



## Member Survey Results 2018

The 2018 Member Survey Results shown below were taken from 1,365 responses received from ASTTBC members. We thank those who participated in the survey and trust the results are of value to all members. The next Member Survey will be held in 2020.

### METHODOLOGY

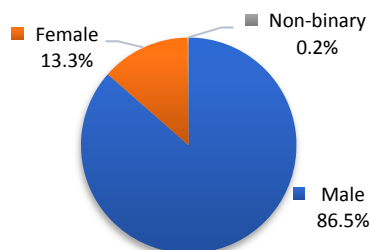
The online Member Survey was conducted from Oct 1, 2018 to Nov 30, 2018. It was distributed by email to 8,599 members to which 1,365 members participated, resulting in a response rate of 16% and an increase of 218% from the 2016 Member Satisfaction Survey.

A few open-ended questions were included to give members an opportunity to expand or explain their answers or offer suggestions for improvement.

The weighted average of a question is the calculation of the total numerical value that is assigned to responses for a number of selections of a particular rank divided by the net total responses (total responses less the “Don’t Know” responses).

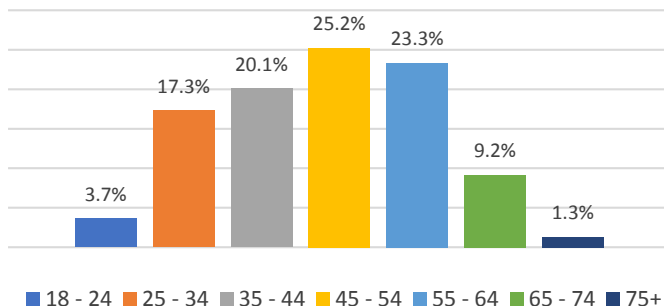
### CATEGORY 1: TELL US ABOUT YOURSELF

#### GENDER



n=1,365

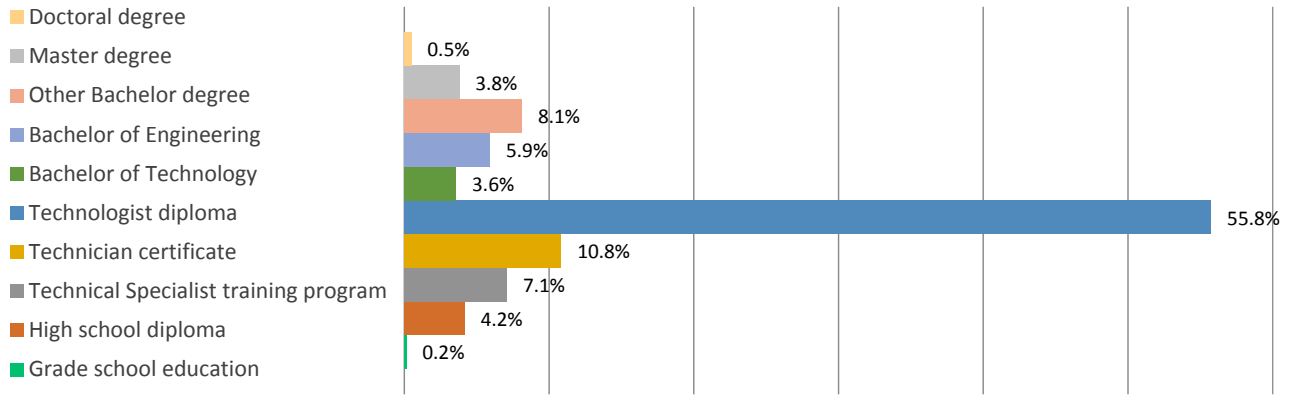
#### AGE GROUP



#### Profile of Respondents

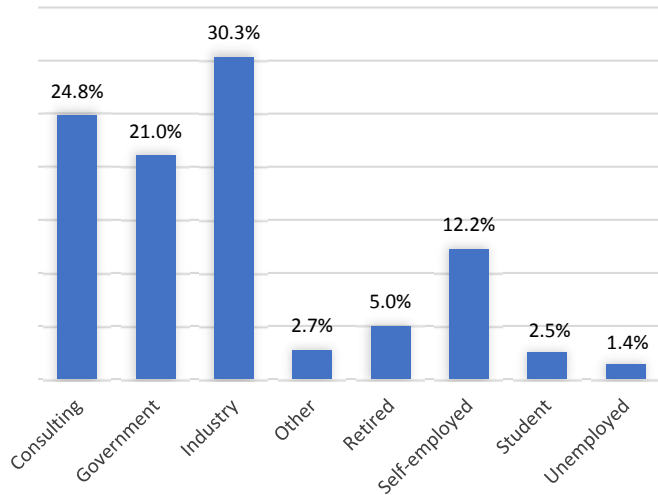
- 86.5% are male
- 68.6% are between the ages of 35 and 64
- 55.8% hold a technologist diploma as highest level of education
- 30.3% work for industry employers
- 28.4% work for companies with 1,001+ employees
- 73.9% of employers pay their annual dues
- 62.8% of employers pay their job-related seminars and workshops

