Project Management Institute—Orange County Chapter

2013–2015 Marketing Plan

Communications, Marketing, & Outreach

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Executive Summary/Introduction

Founded in 1989, the Project Management Institute of Orange County (PMI-OC) is recognized as one of the premier project management professional organizations in the nation, and the chapter has received professional awards at the North American Congress, including Chapter of the Year, Volunteer Program of the Year, and the Component Collaboration Award.

In recent years, PMI-OC has focused on increasing member and non-member participation in PMI-OC-sponsored educational and networking events. This effort has included a strong and focused marketing effort (i.e., social media and internal and external marketing) designed to improve communication and increase awareness among members and the Orange County business community about the chapter's offerings. The results have been significant, as measured by increased interest in PMI-OC events such as monthly dinner meetings, Advanced Topic Seminars, PMI-OC Project of the Year Award, and annual Project Management Conference. Positive results also have been seen in increased revenue from advertising and sponsorship opportunities associated with these activities, as well as increased attendance at PMP prep classes.

Now with a solid communications and marketing structure in place, PMI-OC will focus on its new Learning, Serving, and Leading (LSL) Pathway for project managers. PMI-OC is dedicated to professional development and networking opportunities for project managers and project participants. Learning, serving, and leading are cornerstone principles of PMI-OC. Based on these values, PMI-OC has had great success, including 24 years of service and 1,700 members. It also is recognized as the second largest chapter in California, the fourth largest chapter in Region 7, and one of the top 50 chapters in PMI Global.

In 2012, PMI-OC introduced the innovative LSL Pathway with the knowledge that volunteering offers project managers the opportunity to gain transformational experiences and insights that will benefit them individually, as well as extend to the organizations with which they are associated such as their place of work, PMI-OC, and PMI Global. This is exemplified by numerous volunteer leaders at PMI-OC who have made a significant impact on the chapter and beyond. According to their testimonials, volunteering at PMI-OC has provided many important benefits, including improved project management, leadership, and communications skills, as well as significant personal and professional growth and the creation of considerable personal and professional friendships and associations.

With that said, the Learning, Serving, and Leading Pathway offers many opportunities for chapter members to learn, serve, and lead at the chapter and global levels. The LSL Pathway, with its progressive elaboration experience, is the key topic being addressed by this marketing plan for 2013 and beyond.

SWOT Analysis

Analysis Overview

Strengths	Weaknesses
• Part of PMI Global Operations Center (GOC), an internationally recognized project management professional association. • Approximately 1,650 members consistently pay the $35 annual membership fee. • PMI-OC is celebrating its 24th anniversary with a stable organizational infrastructure. • The Advanced Topic Seminar (ATS) and PMP prep class service offerings have a solid track record of generating a positive revenue stream. • The organization is financially stable with two years worth of operational expense. • Members and business partners are well informed with frequent eCom notices and a monthly *Milestones* eZine. • A quarterly postcard detailing scheduled events is published and mailed to members and business partners. • A solid base of volunteers is committed to supporting PMI-OC goals.	• PMI-OC is a volunteer organization. This leads to fluctuations in volunteer availability and varying levels of PMI-OC organizational knowledge, experience, and expertise. • Membership growth potential is limited due to concerns regarding its ability to support membership increases. • Declining member participation in the PMI-OC dinner event is affecting the event's profitability. • Although its social media (SM) presence is new and growing, PMI-OC is limited in having a SM market presence. A new team and weak community contribute to the lack of growth. • The absence of a future event calendar (six months ahead) has made promoting events difficult and inconsistent. • PMI-OC directors are not working as a cohesive team and collaboration is difficult. • The current Website does not fully leverage technology capabilities to fully enable sales and marketing best practices. • The organization does not use metrics as a method for decision-making; most decisions are based on emotions and anecdotal information. • Finance uses a manual method to capture invoices and process payments, which makes it difficult to track status of activities. Multiple rounds of e-mail are required to get resolution. • Organizational goals are not clearly communicated, which leads to disconnect between strategic goals and operations activities.

