The page features a decorative graphic consisting of three blue circles of varying sizes (large, medium, and large) arranged vertically. Two thin blue lines intersect at the top left and extend diagonally across the page, framing the circles. The circles are composed of concentric layers of different shades of blue, creating a 3D effect.

# **BC/Yukon CES**

Survey Report – August 2014



## Executive Summary

In June 2014, the BC/Yukon Chapter of the Canadian Evaluation Society (CESBCY) conducted two surveys. The first survey was a survey of CESBCY members, and the second survey was a survey of potential members that are evaluation professionals in the provincial government of BC. The purpose of the surveys was to collect information regarding proposed CESBCY initiatives, interest in hosting the 2017 National Conference in Vancouver, professional development training, and to gauge interest in the Credentialed Evaluator (CE) designation.

A total of 63 individuals out of a sample of 147 members, and 32 individuals out of a sample of 214 non-members completed the surveys. The member survey respondents represented evaluation professionals primarily from private consulting firms, universities, and different levels of government. The non-member survey respondent represented evaluation professionals primarily in the BC provincial government.

The findings of the survey highlight general support for proposed CESBCY initiatives, with the majority of members in support of hosting the 2017 National Conference in Vancouver. Members were least supportive of the initiative to offer a Master Standing offer in the provincial government. Non-members were most supportive of having a provincial workshop in Victoria, and least supportive of hosting the 2017 conference and building and expanding the membership base.

In terms of professional development and events, both members and non-members indicated high interest in attending workshops, while surprisingly, members showed low interest in Essential Skills Series. Members and non-members shared similar interests in the types of workshops they would like to attend, with Data Visualization, Evaluation Design and Cost Effectiveness receiving the most support. Regarding the CE Designation, just under a third of the members have their designation. Almost half of the members do not have their designation and indicated that they are not likely to get it in the next year. 16% of non-members indicated that they are interested in applying for the CE designation in the next year.

Over two thirds of members indicated that they accessed the CESBCY website, while only a third of non-members had accessed the site. Members indicated that they accessed the website primarily for information about events, and some members raised concerns about the difficulty of navigating the website, and it not being up to date.

Overall, the survey results highlighted a general lack of awareness of CES and the BC/Yukon Chapter of CES among non-members. Most non-members had not heard of CES until they received the survey. However, a majority of non-members did indicate that they are interested in receiving more information about CES in the future and provided their contact details.

By gauging member and non-member interests in various CES related activities, the survey findings provide an opportunity to tailor CESBCY activities to better suit people's needs.



## Introduction

The BC/Yukon Chapter of the Canadian Evaluation Society (CESBCY) conducted two surveys in June 2014. The first survey was a survey of CESBCY members, and the second survey was a survey of potential members that are evaluation professionals primarily in the provincial government of BC, and other organizations. The purpose of the survey of members was to collect information regarding proposed CESBCY initiatives, member interest in hosting the 2017 National Conference in BC, and professional development training. The purpose of the non-member survey was to collect information regarding interest in becoming a member of the CES, interest in the Credentialed Evaluator (CE) designation, and general professional development in the evaluation field.

## Purpose

This document summarizes the findings of the two surveys which were conducted in June and July of 2014.

## Methodology

The goal of surveys was to solicit feedback from CESBCY members and non-members regarding support for CESBCY initiatives; professional development; hosting the 2017 Conference; the CESBCY website and events; and to solicit feedback regarding knowledge of and interest in CES and the CE designation from non-members. Both surveys were circulated to members of the Executive for feedback before being approved. The surveys were also tested by survey programmers and one member of the Executive before they were sent out to ensure they would provide the intended outcome.

The member survey was distributed via email to 147 individuals in the CESBCY member contact database. The non-member survey was distributed to 214 individuals in the various evaluation professions in the BC Government.

To analyze the survey results, the quantitative material was processed through standard data cleaning and then frequencies were generated to provide the initial findings. Using demographic data provided by the respondents, the responses were further analyzed to highlight differences by demographic categories. Responses that were qualitative were grouped into themes, if possible. If not, the responses were highlighted under their respective topics in the report.

## Limitations

One limitation of this study was the low response rate of non-member survey. Only 32 individuals out of a sample of 214 completed the survey, resulting in a 15% response rate. Additionally, a large number of non-members were unaware of CES and were unable to provide useful feedback on some of the questions.



## Respondent Profile

A total of 63 individuals out of 147 completed the member survey, resulting in a 43% response rate. A total of 32 individuals out of 214 completed the non-member survey, resulting in a 15% response rate.

### Location of Respondents

The majority of members (52%) were located in the Vancouver/Fraser Valley area, 32% were located in Vancouver Island, 13% were located in the Interior area, 2% in Northern BC, and 2% in Yukon. The majority of non-members (78%) were located in Vancouver Island, 19% were located in the Interior area, and 3% in Northern BC.

### Primary Work Environment

A large proportion of members (44%) work in consulting firms, 19% work in university and college settings, 17% work in the not for profit sector, 10% work for federal government, 8% work for other public sector organizations, and 2% work for provincial or territorial government. The majority of non-members (94%) work in provincial government, 3% work in local or municipal government, and 3% work for other public sector organizations.

### Amount of Time Working in Evaluation Field

The majority of members (59%) have worked in the evaluation field for more than 10 years, 16% have worked for 5 to 9 years, 14% have worked for 3 to 5 years, 5% have worked for 1 to 3 years, and 3% have worked for less than 1 year. The majority of non-members (31%) did not work in the evaluation field, 25% worked in the field for more than 10 years, 22% have worked for 5 to 9 years, 13% have worked 3 to 5 years, 6% have worked 1 to 3 years and 3% have worked for less than 1 year.

