Qualitative Research Consultants Association (QRCA) Amends Bylaws To Expand Membership

Members of the Qualitative Research Consultants Association (QRCA) recently adopted a significant change to the organization’s bylaws, allowing more people in the qualitative research field to join.

The bylaws amendment, which was voted upon and overwhelmingly approved by QRCA members, opens QRCA membership to research designers, recruiters, insight directors, report writers, analysts, fieldwork firms, technology providers, focus group facility operators, transcriptionists, qualitative research project managers and anyone who plays a significant role in planning, conducting and completing qualitative research.

The new membership bylaws are officially worded to include “professionals or those in training who design, conduct and analyze or support the conduct and analysis of primary qualitative research and function as research suppliers and/or consultants” and to “individuals who are employed by or are in graduate studies at an academic institution and who, themselves, instruct and/or specialize in the conduct and analysis of qualitative research.”

“QRCA membership is a valuable way for people in the qualitative research field to network, learn and grow professionally,” said Monica Zinchiak, QRCA’s Immediate Past President. “This significant change to the bylaws opens the possibility of QRCA membership to more people who are involved in more aspects of supporting the qualitative research industry. It is an important, and overdue, expansion of our membership profile. I am excited about these changes.”
Also approved was a plan to allow discounted memberships to applicants from low GDP countries, and a clarification of which individuals cannot be considered qualified QRCA members. That list includes advertisers, product manufacturers and individuals who maintain a primary role in purchasing/outsourcing qualitative research services.

For more information, please visit the QRCA membership page.

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About QRCA

QRCA is a global association of the world’s most innovative, collaborative and passionate market research professionals dedicated to maximizing the power of qualitative.