	• Unable to offer bundled service offerings based on the limitations of existing Website technology configuration. • Unable to offer advertising and sponsorship opportunities on the Website.
Opportunities	**Threats**
• Create interactive and engaging offerings to attract and retain a younger audience. • Change membership growth to focus on attracting a younger crowd to fill the next gap of professionals and strengthen the volunteer base. • Expand its membership, and attendance at PMP prep classes, and ATS programs to sustain revenue. • Optimize PMI-OC social media campaigns to include speakers, knowledge sharing, and other worthy information. • Develop a cohesive PMI-OC leadership team that use analytics to drive decisions. • Provide greater virtual access to PMI-OC educational and operational information. • Increase the quality of volunteer opportunities in the chapter and align them closely with project management. • Use social media to connect with the Community of Practices (COP). • Develop virtual educational offerings to support the changing needs of members and business partners.	• An aging membership population can lead to declining membership dues. • The growing Community of Practices may eventually compete with the physical gathering of member activities. • Easy access to online professinal development units (PDU) will reduce growth opportunity for brick-and-mortar educational activies. • Membership retention could be at risk with continued economic decline. • Internal conflicts and lack of communication make the organization as a whole weaker and less attractive to existing members and potential members.

The Product/Service Offerings

PMI-OC offers multiple services to support project management education and networking for members, business partners, and the Orange County community.

	Communi-cations Teams	Internal Marketing					External Collaboration					Advertis-ing & Sponsor-ship
	Media Channels	eCom	*Milestones*	Print	Web-Site	Social Media	Corp.	Affiliate	Gov.	Ed.	Non-Profit	Advertis-ing & Sponsor-ship
PMI-OC Events	**Frequency**											
Monthly Dinner Workshops	Monthly	3 times per month	Monthly	N/A	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Advanced Topics Seminars (ATS)	Monthly	3 times per month	Monthly	N/A	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Trimester PMP Prep Class	3 times per year	3 times per month	Monthly	N/A		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Bi-monthly Networking Event	Bi-monthly	3 times per month	Monthly	N/A		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Annual Project Management Conference	Annually	3 times per month	Monthly	Annually		Monthly	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3
Annual Spark of Love	Annually	3 times per month	Monthly	N/A		Monthly	Q3-Q4	Q3-Q4	Q3-Q4	Q3-Q4	Q3-Q4	Q3-Q4
Lend a Helping PM Hand Program		3 times per month	Monthly	N/A		Monthly	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1
Lend a Helping PM Hand: Building Community with	Annually	3 times per month	Monthly	N/A		Monthly	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1	Q3-Q1

Project Management											
Annual SocalTec Conference	Annually	3 times per month	Monthly	N/A		Monthly	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3	Q2-Q3
Annual Project Manager of the Year	Annually	3 times per month	Monthly	N/A		Monthly	Q4-Q1-Q2	Q4-Q1-Q2	Q4-Q1-Q2	Q4-Q1-Q2	Q4-Q1-Q2	Q4-Q1-Q2
Annual Project Management Week Proclamation	Annually	3 times per month	Monthly	Annually		Monthly	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3
Business Development	Monthly	3 times per month	Monthly	Annually		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Advertising & Sponsorships	Monthly	3 times per month	Monthly	N/A		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Outreach	Monthly	3 times per month	Monthly	N/A		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly
Postcard Mailing	Quarterly	N/A	N/A	Quarterly		N/A	N/A	N/A	N/A	N/A	N/A	N/A
Annual Region 7 Meeting	Annually	3 times per month	Monthly	Annually		Monthly	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3
Annual Leadership Institute Meeting	Annually	3 times per month	Monthly	Annually		Monthly	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3	Q1-Q3
Bi-monthly new member orientation	Bi-monthly	3 times per month	Monthly	N/A		Monthly	Monthly	Monthly	Monthly	Monthly	Monthly	Monthly

The Competition

PMI-OC market position is unique because of the lack of competition in Orange County. The closest organization providing a community for project managers is 35 to 50 miles away. However, the competition will come from the virtual community on the Internet. The project management education and PDU services are easily obtained on the Internet and delivered to the home, office, and mobile devices. Employers are providing project management education and training to employees, which reduce the need for using PMI-OC services.