## HIGHEST LEVEL OF EDUCATION

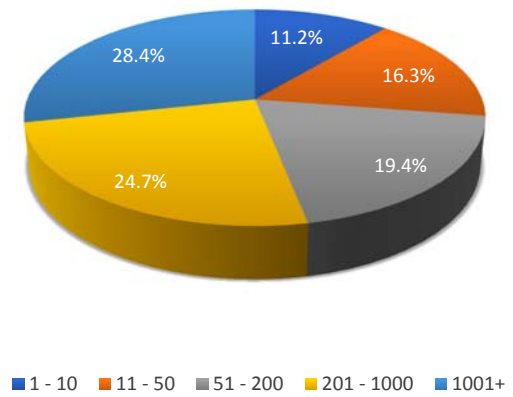


n=1,365

## EMPLOYER GROUP

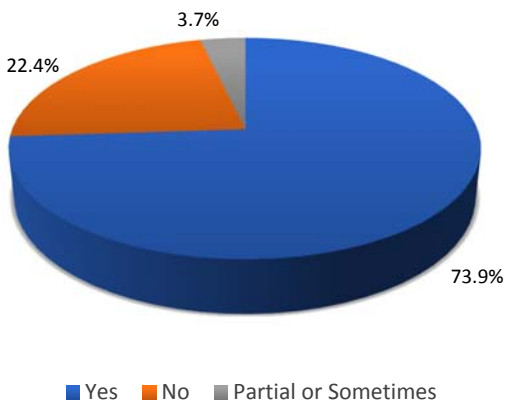


## SIZE OF COMPANY (Number of Employees)

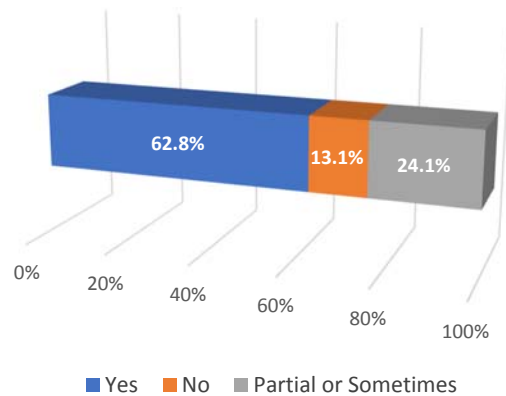


n=1,365

## EMPLOYER PAYS ANNUAL DUES



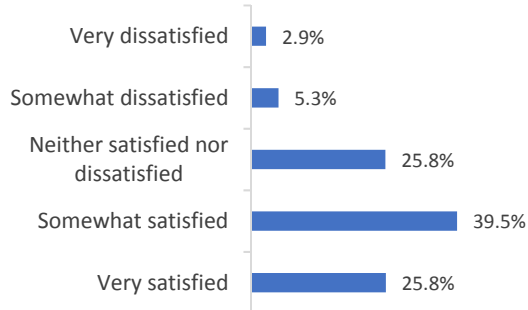
## EMPLOYER PAYS FOR JOB-RELATED SEMINARS AND WORKSHOPS



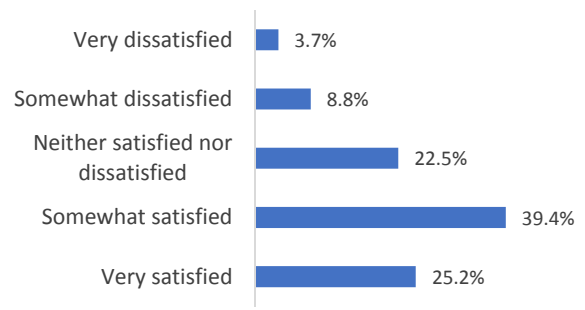
n=1,365

## CATEGORY 2: OVERALL SATISFACTION

### LEVEL OF SATISFACTION WITH ASTTBC

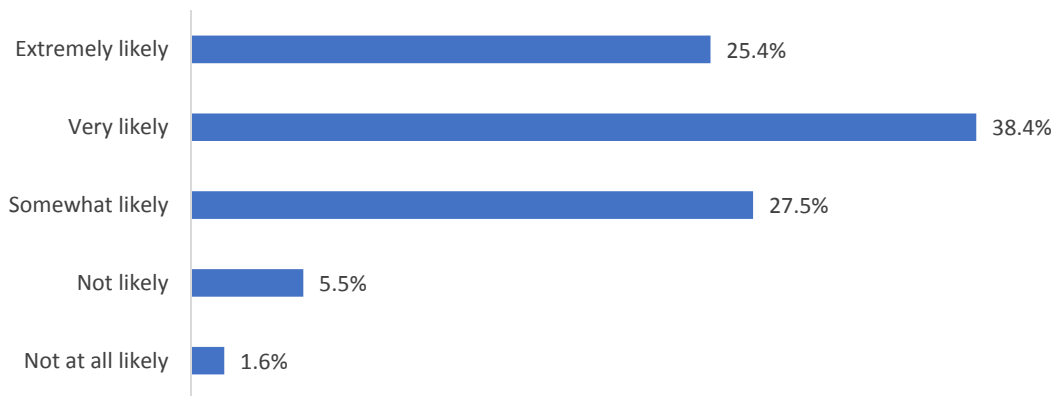


### LEVEL OF SATISFACTION WITH OVERALL VALUE OF ASTTBC MEMBERSHIP



n=1,347

### LIKELIHOOD OF RECOMMENDING ASTTBC TO THOSE WANTING TO BELONG TO A PROFESSIONAL ASSOCIATION



n=1,347

### LEVEL OF SATISFACTION WITH ASTTBC EFFORTS

Activity	Very Satisfied 1	Somewhat Satisfied 2	Neither Satisfied nor Dissatisfied 3	Somewhat Dissatisfied 4	Very Dissatisfied 5	Don't Know	Weighted Average
Communications with members	37.5%	38.5%	16.9%	3.9%	2.0%	1.2%	1.93
Enhancing public trust through high standards of certification & discipline	32.6%	39.6%	19.4%	3.1%	2.2%	3.2%	1.99
Promoting profession, tech careers & ASTTBC through advertising & marketing	28.6%	37.9%	23.4%	5.0%	2.4%	2.8%	2.12
Governance & administration of the Association	26.2%	36.2%	26.4%	4.2%	1.7%	5.4%	2.14
Promoting the role & visibility of members to the public	25.6%	39.5%	22.9%	6.6%	2.2%	3.1%	2.18
ASTTBC events	24.8%	31.9%	26.1%	5.9%	2.9%	8.5%	2.24
