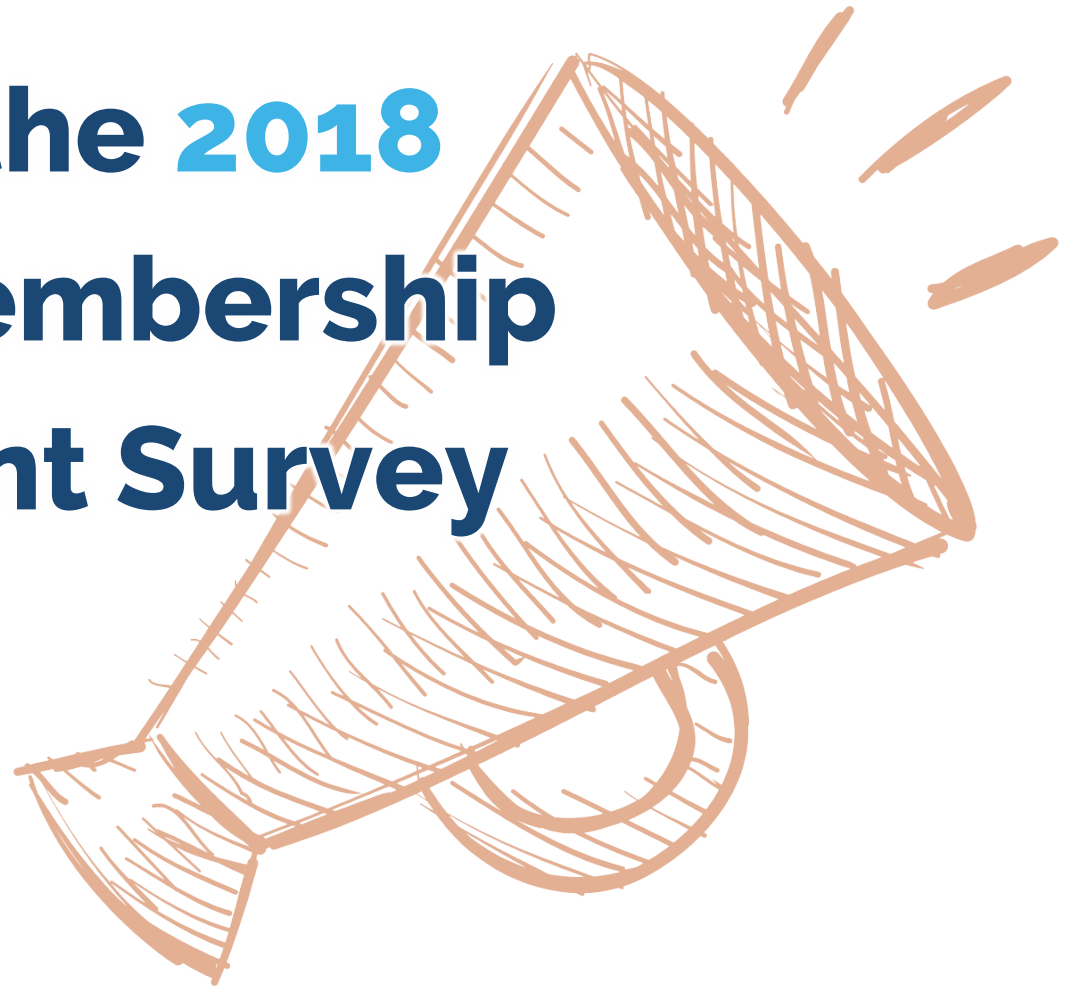




British Columbia and Yukon Chapter
Canadian Evaluation Society

Results of the 2018 CESBCY Membership Engagement Survey



introduction

IN JANUARY, 2018, the **BC & Yukon chapter** of the Canadian Evaluation Society (CES) distributed a survey to our membership roster and our mailing list of those interested in CES in our chapter region.

The purpose of the survey was to better understand what draws people to our organization and how we can serve our local evaluation community better.

