

# 2005 CES-ON Strategic Planning Member Survey: Feedback on our Strengths and Areas for Improvement

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## Introduction

The Canadian Evaluation Society - Ontario Chapter (CES-ON) Board of Directors conducted a survey of members in order to understand membership's perspective of CES-ON strengths and areas for improvement. The questionnaire was developed by the Board of Directors and put on the Internet by a volunteer named Jeff Cole. The information gathered from members will be used to update the Ontario Chapter's strategic plan.

The purpose of the questionnaire was to ask the membership for their perspective on the Chapter's:

- strengths and areas for improvement
- future priorities
- needs for services
- current mission

## Methods

The Strategic Planning web survey was sent by email on May 10<sup>th</sup> to current members (n=395). A reminder was sent on May 13<sup>th</sup> and May 18<sup>th</sup>. We extended the initial deadline of May 17<sup>th</sup> (n=57) to May 24<sup>th</sup> (n=68) to give members extra time to respond. The final response was 68 members out of 395 for a 17% response rate.

## Key Findings

- Professional development was a strength that respondents highlighted across all questions.
  - Members want basic level, intermediate and advanced level training.
  - Members value professional development opportunities that they have currently.
  - Members indicated professional development is a strength of the Chapter.
  - Members want the workshops to be based on what members identify as a need.
- Networking is something that members highlighted as important:
  - Members valued the breakfast sessions of the past.
  - Some suggested networking in new ways (electronic networking, online discussions, etc); some suggested that the Chapter's focus is too Toronto based.
  - Sharing positive case studies of evaluation activities was suggested.
  - Having a means for evaluation "mentorship" was mentioned several times.
- Communication: sharing resources, information and news is also viewed as important:
  - A number of suggestions for sharing resources were made.
  - Website and email communication were viewed as two ways of doing this.
  - Several respondents mentioned the value of having a newsletter (electronic and paper).
  - Respondents highlighted specific content areas for evaluation needs, in particular the not-for-profit sector (which is not included in our mission statement)
- Promotion and advocacy for increasing the profile of the chapter and for doing evaluation (particularly at the government level) were viewed as important, but difficult.
- Recruitment and retention of members is important to members.
- Many members indicated that their work/employer pays for their membership to the society and they feel they benefit from their membership for their job (that is why many are members).

