



MEMBER ENGAGEMENT SURVEY

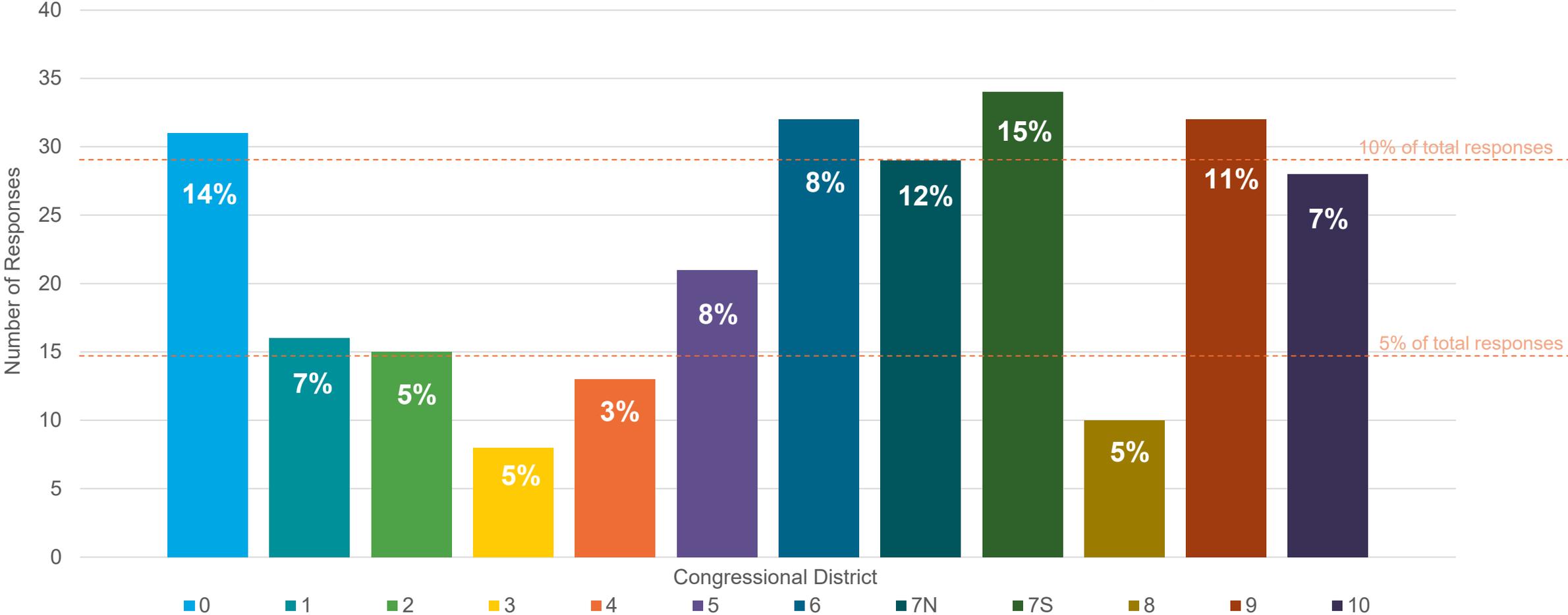
FY2021-22 Quarter 1

OVERVIEW AND RESPONSE RATE

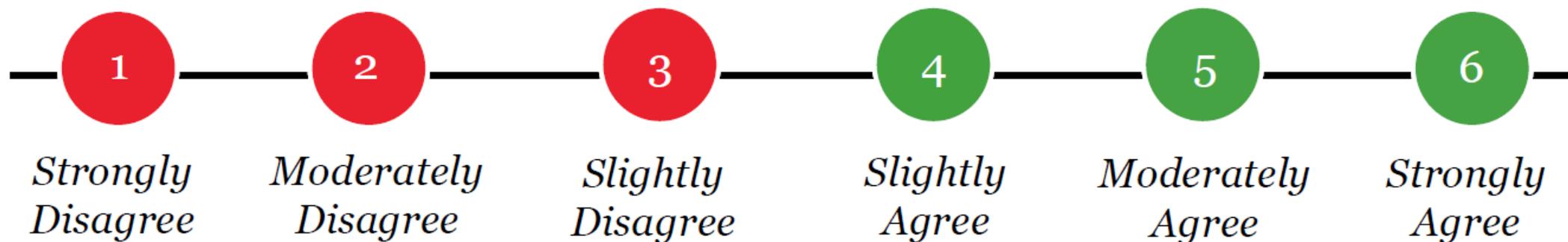
- **Conducted by National Business Research Institute (NBRI)**
 - 3,000 surveys sent between Nov. 1 and Dec. 1, 2021
 - Invitations sent proportionally to Congressional Districts based on percentage of total WSBA population
 - NBRI selected randomized sample and sent invitations to ensure anonymity; WSBA received no identifying information
- **We achieved a 91.4% confidence level**
 - 269 responses representing an 8.97% response rate
 - 5% sampling error
 - Surpasses the minimum standard for confidently performing a data analysis (80%↑ confidence level, 5%↓ margin of error)

296 TOTAL RESPONSES

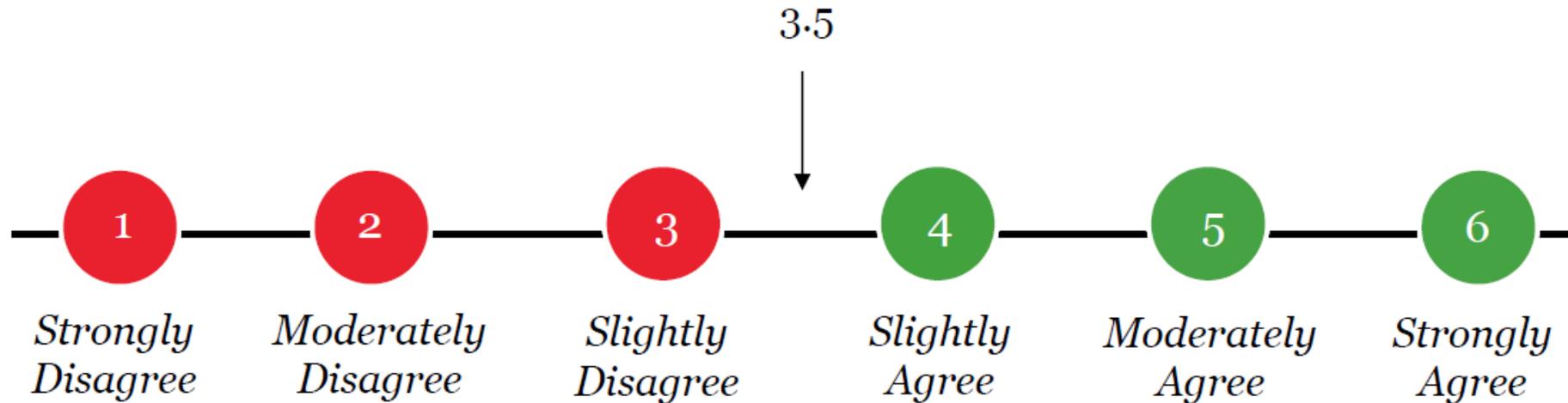
(Percentage of WSBA population in each district shown inside corresponding colored bar)