More than **100 people** responded, telling us what they would like to see and what they value from their association with our chapter as well as with CES as a whole. We will use this feedback to guide our strategic planning in 2018 and beyond.

HIGHLIGHTS & TAKEAWAYS:

- ❖ Desire for more **professional development** and access to learning opportunities dominated the survey responses, including wanting more **online/distance learning opportunities**
- ❖ Opportunities to **connect with other professionals** in the evaluation community also emerged as a highly valued part of membership
- ❖ For challenges faced in the evaluation community, **lack of evaluation capacity and buy-in** among organizations and clients stood out
- ❖ After more professional development, **getting a CE** was the next most common professional goal

what's in a name?

Not sure about the difference between CES and CESBCY? You're not alone! The sidebar explains the difference.

In our survey, sometimes we asked about CESBCY specifically and sometimes about CES as a whole, depending on what made the most sense for each question.

As a regional chapter, our scope is local offerings and opportunities, but it helps us to know how our members feel about their overall CES experience and how we can add to that at the regional level.

CES also routinely surveys our entire membership, and you can check out the results of their latest membership survey here: https://evaluationcanada.ca/txt/201701_ces_survey_report_en.pdf

CES is our national body. When you sign up for a CES membership, that is the parent organization you join.

website: <https://evaluationcanada.ca/>

CESBCY is a regional chapter of CES, responsible for British Columbia and Yukon. All CES members are automatically added to a regional chapter based on their residence when they join.

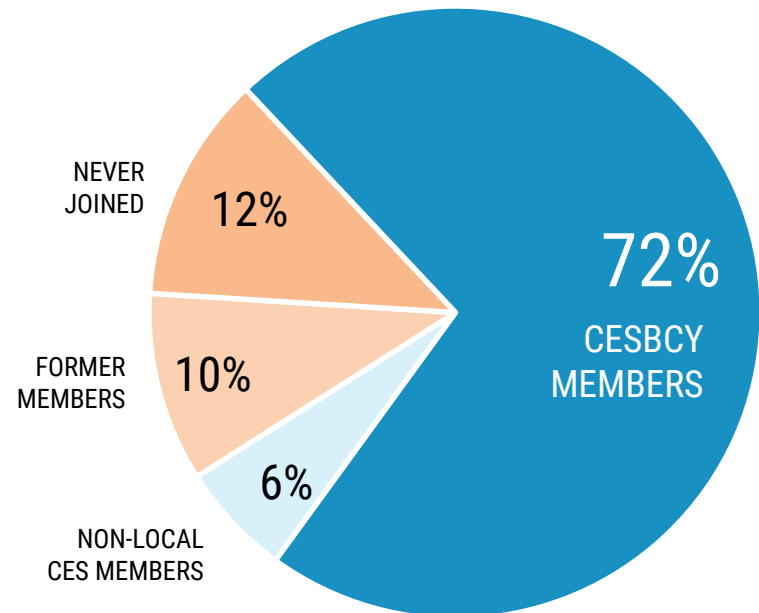
website: <https://cesbcy.ca/>

who responded?

Over **600** people were contacted via the CESBCY mailing list and LinkedIn group and we heard back from **101** people in total (~17% response rate).

CESBCY members made up the majority of the sample, with a response rate of 33%*. The remainder of responses came from former members, those who have never been members, and non-local CES members who do not reside in BC or Yukon.

For this report, we have combined all CES members (78%, n = 79) and all non-members (22%, n = 22), except where otherwise noted.



* Based on our January active membership count of 221.

why non-members?

So why does a *membership* survey include **non-members** anyway?

The rationale is simple: our **mission** is to support the evaluation community in BC and Yukon, including those who are not CES members but have an interest in and benefit from what we do. And we want to know more about them!