### Credentialed Evaluator Designation Status

A large proportion (46%) of members do not have their CE designation and are unlikely to get it in the next year. 29% have their CE designation, 17% hope to apply for the CE designation in the next year, and 8% are in the process of obtaining their CE designation. The majority of non-members (84%), do not have their CE designation and are unlikely to get it in the next year, and only 16% hope to apply for the CE designation in the next year.

### Amount of Time as a Member of CES

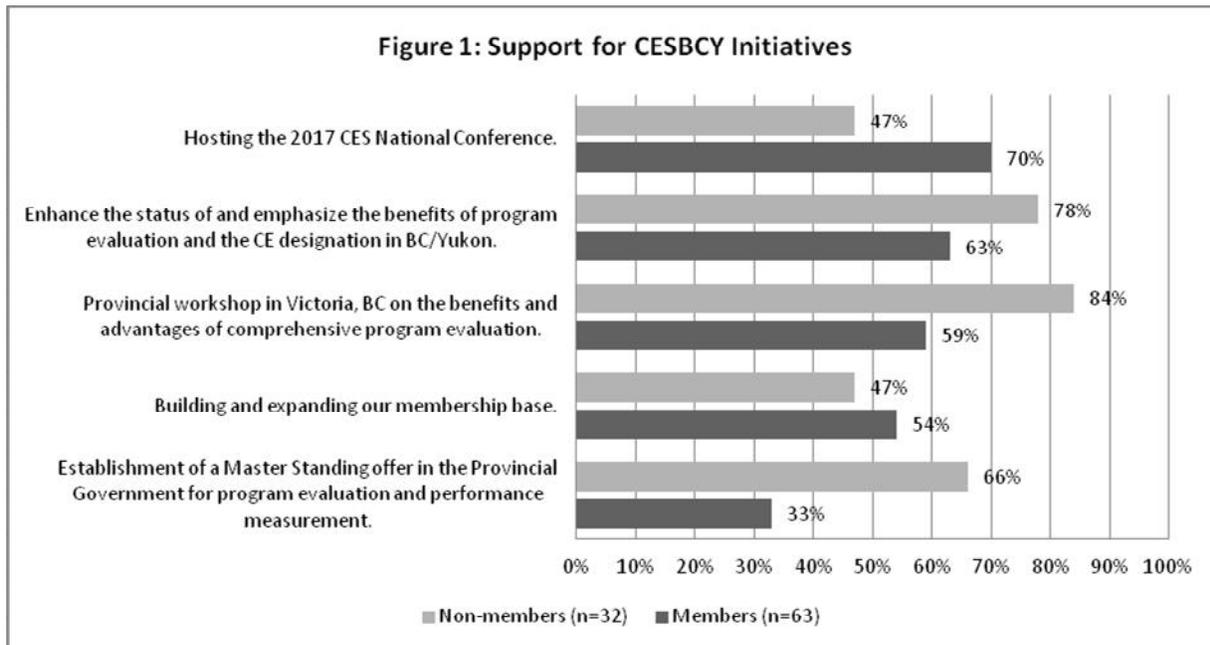
30% of members have been members for more than 10 years, 21% have been members for 6 to 9 years, 30% have been members for 2 to 5 years, and 19% have been members for less than 2 years.



## Key Findings

### Support for CESBCY Initiatives

Respondents of both surveys were asked to indicate their level of support for the proposed CESBCY initiatives. Members were most supportive of hosting the 2017 conference in Vancouver, and least supportive of establishing a Master Standing offer in the provincial government for program evaluation. Non-members were most supportive of a provincial workshop in Victoria, and equally least supportive of hosting the 2017 conference in Vancouver and building and expanding the membership base. Figure 1 highlights the percentage of individuals, both members and non-members, who are in support of the CESBCY initiatives.



A large number of members (40%) selected “don’t know/not applicable” to the question of establishing a Master Standing offer in the Provincial Government for program evaluation and performance measurement. An analysis of these members showed that the majority (60%) have worked in the evaluation field for more than 10 years, 52% do not have their CE designation and are unlikely to get it in the next year, and 52% live in the Vancouver/Fraser Valley region. These members that selected “don’t know/not applicable” work primarily in consulting firms (36%), universities or colleges (24%), and in the not for profit sector (20%).

### Professional Development

Both members and non-members were asked to provide feedback on professional development initiatives and activities provided by CESBCY. Respondents provided feedback regarding attendance of CES professional development activities; interest in types of workshops and areas of study; delivery methods, time of day and length of sessions; and, support in obtaining the CE designation.