The Six Point Scale



The Mean Score



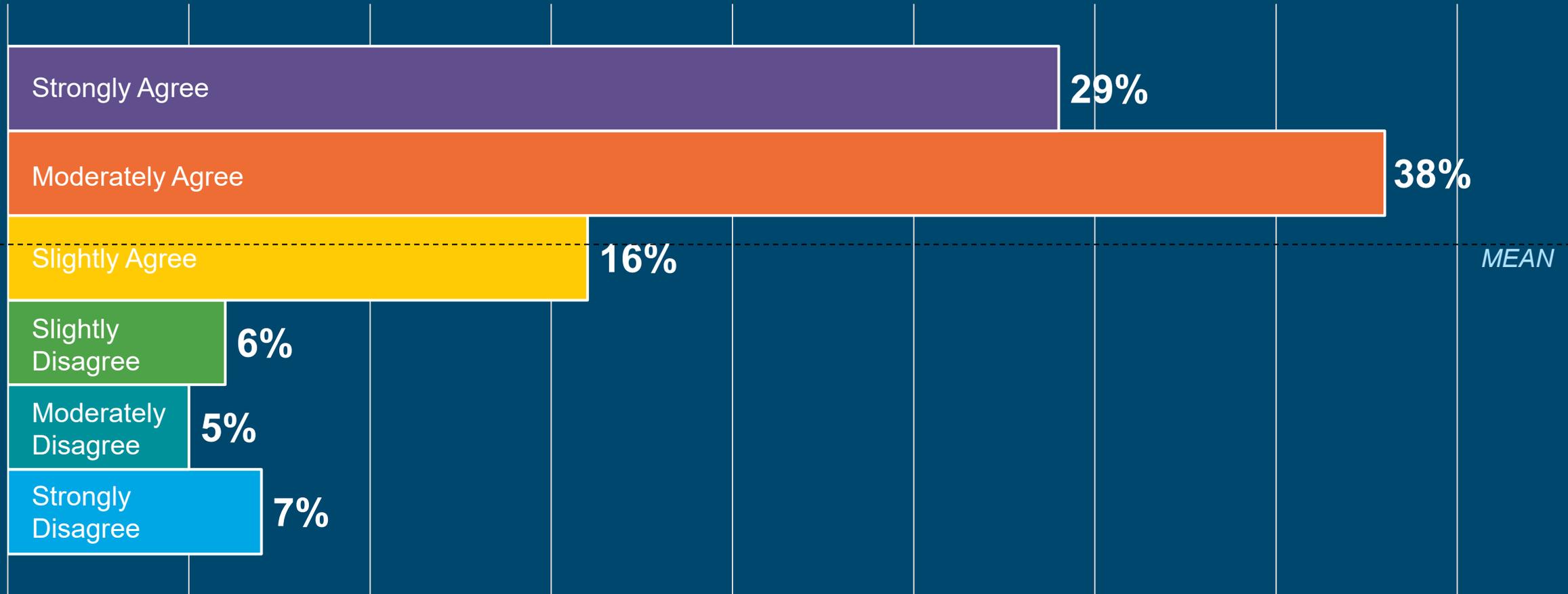
- A Mean Score is the “Average,” or a measure of central tendency.
- The Mean Score is computed by taking the sum of all scores and dividing by the total number of responses.
- The Mean of a 6-point scale = 3.5