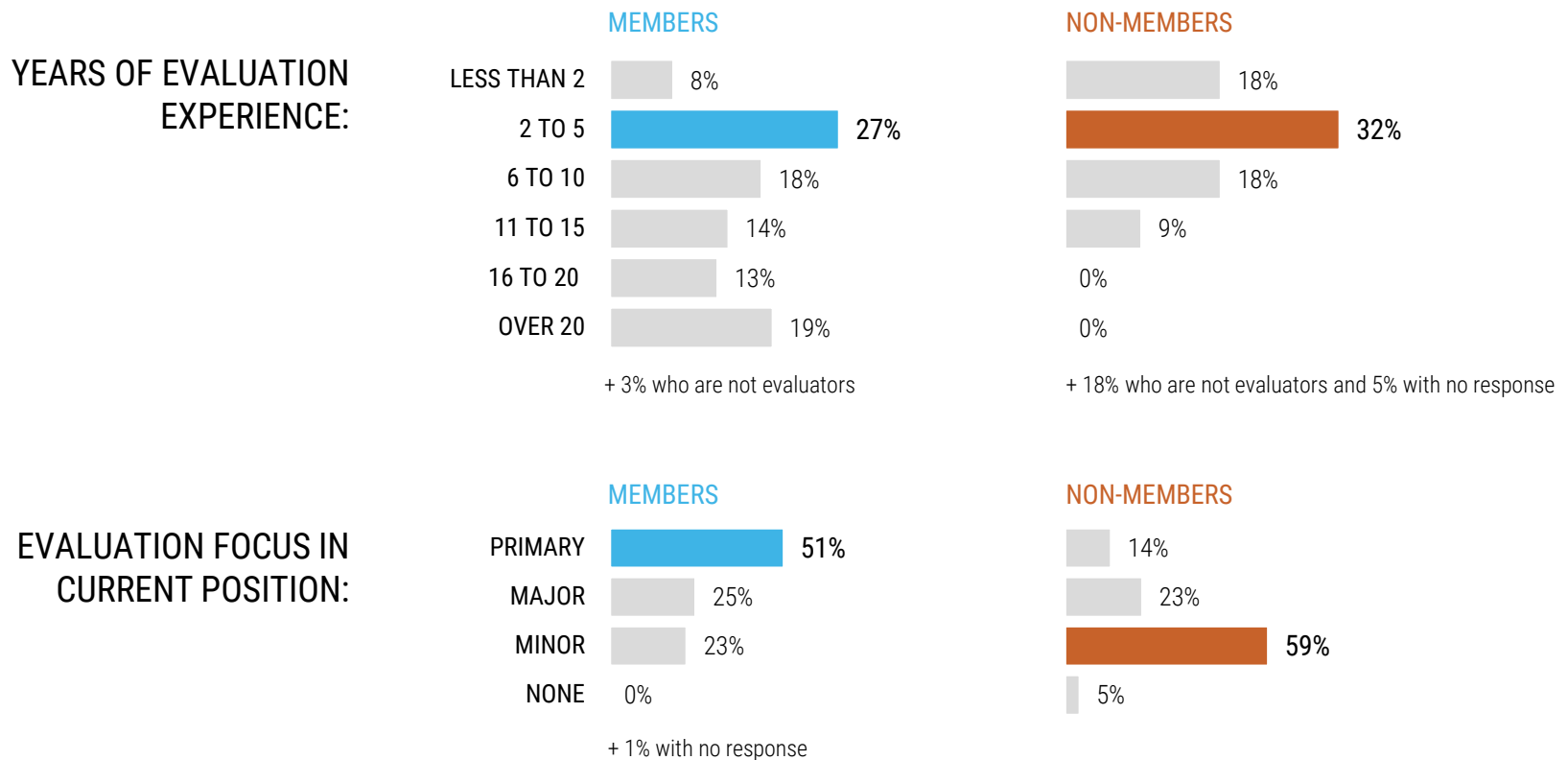


With only a small number of non-members responding, it can be argued that we don't have a representative sample of *all* non-members. That's true. But we can guess that they do represent the subset of our most engaged and interested non-members, who have a big stake in what we offer and how our presence continues to develop in this region, so we're pleased to include these responses.