Annual dues level	16.9%	29.9%	31.3%	14.0%	6.6%	1.3%	2.63

## CATEGORY 3: AREAS OF ACTIVITY

### LEVEL OF IMPORTANCE FOR ASTTBC TO PERFORM THE FOLLOWING ACTIVITIES

Activity	Must Do 1	Important 2	Average 3	Not Important 4	Definitely Should Not Do 5	Don't Know	Weighted Average
Secure defined rights to practice for ASTTBC members including developing areas of "Qualified Professionals"	35.6%	46.4%	12.9%	1.7%	0.2%	3.2%	1.81
Promote careers in technology to the public	33.4%	48.5%	14.5%	2.0%	0.4%	1.2%	1.86
Increase public profile of ASTTBC and the professionals we register	32.7%	47.2%	16.1%	2.0%	0.2%	1.8%	1.88
Join with other groups in offering technical workshops	26.5%	53.2%	16.8%	2.3%	0.0%	1.3%	1.95
Increase employer relations	25.3%	48.3%	20.9%	2.9%	0.3%	2.3%	2.02
Develop certification in new technology disciplines	25.2%	44.7%	24.1%	3.2%	0.6%	2.2%	2.07
Developing certification in new technical specialist areas	24.4%	45.2%	22.5%	4.1%	0.9%	2.9%	2.09
Publish Member Compensation Survey	19.3%	43.1%	27.2%	7.3%	0.4%	2.8%	2.24
Create a Young Professionals group providing networking opportunities and leadership skills	19.4%	42.0%	27.1%	6.9%	1.2%	3.5%	2.26
Expansion of member services	16.4%	44.1%	31.1%	5.0%	0.7%	2.7%	2.28
Target communications in specific disciplines of members	14.9%	44.6%	31.7%	5.3%	0.5%	3.0%	2.30
Expand specific services for students, grad techs & retired members	16.6%	41.2%	31.2%	6.8%	0.5%	3.7%	2.31
Hold community level member meetings	11.7%	40.3%	38.4%	6.8%	0.4%	2.3%	2.42