Competition (unlike):

- Community of Practice (COP)

- Internet PDU offerings

- International Institute of Business Analysis (IIBA OC Chapter)

- IEEE

- Other Southern California PMI Chapters

- Educational Institutions: UCI, CSU Fullerton, and CSU Long Beach online courses and other offerings

Competitive Advantage (differentiate):

- Reputation

- Price

- Industry knowledge

- Networking opportunities

- Community non-profit outreach

The Challenge: The Business Climate and Technology Environment

Orange County is the headquarters of many Fortune 500 companies including Ingram Micro, First American Corporation, Western Digital, and Pacific Life. It also is home to notable technology companies like PC-manufacturer Gateway and router manufacturer Linksys. Orange County's business environment has improved in recent years and the continued growth is expected over the coming years. Global economic uncertainty overseas also are expected to impact overall economic recovery. On the positive side, interest rates are expected to remain at low levels, encouraging businesses to increase spending and hiring. For the first time in four years, Orange County's unemployment rate dipped below 7% (to 6.8%) as the local economy continues its recovery, making it a prime location for business activity and employment. Importantly, the county had the lowest joblessness rate in Southern California. It is far

below the statewide rate, which remained at 9.8%, and the national level, which remains at 7.8%. The major challenges anticipated are the expected federal tax hikes and budget cuts, together with state tax hikes resulting from the passing of Proposition 30.

Target Audiences

The information contained in this section is based on a survey sent to 1,629 PMI-OC members between November 2012 and January 2013. The goal was to capture a response from 350 members (21%) and the final result was 305 members (19%) responding to the survey. The total count for each response section may vary from the total members responding, because participants could opt-out of any question in the survey.

Gender

Gender	Percent	Count
Female	33.8%	98
Male	66.2%	192
Total		**290**

Age Range

Age Groups	Percent	Count
17 or younger	0.3%	1
18-20	0.0%	0
21-29	2.3%	7
30-39	14.0%	42
40-49	27.8%	83
50-59	38.8%	116
60 or older	16.7%	50
Total		**299**

Project Management Experience

Years of Experience	Percent	Count
Less than 1 year	9.4%	28
1-5	14.4%	43
6-10	20.1%	60
11-15	23.4%	70
16-20	16.1%	48
21-25	10.0%	30

26-30	6.7%	20
	Total	**299**

Years as a PMI-OC Member

Years as a PMI-OC Member	Percent	Count
Less than 1 year	18.1%	54
1-5	47.8%	143
6-10	23.1%	69
11-15	7.4%	22
16-20	3.0%	9
21-25	0.3%	1
26-30	0.3%	1
	Total	**299**

Industry

Industry	Percent	Count
Aerospace/Defense	16.2%	48
Construction	6.7%	20
Consulting	19.5%	58
Engineering	10.8%	32
Financial Services	11.8%	35
Government	9.4%	28
Headhunter/Recruiter	0.0%	0
Healthcare	17.2%	51
Human Resources/Training	2.4%	7
HW	2.4%	7
Insurance	5.1%	15
IS	7.1%	21
IT	25.9%	77
Manufacturing/Production	14.1%	42
Marketing	5.4%	16
Medical Devices/Disposables	4.7%	14
Pharmaceuticals	4.7%	14
Software	11.8%	35
Telecommunications	9.4%	28
Utilities	7.4%	22
Other (please specify)	11.4%	34
(Note that respondents could select more than one category)		

Member Location (based on member registration data)

By Area (County)	PMI-OC Members	Percent	Average Distance from Wyndham Hotel Costa Mesa
LA (Los Angeles)	222	13%	53
OC NE (North & East of Wyndham)	201	12%	19
OC NW (North & West of Wyndham)	295	18%	18
OC So. Central (South of Wyndham to 5/405 split)	489	29%	12
OC South (Below 5/405 split)	366	22%	20
Other (Out of state or So. Cal)	21	1%	99
Riverside	44	3%	60
San Bernardino	2	0.1%	80
San Diego	19	1%	64
Santa Barbara	1	0.1%	99
Ventura	1	0.1%	85
Total:	1661		49

Project Managers Education Level – United States

The project manager education level information is provided by the Project Management Institute 2012 annual survey.

