AGENDA

1. How satisfied are members?
2. Members’ top priorities
3. How do members perceive us?
4. About the survey
MEMBER VALUE BY YEAR

Source: Member Satisfaction Survey 2011
MEMBER VALUE BY REGION

Source: Member Satisfaction Survey 2011
CFA INSTITUTE MISSION

To lead the investment profession globally by setting the highest standards of ethics, education, and professional excellence.
How effectively do you think CFA Institute is implementing its mission?

Source: Member Satisfaction Survey 2011
Source: Member Satisfaction Survey 2011
IMPORTANCE & SATISFACTION WITH STRATEGIC OBJECTIVES

Source: Member Satisfaction Survey 2011
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MEMBER PRIORITIES
Top Priorities (% Ranked #1)

- Promoting the value/increasing awareness of the CFA charter: 31%
- Promoting ethics and developing standards for investment professionals and firms: 19%
- Providing educational/professional development content to members: 16%
- Providing career development services and resources for members: 9%

Source: Member Satisfaction Survey 2011
PRIORITY

#1

Promoting the Value/Increasing Awareness of the CFA Charter
MEMBER PRIORITIES: #1

How satisfied are you with the level of awareness of CFA Institute/CFA designation/CFA Program in local investment market?
MEMBER PRIORITIES: #1

Satisfaction with level of awareness of CFA Institute/CFA designation/CFA Program in local investment market (% satisfied)

Source: Member Satisfaction Survey 2011

Map showing satisfaction levels in various countries:
- USA: 65%
- Canada: 76%
- UK: 72%
- France: 34%
- Germany: 44%
- Switzerland: 79%
- UAE: 64%
- China: 59%
- Japan: 49%
- Russia: 48%
- Hong Kong: 70%
- Singapore: 68%
- India: 43%
- Australia: 51%
- South Africa: 70%
MEMBER PRIORITIES: #1

“Continue to strongly increase the public awareness of the institute and its members.” (CANADA)

“Actively promote the CFA as the only benchmark of quality in investment.” (UK)

“Increase promotion and advertising of the brand and the designation in peripheral and emerging markets.” (ARGENTINA)

“CFA Institute should work towards further brand recognition, so that job opportunities for members increase in the investment industry.” (PAKISTAN)
Promoting Ethics/Developing Standards for Investment Professionals & Firms
MEMBER PRIORITIES: #2

To what extent do you agree or disagree that the following topics/issues are important for CFA Institute to focus advocacy efforts on in the coming year?

- Fiduciary duty for advisors: 33% Strongly Agree, 47% Agree, 47% Disagree, 80% Disagree
- Financial market regulatory reforms: 31% Strongly Agree, 45% Agree, 45% Disagree, 76% Disagree
- Development and promotion of CFA Institute Codes and Standards: 27% Strongly Agree, 51% Agree, 51% Disagree, 78% Disagree
- Corporate governance practices, shareowner rights, and executive compensation disclosures: 25% Strongly Agree, 50% Agree, 50% Disagree, 75% Disagree
- Supervisory regulatory reforms: 24% Strongly Agree, 48% Agree, 48% Disagree, 73% Disagree
- Financial statement presentation and convergence to IFRS as the single global financial reporting standard: 23% Strongly Agree, 48% Agree, 48% Disagree, 71% Disagree

Source: Member Satisfaction Survey 2011
MEMBER PRIORITIES: #2

“As users of financial information and knowledgeable investment practitioners, the CFA Institute members are in a wonderful position to comment on the problems of a very slanted investment/brokerage system in the US and abroad. Our opinion will matter so we need to speak up.” (USA)

“I think CFA Institute's awareness at regulators' and/or government level not high enough, so far to effectively influence decisions (at least in Europe).” (GERMANY)

“I think the Institute's work has to be more 'practical' in this area. I think that the Institute interest in Ethics is more rhetorical than genuine. We need to transform the Code of Ethics in a 'way of living', not just a statement.” (MEXICO)
Providing Educational/Professional Development Content to Members
MEMBER PRIORITIES: #3

Preferred CE Activities (% ranked #1)

- Publications (print): 23%
- Live: conference/seminar/executive education: 21%
- Publications (online): 15%
- Audio webcast/podcast: 12%
- Self-paced online course: 11%
- Video webcast/podcast: 11%
- Live:webinar: 7%

Source: Member Satisfaction Survey 2011
“Please continue to develop the continuing education resources...this is a critical area for any CFA charterholder. The body of knowledge is so vast and comprehensive that every CFA charterholder should be offered 'refresher' courses/material to keep their own knowledge base fresh and up to date.” (UK)

“Increase the frequency of continuing educational opportunities and create a more open platform to connect/network with other members.” (USA)

“Reinforce continuing education program in order to put additional pressure on employers to make the CFA Institute better recognized and foster strong personal involvement to meet the requirements with respect to the CFA designation.” (BELGIUM)
PRIORITY

#4

Providing Career Development Services and Resources for Members
MEMBER PRIORITIES: #4

46% of members seeking career change have used at least one CFA Institute career resource in the past year (primarily JobLine).

36%
“I would like to see the CFA Institute better enhance labour mobility through more than just a website.” (CANADA)

“Create a mentoring and coaching program to enable members to have a proper guidance in relation to their careers and their professional development needs.” (MAURITIUS)

“Career assistance, placement, etc. there are many out there who put a lot of time into the program and have not been able to capitalize on the effort over the last few years.” (USA)

“Organizing virtual job fair (online) for CFA charterholder and helping charterholder in finding the job they desire.” (LEBANON)
MEMBER PRIORITIES

#1 Promoting the value/increasing awareness of the CFA charter

#2 Promoting ethics and developing standards for investment professionals and firms

#3 Providing educational/professional development content to members

#4 Providing career development services and resources for members

Source: Member Satisfaction Survey 2011
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BRAND PERCEPTION

Attributes

...sets high standards of professional excellence 90%
...is an organization that you respect 88%
...is a thought-leader regarding global capital markets 59%
...is a steward of financial markets 52%
...is approachable 42%

Source: Member Satisfaction Survey 2011
Members consistently cited ethical, professional, prestigious, excellence, quality, expertise, competence, education, and worldwide as attributes that come to mind when they hear “the CFA Institute brand.” Word size illustrates proportional number of times members cited an attribute (open-ended).
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ABOUT THE SURVEY

Objectives
Survey feedback is used to help:
• Set organizational goals and priorities
• Identify member needs to inform product & service development and enhancements
• Assess overall performance as an organization

Methodology
• Online survey conducted 5-19 April
  • One reminder sent on 14 April
  • Out of 104,172 members, a geographically stratified sample of 45,428 were invited to participate in the survey to ensure sufficient response for conducting regional and country-level subgroup analyses.
    • 35% of those invited were from the Americas, 34% from EMEA, and 31% from APAC
  • 3,723 responded, for a response rate of 8% and a margin of error of 1.6%.

If you have any questions about this study, contact marketresearch@cfainstitute.org.
VOICE OF THE MEMBER
Member Satisfaction Survey Results
July 2011