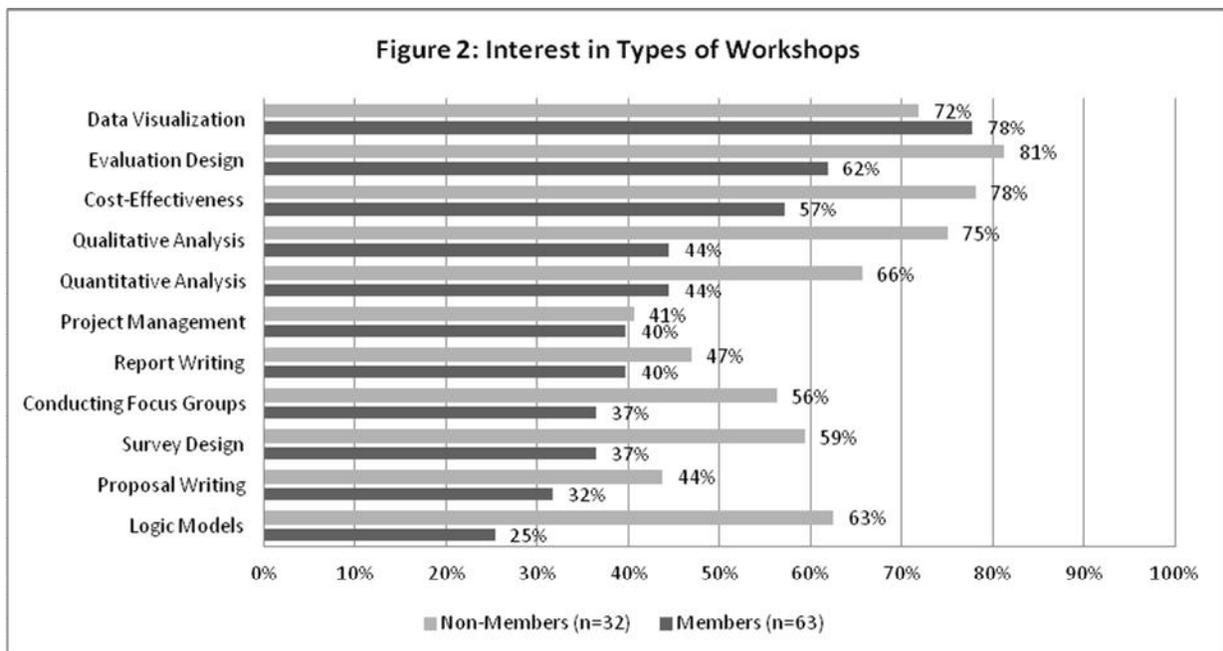


### Professional Development Event Attendance

The survey findings highlighted that 40% of members did not attend any professional development events in the last year. One third (33%) attended 1-2 events, 17% attended 3-5 events and 10% attended more than 5 events. A large proportion of non-members (97%) did not attend any professional development events, and only 1 non-member attended 1-2 events.

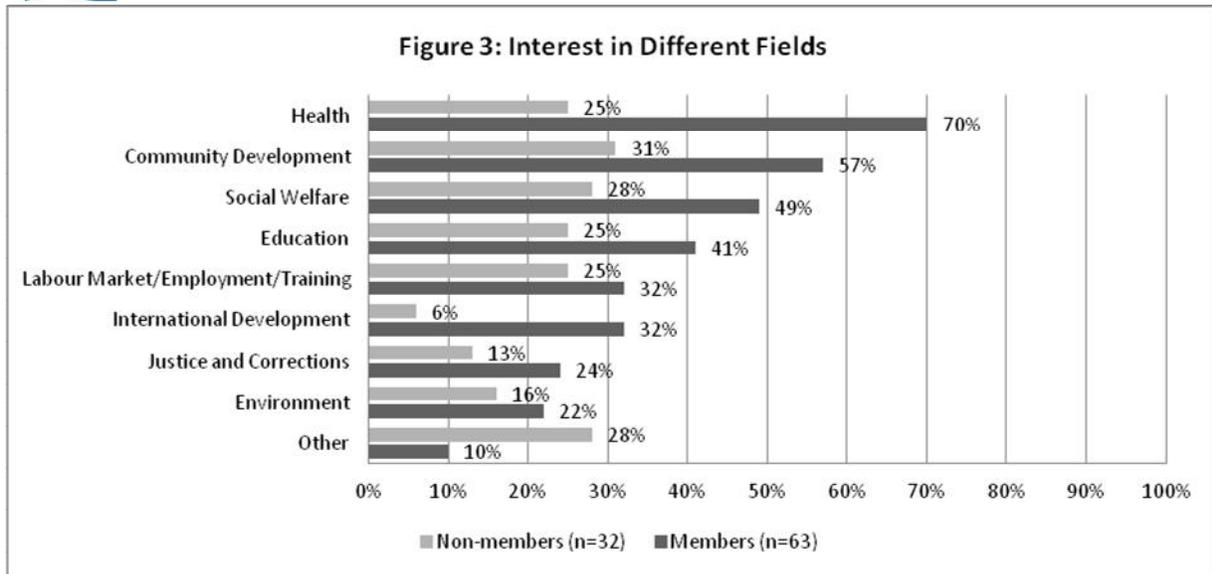
### Interest in Types of Workshops

Members indicated the highest interest in workshops on Data Visualization (78%), while non-members indicated the greatest interest in Evaluation Design workshops (81%). Members were least interested in Logic Models workshops, with a response rate of 25%, while non-members were least interested in Project Management workshops (41%). Figure 2 highlights the percentage of members and non-members interested in workshops in different subjects.