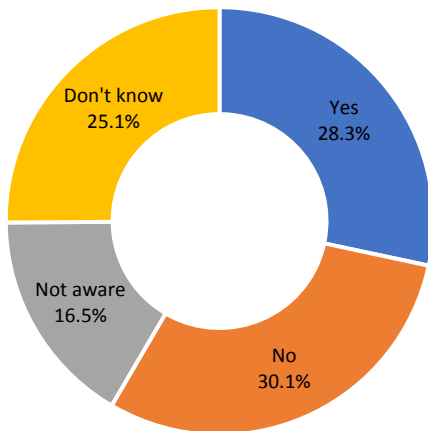
n=1,330

## ACTIVITIES YOU WOULD LIKE ASTTBC TO CONTINUE PERFORMING IN

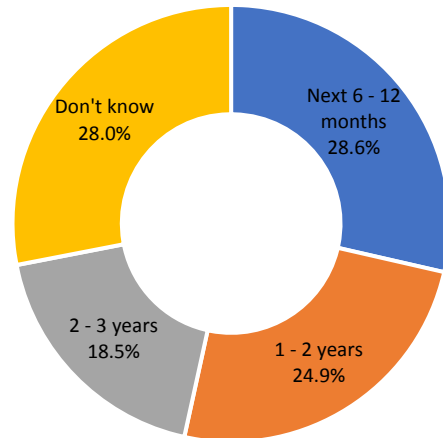
Activity	Must Do 1	Important 2	Average 3	Not Important 4	Definitely Should Not Do 5	Don't Know	Weighted Average
Promote careers in technology to the public	33.4%	48.5%	14.5%	2.0%	0.4%	1.2%	1.86
Join with other groups in offering technical workshops	26.5%	53.2%	16.8%	2.3%	0.0%	1.3%	1.95
Develop certification in new technology disciplines	25.2%	44.7%	24.1%	3.2%	0.6%	2.2%	2.07
Develop certification in new Technical Specialist areas	24.4%	45.2%	22.5%	4.1%	0.9%	2.9%	2.09
Publish Member Compensation Survey	19.3%	43.1%	27.2%	7.3%	0.4%	2.8%	2.24
Enhance ASTTBC's CPD Program	15.4%	36.5%	30.5%	5.4%	0.7%	11.4%	2.32
Hold community level member meetings	11.7%	40.3%	38.4%	6.8%	0.4%	2.3%	2.42
Increase communications with members	11.0%	35.0%	43.2%	8.9%	0.7%	1.3%	2.53

