

## Results of the IASI Membership Survey April 29, 2010

A survey of the members of the International Association of Structural Integrators (IASI) was conducted from mid-February to mid-April, 2010. Through Constant Contact (a web-based communication service for small businesses and non-profits), the survey was e-mailed to an estimated 600 members.

The response was great! Approximately, 35% (or 214 members) of those contacted participated. Results were analyzed using the rating or ranking score provided by Constant Contact and in more detail with the raw data. Over 580 written comments were read and categorized.

Results are presented in this report. A summary and discussion of the survey findings are first provided followed by question-specific results. The 2010 survey form and graphics generated by Constant Contact ([Appendix A](#)) also are included. An additional survey, to target the non-USA members and to gain additional insight, is planned for the near future.

### **SUMMARY OF FINDINGS AND DISCUSSION**

The findings of this survey were rich in information, suggestions and offerings of volunteerism! They point to curiosities as well as bring clarity. They help illuminate the horizon so that IASI can adjust its course accordingly.

A primary theme communicated by respondents throughout the survey was:

- Promoting structural integration (SI) as separate profession via a strong, coherent public relations and education campaign (to other professionals & public) and with legislative support, thereby "making SI a household word".

Secondary themes were:

- Promoting international representation and attention
- Increasing competency and skill in practitioners and schools and
- For IASI leadership, staying focused & keeping it simple.

The three most common reasons people joined IASI were evident:

1. Creating a professional organization that represents and advocates for SI as a unique profession.
2. Developing a more connected SI community.
3. Promoting high standards of professionalism and skill.

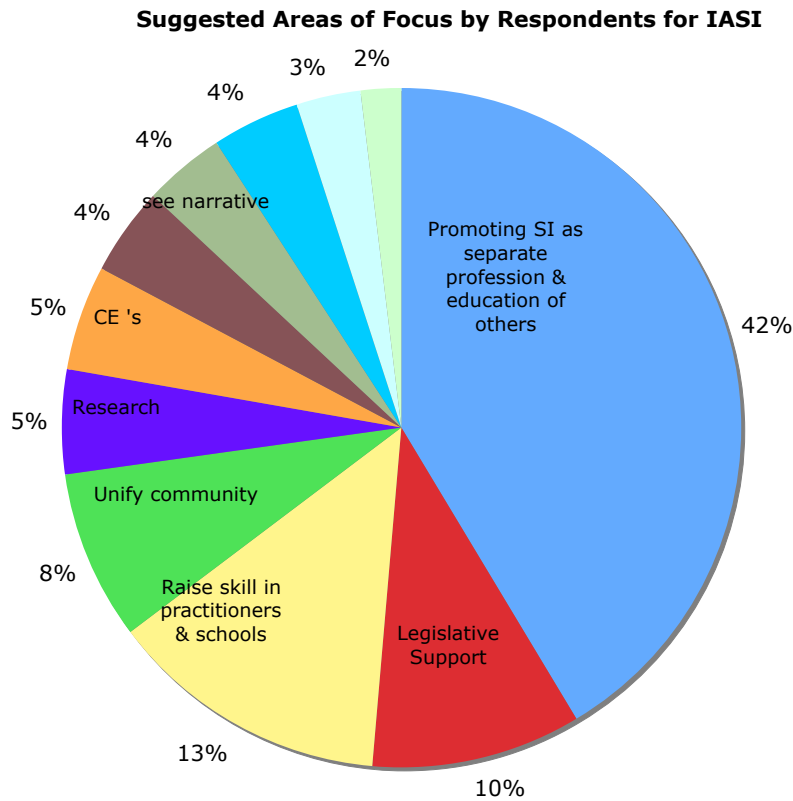
When asked what is valuable about IASI, respondents clearly indicated that having a professional organization that represents and advocates for SI was foremost. Following this was having a sense of SI community and receiving the yearbook of SI articles.

A key question in the survey was "How should IASI best focus our resources?"