QUESTIONS



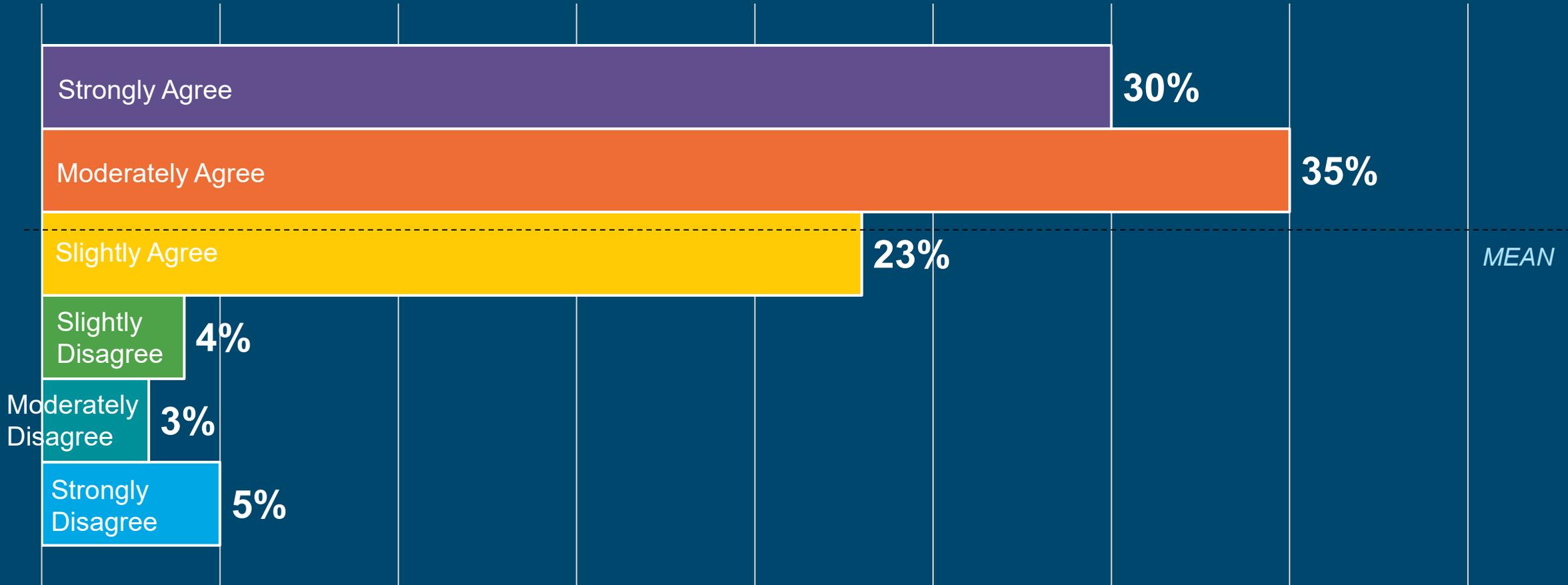
COMPANY IMAGE

The WSBA upholds high quality standards for Washington's legal profession



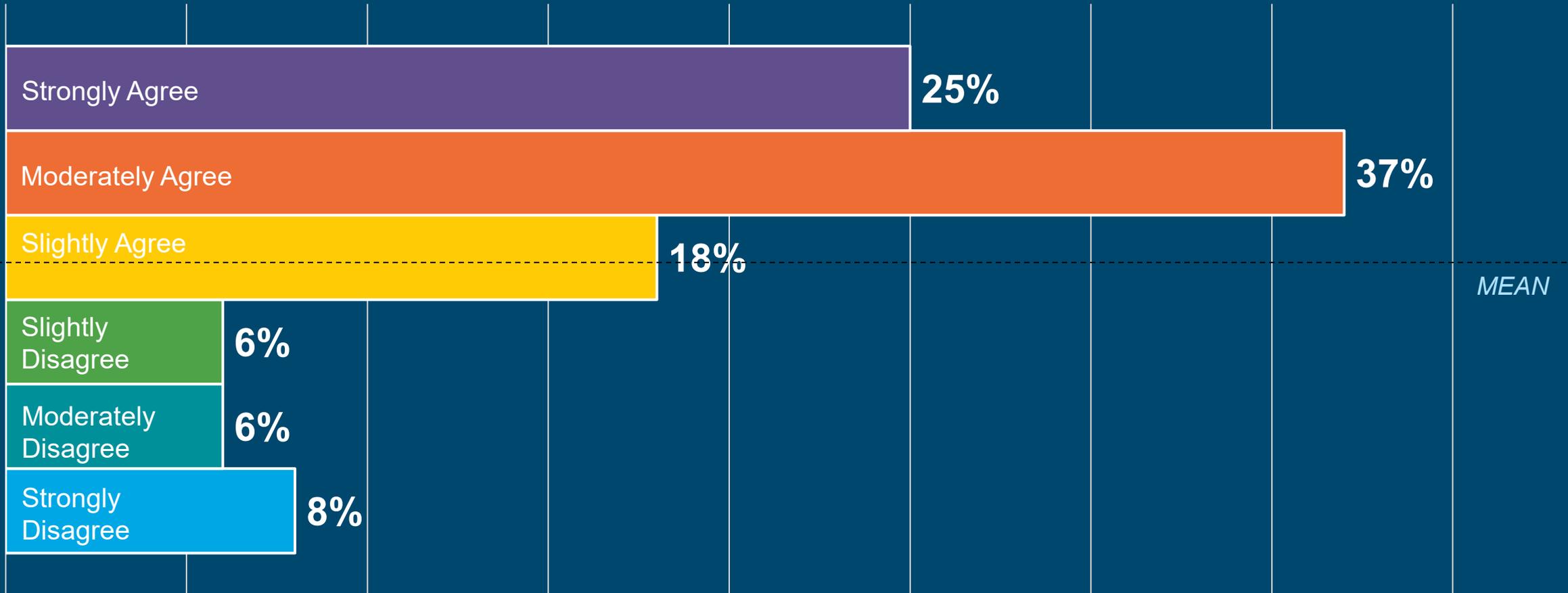
CUSTOMER SATISFACTION

It is easy to work with the WSBA: Staff are responsive and knowledgeable



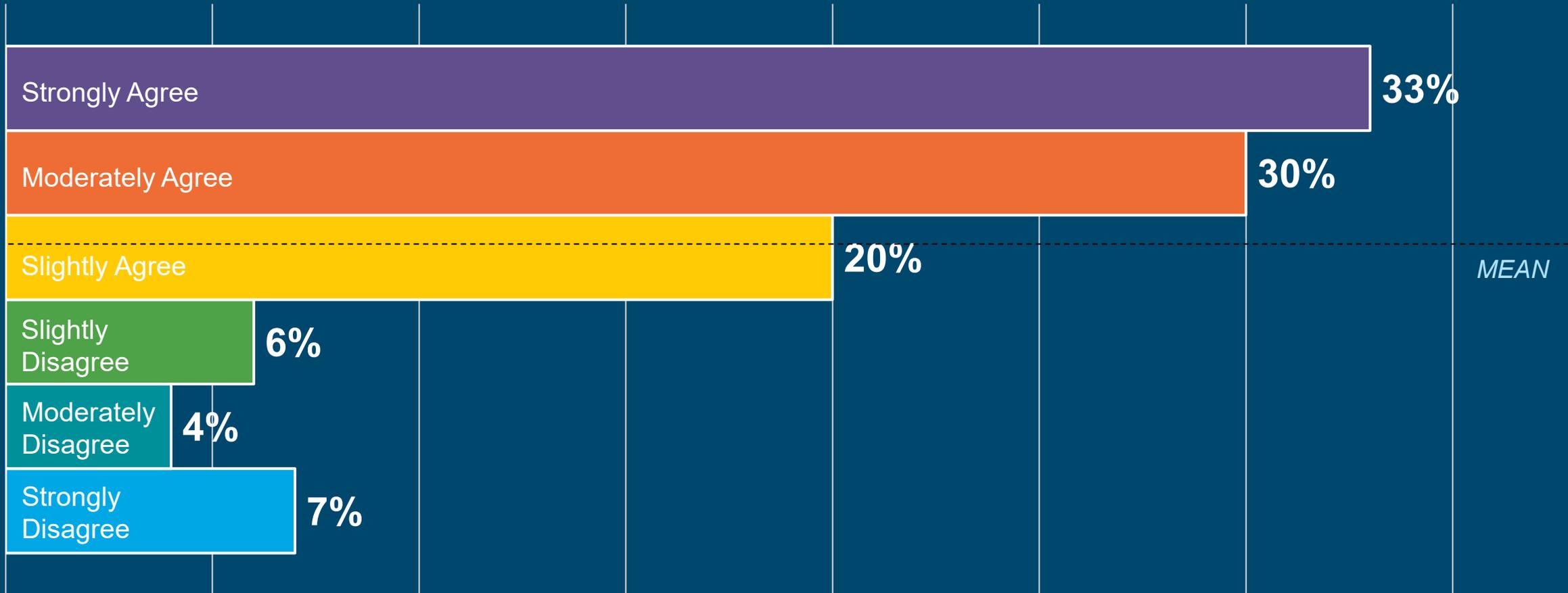
CUSTOMER SATISFACTION

My overall experience with the WSBA has been satisfactory



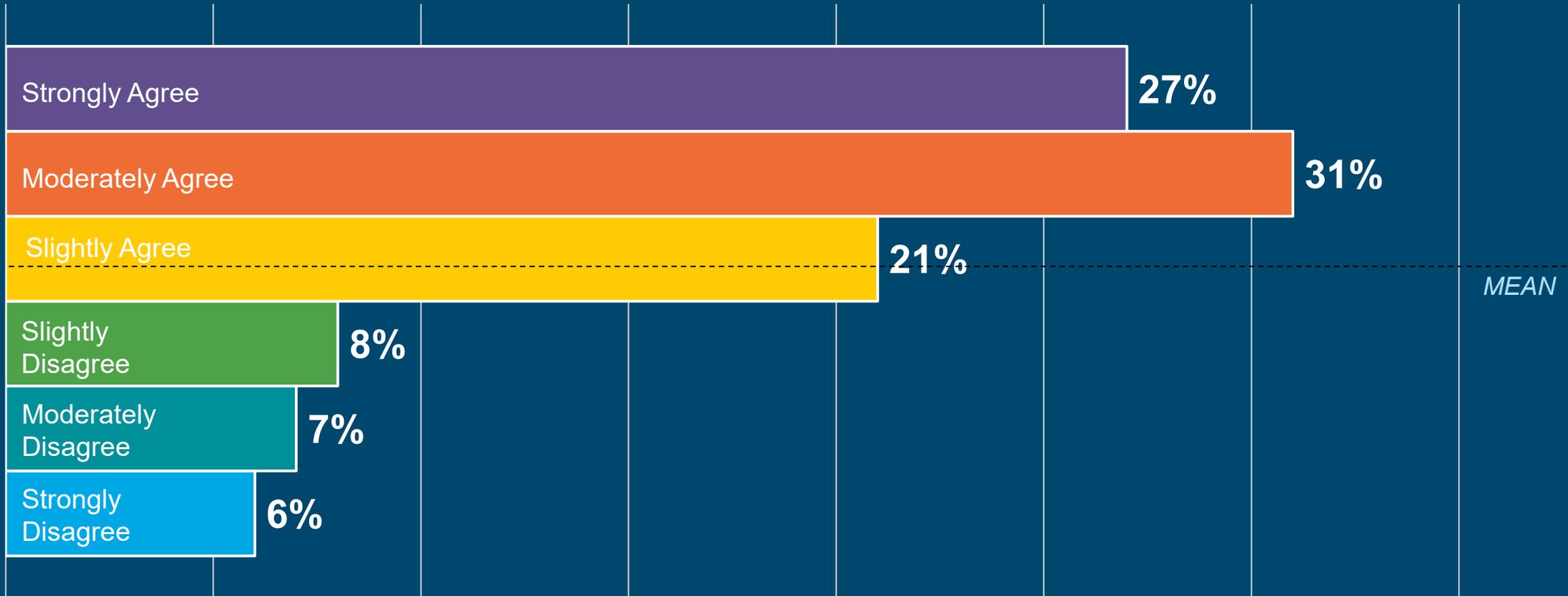
DIVERSITY AND INCLUSION

The WSBA upholds the values of diversity, inclusion, and equity in the courts and legal profession, especially for members who are underrepresented