n=1,330

### DO YOU PLAN TO OBTAIN PTECH DESIGNATION?



### IF YES, WHEN MAY THIS OCCUR?



n=1,330

## CATEGORY 4: PERFORMANCE

### RATING OF ASTTBC'S PERFORMANCE IN THE FOLLOWING ACTIVITIES

Activity	Excellent 1	Very Good 2	Good 3	Marginal 4	Poor 5	Don't Know	Weighted Average
Standards of professional certification/regulation	27.6%	45.8%	21.2%	2.4%	0.8%	2.1%	2.01
Registrations processing	22.3%	40.8%	24.7%	6.2%	1.3%	4.8%	2.20
Governance of ASTTBC	17.4%	29.5%	28.7%	3.5%	1.1%	19.8%	2.27
Performance of Council	13.9%	26.3%	27.1%	3.5%	0.5%	28.7%	2.30
Being accessible & responding to members	18.2%	35.4%	27.1%	6.4%	1.9%	11.0%	2.31
Complaint resolution & discipline process	10.2%	23.1%	19.0%	3.2%	1.9%	42.6%	2.36
Annual General Meeting	12.6%	25.2%	27.1%	3.5%	1.9%	29.8%	2.39
Openness & transparency	16.4%	28.7%	33.0%	7.2%	1.6%	13.1%	2.41
Providing a good Professional Liability Insurance (Errors & Omissions) program	10.2%	27.1%	25.2%	6.2%	1.3%	30.0%	2.45
Utilization of volunteers	9.1%	21.7%	21.2%	4.6%	1.6%	41.8%	2.45
Recognition of members as professionals by regulatory bodies (e.g. BC Government)	15.6%	35.7%	25.7%	10.7%	4.8%	7.5%	2.50
Credibility & influence of ASTTBC	16.9%	33.2%	29.8%	11.0%	4.3%	4.8%	2.50
Progress made towards defined rights of practice	12.3%	34.1%	30.8%	9.7%	3.2%	9.9%	2.53
Awareness of ASTTBC & technology professionals	13.9%	34.9%	32.4%	12.3%	3.5%	3.0%	2.55
Strategic planning	8.6%	22.5%	33.0%	6.7%	0.5%	28.7%	2.55
Services for students, graduate techs & retired members	8.6%	20.1%	24.4%	7.0%	1.6%	38.3%	2.56
Providing info on workshops & seminars that are provided by others	14.2%	35.7%	30.8%	10.3%	6.7%	2.4%	2.61
Services for self-employed members	5.4%	16.1%	15.3%	4.3%	2.7%	56.3%	2.61
Recognition of members as professionals by employers	12.1%	31.6%	28.7%	13.7%	4.8%	9.1%	2.64
Doing enough to advocate that jobs be filled by AScT/CTech & technical specialist registered members	11.3%	33.8%	31.1%	13.4%	5.1%	5.4%	2.65
Public understanding of role of technologists, technicians & technical specialists	12.1%	28.2%	35.1%	15.0%	3.8%	5.9%	2.68