respondent overview

EVALUATION INVOLVEMENT

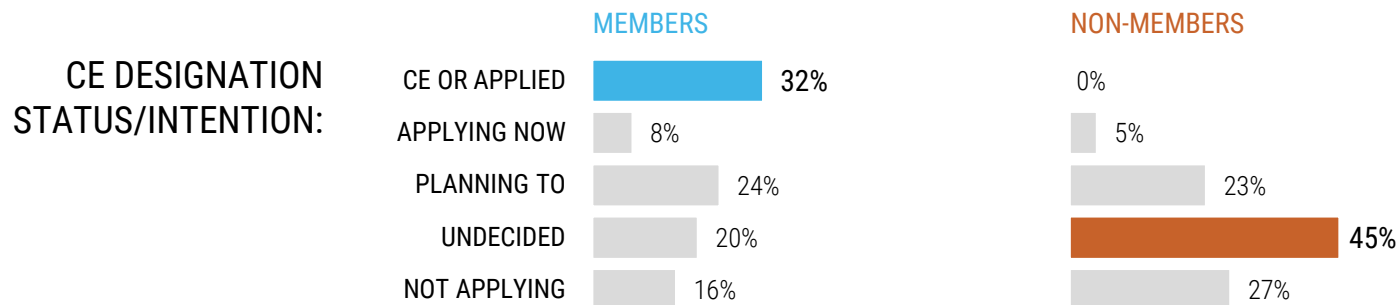
CES members tended to have more years of evaluation experience and a larger evaluation focus in their current work than non-members.



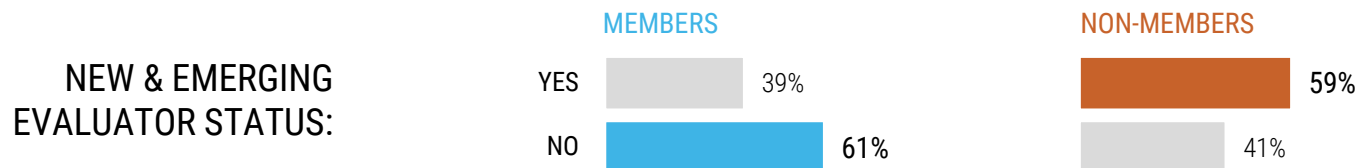
respondent overview

CEs AND NEEs

CES members were more likely to be Credentialed Evaluators (CE) or planning to apply. **Non-members** were more likely to be undecided.



Non-members were more likely to identify as new and emerging evaluators (NEE).



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REASONS FOR JOINING

Members had many different reasons for joining CES, but the most frequently mentioned were:

- ❖ For professional development (37%)*
- ❖ To network and connect with others (32%)
- ❖ As part of a CES offering (22%)
(e.g., Essential Skills Series, the CES conference)

For **non-members**, reasons for not joining (or leaving) CES mainly related to not working in evaluation and being uncertain about the value of a membership at this time.

"To improve my practice as an evaluator."

"To have colleagues with interest and expertise in evaluation."

"I received the membership as part of a course package."

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BENEFITS

Members and **non-members** alike reported similar benefits from their involvement with CES:

- ❖ Networking and social connections (36%)
- ❖ Access to information and news (26%)
- ❖ Learning and professional development opportunities (24%)

Other commonly referenced benefits were access to CES online resources (e.g., CJPE, webinars), job listings, and CE designation support.

"Being part of a professional community outside of my workplace."