Respondents, via written comments, clearly stated desires to promote SI as a separate

profession, to conduct a vibrant public education campaign (including other professionals), and to market our work. With this was a desire for “legislative support” (clarification of this meaning is needed and will be asked in a follow-up survey). The call to “make SI a household word” reverberated throughout the survey in response to this and other questions.

Building a sense of community, while considered a valuable aspect of IASI, was not considered a priority for use of resources now. This may indicate that we now have a more solid sense of community and, therefore, can focus our energies elsewhere. Maintaining the relationship of community requires attention and was noted by respondents. The need for a greater grassroots movement and /or development of regional chapters was expressed as a method to promote SI and develop more community.



Other key findings in the survey were:

- Respondents preferred symposiums offered every other year in the springtime.
- Continuing education courses focusing in “Structural” work drew the most interest (followed by “Movement” and “Visceral”).
- IASI was described as “pretty darn good”, as well as creative and sparkling!
- Perspectives on the website generally were positive with the expressed need of more web-based PR and marketing tools

A follow-up survey is recommended to help refine and clarify some of the findings and perspectives. Additionally, a survey specific for non-USA members was identified as a need.

What's next? For IASI to launch an educational and public relations campaign, that is, to promote SI as a unique profession and establish it as a household word, we, as SI practitioners, need to clarify some things. For instance:

- What are common, generally agreed upon, elements of SI that we can market now?
- What makes SI different from other modalities, such as massage therapy?
- What do we mean by legislative support?
- How do we organize, plan and launch the campaign?
- How can we streamline IASI and address our goals?

With these internal questions addressed, we will be more able to develop coherent messages and then be positioned to go outward and launch an education & public relations campaign. It's exciting work. We have amazing people as members of IASI. Our goals, at times, may seem daunting to achieve. By working together, bit by bit and remembering to have fun and be light-hearted, we will progress!

## QUESTION SPECIFIC RESULTS

### Question 1: Select up to five main reasons you joined IASI.

219 responses; Selected from 12 choices including other/comments.  
Three distinctive groupings of selections were evident.

The top three reasons selected clearly stood apart from other choices. 70 -84% of the respondents chose the following reasons:

- 1<sup>st</sup>. "To create a professional organization that represents and advocates for SI as a unique profession." 84%
- 2<sup>nd</sup>. "To develop a more connected SI community." 73%
- 3<sup>rd</sup>. "Promote a high standard of professionalism and skill in SI world" 70%

The next grouping of reasons selected was chosen by 28 – 37 % of respondents.

- 4<sup>th</sup>. "Access to SI continuing education opportunities." 37%
- 5/6<sup>th</sup>. Receive annual yearbook." 32%
- 5/6<sup>th</sup>. Easier access to information exchange, research, etc." 32%
- 7<sup>th</sup>. Learn more about what other SI practitioners are doing." 28%

The remaining six choices were selected by 9 – 19% of the respondents.

Some of the comments provided were:

"to keep an eye of whether the rolfing name gets co-opted"

"establish a S.I. curriculum"

" I thought the IASI mission was to make it legal for us to work in any state"

"because of the grandfathered-in exemption to the exam"

## **Question 2: What is valuable to you about IASI?**

209 responses; Assigned value (low to high) for 9 items.

The majority, 60 – 92%, of the respondents assigned a “medium” or “high” value to all the items listed.

Clearly, what was most valuable to most of the respondents was: “A professional organization that represents and advocates for SI”. This was considered high value by 78% of the respondents. When combined with 14% for medium value, 92% of respondents considered this to be of medium or high value.

Of next value was: “Sense of being part of a larger SI community”. This was selected as high value by 57% of the respondents. When combined with the 30% that selected it as medium value, 87% of respondents considered this to be of medium or high value. This combined % is similar to that of the combined “professional organization” item value described above, however the difference in the high value of 78% versus 57% may be noteworthy.