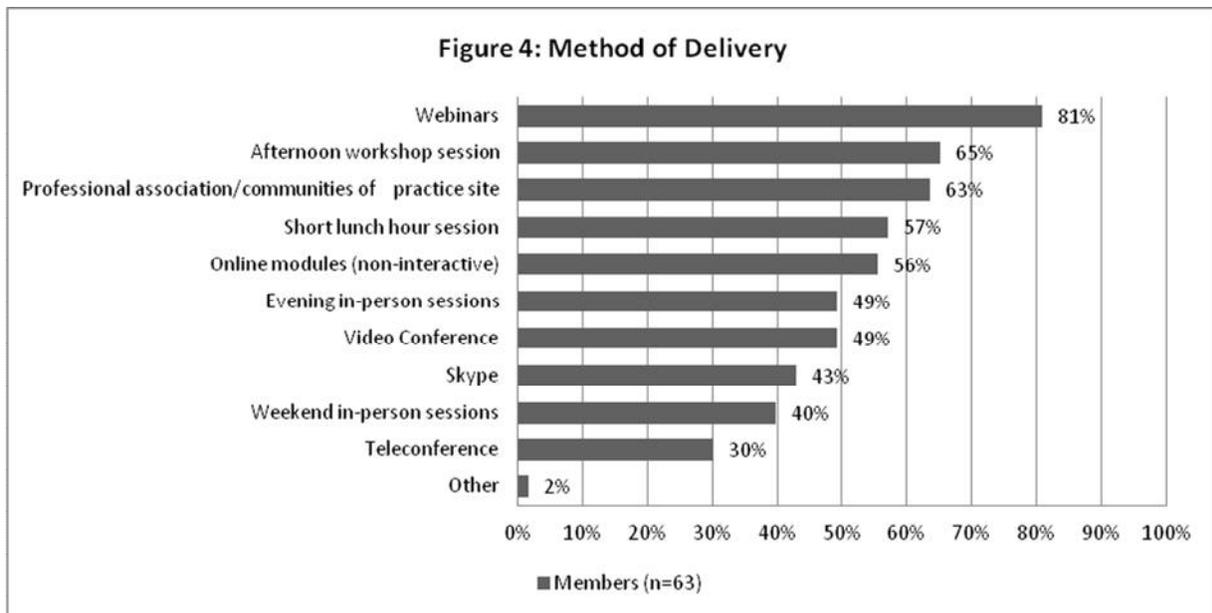
### Interest in Different Fields

Members indicated greatest interest in receiving training in the Health field (70%), while non-members indicated the greatest interest in the Community Development field (31%). In general, when compared to members, non-members showed low interest in the fields provided. Members were least interested in the Environment field (22%), although 10% did indicate “other” as a response to the question. Fields that were suggested were: community consultation and engagement, First Nation focused, and research with special groups. Non-members were least interested in International Development, with a response rate of 6%. 28% of non-members chose “other” as a response, and fields suggested here were: agriculture; general program delivery not specific to a sector; finance; governance; human resources; collecting customer feedback; outsource contracts; strategic planning outcomes; system-wide performance measurement; transportation. Figure 3 illustrates the results from this question.



#### Mode of Delivery

Members were asked which mode of delivery for professional development sessions they were open to. The most popular delivery mode was webinars, with a response rate of 81%, followed by afternoon workshop sessions (65%). Members were least open to teleconferences. Figure 4 illustrates the responses to this question.



#### Length of Sessions and Time of Day

Members and non-members were asked what length of time they would be interested in for professional development training. More than half the members (51%) showed interest in 2 hour sessions, followed by 1 hour sessions (41%), and 3 hour sessions (2%). Few members indicated “other”



and suggested: 1 hour sessions in a series, 1.5-3 hours depending on topic or number of speakers, depends on topic as all options are possible, and 0 hours. Non-members were most interested in 1 hour sessions (56%), followed by 2 hour sessions (31%), and 3 hour sessions (9%). Only one non-member indicated “other” and mentioned 1.5 hours as an alternative length of time.

Members and non-members were asked what time of day they preferred for professional development sessions. Members showed most interest in early morning sessions (38%), followed by lunchtime sessions (30%), early evening (11%), and Saturdays (5%). 16% of members indicated “other” and suggested: afternoons, late afternoon into evening, not evenings or weekends, and not weekends. Non-members showed most interest in early morning sessions (53%), followed by Lunchtime sessions (38%), and Sundays (3%). Only one non-member indicated “other” and suggested mid-morning and morning or afternoon during work hours.

#### Support in Getting or Maintaining CE Designation

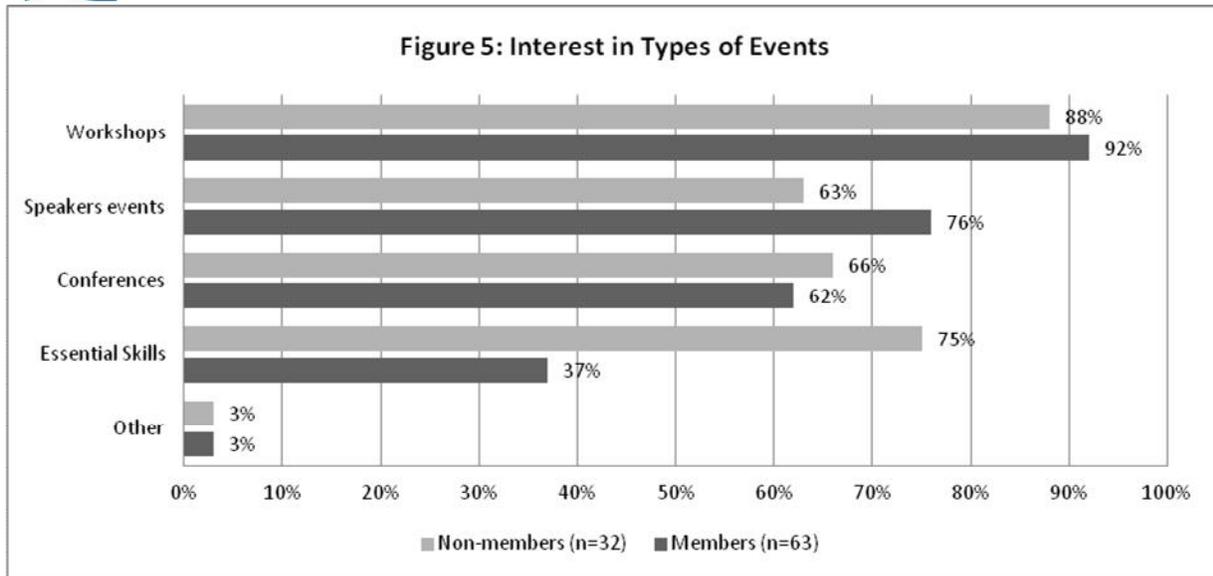
Members and non-members were asked how CESBCY could support them in getting or maintaining their CE designation. Both members and non-members were most interested in CE professional development courses, indicating a support of 59% and 53% respectively. 49% of members and 41% of non-members were interested in the establishment of a BC based mentorship program.

#### Website and Events

Respondents of both surveys were asked to provide feedback on CESBCY events and the website. Members and non-members were asked about what type of events they would like to see hosted by CESBCY, their activity on the website, and the usefulness of the website. Members were also asked what type of content they would like to see on the website.