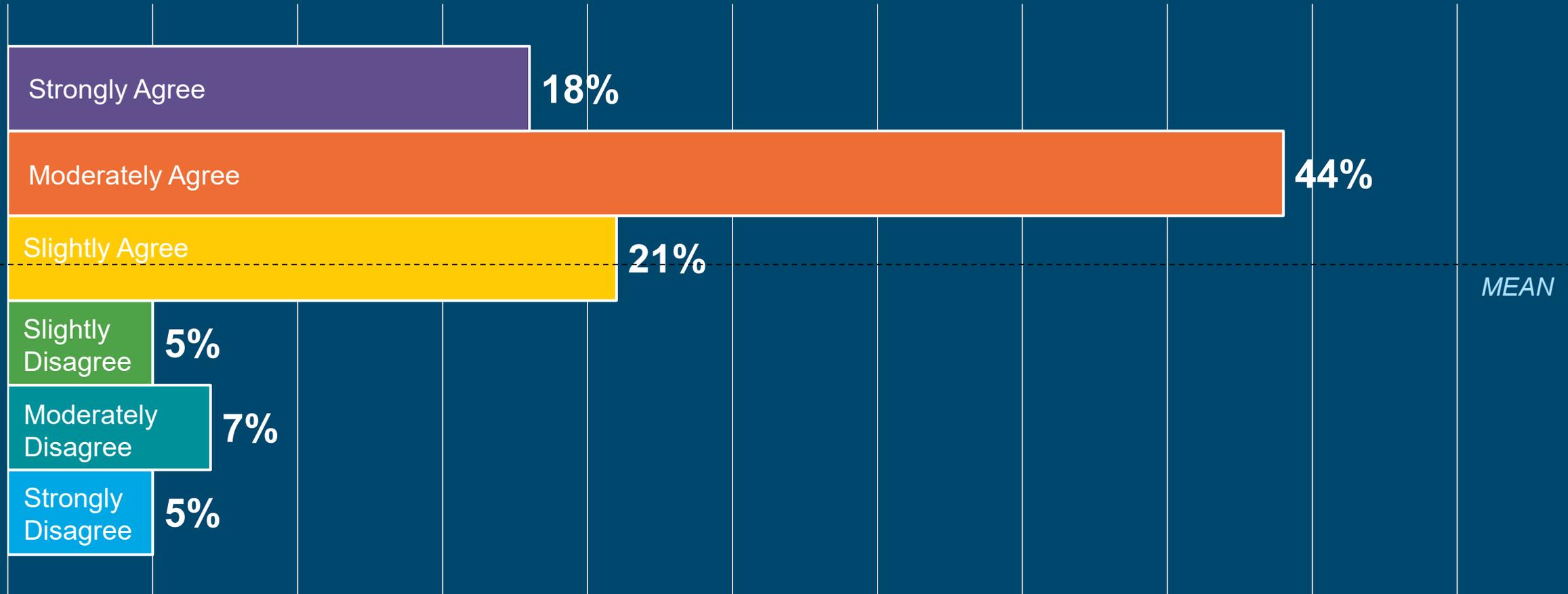
DIVERSITY AND INCLUSION

The WSBA provides opportunities for members from all different backgrounds and experiences