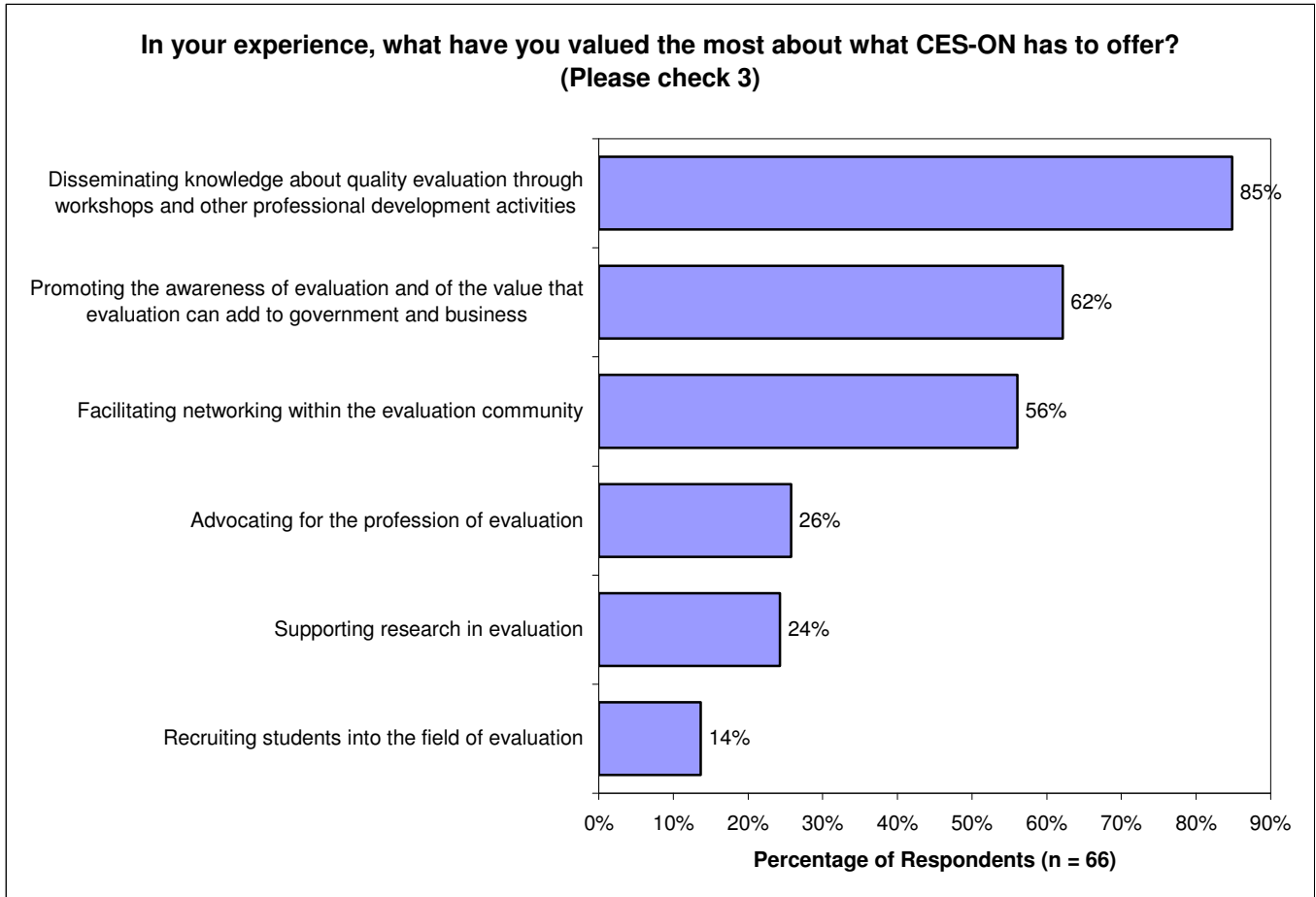
- A number of respondents, in their responses to different questions, mentioned the importance of evaluation standards, accreditation, etc.
- Some of the chapter's events were seen as too Toronto based. Membership data show that 51% (March 2005) of our members were in the GTA, and the rest located all around the rest of the province.
- The survey prompted a number of members to volunteer for the chapter. One member expressed that they offered to be a volunteer, but had not yet been contacted.
- Members appreciated being given the opportunity to provide input.

## Results

### Member Perceptions of Important Chapter Activities

	Very Important	Somewhat Important	Not Too Important	Not At All Important	Response Total (n = ?)
Sending regular email communication to members on chapter news, events, professional development, and member involvement opportunities	79% (54)	18% (12)	3% (2)	0% (0)	68
Updating chapter contacts, news, events, professional development and member involvement opportunities on the chapter web site	72% (48)	27% (18)	1% (1)	0% (0)	67
Having regular professional development activities at an <i>advanced</i> level	72% (48)	24% (16)	4% (3)	0% (0)	67
Having regular professional development activities at an <i>intermediate</i> level	71% (48)	28% (19)	1% (1)	0% (0)	68
Other activities – (please specify )	69% (9)	23% (3)	0% (0)	8% (1)	13
Hosting an annual Ontario Chapter conference	60% (39)	31% (20)	8% (5)	2% (1)	65
Developing and providing professional development and networking resources for members on the chapter web site	60% (40)	30% (20)	9% (6)	1% (1)	67
Hosting networking events for members	54% (36)	30% (20)	16% (11)	0% (0)	67
Having regular professional development activities at a <i>basic</i> level	51% (34)	27% (18)	21% (14)	1% (1)	67
<b>Total Respondents</b>					<b>68</b>
<b>(skipped this question)</b>					<b>4</b>