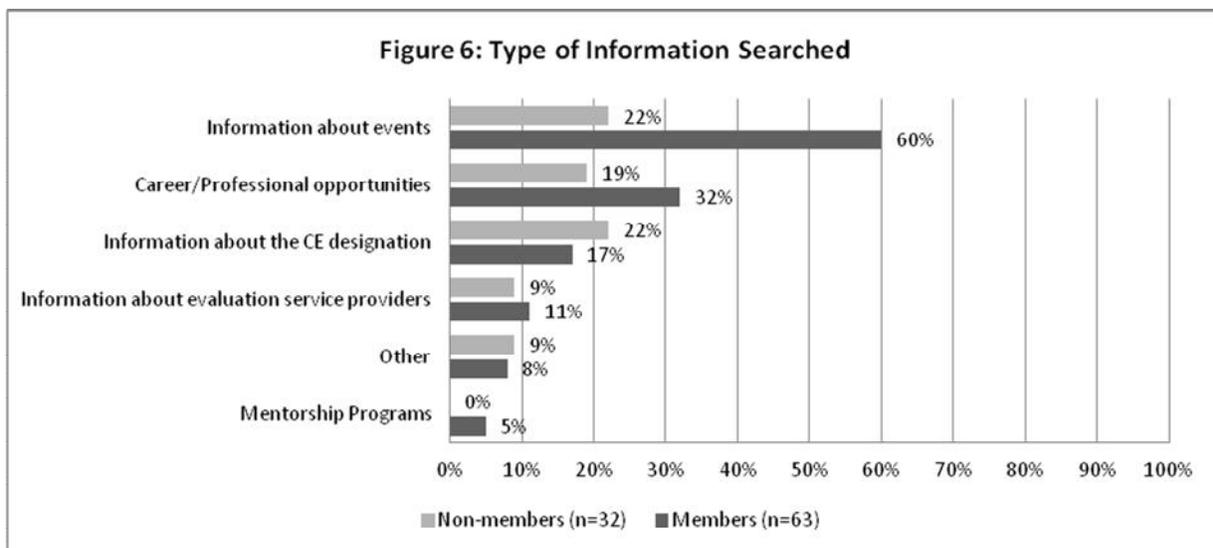
#### Types of Events

Members and non-members both showed most interest in workshops, indicating a response rate of 92% and 88% respectively. Members were least interested in the Essential Skills Series (37%), while non-members were least interested in speakers’ events (63%). Figure 5 illustrates the responses from this question.



#### Website

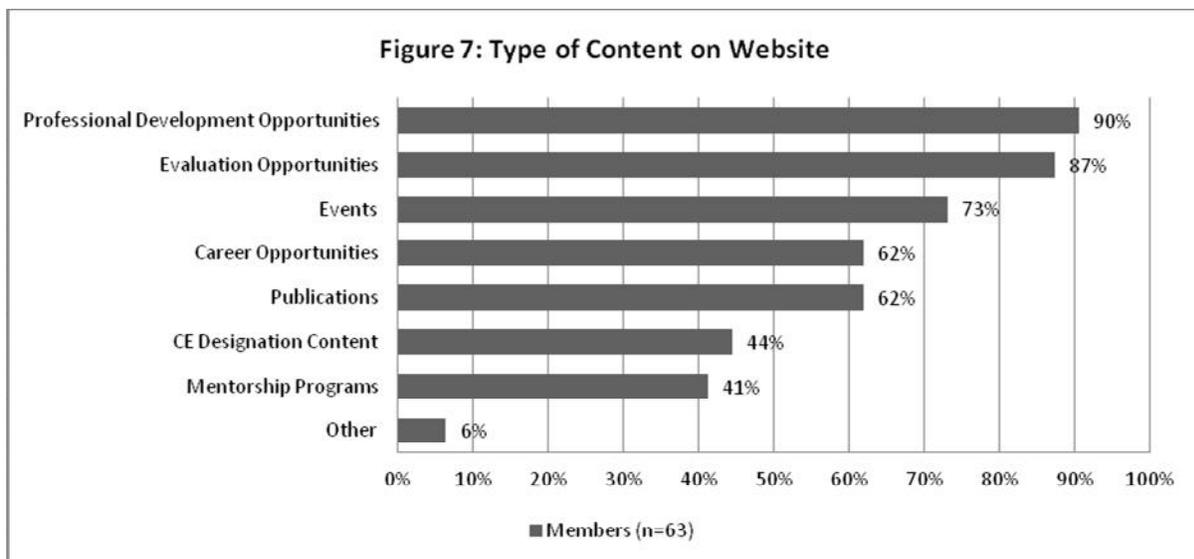
The majority of members (68%) had accessed the CESBCY website in the last year, while only a third of non-members had accessed it. Members searched the website mostly for information about events (68%), followed by career or professional opportunities (32%). Only 5% of members searched for mentorship programs. Non-members searched the website for information about events and information about the CE designation (22%). Non-members did not search for mentorship programs at all. 8% of members and 9% of non-members selected “other”. Other types of information searched for by members were social gatherings and discussion groups, while one non-members searched for specialized skills training, and one individual indicated that ESS is too basic. Figure 6 illustrates the responses to this question.





With regards to usefulness of the website, 37% of members and 31% of non-members indicated that they found the website useful. Reasons that they did not find the website useful were that: the website does not seem to be up to date and should be updated more often, website is difficult to navigate and use, not a lot of BC specific content, information about service providers is thin, no listserv or other conversations, and members/non-members have no reason to bookmark the website as a favourite place to go for evaluation in western Canada.

Members were also asked what type of content they would be interested in seeing on the website. A large majority of members (90%) indicated that they wanted to see professional development opportunities, followed by evaluation opportunities (87%), and events (73%). Members were least interested in mentorship programs, as reflected by a response rate of 41%. Figure 7 illustrates the findings from this question.



### Hosting the 2017 Conference

Members and non-members were asked questions regarding hosting the 2017 National Conference in Vancouver.