The “Annual yearbook” was considered to be of high value by 54% of respondents. 34% respondents consider this as medium value and when combined together, 88% of respondents selected this as medium or high value. Again, this combined percentage is similar to that of the first two items.

The “Newsletter” was solidly valued as medium by 53% of the respondents, which was the most percentage in the medium category. However, it had the least amount of respondents, 19%, that valued it as high.. Combined medium and high values resulted in 72% of the respondents considered this to be medium or high value.

The “Certification exam process” had the lowest combined value rating of 62%. Evenly split, 31% of the respondents considered the process to have a high value and 31% a medium value.

Thirty-eight people provided written responses. Many, 40%, emphasized importance of promoting SI as separate profession, (ie “develop a PR wing”, present a collective image, legal status, education of other professional communities, etc.). Other comments regarded unifying community (20%) and supporting skill levels of individuals and schools (24%) as what is valuable about IASI.

## **Question 3: When would you prefer a symposium?**

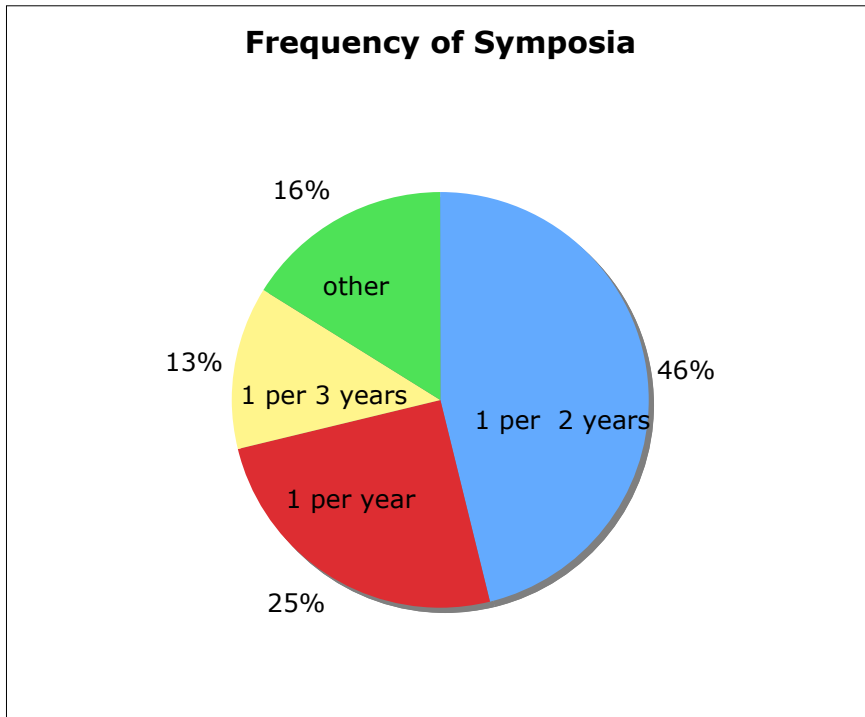
166 responses

Spring was the most preferred time for the symposium (45%). Summer was next with 30%, followed by fall (12%) and winter (11%). Combining first and second choices, 83% selected spring and 51% summer.

**Question 4: How often would you like a symposium?**

213 responses

1 every other year was the most common response (46%). Followed by 1 every year (25%) and 1 every three years (13%). Additional comments suggested symposiums in other places such as Europe, link symposiums with FRC, and have more than 1 symposium/year.



**Question 5: What do you want or need from IASI that is not available?**

179 responses & 36 written comments

The rating (not important to most important) and selection categories did not capture or convey information well. When combined with the written comments a more complete understanding was presented.

The 36 written comments provided more substantive information in their identification and emphasis of needs. The need for public relations and the education of other professions was strongly advocated for, as well as the broader category of promoting SI as a separate profession. Within this, responses identified more legislative support needed. Additionally, the need for individual healthcare, retirement, and being more active in healthcare reform was highlighted.