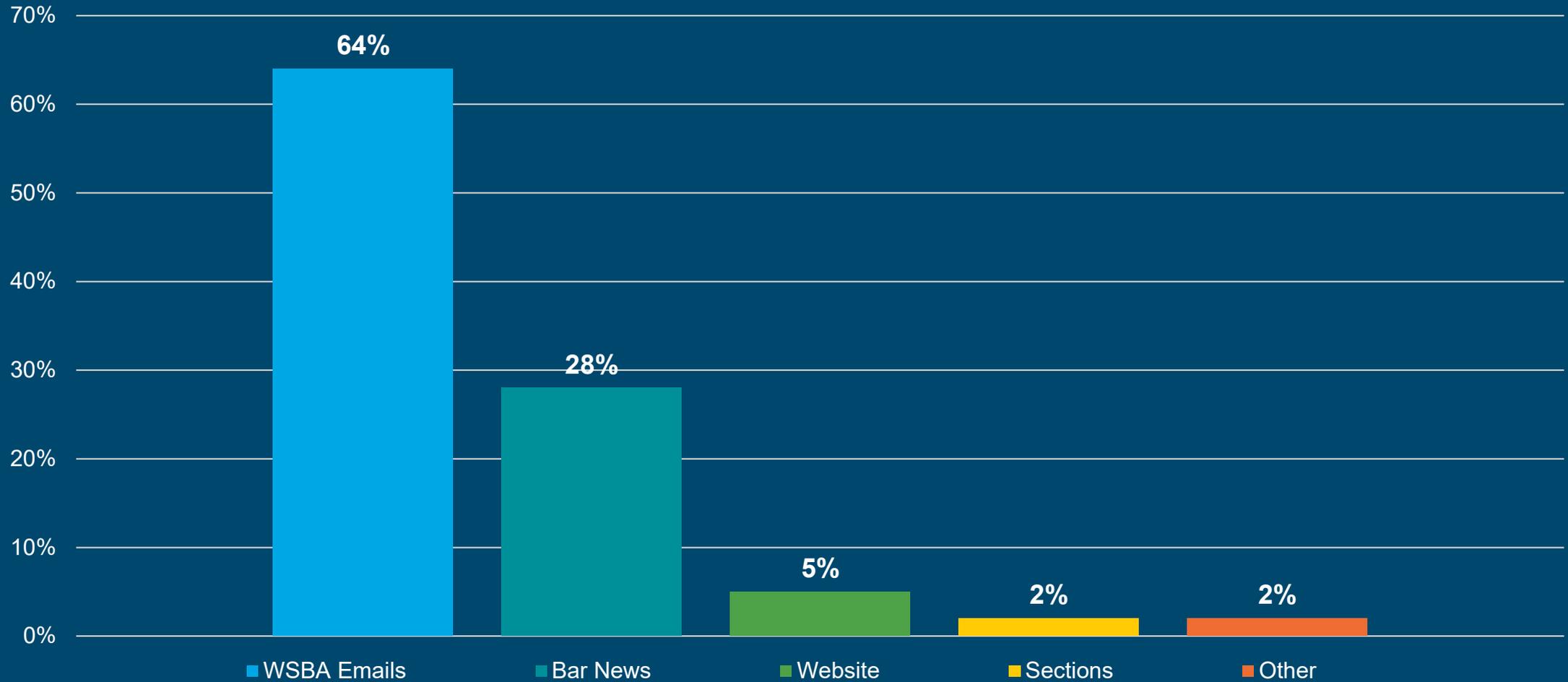
COMMUNICATION

WSBA communications keep me well informed



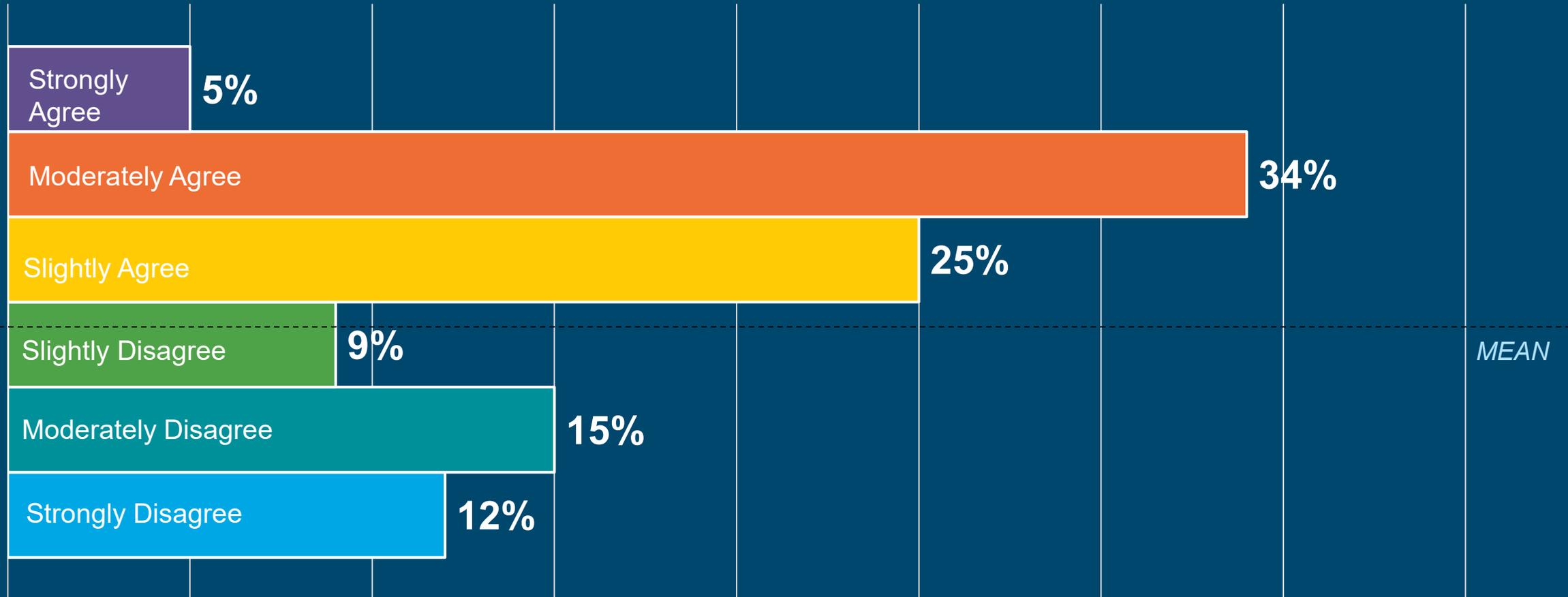
COMMUNICATION

What is your main source of information about the WSBA?