Non-members were asked if they had ever attended a CES conference, and only 2 of them indicated that they had. When asked how likely they were to attend the 2017 Conference, 75% of members and 13% of non-members indicated that they were very likely to attend. 19% of members and 50% of non-members indicated that they were somewhat likely to attend, and 2% of members and 28% of non-members indicated that they were not at all likely to attend.

Both members and non-members were asked to what capacity they are willing to offer their support in hosting the 2017 Conference. Almost a third of members indicated that they are willing to take on a formal role, while no non-members were willing to take on this role. 17% of members and 6% of non-members indicated willingness to take on a voluntary role. 11% of members and 25% of non-members

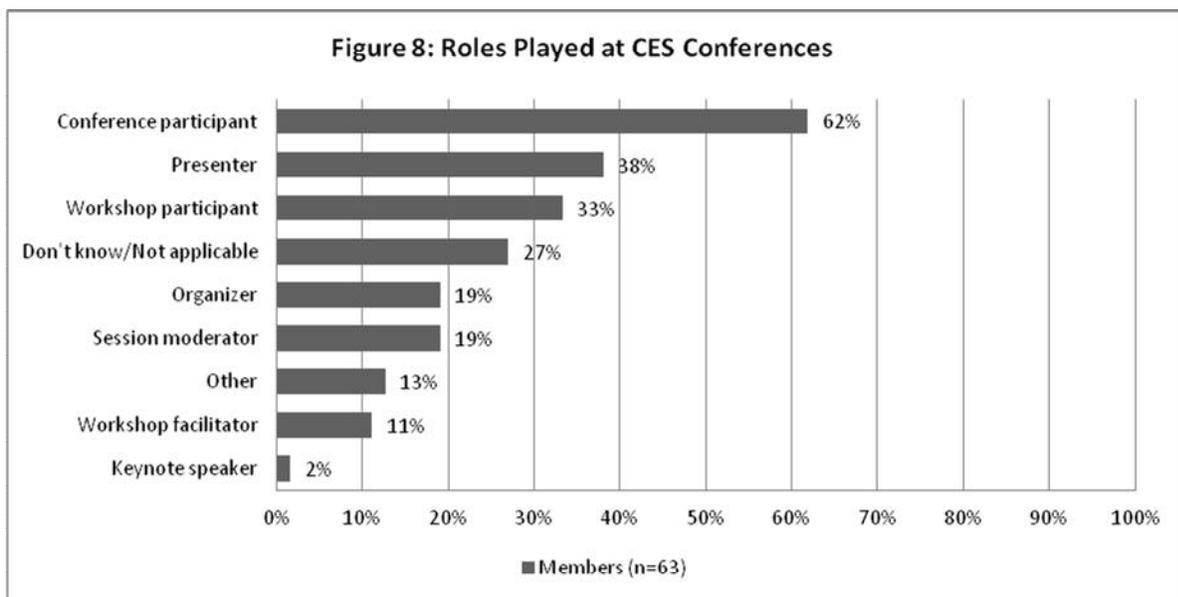


indicated that they were not willing to offer any support, and 11% of members and 59% of members were unsure, and 30% of members and 9% of non-members indicated “other”. Of those that chose “other”, one member indicated that he or she is willing to take on either a formal or a voluntary role; one member was unsure about the difference between the two roles; one non-member indicated that either role is a possibility; and another non-member indicated that he or she would like to be a speaker at the conference. Table 1 illustrates members and non-members who are willing to offer their support for the conference.

**Table 1: Number and Percentage of Individuals Willing to Offer Support for the 2017 Conference**

	Members (n=63)		Non-Members (n=32)	
	Number	Percentage	Number	Percentage
<b>Voluntary Position</b>	11	17%	2	6%
<b>Formal Position</b>	19	30%	0	0%
<b>Both</b>	1	2%	1	3%

Members and non-members were asked what role that had previously played in a CES conference. 2 non-members indicated that they were once conference participants and one indicated that he or she was once a workshop participant. The majority of members (62%) had been conference participants, while only 2% had ever been Keynote Speakers. 13% of members indicated that they had taken on other roles which were: breakfast roundtable, volunteer, CES student case competition, have not attended/have not played a role, organizing committee, volunteer coordinator. 30 members and 8 non-members were interested in offering their support for the conferences and provided their names and contact details. Figure 8 illustrates the responses from this question.





## Marketing the Conference to Non-Members

An analysis was done on non-members who indicated that they are very likely or somewhat likely to attend the 2017 conference. 63% of non-members indicated that they were very likely or somewhat likely to attend the conference. Figure 9 illustrates the types of workshops these non-members are interested in. More than half (53%) of non-members that are likely to attend the conference are interested in workshops on Data Visualization, Cost Effectiveness, and Evaluation Design. These non-members are least interested in Project Management workshops (22%) and Proposal Writing workshops (25%).

