



April 2006

**CES-Ontario Membership Profile:
A Look at Retention Issues**

Chine Nkado, Membership Chair

The following is a brief overview of the membership of the CES Ontario Chapter. The data used originates from the form that all CES members must complete when joining or renewing their CES membership. The data stems from the March 2006 membership directory received from the National office. Some discrepancies within the information may be due to the fact that not all members remember to update their information when renewing their membership.

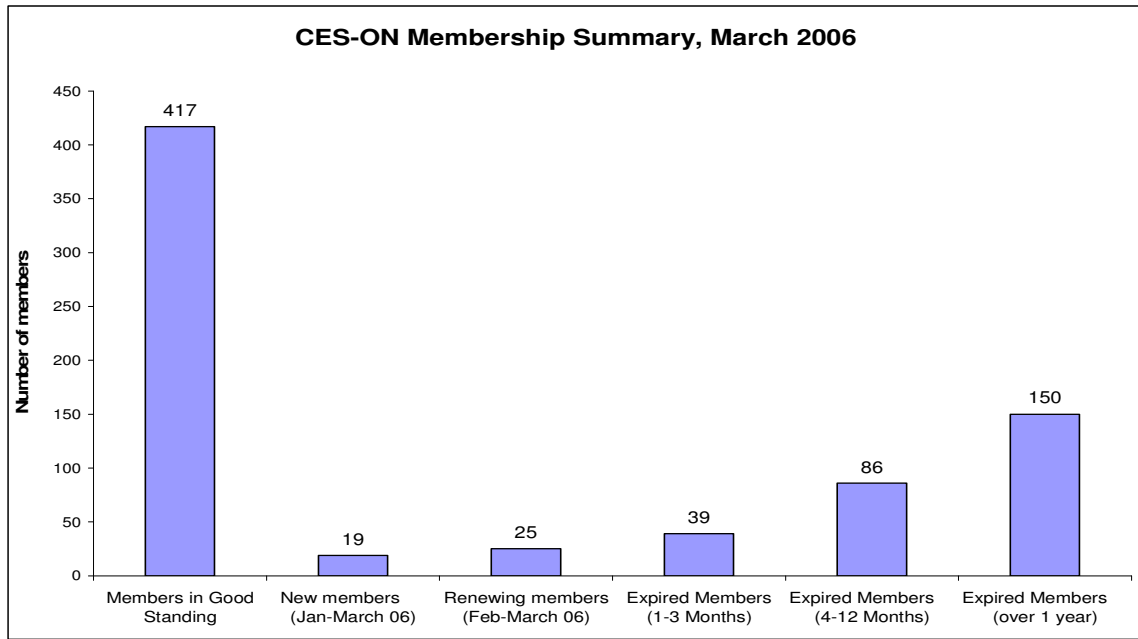
Overall membership

In recent years, the Canadian Evaluation Society's National membership has grown significantly. The Ontario Chapter is also seeing a similar trend in its total membership. Between January 2006 and March 2006, the Chapter's total membership has increased by about 5%, or 19 members, while a little over 25 members have renewed their membership, bringing the total membership in good standing to 417.

Is the CES-Ontario retaining its members?