The percentage of respondents that selected “most important” as a want or need for a particular category follows:

More legislative support 55%  
More marketing resources 50%

More direct participation in healthcare reform 46%  
Option to purchase health insurance 45%

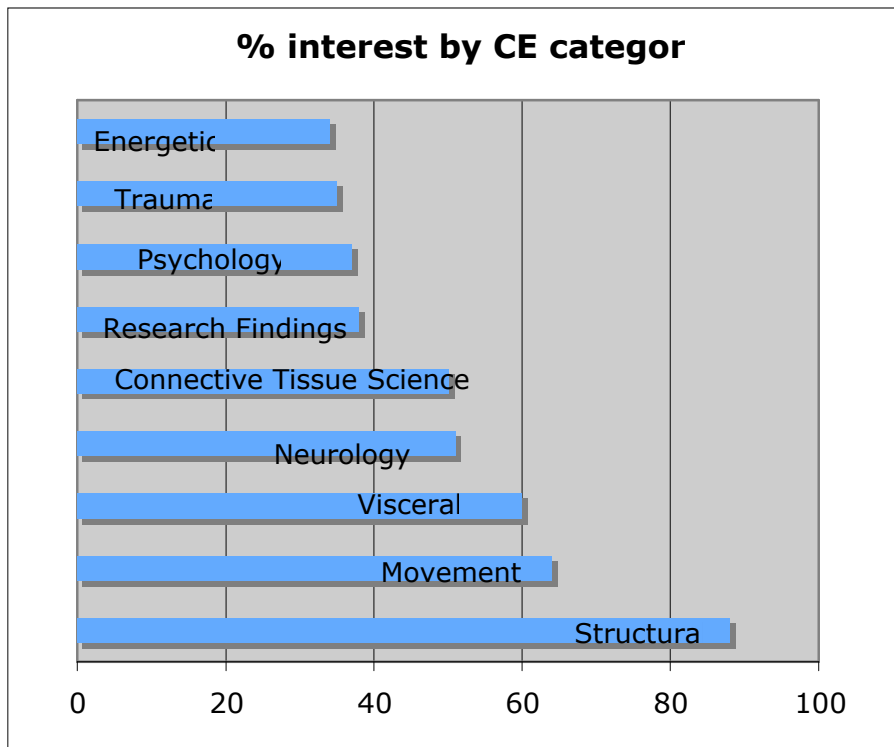
Mentoring 37%  
Business advice 35%  
Practice set up 24%

Amount of emails (less or more) 2-12% selected as most important.

**Question 6: What type of continuing education are you interested in?**

204 responses

Most, 88%, of the respondents were interested in "Structural" CE's. Next was "Movement" with 64%, followed by "Visceral" with 59%. "Neurology" and "Connective Tissue Science" followed closely with 51% and 50% respectively.



Written comments offered other categories of interest such as the traditional 10 series, animals, successful business practices, embryology/evolution, holistic/integrative aspects of SI, unpreserved dissection, and working with children and adolescents.