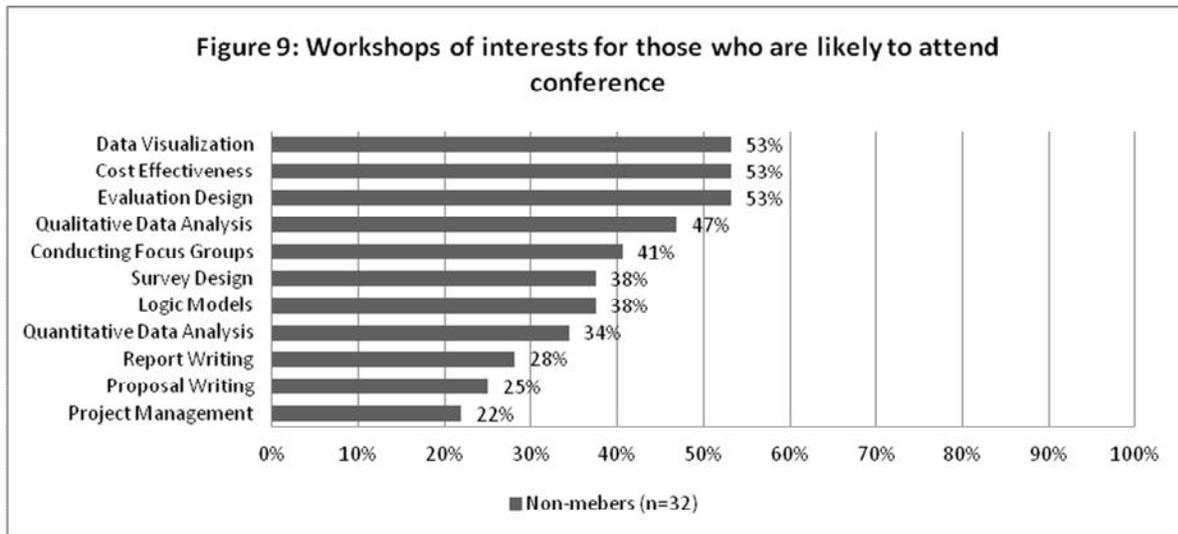


Figure 10 illustrates the fields of interest of non-members who are likely to attend the 2017 conference. The Health and Community Development fields were those that non-members are most interested in, representing 19% of non-members who are likely to attend the conference. Non-members that are likely to attend the conference are least interested in International development (0%) and Education (6%).

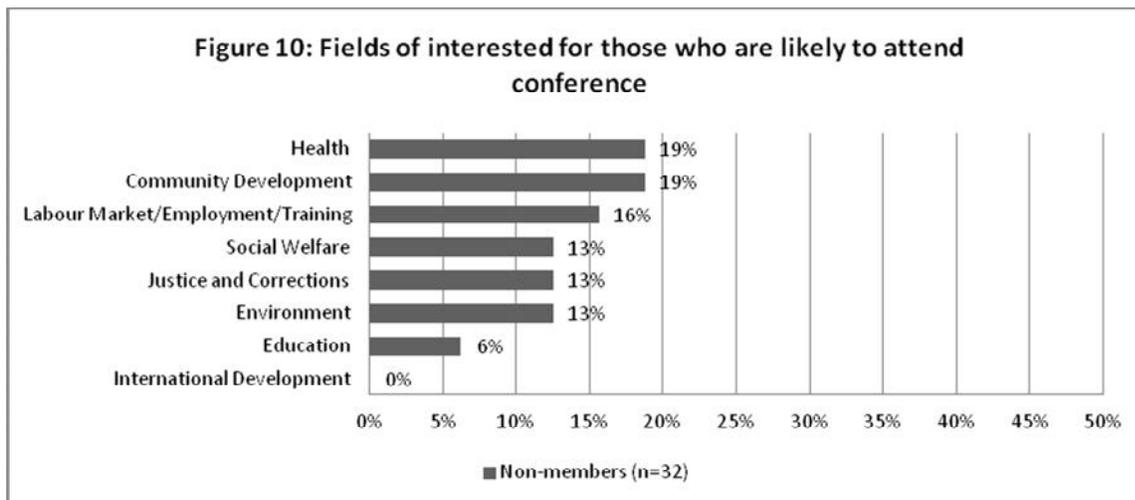
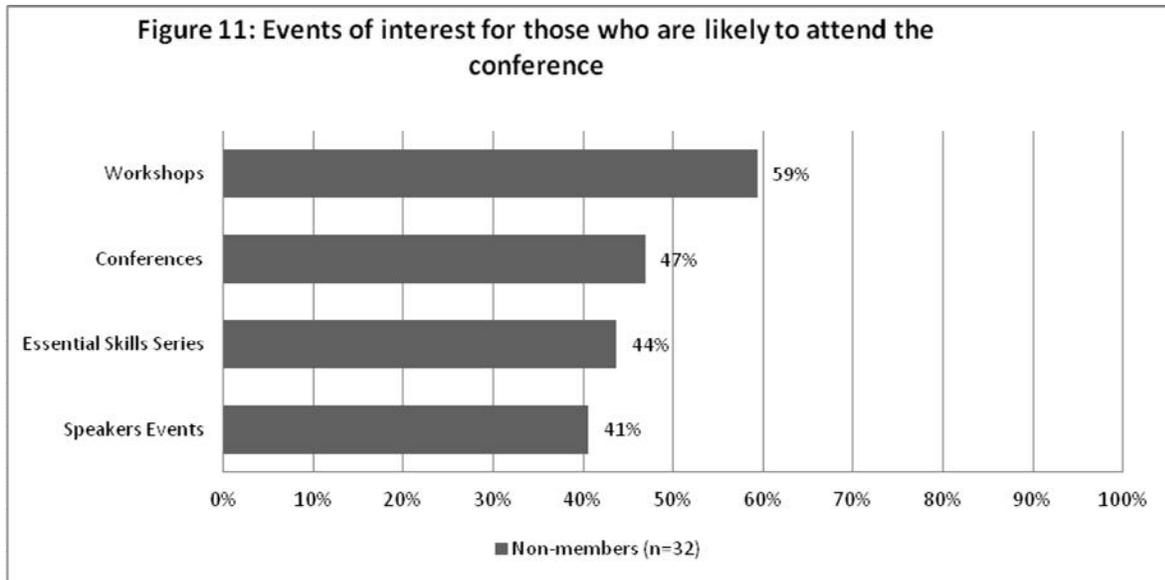




Figure 11 illustrates the types of events that non-members who are likely to attend the conference are interested in. The majority (59%) of these non-members are interested in workshops, and 47% are interested in conferences. These non-members are least interested in Speakers Events (41%).