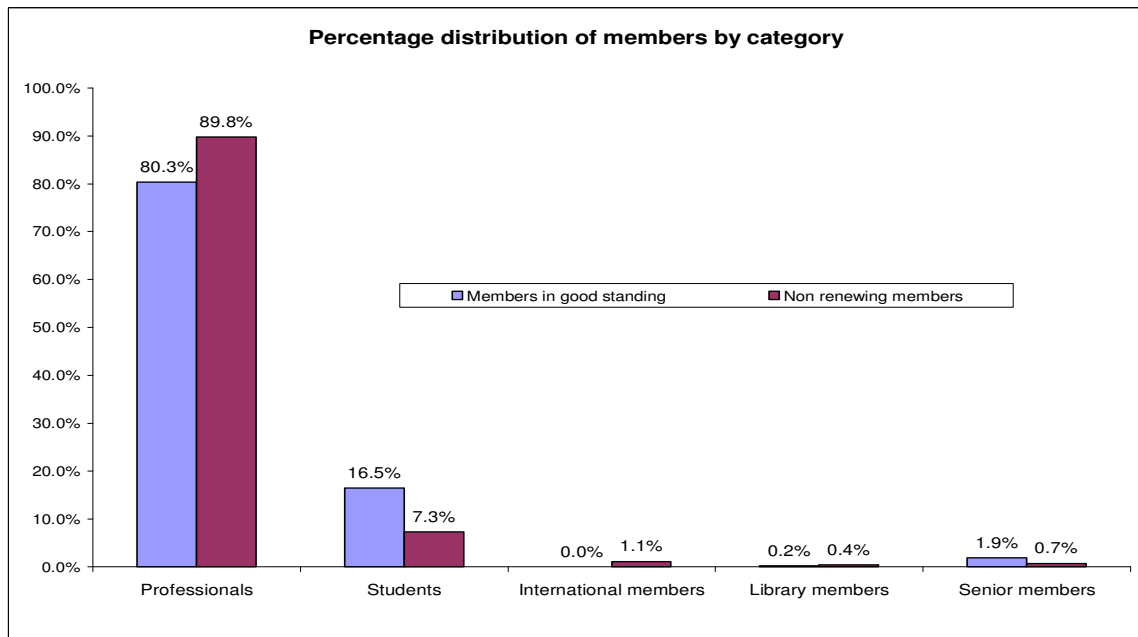
Despite the membership growth in the past few years, some past members are choosing not to renew their membership for a variety of reasons raising a few questions related to member retention which will need to be addressed through an exit survey the Membership Committee is implementing later in 2006.

The membership of 39 people expired between December '05 and February '06 (1-3 months prior to the reporting period). Another 66 previous members have **not** renewed their membership within the past 4 to 12 months, while 150 others have **not** renewed their membership for more than one year, bringing the total of non-renewing members to 275. These people will be the target for the proposed exit survey. The overall retention rate between February 2005 and March 2006 equals to about 60%.



Who are our members?

As of March 2005, almost 80% (335) of CES Ontario members in good standing were professional members, 17% (69) were student members, and less than one percent were international members. Among expired members, 90% (247) were professionals, while about 7% (20) were students.



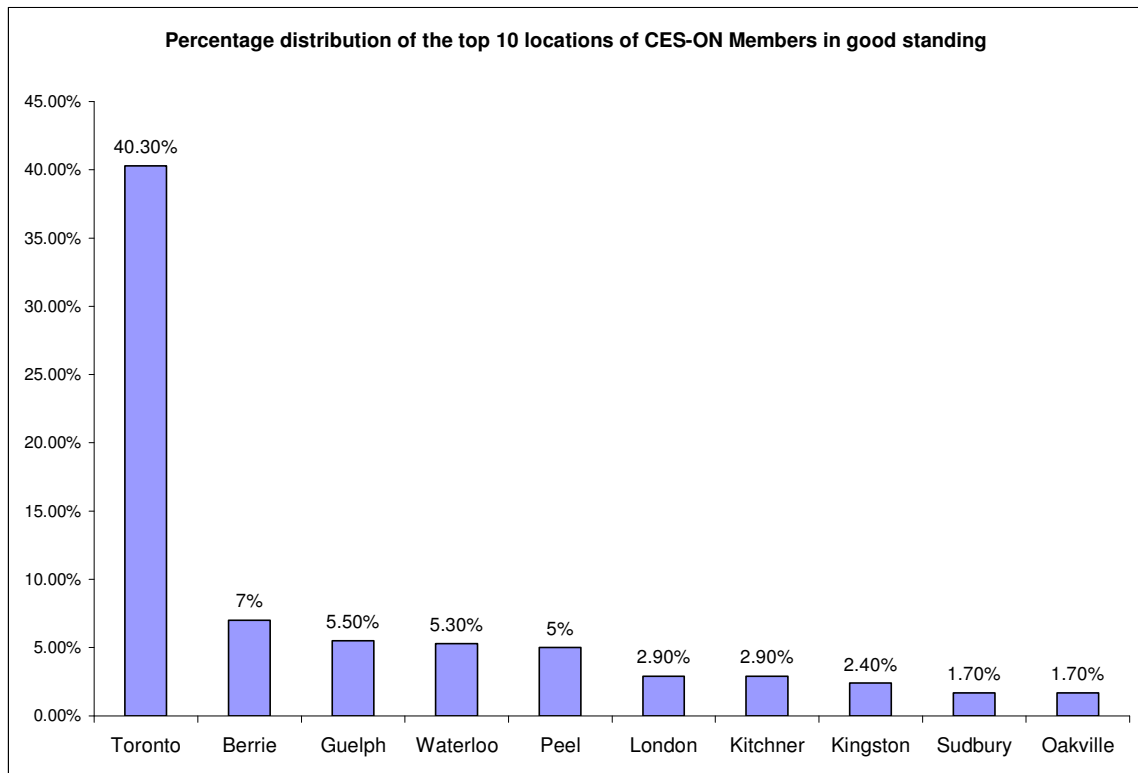
Where are our members?