**Question 7: How can we serve our Non-US members better?**

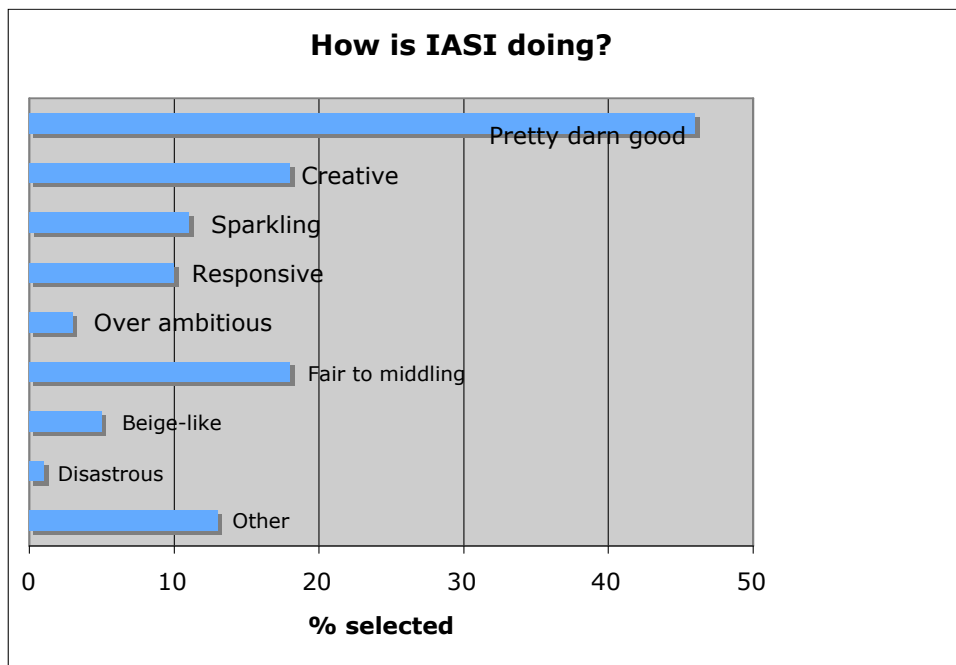
46 written responses were received.

23% requested a symposium(s) be held in other countries than the US. 18% wanted regional chapters of IASI and 13% wanted to be able to take the exam and not have to travel to the US.

Requests for a survey specific to international community was stated by 10%. Suggestions of offering CE's/symposia as pod casts or DVDs (10%), materials or CE'S translated (8%), increased international presence in newsletter, BOD, etc (8%), public relations, and mentoring opportunities also were other suggestions.

**Question 8: Our mission is “To be the leading professional organization for the advancement and promotion of SI as a cornerstone to health and well-being through education, community and communication.” How is IASI doing?**

204 responses



“Pretty darn good” was selected by the most, 46%. When combined with other positive opinions “Sparkling” 11% and “creative”18%, a favorable rating of 75% was tallied.

10 % felt we were “responsive”, and 3% “over ambitious”.18% felt we were” fair to middling”, 5% “beige-like” and 1% “disastrous”.

Written comments expressed some additional opinions like “It's too early to tell”, “priorities are off base”, “awesome start, now need to develop public presence”,

### **Question 9: Would you like marketing literature, packages, or templates available?**

189 responses

The majority of respondents wanted marketing items. 78% wanted brochures, 72% wanted computer templates and 62% wanted materials for booths or fairs.

Additionally, 29 written responses were received. Respondents wanted information for medical or other professional communities and more general SI marketing/PR work. Concerns expressed primarily revolved around that marketing material could be helpful depending on content and how it looked. Some of the notable ideas or comments were:

“provide a PowerPoint or Adobe presentation that we can use at workshops, events, etc that explains SI and role of IASI.”

“Newsletter for clients or other professionals”

“Marketing is KEY for the future success of our field. Please have some 5<sup>th</sup> avenue types to help with design”.

“We need concise and organized material for all members to get the public educated about us”.

“Hire a marketing and PR director. I would pay \$100 more a year to this end”.

“A national campaign to promote SI would allow me to leverage and better promote myself”

### **Question 10: How is website serving you?**

155 written responses

32% of respondents were positive about the website. 14% stated it was OK. 3% had unfavorable comments and 19% don't use it. The remaining 32% of the comments were diverse and not easily categorized.

The main use of the web site, as stated by some respondents, was for practitioner location. Another common reason was to learn about and sign-up for CE opportunities. Numerous members stated they forget their passwords and therefore don't use the site. Several members stated they were not getting referrals from the website and wanted that referral source.

Responses that addressed how to improve or change the website are considered with Question 11.

### **Question 11: What would you like to see changed or enhanced (about the website)?**

69 written responses

The primary message that respondents shared was more PR and marketing on the web and website. Indication was that the site be geared more toward educating the public and other professionals, as well as retaining the members-only features. This also included easier access to and ability to download research or information for practitioner, other professionals and client use.