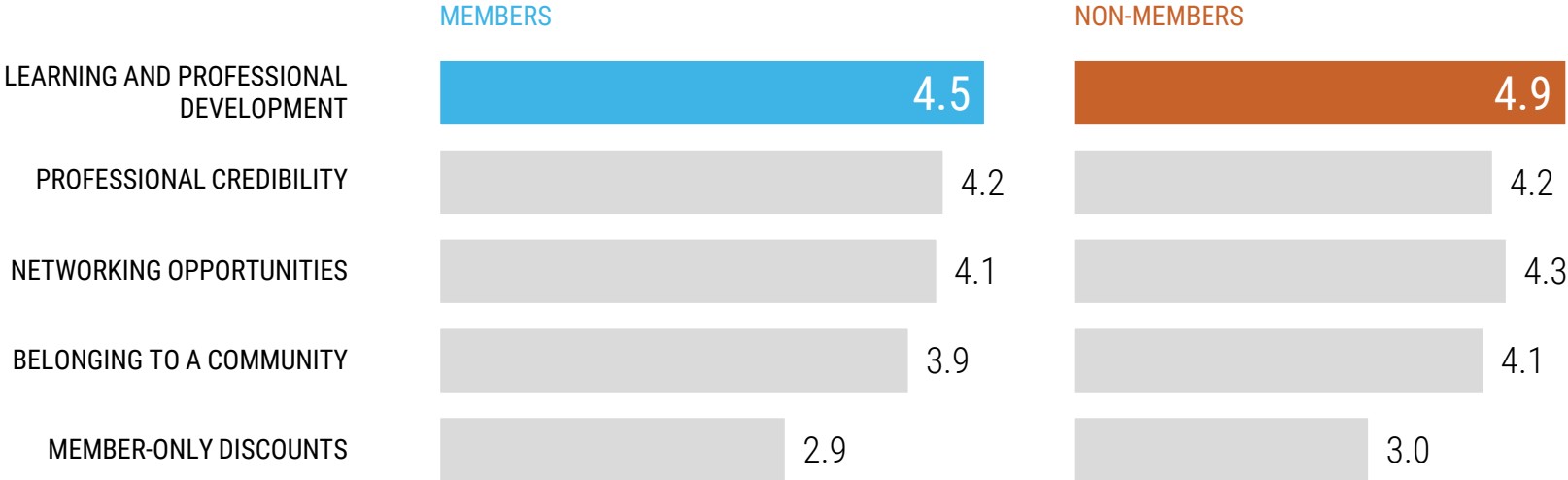
"Emails with news, research, and opportunities."

"The learning opportunities (lunch 'n learns, conferences, etc.)."

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MEMBERSHIP VALUE

When asked to rate the importance of different aspects of CES membership, **members** and **non-members** alike placed the highest importance on "learning and professional development" and the least on "member-only discounts".