			Region (Letters indicate a value significantly higher than the identified segment at a 95% level of confidence)							
			North America (A)		Asia Pacific (B)		EMEA ©		Latin America & Caribbean (D)	
	count	column	count	column	Count	column	count	column	count	column
Please select your highest project management degree.										
Yes associate (2 Year)	67	5%	21	3%	10	4%	10	4%	26	18%
Yes Bachelor's (4 Year)	159	11%	87	12%	26	10%	26	9%	20	14%
Yes Master's	212	15%	97	14%	46	17%	43	16%	26	18%

United States Project Management Salary

The United States salary data are provided by the Project Management Institute 7th edition 2011 salary survey.

Annual Salary by Position Description

Position	25th Percentile	Median	75th Percentile
Director of Project Management Office	$105,000	$127,000	$151,000
Portfolio Manager	$101,000	$121,000	$151,000
Program Manager	$97,000	$115,000	$135,000
Project Manager III	$89,000	$102,500	$120,000
Project Manager II	$78,000	$92,975	$110,000
Project Manager I	$70,050	$87,000	$105,000
Project Management Specialist	$68,775	$87,000	$105,000
Project Management Consultant	$88,000	$108,546	$135,000

Annual Salary by Years Work Experience

Years	25th Percentile	Median	75th Percentile
Less than 3 years	$57,250	$67,950	$98,500
3 to less than 5 years	$59,000	$70,000	$96,500
5 to less than 10 years	$70,000	$83,000	$135,000
10 to less than 15 years	$80,000	$96,000	$115,000
15 to less than 20 years	$88,200	$105,000	$125,000
20 or more years	$94,000	$110,000	$133,000

Annual Salary by PMP Status

Status	25th Percentile	Median	75th Percentile
Have a PMP Certification	$90,000	$107,000	$128,232

PMP for less than 1 year	$80,000	$95,400	$113,000
PMP for 1 to less than 5 years	$86,000	$102,500	$123,000
PMP for 5 to less than 10 years	$97,000	$113,000	$135,000
PMP for 10 to less than 20 years	$100,000	$120,000	$140,000
PMP for 20 or more years	$100,000	$102,000	$135,000
Do not have a PMP Certification	$74,500	$92,465	$115,000

Communications, Marketing, and Outreach Strategy

The strategic objective of the Communications, Marketing, & Outreach Team is to provide the best-in-class service to meet the needs of the PMI-OC chapter. The services focus on the following value proposition:

- Support a community for project management knowledge sharing
- Share stories about networking and collaborative activities
- Make a difference in our community
- Build awareness about PMI-OC monthly events to generate engagement and revenue
- Lead PMI-OC communications activities to our members, business partners, and community

The key deliverables of the services include the following:

- Create a visual story to engage and generate interests in PMI-OC project management community
- Promote awareness of PMI-OC project management education and networking events to members, business partners, and Orange County and Southern California communities
- Generate sponsorship and advertising revenue for PMI-OC
- Develop relationships with:
  - o Corporations [business to business (B2B)]
  - o Non-profits
  - o Government Agencies
  - o Education Institutions
  - o Affiliates (professional development organizations)

- **Email:** Use the eCom email marketing campaign to inform members of chapter events three times per month.

- **Postcard:** Mail postcards to members' quarterly, with additional mailing to business partners in Q2 and Q3, 2013.