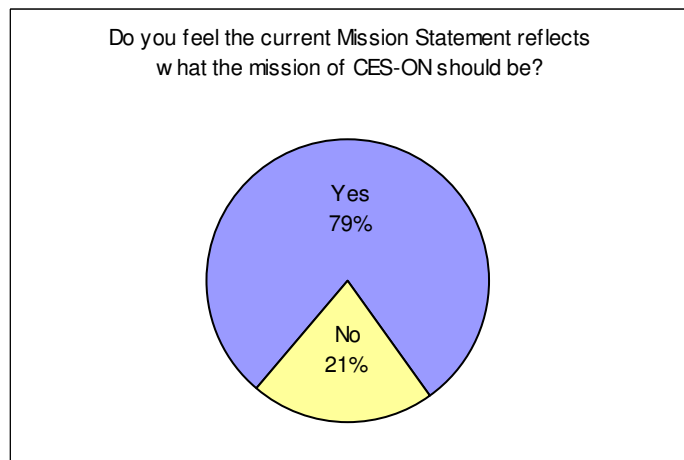
## What Members Value Most about CES-ON



## Member Perceptions of Chapter Mission Statement

### Mission Statement

*To increase the use and quality of evaluation that results in greater effectiveness, efficiency and accountability of policies, programs, and services of public and private organizations in Ontario.*



## Strategic Planning Survey (May, 2005)

(For ease of inclusion in this report, format has been altered from the original web-based design)

We want to hear your opinion about what the priorities of the Canadian Evaluation Society, Ontario Chapter should be. The Chapter is updating its strategic plan and would like to hear from you.

1. What do you think the Canadian Evaluation Society - Ontario Chapter (CES-ON) should be doing over the next five years?
  
2. What services should the CES-ON offer to members?
  
3. In your experience, what have you valued the most about what CES-ON has to offer? (please check 3)
  - 1) Disseminating knowledge about quality evaluation through workshops and other professional development activities
  - 2) Advocating for the profession of evaluation
  - 3) Supporting research in evaluation
  - 4) Promoting the awareness of evaluation and of the value that evaluation can add to government and business.
  - 5) Facilitating networking within the evaluation community
  - 6) Recruiting students into the field of evaluation

Why do you value these things most?
  
4. If there were three changes to make to CES-ON, what would they be?
  
5. Please indicate how important you feel the following activities are for the CES-ON.
  - i) Updating chapter contacts, news, events, professional development and member involvement opportunities on the chapter website
    - a. Very Important
    - b. Somewhat important
    - c. Not too important
    - d. Not at all important

- ii) Sending regular email communication to members on chapter news, events, professional development, and member involvement opportunities
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- iii) Hosting networking events for members
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- iv) Hosting an annual "Ontario Chapter" conference
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- v) Having regular professional development activities at a basic level
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- vi) Having regular professional development activities at an intermediate level
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- vii) Having regular professional development activities at an advanced level
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- viii) Developing and providing professional development and networking resources for members on the chapter website
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important
  
- ix) Other – please specify
  - a. Very Important
  - b. Somewhat important
  - c. Not too important
  - d. Not at all important

6. CES – ON's current Mission statement is the following:

*To increase the use and quality of evaluation that results in greater effectiveness, efficiency and accountability of policies, programs, and services of public and private organizations in Ontario.*

Do you feel this Mission statement reflects what the mission of the CES-ON should be?

- i) Yes
- ii) No

Why or Why not?

7. What would encourage you to become more active in the Chapter?

8. What would encourage you to remain a member of CES?

9. If you are interested in becoming more active in the CES-ON, please email: [membership@evaluationontario.ca](mailto:membership@evaluationontario.ca) or provide your contact information for someone to follow-up with you.

Thank you very much for responding to this survey. It will help the Chapter to update its strategic plan.