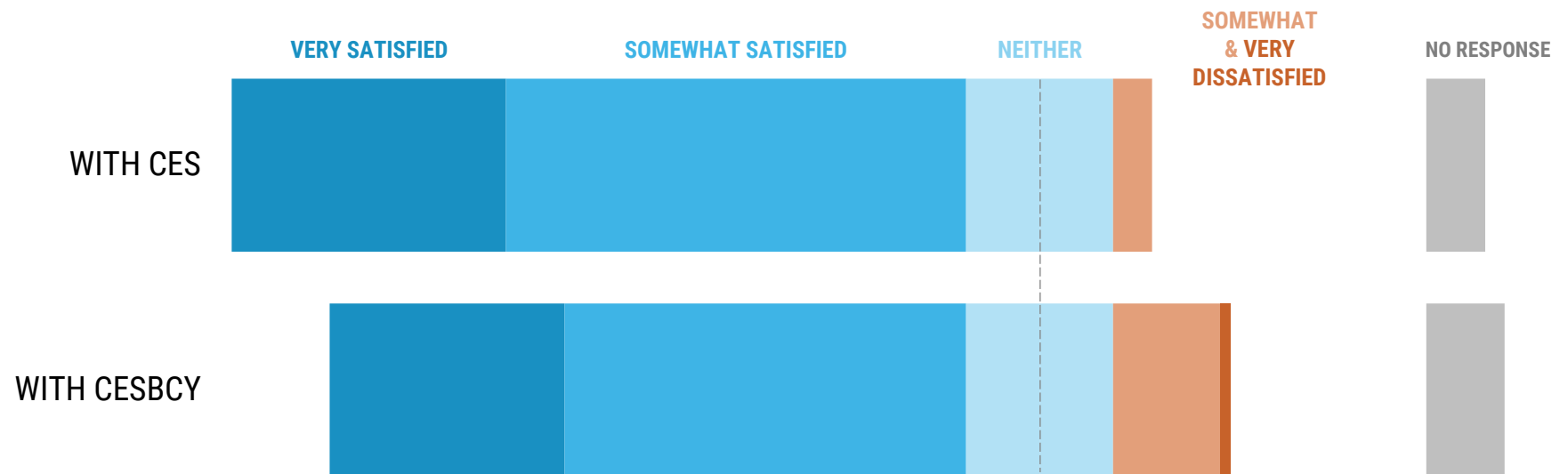


NOTE: Values represent the average score based on a rating from 1 (Not at all important) to 5 (Very important). Non-members were asked to rate how important each aspect would be if they did join.

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SATISFACTION WITH CES/CESBCY

Members reported fairly high satisfaction, but with room for improvement, especially at the chapter level.

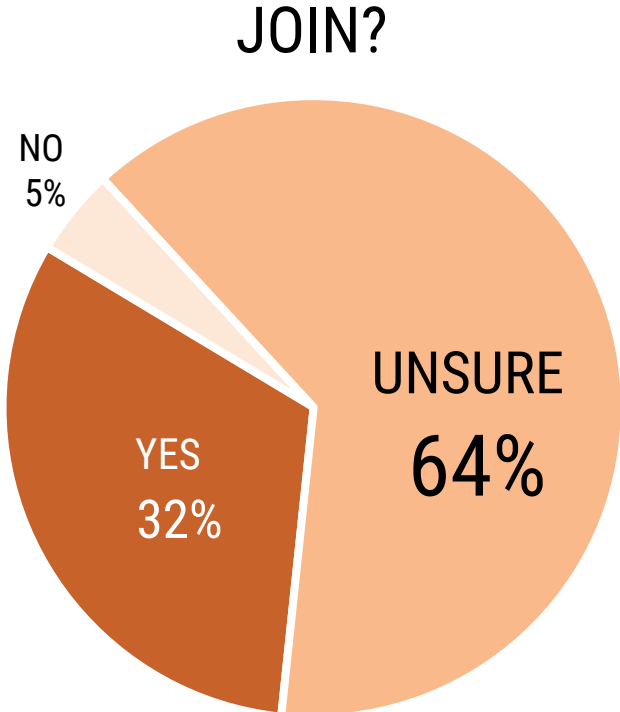
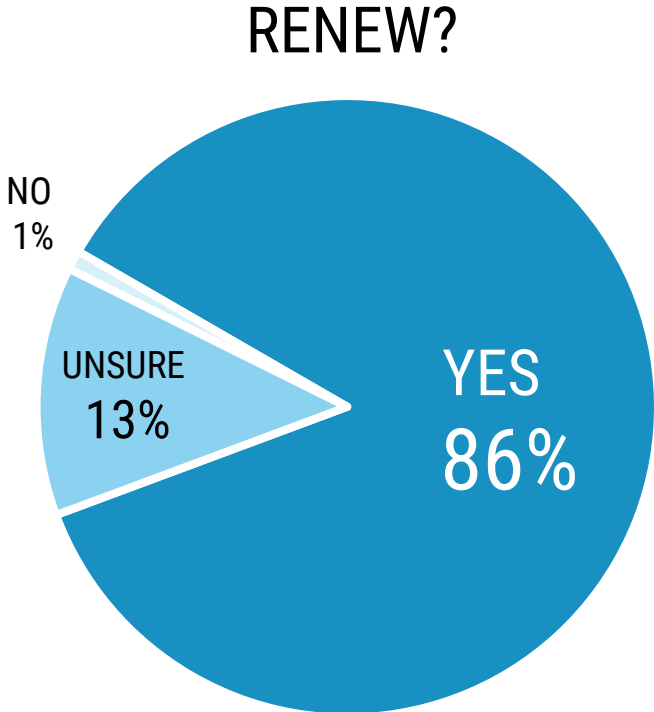


95% of **non-members** who responded were somewhat or very satisfied with CES, and none were dissatisfied. We did not ask non-members their satisfaction with CESBCY.

