

Speech-Language & Audiology Canada 2021 Membership Survey Report Summary

INTRODUCTION

Speech-Language & Audiology Canada (SAC) is the premier national association representing speech-language pathologists (S-LPs), audiologists and communication health assistants inclusively. As a membership-driven association, SAC values the perspectives of our membership about the programs and services we offer.

SAC conducted an online survey using the SurveyMonkey platform from March 9 to March 29, 2021. The survey consisted of 51 questions about SAC's programs and services. SAC members and associates received the survey by email in English or French. The survey was also shared on social media and the SAC website.

SAC is pleased to make available the key findings of this survey.

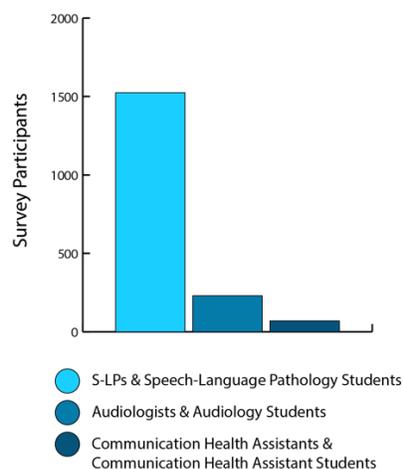
SURVEY HIGHLIGHTS

Who completed the survey?

A total of **1,824 SAC members and associates** completed the survey including **175 students**:

- **1,524** S-LPs and speech-language pathology students;
- **230** audiologists and audiology students; and,
- **70** communication health assistants and communication health assistant students.

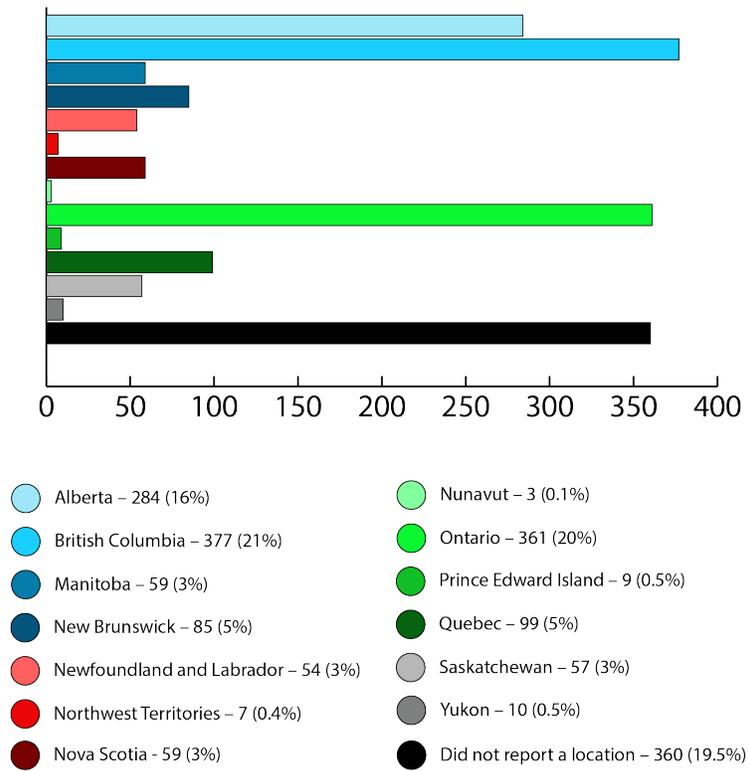
Figure 1: 2021 SAC Member Survey Results - Total Number Breakdown by Profession



The response rate was approximately 30%. The survey sample was representative of SAC’s membership across membership category, profession, gender identity, and province or territory of practice or study.

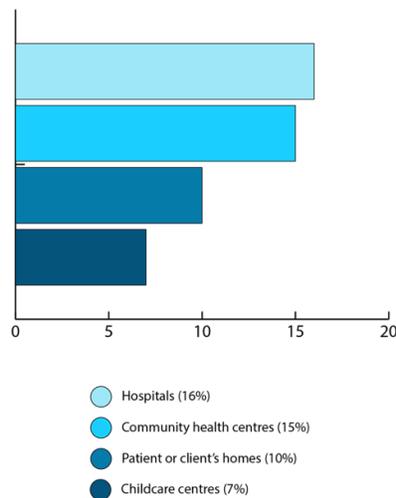
Respondents practiced or studied in:

Figure 2: 2021 SAC Member Survey Results - Total Number Breakdown by Geographic location



Most respondents reported working in private practice (28%) or schools (28%). Other work settings included:

Figure 3: 2021 SAC Member Survey Results - Total Number Breakdown by Types of Practice



What did respondents say about SAC's programs and services?

The majority of respondents reported they are satisfied with SAC as a professional association. Members and associates highlighted the value and quality of many of SAC's services and programs including the SAC Professional Development Program, professional resources, publications and professional liability insurance (PLI).

The top 5 essential SAC programs and services for S-LPs and speech-language pathology students:

1. Live professional development webinars and the SAC Webcast Library
2. PLI
3. Advocacy
4. Cumulative Index of Nursing and Allied Health Literature (CINAHL) Complete
5. Public awareness campaigns

The top 5 essential SAC programs and services for audiologists and audiology students:

1. Advocacy
2. PLI
3. Live professional development webinars and the SAC Webcast Library
4. Public awareness campaigns
5. Position papers and statements

The top 5 essential SAC programs and services for communication health assistants and communication health assistant students:

1. Live professional development webinars and the SAC Webcast Library
2. Advocacy
3. PLI
4. Speech & Hearing Month
5. Public awareness campaigns

How can SAC better meet the needs of members and associates?

Survey responses members indicated that SAC should:

- Increase the number of high-quality SAC webinars and webcasts;
- Engage in more advocacy at the federal as well as the provincial and territorial level;
- Initiate more effective public awareness campaigns about the roles of S-LPs, audiologists and communication health assistants;
- Continue to release professional resources including position papers and statements as well as information sheets;
- Develop best practice guidelines;
- Expand the Mentorship Program to include mid-career professionals and communication health assistants;

- Clarify the purpose and requirements of the SAC Certification Program; and
 - Improve SAC’s website to facilitate access to professional development and other SAC resources.
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CONCLUSIONS

The 2021 Membership Survey allowed SAC members and associates to share their opinions about SAC programs and services. The survey results indicate that **professional development and resources** as well as **advocacy** are SAC’s key value propositions.

SAC used the results of the survey to inform the SAC 2022-2025 Strategic Plan, which includes:

- An ongoing commitment to the provision of quality, on-line professional development as a membership-only benefit;
- An emphasis on advocacy as well as public awareness campaigns targeting key stakeholders at the national, provincial, territorial and local levels;
- Development of professional resources of topics of importance to members and associates, including an assessment of the feasibility of SAC best practice guidelines;
- Expansion of the SAC Mentorship Program to support mid-career professionals and communication health assistants;
- Evaluation of the SAC Certification Program; and
- Launching the new SAC website.

SAC wishes to thank all the SAC members and associates who completed our survey and provided their insights and perspectives. SAC will continue to use the survey data to inform future programs and services.