n=1,330

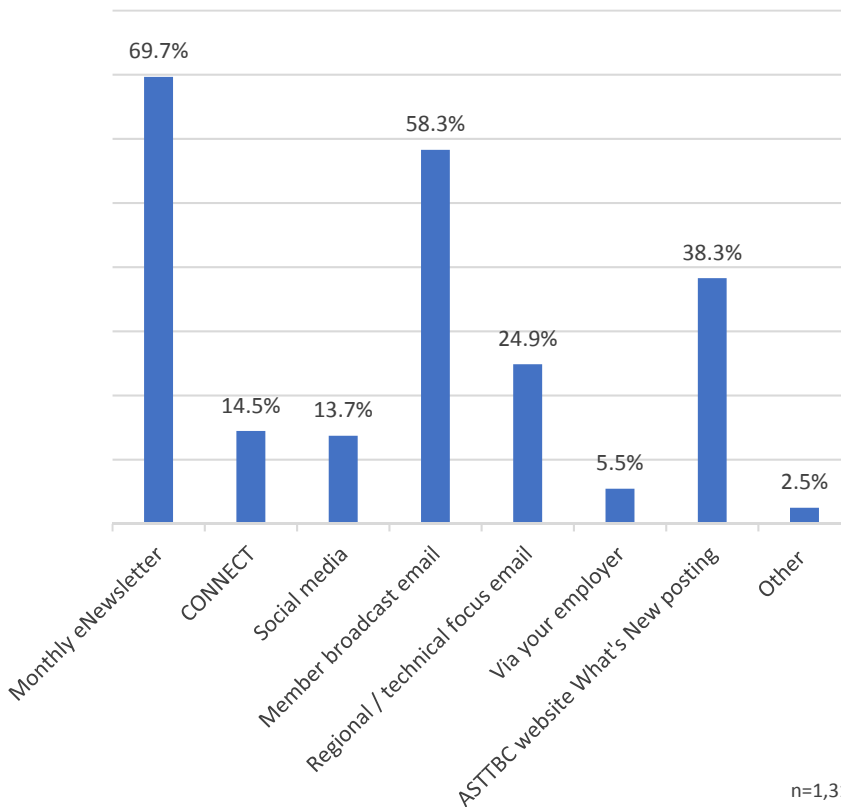
## CATEGORY 5: COMMUNICATIONS

### IMPORTANCE OF THE FOLLOWING COMMUNICATION METHODS ASTTBC USES

Method	Very Important 1	Somewhat Important 2	Neutral 3	Not Important 4	Don't Know	Weighted Average
ASTTBC website	45.6%	30.2%	21.5%	1.8%	0.9%	1.79
Member broadcast emails	23.2%	42.9%	28.0%	5.2%	0.8%	2.15
Monthly eNewsletter	23.7%	42.0%	27.1%	6.8%	0.4%	2.17
Individually addressed mail	19.4%	30.3%	34.3%	14.6%	1.4%	2.45

n=1,319

### HOW YOU LIKE TO RECEIVE NEWS AND UPDATES FROM ASTTBC



n=1,319

### Communications

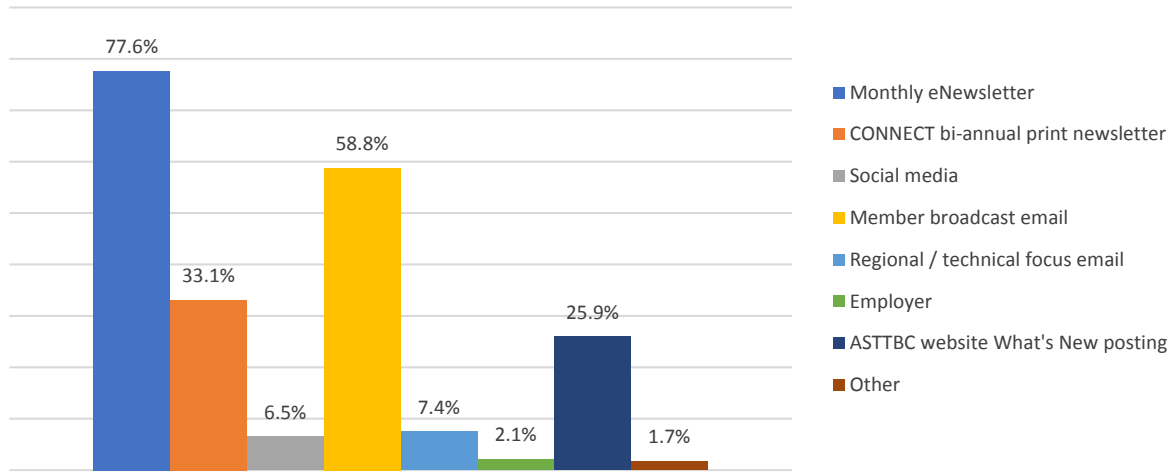
Communications was identified as one of the respondents' most satisfied areas at ASTTBC and an activity that is vitally important to continue. Overwhelmingly, the communication of choice is the ASTTBC website.

The most important types of information that respondents want to receive are practice/regulation updates, career development information, and industry, regional and government news. Also important are opportunities relating to employment and continuing professional development.

ASTTBC's website was reviewed as being fairly good in ease of navigation and providing sufficient information. On average, only 37.5% of the respondents visited the ASTTBC website once a month or more and two thirds of the respondents use the website for online dues renewal. Other popular services accessed on the website include TechJOBS and CPD - Coming events, seminars and workshops.