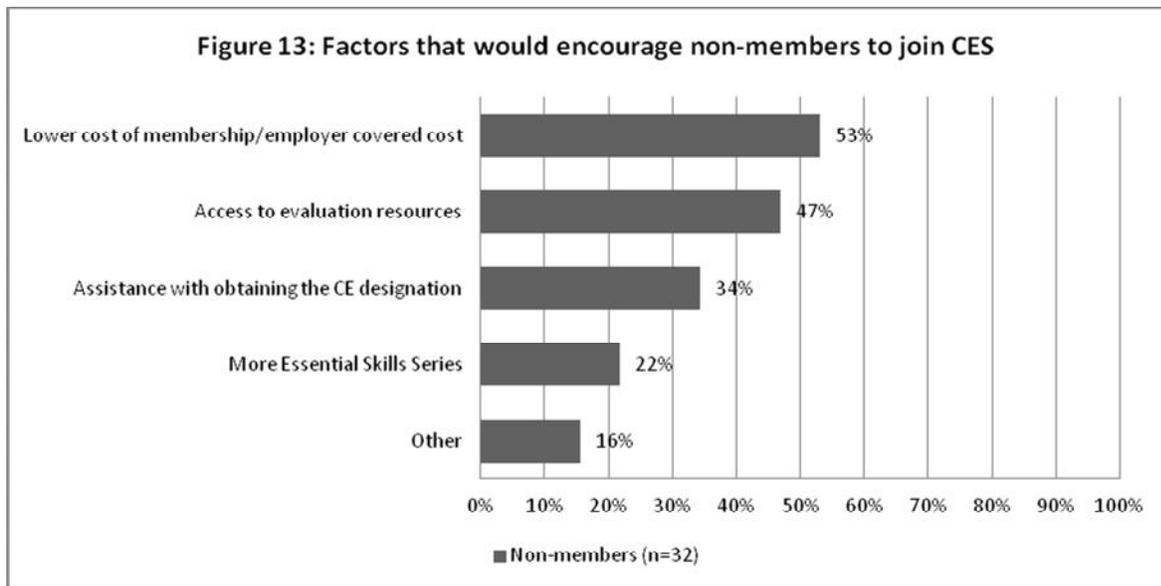
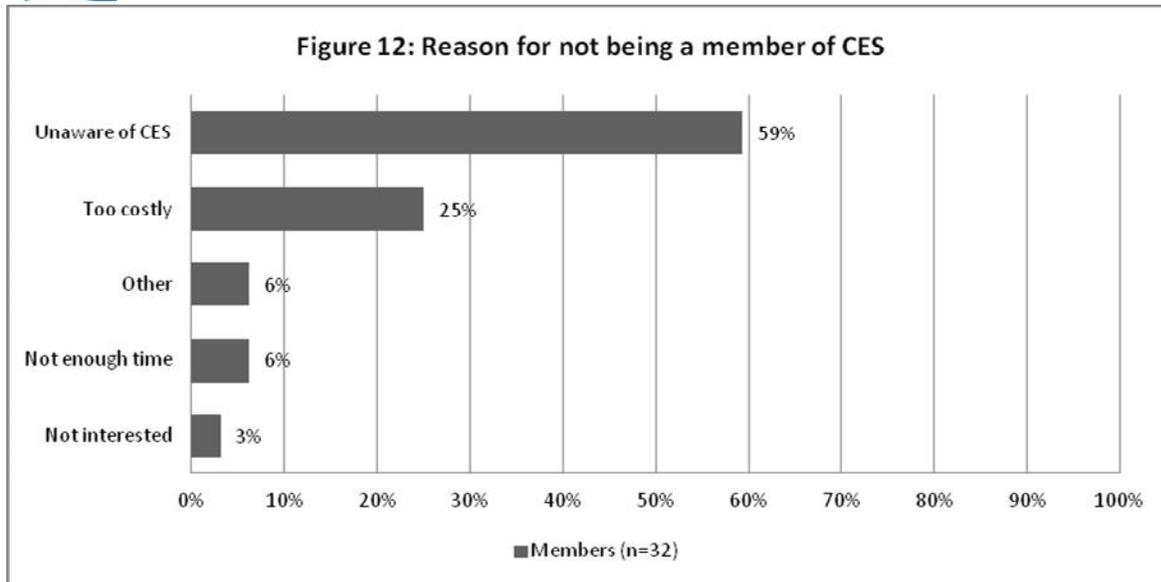


### Non-members

Non-members were asked questions regarding their knowledge of CESBCY and interest in membership to the Chapter.

In terms of knowledge of the organization, 38% of non-members were aware of CES before receiving the survey, and 34% were aware of the BC/Yukon Chapter of CES. Just under a third of non-members (31%) were aware of the CE designation before receiving the survey.

The majority of non-members (59%) indicated being unaware of CES as the main reason they are not members. The second most common reason is that membership is too costly or their employers are not willing to pay for it, representing 25% of the responses. The most common factors that would encourage non-members to join were: lower cost of membership or employer covered cost (53%); access to evaluation resources (47%); and, assistance with obtaining CE designation (34%). Figures 12 and 13 illustrate these findings.



Non-members were asked if they would be interested in an associate membership with a lower membership fee and limited access to resources. 63% indicated that they would be interested in the associate membership if it were made available.

Additionally, 78% (25) of non-members indicated that they were interested in CES and would like to receive more information about CES in the future.



## Conclusion

The surveys were undertaken to gauge member and non-member interest in CESBCY activities and initiatives and to collect feedback on CESBCY related content.

The survey results highlight that there is general support for the proposed CESBCY initiatives; primarily for hosting the 2017 conference in Vancouver among members, and having a provincial workshop in Victoria among non-members. Overall, members and non-members indicated great interest in attending workshops and showed similar interest in the types of workshops they are interested in.

Members and non-members both provided feedback on the website, events and professional development, and other CESBCY activities, however, non-members were generally unaware of CES prior to receiving the survey, and indicated that they were unable to provide useful comments on some of the questions.

In gauging member and non-member interests in various CES related activities, the survey findings provide an opportunity to tailor CESBCY activities to better suit member needs.