Affairs	Charlotte Dusyk

### COMMITTEE CHAIRPERSONS

Group Benefits	Ann Donovan
Membership/Communications	Randy Dove
Finance	Frank May
Pensions/Issues	Ken Lozinsky

### MEMBERS AT LARGE

Linda Clark, Lyle Fluter, Christine Fuchs, Cindy MacDonald, Jack Peterson, Mae Smith

# VISION AND VALUES STATEMENT

## VISION:

Providing leadership to enhance the interests and wellbeing of Saskatchewan public sector retirees.

## MISSION:

A volunteer led, non-profit organization of current and retired Saskatchewan public sector employees, working together to improve the quality of the lives of our members.

## CORE VALUES:

- Integrity - acting with openness and honesty
- Open communication - all members are encouraged to openly share their opinions and view
- Unity - working together building relationships to create value for the members
- Respect - treat members with mutual respect and value their contribution
- Passion for results - pride, enthusiasm and dedication in everything we do
- Excellence - dedicated to satisfying member needs and honouring commitments made to them
- Teamwork - supportive of each other's efforts to meet our shared goals
- Accountability - accepting responsibility for one's actions

## MANDATE:

- Speak with a united voice for members.
- Provide a forum for discussion of issues relevant to all members.
- Promote communication, co-operation, and understanding among our members.
- Research and compile information on pension benefits and retirement issues and advocate changes.
- Provide access to retirement programs for members and their families.

## GOALS:

- Organize the resources of the SRA to provide effective, timely service to the membership.
- Advocate improvements to benefits that reflect the needs of the members.
- Make relevant information available to the members or interested parties.
- Make timely presentations to governments and other organizations to advocate positive changes to current retirement benefits.
- Increase public awareness of SRA through marketing and outreach activities.
- Provide opportunities to facilitate social events and communication with the membership.
- Expand SRA membership and engage their talents.
- Actively seek feedback from the members.



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# MEMBER COMMENTS

Have a question? Suggestion? Need Information?

Let us know:

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Send to: SRA Inc.  
c/o Walter Scott Building  
3085 Albert Street  
Regina, SK  
S4S 0B1

www.saskretirees.org  
info@saskretirees.org  
306-584-5552

 **THE  
ADVISOR**