The top 10 locations of CES Ontario members in good standing are:

- Toronto -168
- Barrie - 39
- Guelph - 23
- Waterloo – 22
- Peel - 21
- London – 12
- Kitchener – 12
- Kingston – 10
- Sudbury – 7
- Oakville – 7

About 75% of the CES – ON membership are located in these areas. There is a need to look for ways to increase our membership within other parts of the province, notably Northern and Eastern Ontario.

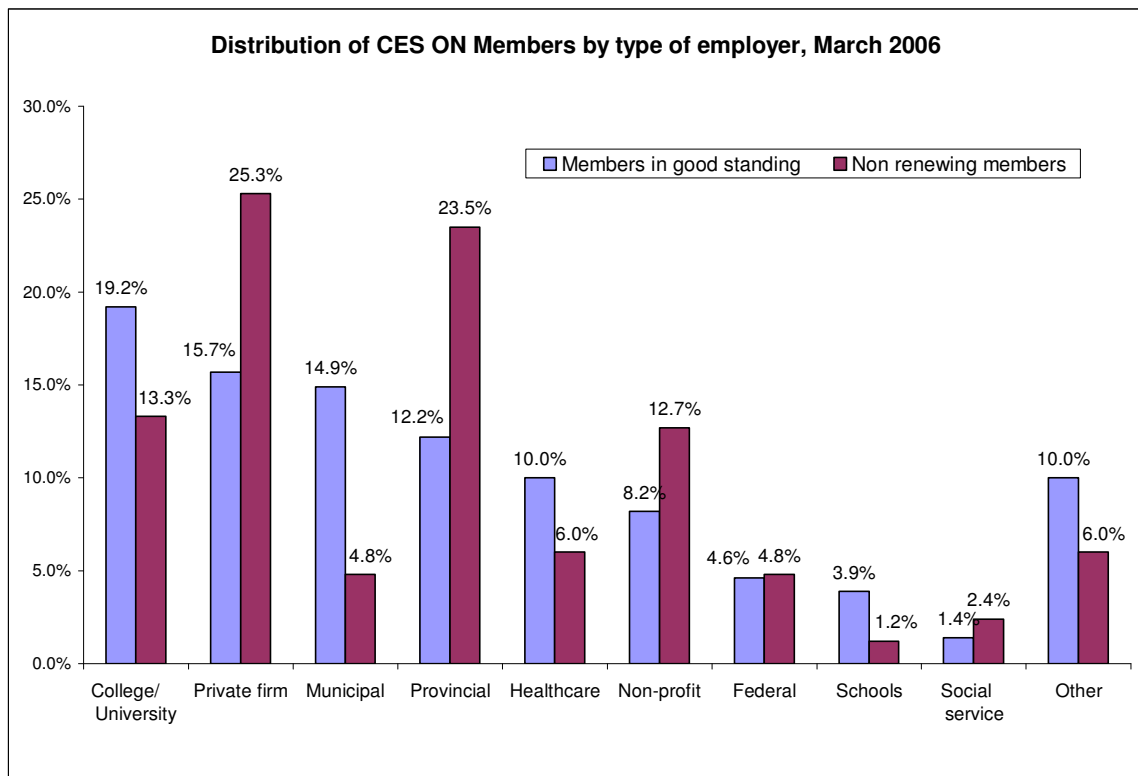
If you have any ideas and/or suggestions to help us increase involvement and/or participation in these regions, please let me know (membership@evaluationontario.ca).