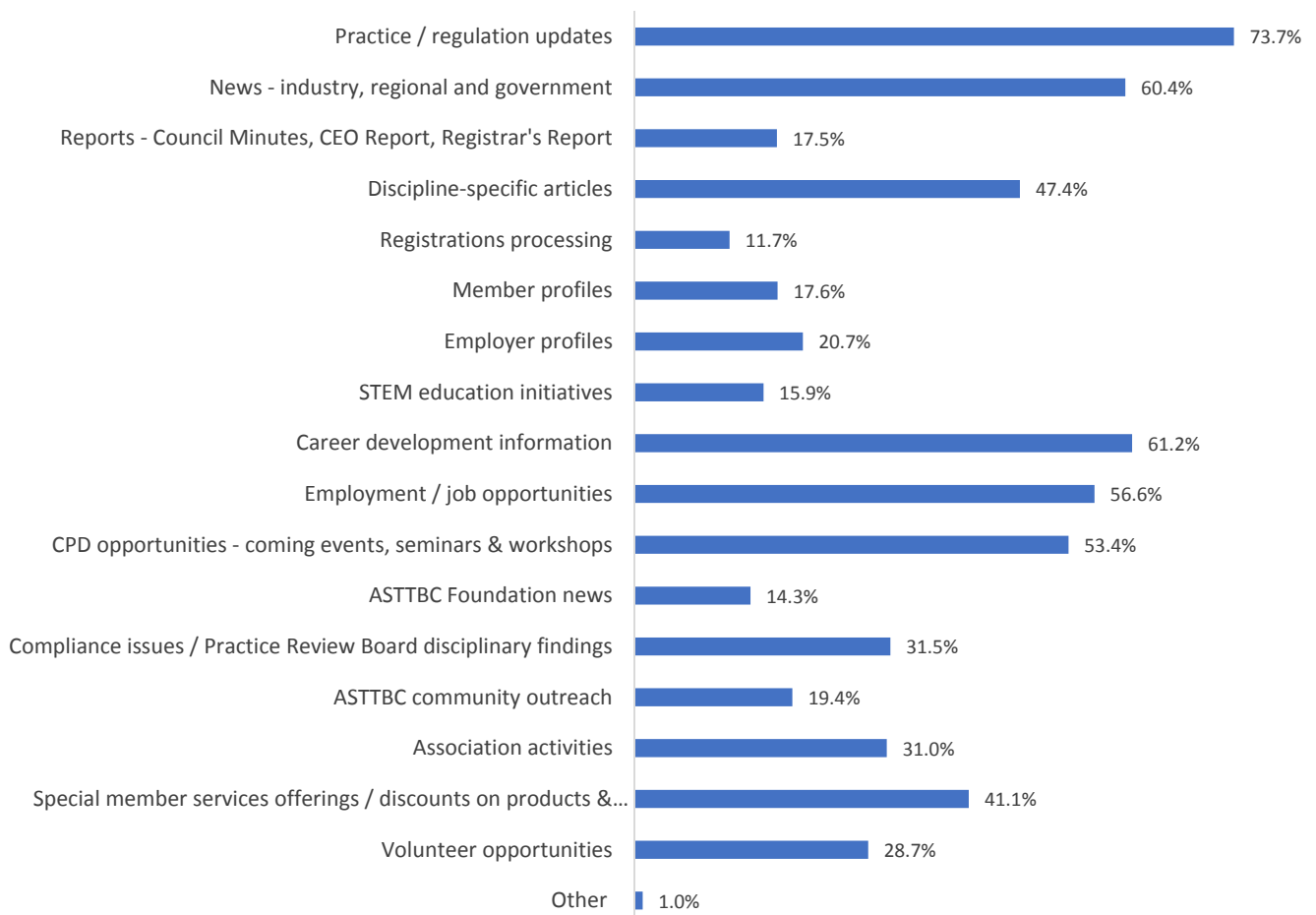
Respondents would like to see more information on code changes/technical standards, technical information and reports, and government legislation-related information on the ASTTBC website.