Some comments were that the web site was heavy and cluttered and that the members-only section was awkward. Suggestions included to simplify and to have navigation more intuitive.

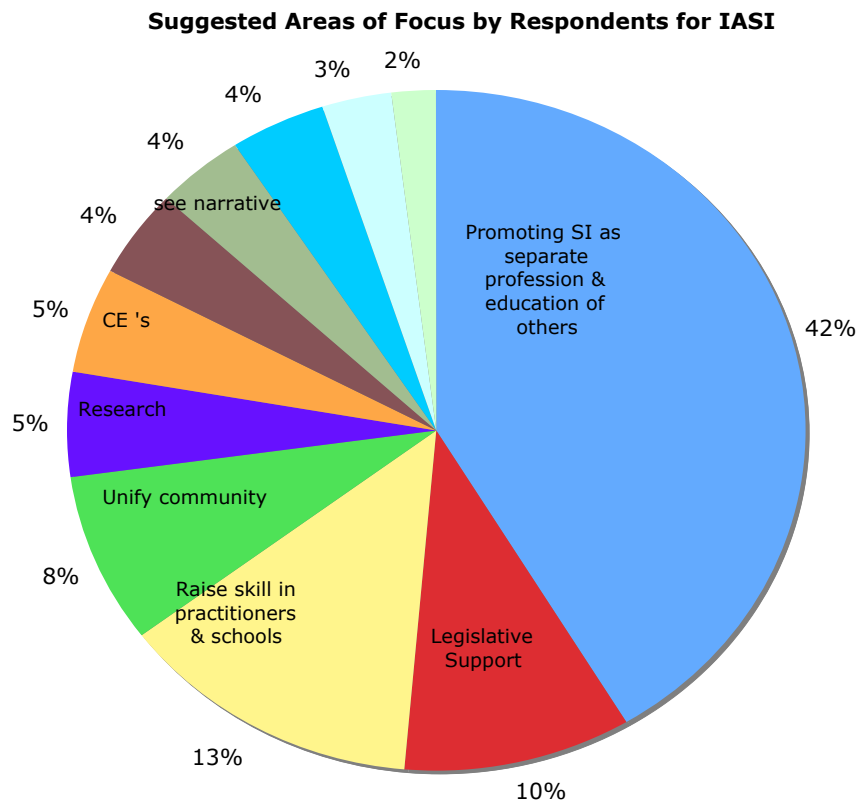
Others felt the site looked great and that it works nicely, "no changes necessary" and they "liked it as it is".

Miscellaneous comments included: to have more international thinking, alternative language choices, to promote Board certified practitioners over others, and that the website is "a step toward legitimizing the profession".

**Question 12: Given limited budgets and people power: how should IASI best focus our resources?**

99 written responses

The related concepts of promoting SI as a separate profession, the education of other professionals and the public and legislative support most often were cited as how we should focus (51%). Increasing skill and competency levels in practitioners and schools were the next most common focus (13%).



In more detail, the related categories can be broken down as follows:

- Promoting SI as separate profession = 24%
- Education of other professionals and the public = 17%
- Legislative support = 10%
- Skill and competency levels in practitioners & schools = 10%
- Skill and competency levels in schools = 3%

Having or building a sense of community was considered to be primary by 7% of respondents. Community had a much higher importance in Question 2 – what is most valuable about IASI. The lower rating for focusing resources may indicate that IASI has already built a solid sense of community and can focus elsewhere now.

Other areas of IASI focus were represented around 5%. These included: research, training opportunities, mentoring, exam process, and the recommendation to simplify and not get spread too thin.

