



April 2009 FITT Membership Survey Results Report to Members

Many thanks to all FITT members who took the time to respond to our membership survey conducted between March 24 and April 3, 2009. What follows is an overview of the questions, the responses received and answers to some of the questions raised in the survey.

FITT will be conducting quarterly surveys of this nature and we encourage your participation. As a member-based organization your feedback drives our direction, ensures we are responsive to your needs and will ultimately help us grow the recognition and prestige of your hard-earned FITT Certificate, Diploma or CITP designation.

Question One – What type of membership do you hold?

CITPs were the majority of respondents to this question at 58%. We had good response from General members representing 22% of respondents; corporate members were highly represented; and we had a strong number of student respondents.

Question Two – Please rate your level of satisfaction with your FITT membership.

Eighty-nine percent of respondents were satisfied or very satisfied with their membership. The main issue reported was perceived value of membership. FITT has been actively working to increase the value, recognition and prestige of our Certificate, Diploma and CITP designation in many ways including the following:

- Certificate and Diploma holders, who are paying members, now have access to the Harvard ManageMentor Leadership development courses through the FITT website. From the world renowned Harvard Business School, this program will enhance your leadership skills and provide a solid credential to your resume.

- FITT's partnership with the World Trade Centre Association continues to advance the recognition of the CITP designation around the world. FITT certification is being delivered or soon will be offered in various locations in the U.S.A., United Kingdom, New Zealand and Vietnam. We continue to be engaged in talks with groups in Algiers, Italy, Qatar, Bahrain, Mexico, and Germany.
- FITT is actively working with its current educational partners in Canada to leverage their international partnerships and grow the base of international instruction of the FITTskills program;
- The establishment of the Regional Representatives network is a start to FITT reaching out and engaging more in every part of the country. Members have wanted more networking and professional development events and now we are beginning to have resources in place to help us give you more. But as members, your help is still crucial and your participation and engagement in these events will be needed to make them successful.
- In recent months FITT has launched a full suite of Social Media channels including a Discussion Forum, Facebook page, Linked-In Groups, RSS feeds, and uploading photos into Flickr. The communications lines are open – we want to hear from you and we are encouraging this in a variety of ways.
- When it comes to looking for a job, FITT offers members one of the Internet's best employment search portals through Goinglobal.com. This international resource is updated daily and provides country-specific career and employment information, including world-wide internship and job postings, H1B employer listings in the U.S.A., corporate profiles, and career resources for 30 countries.

Question Three – Why did you become a member?

Responses to this question included networking, member benefits, trade resources and the reputation of the organization. These match well with the best practices of most professional associations.

Question Four and Five – Would you recommend FITT membership to others interested in international trade? If no, why not?

Eighty-six percent of respondents said yes to this question. There is still some lack of understanding of what FITT member benefits include and all details in this regard are posted on the FITT website. Highlights of FITT membership include:

- Publications, Resources and Support
 - FITT's monthly Members' Forum, partner communications including I.E.Canada Headlines, EDC Weekly Commentary and eNews, Goinglobal.com newsletter.

- Copies of materials from the annual conference and regional events, and materials from partner organization events.
- FITT actively promotes the value of hiring FITT members, especially those with the CITP designation.
- Career development through Goingglobal.com.
- Access to current trade data and resources for creating international trade strategies.
- Opportunities for professional development at discounted rates
 - CITPs receive free access to Harvard's ManageMentor 10 and we have expanded this to include members who have obtained their Certificate or Diploma.
 - FITT's Annual Conference and Regional Events offer networking opportunities and we actively promote partner events where international trade professionals can grow and share with FITT. Members often receive discounted rates for attendance.
- Networking in the International Trade Community of Practice
 - The online FITT member directory is your direct link to Canada's leading international trade professionals – use this directory to help you get answer to questions, find partners or other networking opportunities
 - FITT's Online Discussion Forum and other Social Media channels give you the chance to learn, share, and network.

Question Six - Beyond the services and benefits FITT offers, what would you like to see provided as part of your membership?

While many members are satisfied with their benefits and the services offered by FITT, others provided excellent feedback to this question. Responses that FITT will be investigating in the future include:

- More regional events – FITT has established its Regional Representatives program and hopes to offer more events in more locations. Just remember, we need your participation to make these successful.
- Online resources – FITT regularly provides the latest websites to help international trade professionals in its Members Forum. We will look into the opportunity to bring together leading online resources for our members.
- Internship and Mentoring – In 2009 FITT partnered with EDC to create an internship position at EDC. This first-ever project worked very well and FITT hopes to work with EDC again to offer this opportunity. FITT members receive access to Goingglobal.com that contains a wealth of intern opportunities. Any CITP would gladly offer mentoring if asked and most CITPs can be found in our Online Member Directory.

- Increased global recognition – FITT is working diligently with the World Trade Centre Association and wants to grow in future with current educational partners who have international connections to grow the presence of FITT skills and FITT certification internationally.
- Student benefits – FITT is currently investigating enhanced benefits for students including new job search tools and connections with CITPs.

Question Eight – To what extent has the CITP designation impacted your career?

Eighty-four percent of respondents said having the designation has had some impact on their career through securing a job or advancing in their current position.

Question Nine – Will you be pursuing your CITP designation?

This question only applied to non-CITP members and 68% of respondents indicated they would be pursuing the designation.

Question Ten – How are you promoting your CITP designation?

CITPs proudly show their designation by wearing their CITP pin, show it on their business cards, email signatures, or display their certificates. Many have requested the letter of reference FITT can provide to their employer. Others ensure they highlight it on their resume, incorporate it in their job profile, and talk about it with their colleagues.

Question Eleven – Final comments.

Here are some selected comments from members”

- “FITT is a well know organization, even in Mexico through the World Trade Center office there. The fact that you have this course FITT-Harvard as a benefit of your members is a good way to get more persons interested in the CITP certification.”
- “I found great career opportunity after completion this course. It’s great.”
- “Please open more chapters in major cities to have better interaction with foreign trade professionals & help them get into main stream faster.”
- “We need to engage more private industry participation at FITT. Most of the active members are either academia or government. We need input from the people pounding the pavement internationally.”

- “Great organization - I'm a local advocate, always encouraging private sector clients and colleagues to explore the programs and services offered by FITT.... I do wish FITT had more of a presence in my region....”
- “Thank you for reinstating the daily news from IE Canada - this is one of the most valuable benefits of CITP membership to me.”
- “CITPs have mentioned to me that they would like to see more ongoing professional development from FITT.”
- “I'm extremely proud to be CITP certified.”

FITT wishes to thank all those who participated in this survey. Please look for future surveys from FITT that will help enhance our programs, services and benefits for you.