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RENEWAL/JOIN INTENTION

Members mainly reported an intention to renew. Non-members were uncertain about whether they would join in the future.



needs and priorities

CHALLENGES

We wanted to know what kinds of **evaluation challenges** are most pressing in our community, to see where there are opportunities for us to assist.

Several themes emerged, with the most frequently mentioned including:



1. Finding appropriate, accessible **professional development** opportunities
2. Not enough **evaluation capacity and buy-in** among clients/organizations
3. Getting evaluation **work** (jobs, projects)
4. Being able to **connect** with other professionals doing evaluation

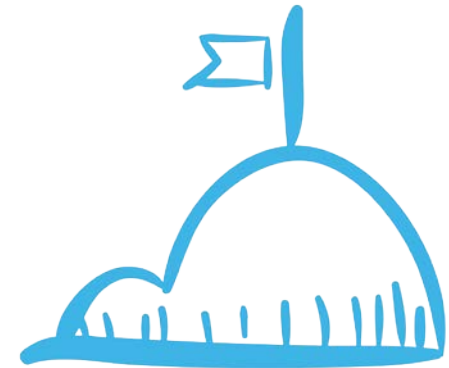
needs and priorities

GOALS

We also wanted to know what **professional goals** are shared within our communities, to identify areas where we can provide support in meeting these goals.

Based on the responses, the most common goals include:

1. Improving one's **evaluation practice** and learning **new skills**
2. Getting and maintaining a **Credentialed Evaluator** designation
3. Building and sustaining **evaluation capacity** in others
4. Getting **work**, projects, building a business



needs and priorities

TOPICS OF INTEREST

Since professional development is so important, we also wanted to know what **areas of learning** generate the most interest.

The responses included more than **40** different topic themes, with the most frequent being "anything!" or new techniques or methods of any kind.



For specific topics, the most popular (identified by 6-10 people each) were:

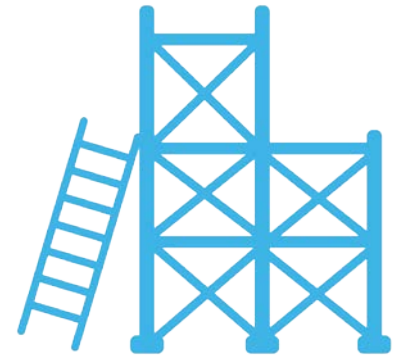
- ❖ Developmental evaluation, systems and complexity
- ❖ Data collection and measurement methods
- ❖ Data visualization
- ❖ Quantitative methods/analysis
- ❖ Qualitative methods/analysis
- ❖ Project management, planning and consulting skills
- ❖ Reporting and presenting evaluation results
- ❖ Software/technology for evaluation
- ❖ Evaluation capacity-building

needs and priorities

PD PRIORITIES

Finally, we asked what we can do specifically to help our community's professional development needs. In addition to offering more PD opportunities in general (46%), the top requested **supports from CESBCY** were:

- ❖ More online and distance learning options (e.g., webinars) (21%)
- ❖ More networking and community building opportunities (12%)
- ❖ More opportunities outside of Vancouver (9%)



Other requests included:

- More mentoring and guidance
- More informational resources
- Reduced fees to events
- Help finding employment

thank you

to everyone who took part in our survey. Your feedback on what is needed for the evaluation community in our regions is essential to us.

To learn how we'll be incorporating your feedback into our offerings for 2018 and beyond, keep an eye on your inbox for email updates from the [CESBCY Executive](#).

You can also always reach us through the [CESBCY website contact form](#). We want to hear from you!