There were many valuable comments shared. Here is just a sampling of them:

*“make SI a household word”*

*“IASI needs to be focus and be practical...stick to basics with straight-forward management of our main goal and resource, financial and human. #1 in my opinion is developing SI as a separate profession.”*

*“creating a face and a platform to showcase SI to the public and western-medical world to increase our visibility and credibility”*

*“consolidate us as a profession legally”*

*“exam, yearbook, newsletter, community building”*

*“maintain cohesive organization. Attract more members”*

*“I think more needs to be done within IASI than trying to bridge with other HCP -we don't yet have a unified sense of profession”*

*“support people who have graduated from qualified schools with things that they need: health insurance, liability, good disability insurance, long term care...we are all hard-working and self-employed, but have no professional organization for protection, like a union.”*

*“promoting the CBSI and exam”*

*“getting SI on par with massage therapy, physical therapy, acupuncture and chiropractic in the public mindset”*

*“legislative support for state licensure”*

*“encouraging improvements in basic training across the board. Our standards are far lower than they should be”*

*“more transparency with money”*

*“IASI needs to decide what it is, first and foremost – is it inward-looking, ie SI practitioners; or outward-looking, taking SI to the outside world. This will then allow the executive to channel the resources appropriately. IASI shouldn't try to be all things to all people; it should walk before it runs.”*

*“meditate and visualize what you want to see”*

### **Question 13: What type of information would you like to see in the newsletter?**

194 responses; Indicated level of importance for 8 items.

“Scientific research” was identified the most often (67%) as “highly important” to include in the newsletter. “Continuing education” was the second most often (57%) as highly important to include and “Professional activities” third with (41%). Other types of information were identified 6 – 27% of the time as “highly important”.

Combining the designation % of highly important and medium importance for the topics showed some slightly different results. “Scientific research” and “Continuing education” were still the top choices and were identified similarly with 96% and 93%, respectively, of the respondents considering these topics as medium or high importance. Next was “Policy updates” with a combined importance of 77% and “Editorials” with 68%. The remaining topics of “professional activities,” “volunteer opportunities”, and “social activities” were selected 41-56% of the time in the combined medium and high level.

The 15 written comments provided some suggestions for the newsletter. These include:

an index for articles,	general articles for use in PR/education,
peer reviewed articles,	happening of IASI & the 5-year plan,
volunteer opportunities,	case studies,
obituaries	announcement of new members
abstracts of research articles	short interviews with SI practitioners.

### **Question 14: Any other comments...?**

56 written responses

These were diverse comments. Some underscored previously shared comments. Others offered appreciation and words of encouragement. And some expressed concerns or provided constructive feedback.

Here are some of the comments paraphrased. Also included are comments from some other questions that were more pertinent to place here.

The exam:

Have SI exam cater more to the entire SI community & less to Rolfers.

The certificate & the wording is great. Very professional. Proud to display it.  
Seems exam not getting much support. I enjoyed it.  
Thanks CBSI.  
Test anxiety preventing some from taking exam. Help.

### Perceptions

Loss of confidence following Malta meeting. The workshop was perceived as very costly to IASI.  
Turned off by low standards of schools allowed in IASI, such as SI Australia.  
Perception that IASI accredits schools.  
Loss of integrity when grandfathering "promise was broken".  
Serve constituents first rather than pursuing won hobby horses.  
Exam content driven by personal motives not by things agreed upon and is just a collection of "pet" questions.  
Concern that one will have to take exam to be a IASI member.

### Yearbook & Pedro's Ida P. Rolf Library

Keep in YB in print form and make articles accessible online. Format so accessible worldwide.  
Yearbook is great.  
Link to and support Pedro Pradro's library and get search engine to find it and articles.

### Community & PR

Have smaller, local chapters supported by larger IASI in order to accomplish mission statement.  
Members used to form grassroots effort to spread name of SI and done in unified approach.  
European community feels scattered. Help.

### "SIWOB" (Structural Integrators Without Borders)

Would like to see a body of people who would come together as a highly trained team of disaster interventionists

### Appreciations

The task is hard, the spirit in good, let's continue!  
Fabulous job moving forward & bringing peace to SI family.  
Thank you!

## **APPENDIX A. 2010 IASI Membership Survey and Graphic Representation of Results by Constant Contact.**