

# Member Engagement 2018

## Who we heard from.

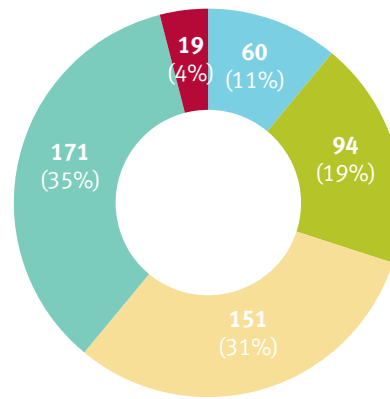
Dietitians of Canada's Board of Directors represents members. We use your input to shape the vision and values of the association. In 2018 we engaged members to hear their comments and feedback on future directions.

### 2018



Member Dialogue at national conference in Vancouver 2018  
~200 members

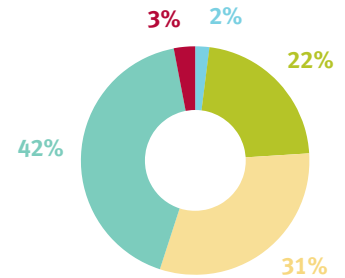
Member Survey (online July to September 2018)  
295 members



WHO WE HEARD FROM

- Not Indicated
- Baby Boomers 1945-1964
- Gen X 1965-1979
- Gen Y 1980-1994
- Gen Z 1995 and later

DIETITIANS OF CANADA MEMBERSHIP (2017)



Gen Z's represent an important segment as future dietitians and members. The Board is planning focus groups with Gen Z for Spring 2019.

## What we heard. Dietitians of Canada is a respected and unified national voice of dietitians.



### The unique value Dietitians of Canada provides:

- Connections (networking)
- Unparalleled liability insurance (cost and coverage)
- Education and resources (PEN, Learning on Demand)
- Promotion and support of dietitians

“ A sense of connectedness and a group that genuinely cares about the progression of the profession. ”



### Non-members can be encouraged to join by:

- Introducing creative membership pricing strategies (discounted rates, including PEN and/or Learning on Demand, offering different membership levels)
- Promoting key benefits such as liability insurance, PEN, Learning on Demand and networks
- Continuing to work on the dietitian branding
- Promoting the power in numbers for advocacy and a true national voice



### Skills members need in the next five years to elevate their abilities and successes within the profession:

- Social media skills to increase presence of dietitians
- Marketing and business skills
- Counselling and communication skills to work with diverse groups

“ We all need better elevator pitches about ourselves and what we do to compete effectively... ”

Contact the Board anytime at [board@dietitians.ca](mailto:board@dietitians.ca)

Learn more about member benefits at [dietitians.ca/join](http://dietitians.ca/join). Learn more about Board work at [dietitians.ca/board](http://dietitians.ca/board).