Where are our members working?

CES Ontario members are working in various workplaces. Almost 1 in 4 (19.2%) work in Colleges/Universities. About 16% work in private firms, 15% work in Municipal government while 12% indicated that their type of employer was a provincial agency.

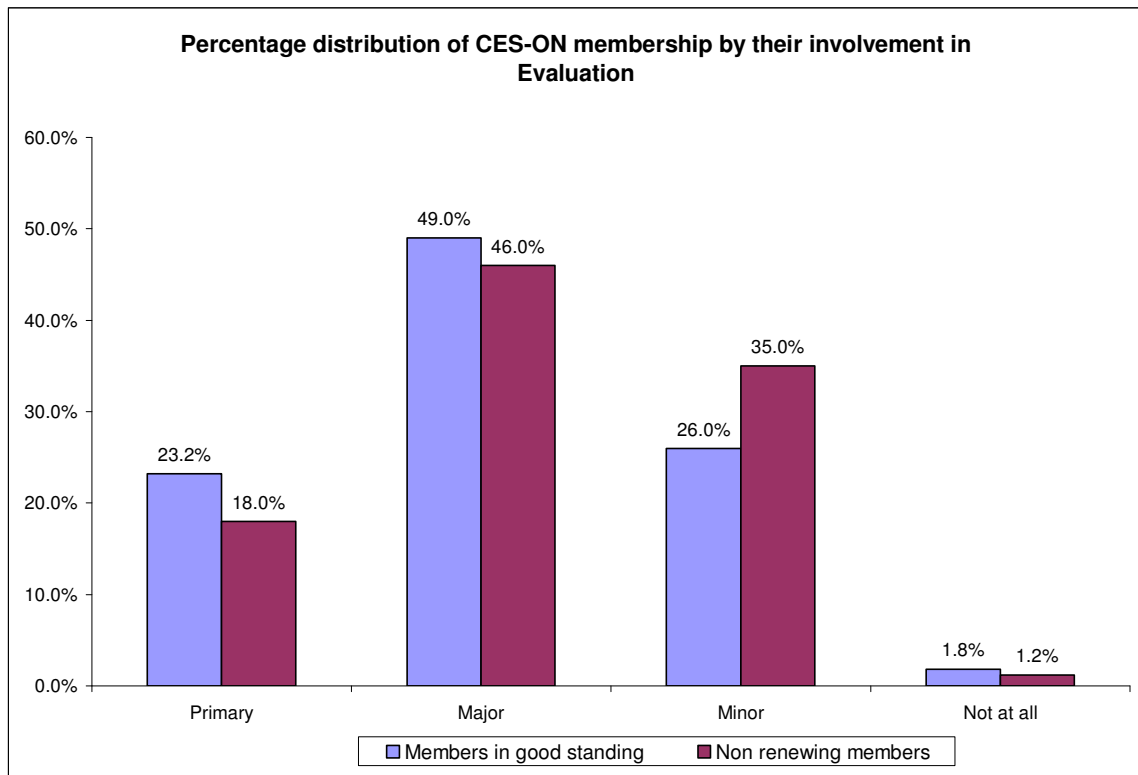
Among the non-renewing members, the highest proportion (25%) is employed in a private firm and another 24% are employed by a provincial agency, while 13% work in Colleges/Universities.



