



2014 AASP Membership Survey Executive Summary Prepared by Yopko Penhallurick (YP) August 2014

In June 2014, AASP conducted a member survey to gain input for future association branding and marketing initiatives. While AASP's current membership approaches 2,000, this survey focused specifically on Professional, Early Professional and Senior members (excluding the Student and Affiliate members who may be surveyed at a later time). The targeted survey audience (1,132 members) received a link to the online survey via Survey Monkey, administered by AASP's management office, Holland-Parlette Associates (HP).

At the conclusion of the survey period, the total number of respondents was 252 or 23% of those surveyed. Many respondents included their name in order to be entered in a drawing for a free conference registration. The winner of the drawing was Henric Johansson of Norway.

This summary provides an overview of responses and accompanies the full report which was prepared and tallied with the assistance of Jill Thompson (HP), Betty Weibel and Stephanie Trem (YP) and Jon Metzler (AASP President).

Overview of the Survey Respondents

- 51% men and 49% women
- 61% from the 31-50 age group
- 12 different countries represented with the majority from the United States (87%)
- 39 states represented with the most from California (13%)

Overview of Membership Responses

- 24% have been members of AASP for 6-10 years
- 85% are Professional members of whom 52% are university faculty and 47% are private practitioners
- 51% are Certified Consultants of AASP
- 43% listed State Licensed Psychologist and 37% listed USOC Registry as credentials
- Most tend to be satisfied with their AASP membership:
 - Quite satisfied (48%)
 - Neither satisfied nor dissatisfied (33%)
 - Quite dissatisfied (11%)
 - Extremely satisfied (5%)
 - Extremely dissatisfied (3%)
- 95% said they planned to renew their AASP membership after this year. Frequent comments regarding why they will or will not renew related to:
 - Maintaining Certified Consultant status
 - Conference attendance or presentation
 - Professional duty or networking
- Comments on what would add value to the AASP membership provide a good view of the range of concerns for the direction of AASP included:

- Certification process and enforcement
- Promotion of the profession/future job generation
- Conference offerings
- Defining the focus of AASP—exercise/performance/sport
- Marketing the field and Certified Consultants
- Expanding membership perks

Branding Feedback

A list of all responses is included in the full report, however, for the following questions, majority responses are listed.

- Most frequently listed “words that come to mind when you see the current AASP logo”
 - Confusion/confused/confusing (53)
 - Movement/moving/motion (28)
 - Arrows (16)
 - Direction/directions (16)
 - Boring (13)
 - Multidirectional/multiple directions (11)
 - Professional/professionalism (11)
 - Purple (10)
 - Active/action (9)
 - Application/applied (9)
 - Busy (9)
 - Chaotic/chaos (9)
- Most frequently listed “words that come to mind when considering the current name of the organization”
 - Sport/sports (31)
 - Profession/Professional organization (30)
 - Psychologist/psychology (15)
 - Applied (14)
 - Application/application based (11)
 - Organization (10)
 - Practical/practical application (10)
 - Athlete/athletes (9)
 - Academic (8)
 - Performance (8)
 - Research/research based (8)
 - Clarity/clear (7)
 - Limited/limiting (7)
- Most frequently listed “words that come to mind when considering the title Certified Consultant of AASP”
 - Professional/professionalism (29)
 - Credential(s)/Credentialed (17)
 - Qualified (17)
 - What/what kind of consultant/In what?... (13)
 - Confusion/confusing (12)
 - Consultant/consulting (12)
 - Meaningless (12)
 - Certified (11)

- Experienced (11)
- Trained/training (11)
- Competent/competency/competence (8)
- Expert/expertise (8)

- Most frequently listed “words that SHOULD come to mind when considering the current name of the organization”
 - Professional/professionalism (54)
 - Sport/sports (33)
 - Performance (21)
 - Psychology (21)
 - Leader/leadership (15)
 - Applied/applied science/applied performance (13)
 - Clarity/clear (10)
 - Sport psychology (10)
 - Excellence (9)
 - Quality (9)
 - Credibility/credible (8)
 - Expert(s)/expertise (8)

- Most frequently listed “informal title used to label yourself/profession for the public”
 - Sport psychologist
 - Sport psychology consultant
 - Mental skills coach

Social Media Feedback

- While 96% have visited AASP's website, fewer report having used AASP's social media platforms: Facebook (37%), Twitter (24%), YouTube (15%)
- The majority of those visiting AASP's social media platforms do so infrequently—less than monthly

Practitioner Feedback

127 members of 229 who responded to this question (56%) said their primary professional responsibility focused on direct application with clients. That group responded to additional practice questions to provide the following data:

- Average percentage of time spent working toward desired outcomes:
 - Performance excellence (55%)
 - Psychological diagnosis/remediation (24%)
 - Coaching excellence (14%)
 - Physical fitness enhancement (8%)
- Most frequently listed specialization areas:
 - Sport Performance (110)
 - Stress management (78)
 - Life skills (69)
 - Coach/parent education (64)

Client overview

Respondents ranked the highest percentage of various client characteristics. The highest median rank gives insight into the typical client across respondents. The typical tend to be:

- Under 30 years old with the highest percentage of clients served in the 19-23-year-old (College) range, followed by both 14-18 (High School) and 24-29-year-olds.
- Male, White Euro/American, from a middle socioeconomic status
- Identified as an Athlete (as opposed to coach/trainer, non-competitive athlete, recreational exerciser, or parent)
- Referred through word of mouth, Internet, and company website, respectively. The AASP Consultant finder was the second lowest ranked referral mechanism
- Referred equally by peer athletes, coach, parents, self and health care professionals

Practice overview

- 41% have served 65 or more clients over the past 12 months
- The typical client meets once a week (69%) and has been with practitioner less than a year (71%)
- The top five most frequently represented sports
 - Running (long distance, track/field) (67)
 - Golf (60)
 - Baseball (58)
 - Swimming (54)
 - Tennis (52)
- The primary reason for clients seeking services was to enhance focus/concentration and enhance self confidence (tie) with a secondary reason being to enhance motivation
- The top two circumstances clients tend to seek services are when problems arise and prior to major performance, respectively
- When asked to describe their work, the average amount of time spent was relatively equally distributed across counseling (35.6%), consulting (33.6%) and teaching (30.8).
- Average percentage of time spent in respective delivery methods:
 - One-on-one sessions (56%)
 - Group/team sessions (18%)
 - Educational/instructional sessions (16%)
 - Interactive workshops (11%)
- 81% report using telephone and 59% report using Skype/video conferencing as technology that supports their practice
- 71% of practitioners have a method to measure effectiveness in place

Future growth

- 90% want to grow/increase their business in the future
- The largest groups ranked for the future client growth were High School athletes and College athletes (tied) followed closely by Youth athletes, Elite amateur athletes, and Professional athletes, respectively