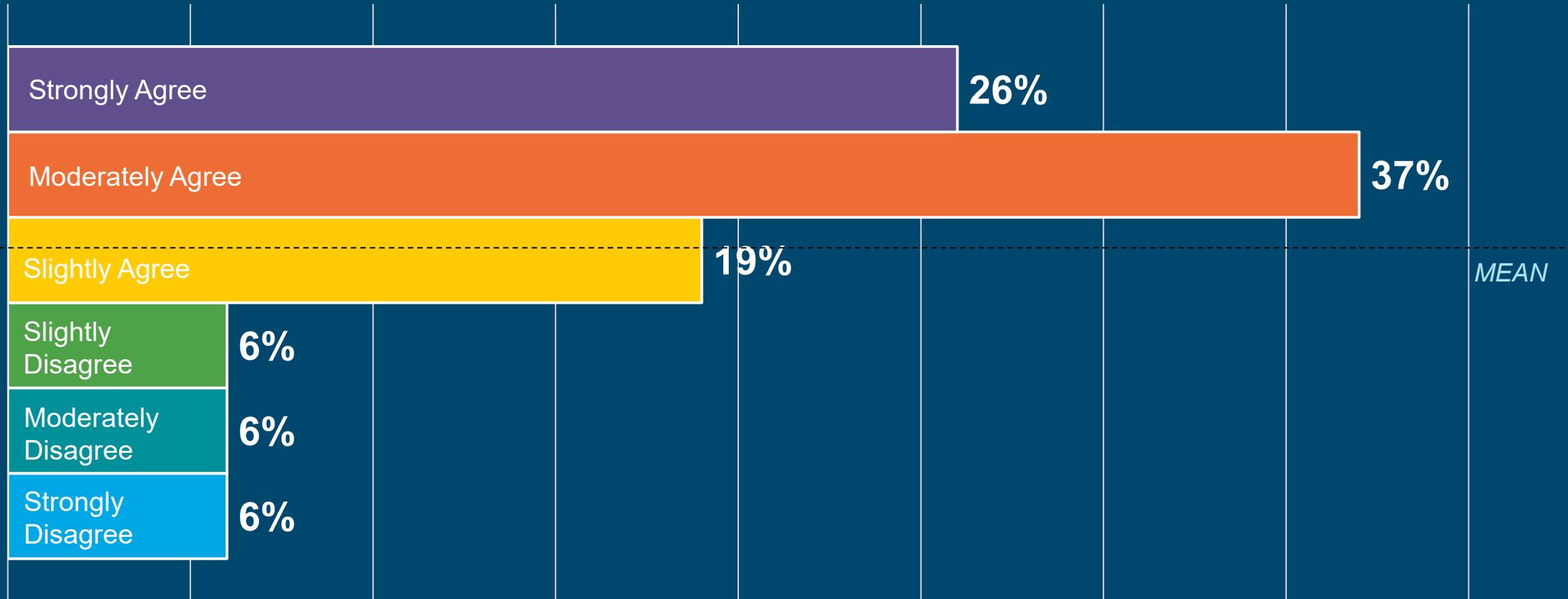
COMMUNICATION

The WSBA listens to its members



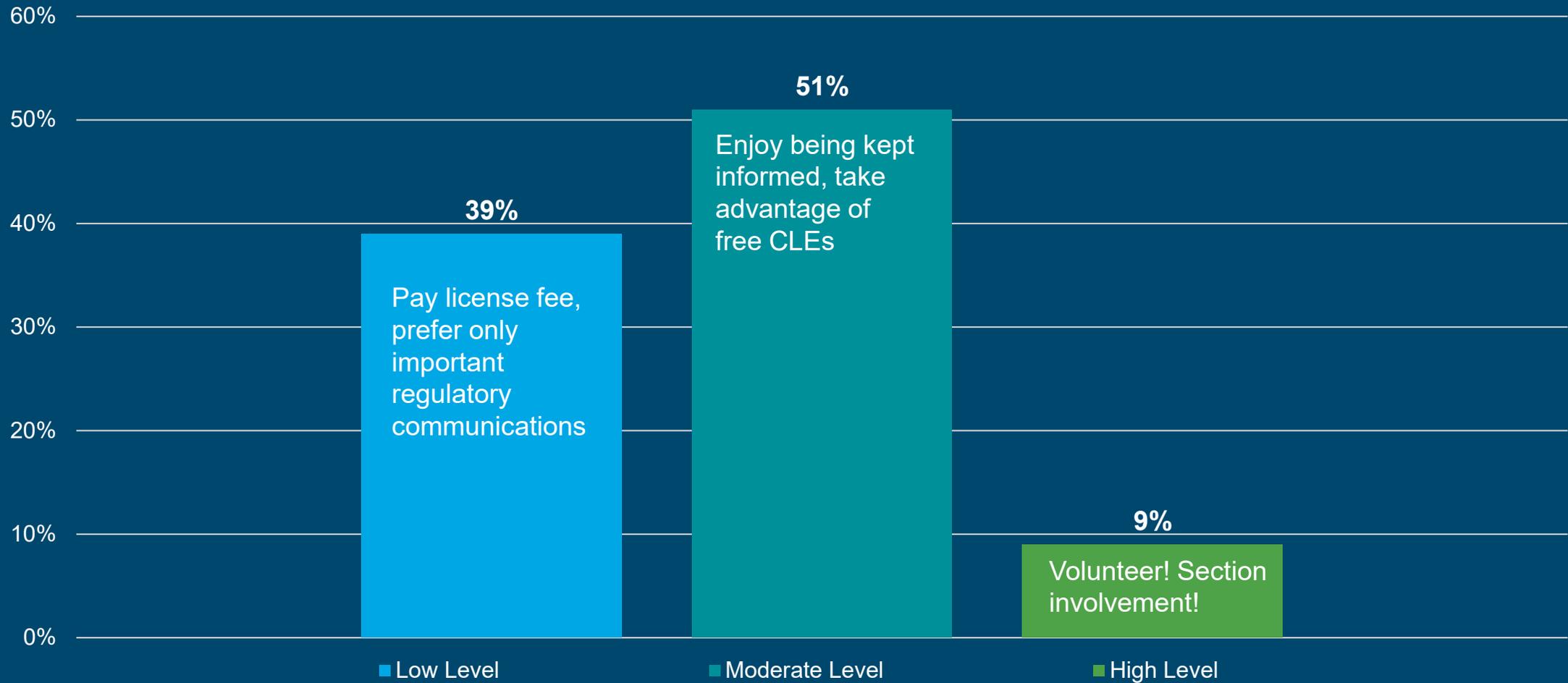
INVOLVEMENT

I know how I can get involved with the WSBA



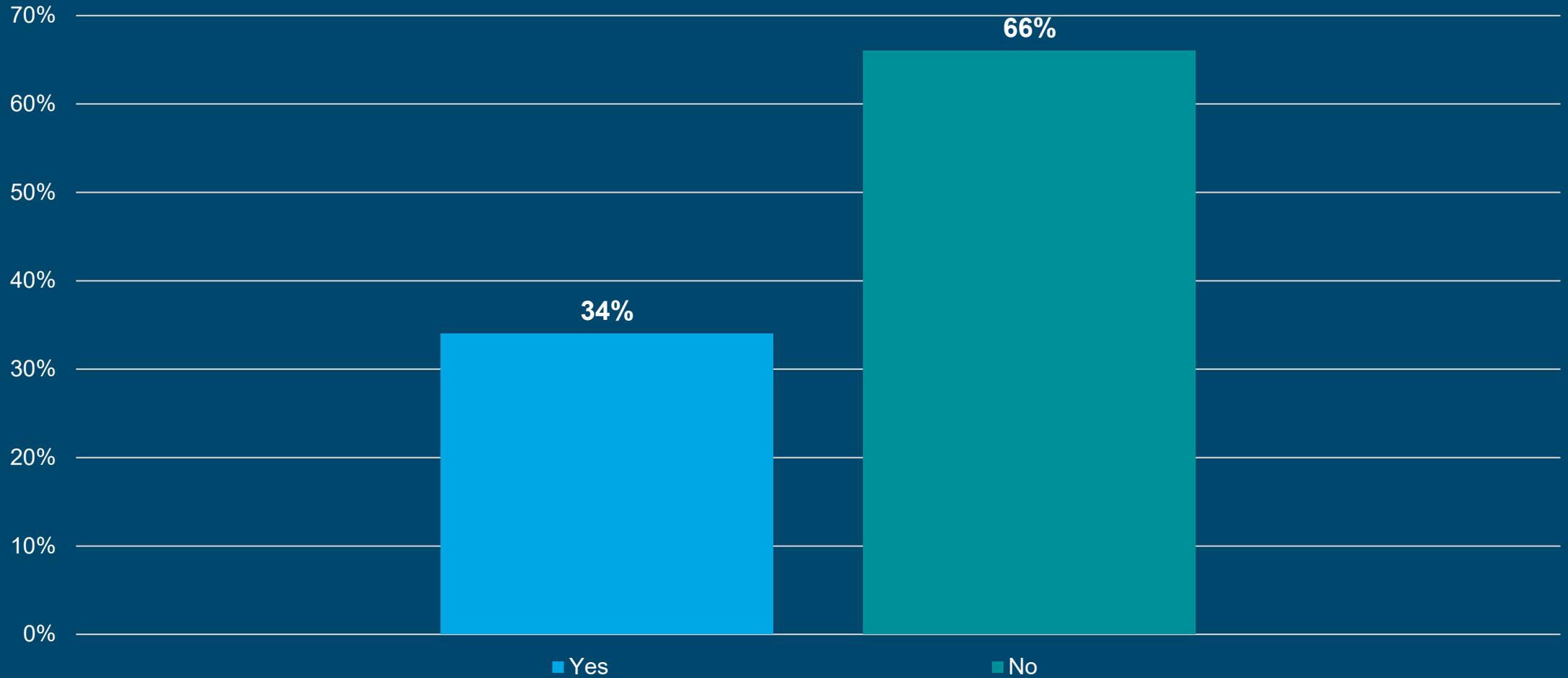
INVOLVEMENT

My preferred level of involvement with the WSBA is:



INVOLVEMENT

Do you participate in WSBA Sections?



I DO PARTICIPATE IN SECTIONS BECAUSE ...

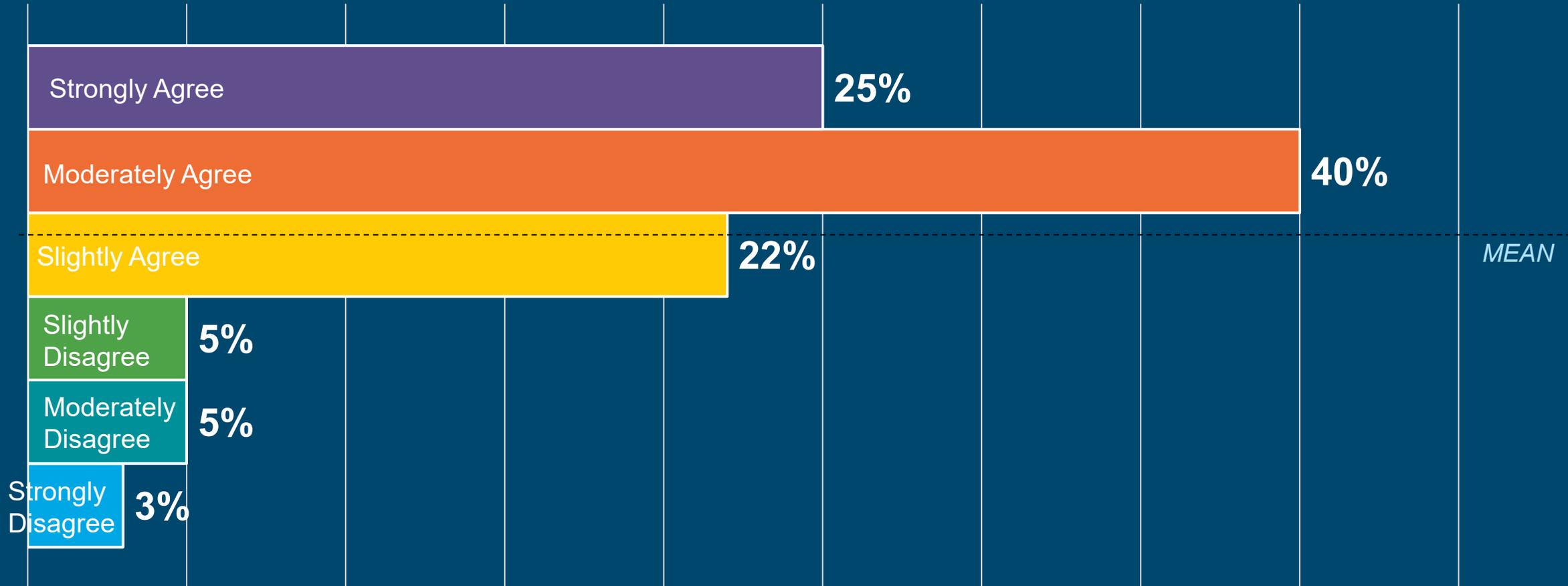
Reason	Percent
Keeping up to date on changes in my practice area	92%
Networking and social connections	36%
Discounted and free section-specific CLEs	35%
Legislative engagement	11%
Other	4%
Resume building	2%

I DO NOT PARTICIPATE IN SECTIONS BECAUSE ...