- *Milestone*s **eZine**: The monthly electronic magazine requires an online presence that integrates with the Website. Deliver a Website-based magazine by the Q2, 2013.

- **External Collaboration/Marketing:** Execute the following external collaboration and marketing activities and/or meet goals, including:
  - Lend a Helping PM Hand Program (community and education outreach) by Q2, 2013
  - Lend a Helping PM Hand: Building Community with Project Management Award by Q4, 2013
  - Project Manager of the Year Award, Q3, 2013
  - Project Management Office (PMO) of the Year Award, Q2, 2014
  - Annual Project Management Week Declaration (May) Q2, 2013
  - Increase affiliates relationships by 10% Q3, 2013
  - Increase government relationships by 10% Q3, 2013
  - Increase non-profit relationships by 10% Q3, 2013
  - Increase education relationships by 10% Q3, 2013

- **Social Media:** Execute the following social media activities and/or meet goals, including:
  - Build campaigns that increase PMI-OC awareness by Q2, 2013
  - YouTube video presentations referenced by other SM channels to increase awareness Q1, 2013
  - Twitter: Increase by 10%
  - Facebook: Increase by 10%
  - Linkedin: Increase by 10%
  - Google+: Increase by 10%

- **Branding**: Execute the following branding activities and/or meet goals, including:
  - Apply PMI-OC brand to all written materials in the chapter by Q2, 2013
  - Establish new faces for the 2013-2014 LSL flier by Q2, 2013

- **Advertising and Sponsorship:** Execute the following advertising and sponsorship activities and/or meet goals, including:
  - Stable Business Development Consultant (BDC) to support customer interaction at dinner events and face-to-face meetings by Q2, 2013
  - Self-service on the Website by Q2, 2013

- **Communications, Press Releases, and Media Calendar Listings:** Execute the following communications, press releases, and media calendar listings and/or meet goals, including:
  - Develop written copy for monthly events by Q2, 2013
  - Monthly media calendar listing for dinner and ATS events by Q2, 2013 (see Appendix B for detailed list of media targets)
  - Press releases created for special and major events

- **Website:** Execute the following Website activities and/or meet goals, including:

- o Search Engine Optimization (SEO) by Q2, 2013
- o Design to meet industry standard by Q2, 2013
- o Provide an Amazon-like shopping customer experience by Q2, 2013

Academic, Non-Profit, and Community Outreach

The Project Management Institute, Orange County Chapter (PMI-OC), proudly announces the Lend a Helping PM Hand (LHH)—Building Community with Project Management *outreach program. The program is designed to build community with education institutions, non-profit organizations, and PMI-OC through experiential projects and the application of project management concepts.*

Collaboration with Education Institutions

The LHH outreach program develops a sustaining relationship with education institutions by:

- Creating a partnership that increases students' experiences with project management. Enabling students to enhance their careers, get practical project management experience, and contribute to the success of a non-profit project.
- Collaborating on ways to increase the students' experience by attending PMI-OC events.
- Engaging in co-branding initiatives to build program awareness.

Connecting with Non-profit Organizations

The LHH outreach program establishes an environment for partnership with non-profit organizations by:

- Working with non-profit organizations to identify a 4- to 6-week project that a team of students can plan and execute.
- Partnering non-profit organizations with education institutions and students to work on projects requiring planning and management.
- Exposing non-profit organizations to the benefits of project management.

Community Outreach Award

The Lend a Helping PM Hand – Building Community with Project Management Award recognizes individuals or organizations serving the community:

Winners are recognized at the PMI-OC annual December holiday dinner and Spark of Love event for using project management principles to deliver value to the community.

Metrics

The Communications, Marketing, and Outreach Team will make decisions based on metrics collected from awareness, business development, and outreach activities.