Members’ employment and current involvement in program evaluation

Most CES Ontario members (49%, 140) indicated that their position had a “major focus” on program evaluation. In addition, 23% (66) of members’ “primary” area of focus within their line of work was program evaluation. Twenty-six percent (73) felt that their position had a “minor focus”, while 2% (5) felt that their work did not focus on program evaluation.

Among the non-renewing members, 46% worked in positions that had a major focus on program evaluation, 18% were employed in positions that primarily focus on program evaluation, while for 36%, program evaluation was either a minor focus in their work or not a focus at all.

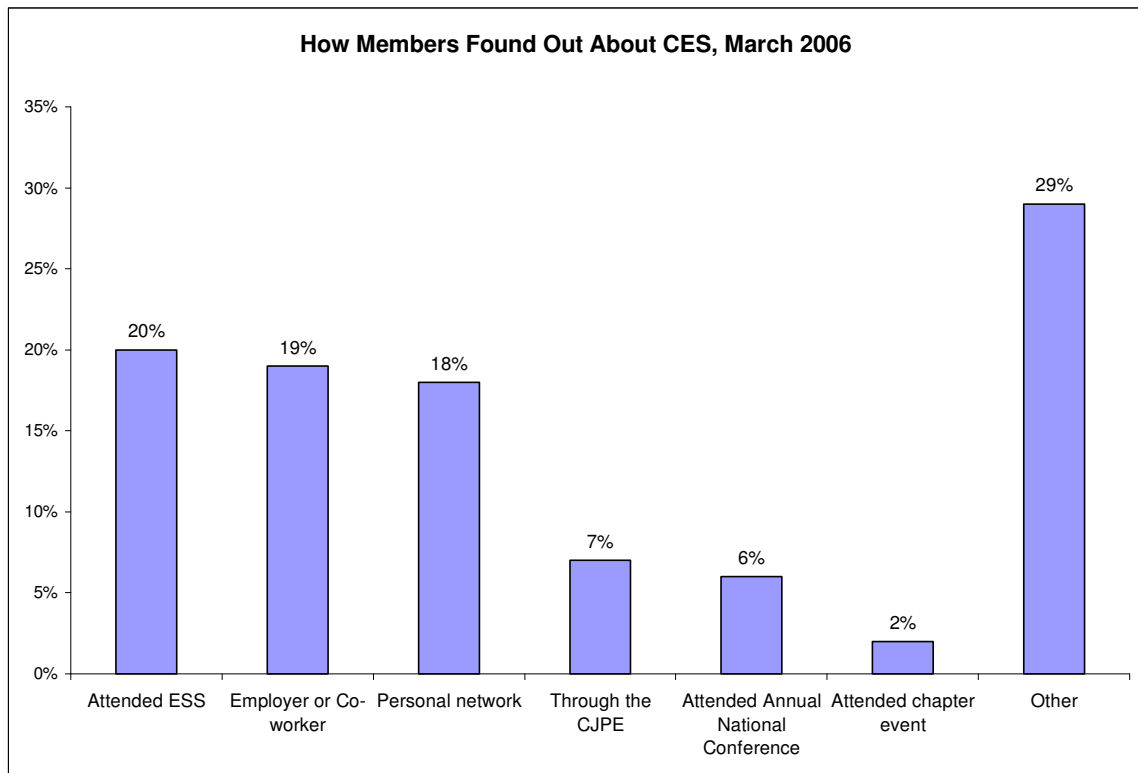


Training received by members

The large majority of members received some type of evaluation training. Almost three-quarters of the responding members in good standing (74%, 207) indicated receiving formal and specific training in program evaluation. Eighty percent (226) had the opportunity to get on-the-job training in evaluation.

How did our members find out about CES?

Most members (20%) heard about the CES through the ESS workshops or through an employer/co-worker (19%). Another popular way members found out about CES was through their personal network (18%).



Conclusion

Although CES-Ontario has retained about 60% of its members across a one year period, the membership committee will be proceeding with the development of an “exit” questionnaire to be used to collect information from members who choose not to renew their membership.

It is hoped that this type of information will help identify potential areas for improvement and additional services that CES-Ontario could be offering its members.