Reason	Percent
I find more helpful or current information about my practice area elsewhere	34%
I don't have time	24%
There are other groups and associations more relevant to my practice area	23%
Other	23%
Cost	17%
I do not feel affiliation with section members	16%

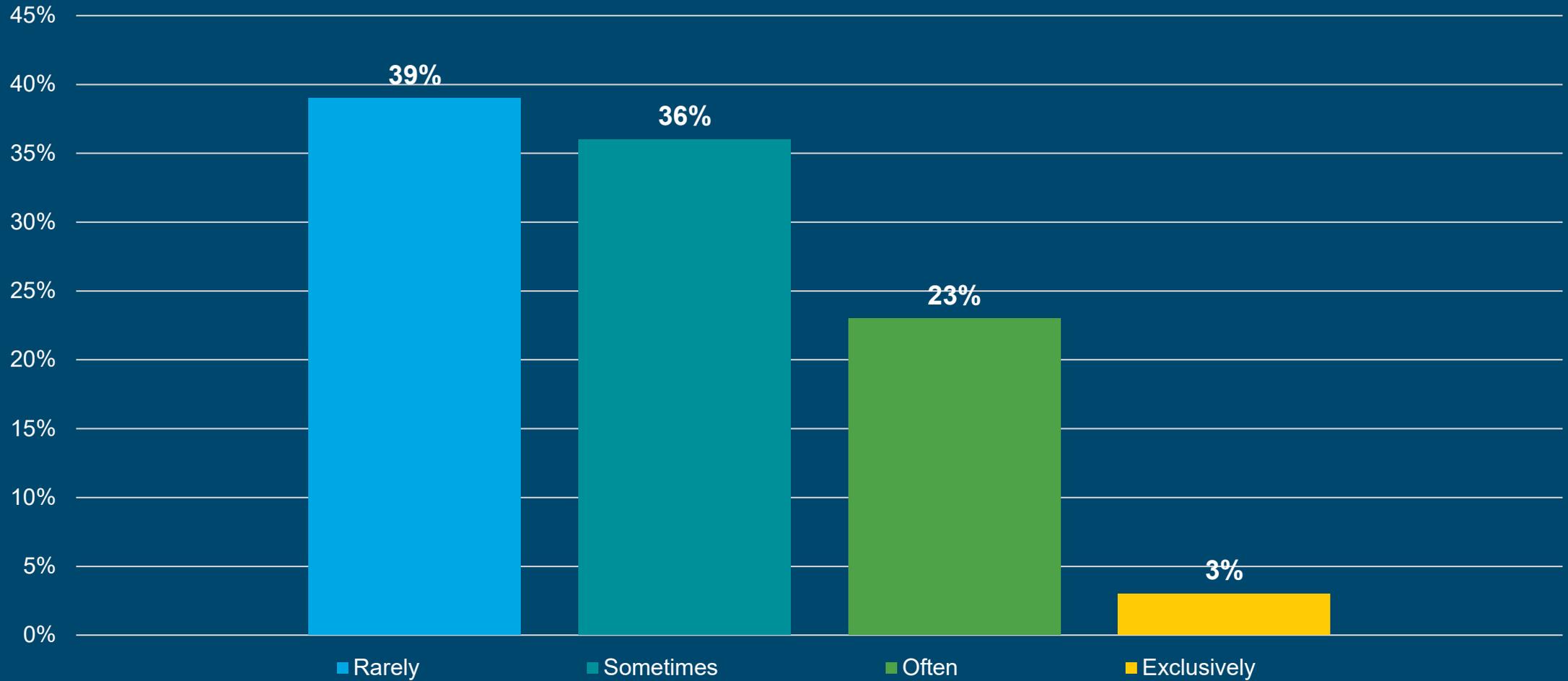
SERVICES

The WSBA provides high quality live and on-demand CLEs



SERVICES

I attend WSBA-provided CLEs:



MEAN RANK: MEMBER BENEFITS AND RESOURCES

Resource / Benefit	Mean Rank	Not Important at All / Not Very Important / Somewhat Important / Important / Very Important
Ethics Line	3.52	12% / 11% / 20% / 30% / 28%
On-Demand CLEs	3.35	12% / 15% / 21% / 26% / 24%
Deskbooks	3.23	20% / 11% / 18% / 27% / 23%
Live Remote CLEs	3.19	15% / 16% / 24% / 26% / 19%
Legal Lunchbox	3.14	20% / 17% / 18% / 20% / 26%
Free Legal Research Tool (Fastcase)	3.11	22% / 12% / 26% / 14% / 26%
WA State Bar News Magazine	3.01	10% / 21% / 36% / 25% / 8%
Free Health Counseling and Consultations	2.93	24% / 19% / 16% / 23% / 19%
Job Seeking and Career Assistance	2.75	27% / 20% / 17% / 24% / 13%
Law Firm Guides and Templates	2.51	34% / 16% / 22% / 21% / 7%
In-Person CLEs	2.47	26% / 30% / 23% / 15% / 6%
Member Wellness Program	2.46	33% / 19% / 24% / 16% / 8%

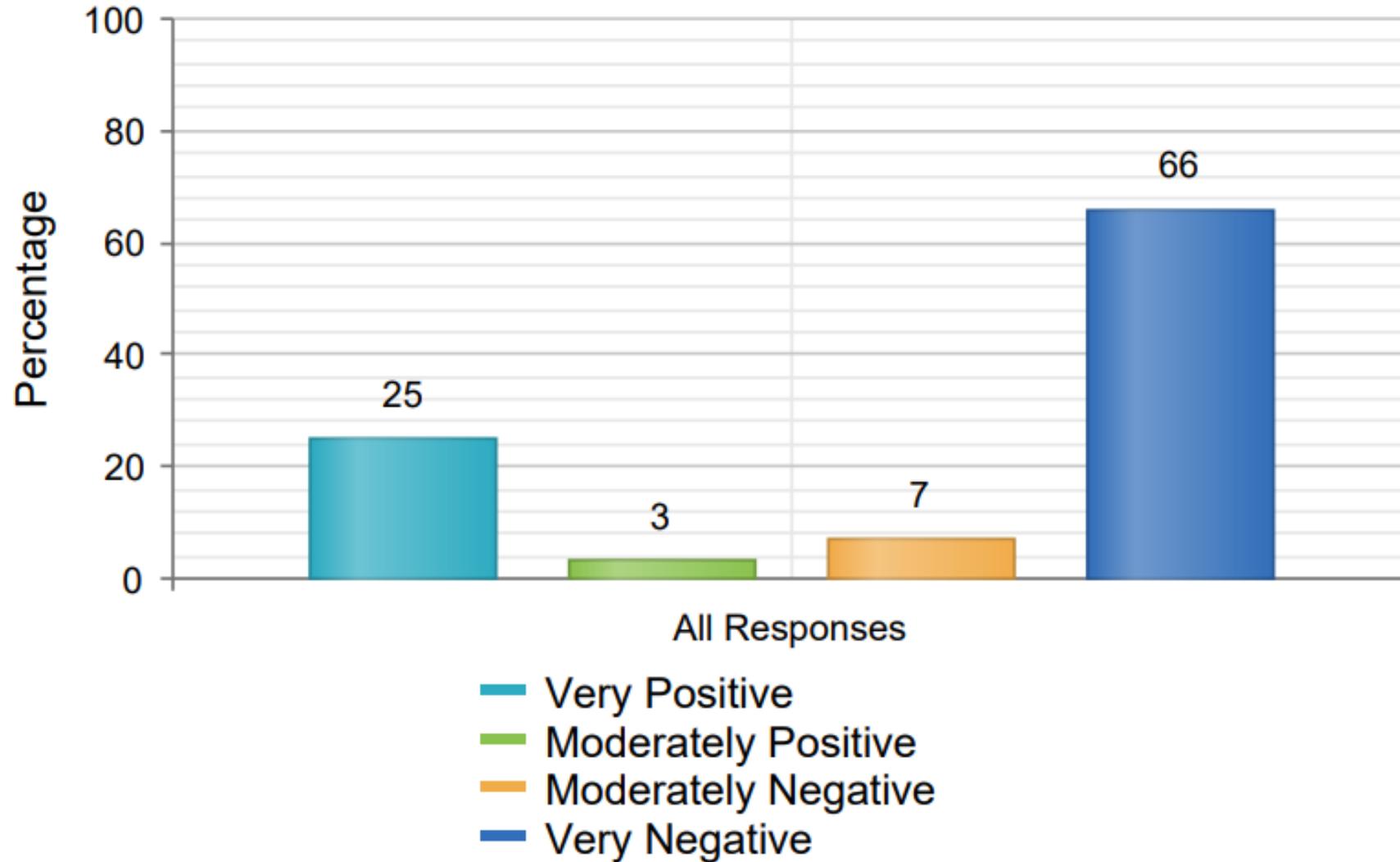
MEAN RANK: MEMBER BENEFITS AND RESOURCES