Internal Marketing

The internal marketing metrics are dispersed across the following media channels:

- Postcards
    - Event date
    - Number of postcards sent per quarter
    - Number of postcards returned per quarter
- eCom (email marketing campaign)
    - Event date
    - Number sent
    - Bounced
    - Opt-out
    - Opened
    - Clicked
    - Forward
- *Milestones*
    - Event date
    - Number of impressions
- Social Media
    - Event date
    - Number of visitors
    - Number of followers
    - Number of likes
    - Total number of members
    - Total number of new members

External Collaboration

The external collaboration metrics derive from the number of contacts for each of the five

domains, including:

- Education institutions
    - Number contacted
    - Number attended PMI-OC event
- Non-profits
    - Number contacted
    - Number attended PMI-OC event
- Affiliates
    - Number contacted
    - Number attended PMI-OC event
- Corporations
    - Number contacted
    - Number attended PMI-OC event
- Government agencies
    - Number contacted
    - Number attended PMI-OC event

Advertising and Sponsorship

The advertising and sponsorship team will measure the business development activities for

advertisers and sponsors. The metrics will include:

- New sponsors/advertisers for the month/year
    - Expected revenue this year
    - Actual revenue this year
- Existing sponsors/advertisers for the month/year
    - Expected revenue this year
    - Actual revenue this year
- Number of calls made to sponsors/advertisers for the month/year

- Number of e-mails sent to sponsors/advertisers for the month/year
- Total advertising revenue for the month/year
- Total sponsorship revenue for the month/year

Summary

PMI-OC is at a crossroads—pivoting from the status quo of relying on an existing loyal membership to developing programs and marketing activities to attract new members. The desire to hold on to the status quo can lead to a decline in revenue and membership engagement. Aging membership is another factor to manage, as it could negatively impact revenue. PMI-OC is in a strong financial position that may create an illusion of invincibility and discourage a frank discussion and review/evaluation of declining current offerings.

The Internet provides many opportunities to obtain professional development units (PDU) from a home or office setting. PMI-OC must be aware of this disruptive factor and establish strategies to provide virtual offerings as an option. The presence of the PMI Community of Practices is another threat that could attract PMI members away from the PMI-OC chapter. Programs are needed to engage the COP members to attend brick-and-mortar activities or virtual offerings for PDUs.

Internal marketing activities are stable and require minimal changes to increase effectiveness. The PMI-OC brand definition is still not fully socialized and adopted across the organization. The result is varying brands based on the group and presentation. Social media effectiveness requires attention, vision, and leadership to change the trajectory of limited connection with the Orange County project management community.

The Lend a Helping PM Hand: Building Community with Project Management academic and non-profit outreach program is one step to attract new members and increase awareness about the benefit of project management. PMI-OC will benefit from establishing relationships with the next generation of project managers, education institution staff, and Orange County non-profit organizations. The goal is to establish this program with as many Orange County education institutions as possible in order to maximize exposure.

The PMI-OC 2012 membership survey results identified PDU opportunities (63.6%), networking (66.2%), presentation topic (54.0%), and sharing knowledge with other professionals (49.6%) as the top four member's interest. PMI-OC should develop offerings to meet the needs of the members, business members, and community. Failing to listen to the voice of the customer is a recipe for failure.

In summary, the Communications, Marketing, and Outreach Team is in a position to increase awareness of PMI-OC and increase revenue opportunities for the 2013-2014 fiscal year. A new group of enthusiastic leaders have joined the team and the energy level is high, allowing the group to take service to a new level. The focus of the Communications, Marketing, and Outreach Team is to "ENGAGE & INNOVATE".

Appendix A—Statistics and Demographics Data

Response from a recent a survey sent to 1,629 members between November 2012 and January 2013 that 305 members (19%) responded to the survey.

