

ABC FP 2013 Member Survey Results

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The 2013 edition of the ABCFP annual membership survey was conducted in May 2013. A total of 1,319 members participated.

Demographic Make Up of the ABCFP Membership

Age – The majority of members (60%) are between 40 and 59 years old. Only 25% are younger than 40 and 13% are older than 59.

Gender – 84% of members are male and 14% are female (2% chose not to answer this question).

Employer Group – The three big employer groups are government (37%), industry (26%); and consultants (22%). 7% of members report being retired.

Geography – the majority of members live in the Interior (57%), 42% of members live on the coast and the remainder lives in other parts of Canada.

Race – The majority (82%) of members identify as being “Caucasian/White” while 4% identify as “mixed heritage” and 3% as “Asian.” Members of Aboriginal heritage include First Nations (3%), Metis (2%) and Inuit (1%).

Awareness of Key ABCFP Initiatives and Recent Guidance

Natural Resource Professional Designation

- 74% of respondents are aware of the designation and 68% understand that the designation will include a certificate of accreditation with a limited scope of practice.

Principles of Forest Stewardship

- 58% of respondents are aware of the Principles of Forest Stewardship paper and 65% have either read it or intend on reading it.
- 61% of respondents consider the principles of forest stewardship in their practices.

Professional Trust and Respectful Regard

- 69% of respondents have either read or intend on reading the Professional Trust and Respectful Regard paper (it should be noted that the paper was released less than a week before the survey was sent). 58% of respondents understand professional trust and respectful regard as defined by the paper. 70% of respondents report that they engage in professional trust and respectful regard as defined in the paper.

ABCFP Service Delivery

Not all questions add up to 100% because not all respondents answer each question.

How satisfied are you with the way the association provides you with guidance with respect to forest practices legislation?

88% are satisfied or very satisfied

12% are dissatisfied or very dissatisfied

How satisfied are you with the way the association provides you with guidance with respect to standards of practice?

86% are satisfied or very satisfied

13% are dissatisfied or very dissatisfied

I am receiving the advice I need in order to practise forestry efficiently and effectively.

76% say yes

10% say no

How satisfied are you with the job the association does to enforce the *Foresters Act*?

76% are satisfied or very satisfied

24% are dissatisfied or very dissatisfied

How satisfied are you with the work the association has done to enforce the bylaws?

82% are satisfied or very satisfied

16% are dissatisfied or very dissatisfied

How satisfied are you with the work the ABCFP has been doing in promoting good forest stewardship?

80% are satisfied or very satisfied

20% are dissatisfied or very dissatisfied

How satisfied are you with the way the website is providing you with the information you need to maintain your membership and understand what the ABCFP is doing?

89% are satisfied or very satisfied

10% are dissatisfied or very dissatisfied

Do you understand the meaning and application of professional reliance in the context of managing BC's forests and natural resources?

96% say yes

4% say no

How satisfied are you with the way The Increment lets you know what's happening in advocacy and operations at the association?

95% are satisfied or very satisfied

5% are dissatisfied or very dissatisfied

How strongly do you agree with: As a member, I understand my role and responsibilities in managing BC's forests?

98% are satisfied or very satisfied

2% are dissatisfied or very dissatisfied

Interactions with ABCFP Staff

Earlier this year, we surveyed members to find out what you thought about our membership renewal process (you can find a report on the survey results in the July/August issue of the **BC Forest Professional** magazine). In that survey we asked members about their membership renewal-related interactions with staff. In this most recent survey, we asked members to separate their membership renewal and non-membership renewal-related staff interactions. We are pleased to report that 93% of respondents who had non-membership related interactions with the ABCFP are either satisfied or very satisfied with their interactions.

Member Comments

We thank the 311 members who took the time to leave us very thoughtful comments and suggestions. The comments have all been shared with the appropriate staff member.

We received many comments on some of the guidance papers we've issued in recent months. The latest one, Professional Trust and Respectful Regard, garnered comments not only on the paper but general comments on the topic itself.

Another hot topic was the ABCFP's role in advocating for good forest stewardship. Most commenters commended our efforts on the mid-term timber supply issue while a few felt that the ABCFP should not engage in any advocacy activity. Others used the survey to bring up stewardship issues they felt should get some attention. Interestingly, we are working on some of these issues while others were new to us.

The website was a subject of a number of member complaints including the fact that it is difficult to navigate and find specific items. We agree! We have started a two-year project to totally redesign the website and we'd like to hear what changes you would make. Later on this year, we will be conducting a number of focus groups to get member feedback. Keep your eye on **The Increment** to see how you can participate.

Two of the most common requests for changes from members were for things that we already have available. Obviously we haven't done a good job of letting you know that you can pay your membership fees monthly or that you can opt out of receiving the paper version of **BC Forest Professional** magazine.

You can speak with Lance Nose, director of finance and administration (lnose@abcfp.ca) about setting up a monthly fee payment option. Because of the extra work involved, there is an annual

charge of \$12 for this service. To stop receiving a paper version of the magazine, please e-mail the editor (editor@abcfp.ca). We'll send you an e-mail once the online version has been posted so you'll never miss an issue.