Resource / Benefit	Mean Rank	Not Important at All / Not Very Important / Somewhat Important / Important / Very Important
Mentorship Opportunities	2.41	31% / 24% / 25% / 14% / 6%
Retirement Resources	2.36	35% / 20% / 25% / 15% / 5%
Practice Management Assistance Consultations	2.29	38% / 21% / 21% / 15% / 6%
Lending Library	2.20	39% / 21% / 24% / 11% / 4%
Practice Management Discount Network	2.02	46% / 24% / 18% / 8% / 5%
Health Insurance Marketplace	1.93	53% / 20% / 14% / 9% / 5%

OPEN ENDED



SENTIMENT ANALYSIS WITHOUT “NEUTRAL”



WORD CLOUD

Comments

feel **bar** example forced diversity cle organization political
legal lunchbox topics applicable lawyer especially own cost
issue past **practice** limited **wsba** seattle attorneys
opinion magazine lot inclusion option time questions services
help **dues** value money board irrelevant discipline ethical rules
profession people please lower annual membership harassment
social issues focus **lawyers** disciplinary justice **law** criminal
benefit public system regulation court association burdens pay
free attempts consequences process support diverse white
providing washington paid expensive office downtown job
committee doing wa program racism filing bog taking illt
appears neutral meetings available professional understand minority
equity instead racist care fees race hire

SAMPLE WORD ASSOCIATIONS

Diversity

“I don't see any consequences imposed upon members for sexist and racist behaviors that should mean they do not have the character and fitness to practice law. There is a lot of talk about **diversity** and equality for non-white male attorneys, but no consequences for discrimination and hostile practices against those who are not white and male.”

“I have heard from many women lawyers that they routinely experience sexual harassment in their firms or from other counsel. I would like the WSBA to include education for male lawyers about sexual harassment of women lawyers. I don't know whether this has been addressed in the WSBA's program to increase **diversity** and inclusiveness in the legal profession. If it has not, it should be. There should be efforts to both 1) hire and promote more women lawyers, and 2) reduce the sexual harassment of women lawyers. I would start by -- yes! -- taking a survey of women bar members to determine their perceptions as to what kinds of sexual harassment they have experienced, and how the Bar could help address this issue.”

“The pandering to the political left is really tiresome. **Diversity** and inclusion are important. But they are not the only important thing.”

“More **diversity** needed at WSBA and in the legal profession generally. More support needed around supporting diverse legal professionals with career development as they may not have connections that white/affluent counterparts may have.”

“I feel like branching out into areas not specifically connected to oversight leaves the bar vulnerable to a Janus breakup. For example, having a forced **diversity** CLE is no different than having an mandatory Originalist CLE.”

Services

“As noted, my primary practice is in Oregon, but I have been impressed with the WSBA in my limited contacts. With that qualification, it seems important to identify critical areas and core competencies--as this survey attempts to do--and start with what is most important and/or is already adding real value. When the budget allows for additional **services**, be sure they are done well. Ideally, the Bar should have some role as an equalizer, raising the quality of practice and representation across the Bar by providing resources.”

“Focus on the basics - maintaining integrity of the profession and providing important **services** to its membership.”

“Member dues are too high. Allow for lower annual fees perhaps by offering a sliding scale. The cost of CLEs is also too high paired with the 45 credit requirement. I get ample professional development but I look for what is good, not what is qualified for CLEs. So then I find myself having to pay for CLEs that are completely irrelevant to my work just to check a box for WSBA. At least offer enough free on-demand CLEs that one could meet the requirement for free. I find most WSBA **services** to be irrelevant and/or very Seattle focused.”

“I strongly support WSBA providing career and job opportunity **services**, and anything that increases the number of law jobs and makes it easier for lawyers to find jobs. Increasing the public's access to lawyers is important, particularly if it also increases the number of law jobs.”

“I was unaware of some of the **services** and initiatives described in this survey and therefore ranked them low. This survey may yield more accurate results if it had a neutral/not applicable/I was not aware option.”

“Recognize that some of us pay more to stay in law than we earn for our legal services. I would prefer not to subsidize other lawyers' access to practice (a la the unified bar, where I don't have a choice). If others don't earn enough to pay for their own legal research or practice management **services**, that shouldn't be my problem.”

DEMOGRAPHICS



Category	Percentage
Age	<ul style="list-style-type: none"> • 21 to 30: 3% • 31 to 40: 16% • 41 to 50: 21% • 51 to 60: 23% • 61 to 70: 24% • 71 to 80: 12% • 80 and older: 2%
Gender	<ul style="list-style-type: none"> • Female: 44% • Male: 54% • Transgender: 0% • Non-Binary / Non-Conforming: 0% • Not listed: 1%

Ethnicity	% (number)
American Indian/Native American/Alaskan Native	1% (3)
Asian-Central Asian	0% (1)
Asian-East Asian	1% (3)
Asian-South Asian	1% (2)
Asian-Southeast Asian	0% (1)
Asian-Unspecified	0% (1)
Black/African American/African Descent	2% (4)
Hispanic/Latinx	6% (14)
Middle Eastern Descent	0% (1)
Multi-Racial/Bi-Racial	2% (5)
Not Listed	5% (11)
Pacific Islander/Native Hawaiian	1% (2)
White/European Descent	80% (80)

PRACTICE AREAS

Area	Percent
Criminal	10%
Government	10%
Other	8%
Family	6%
Civil Litigation	6%
Business-Commercial	4%
Estate Planning/Probate	4%
Real Property	4%
Health	3%
Litigation	3%
Personal Injury	3%
Judicial Officer	3%
Administrative-Regulator	2%

Area	Percent
Corporate	2%
Employment	2%
General	2%
Military	2%
Municipal	2%
Not Actively Practicing	2%
Torts	2%
Intellectual Property	1%
Bankruptcy	1%
Civil Rights	1%
Construction	1%
Contracts	1%
Disability	1%
Entertainment	1%
Environmental	1%

Area	Percent
Immigration/ Naturalization	1%
Indian	1%
Maritime	1%
Tax	1%
Workers Compensation	1%

UP NEXT



- **Q2 polling begins in January**
 - 3,000 survey invitations to be sent to randomly selected members
 - All those who responded to Q1 survey will be taken out of the selection pool for several years
 - Continued notification to all members about the survey
 - A professional analysis and presentation from NBRI's organization psychologists and statisticians to come at the end of Q4