Employment

Employed	Percent	Count
Yes	86.2%	257
No	13.8%	41
Total		**298**

Primary Job Function

Primary Job Function	Percent	Count
Project/IT/PMO Manager	40.0%	114
Program Manager	19.3%	55
Project/IT Lead or Supervisor	10.5%	30
Business/Systems Analyst	7.4%	21
Consultant	13.0%	37
Director/Executive Management	14.4%	41
Other (please specify)	13.3%	38
Total		**285**

Current Certification Designation

Certification	Percent	Count
Certified Associate in Project Management (CAPM)[®]	3.9%	11
Project Management Professional (PMP)[®]	78.9%	225
Program Management Professional (PgMP)[®]	1.1%	3
PMI Agile Certified Practitioner (PMI-ACP)[®]	1.1%	3
PMI Risk Management Professional (PMI-RMP)[®]	1.1%	3
PMI Scheduling Professional (PMI-SP)[®]	1.1%	3
OPM3[®] Professional Certification	1.8%	5
None	16.5%	47
Total		**285**

Planned Certification Designation

Planned Certification Designation	Percent	Count
Certified Associate in Project Management (CAPM)®	3.9%	11
Project Management Professional (PMP)®	38.2%	109
Program Management Professional (PgMP)®	17.5%	50
PMI Agile Certified Practitioner (PMI-ACP)®	17.2%	49
PMI Risk Management Professional (PMI-RMP)®	11.2%	32
PMI Scheduling Professional (PMI-SP)®	3.5%	10
OPM3® Professional Certification	3.5%	10
None	24.6%	70
Total		**285**

Receive Professional Development Unit (PDU)

PDU	Response Percent	Response Count
On the Job	62.1%	177
Volunteering	31.6%	90
Developing new knowledge (blogs, books, presentations, etc.)	34.7%	99
Self-directed individualized study (Webinars, etc.)	66.3%	189
Other (please specify)	29.8%	85
Total		**285**

PMI-OC Event Interest

PMI-OC Event Interest	Percent	Count
Networking	66.2%	180
Sharing Knowledge with Others in the Profession	49.6%	135
Speaker	41.9%	114
Presentation Topic	54.0%	147
PDU Opportunities	63.6%	173
Employment Opportunities	43.0%	117
Volunteer Opportunities	24.6%	67
Receiving Updates on PMI-OC Activities	35.3%	96
Reasonable Cost	38.2%	104
N/A (Do Not Attend Dinner Meetings)	5.5%	15
Other (please specify)	3.3%	9
Total		**272**

Appendix B—Media List

Orange County Consumer & Business Publications			
sullivan@ocbj.com	Jerry	Sullivan	Orange County Business Journal (managing editor)
casacchia@ocbj.com	Chris	Casacchia	Orange County Business Journal (technology)
cruz@ocbj.com	Sherri	Cruz	Orange County Business Journal (retail, auto dealers, automakers)
sullivan@ocbj.com	Jerry	Sullivan	Orange County Business Journal (aerospace, defense, manufacturing)
marla.dickerson@latimes.com	Marla	Dickerson	Los Angeles Times
megan.garvey@latimes.com	Megan	Garvey	Los Angeles Times
ron.white@latimes.com	Ron	White	Los Angeles Times
sarah.peters@latimes.com	Sarah	Peters	Daily Pilot
imran.vittachi@latimes	Imran	Vittachi	Daily Pilot
mdegen@ocregister	Matt	Degen	OC Register (Auto Motion)
bmartinez@ocregister.com	Brian	Martinez	OC Register (Costa Mesa City Editor)
jnorman@ocregister.com	Jan	Norman	OC Register (small business)
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Calendar Items			
features@ocbj.com	Calendar Item		Orange County Business Journal
dpcalendar@latimes.com	Calendar Item		Daily Pilot
business@ocregister.com	Calendar Item		OC Register (technology/business calendar)
hbindependent@latimes.com	Calendar Item		Huntington Beach Independent
coastlinepilot@latimes.com	Calendar Item		Laguna Beach Coastline Pilot
calendar@ocweekly.com	Calendar Item		OC Weekly
editor@newportbeachindy.com	Calendar Item		Newport Beach Independent
http://www.ocmetro.com/submit-your-event.aspx	Calendar Item		OC Metro (submit calendar item online)
www.socaltech.com/submitevent.html	Calendar Item		socalTECH.com Calendar
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