## HOW YOU CURRENTLY RECEIVE NEWS AND INFORMATION ABOUT ASTTBC



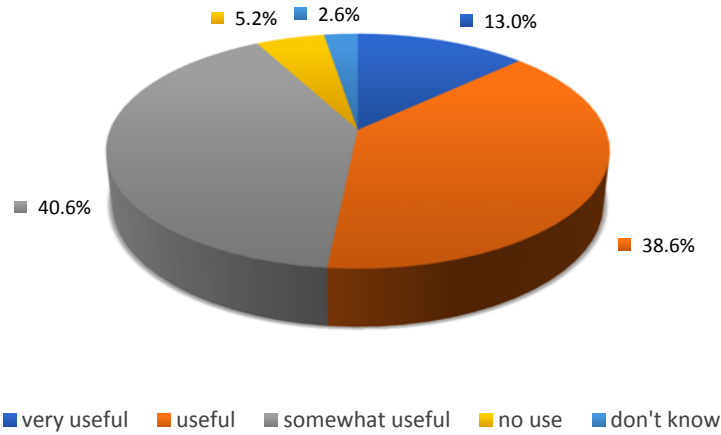
n=1,319

## INFORMATION YOU CONSIDER THE MOST IMPORTANT TO RECEIVE REGULARLY





### HOW USEFUL YOU FIND THE BROADCAST E-MAILS THAT ASTTBC CURRENTLY SENDS



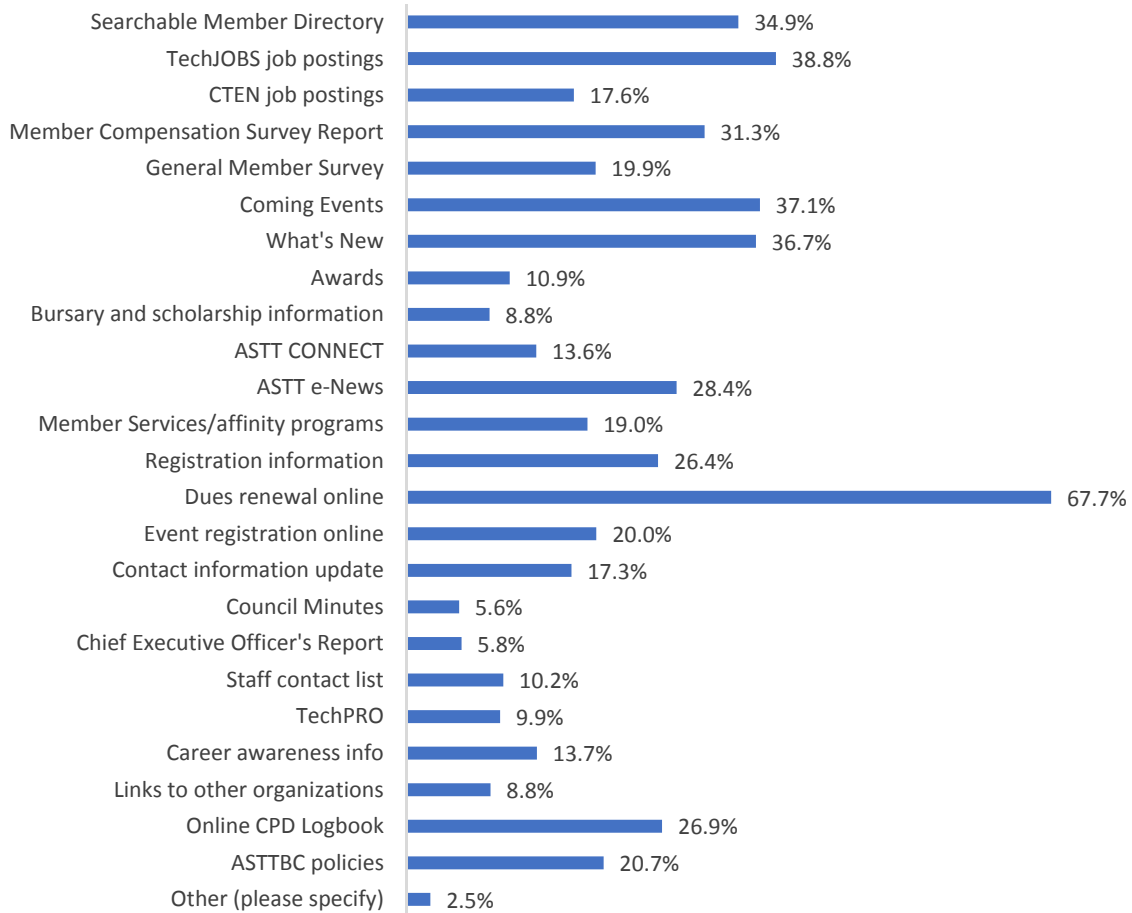
n=1,319

### RATING OF ASTTBC'S WEBSITE

Website	Excellent	Very Good	Good	Marginal	Poor	Don't Know
Ease of navigation	7.8%	28.5%	45.0%	11.3%	1.5%	5.8%
Ease of finding info	5.9%	26.4%	44.3%	15.2%	2.5%	5.6%
Providing sufficient info	7.4%	27.5%	45.9%	11.7%	1.4%	6.1%
Being visually appealing	8.3%	29.7%	40.7%	12.0%	2.7%	6.5%
Providing relevant info	8.6%	29.0%	45.5%	9.5%	0.8%	6.7%
Ability to connect with other members through social media	3.9%	14.7%	27.2%	11.8%	4.7%	37.8%

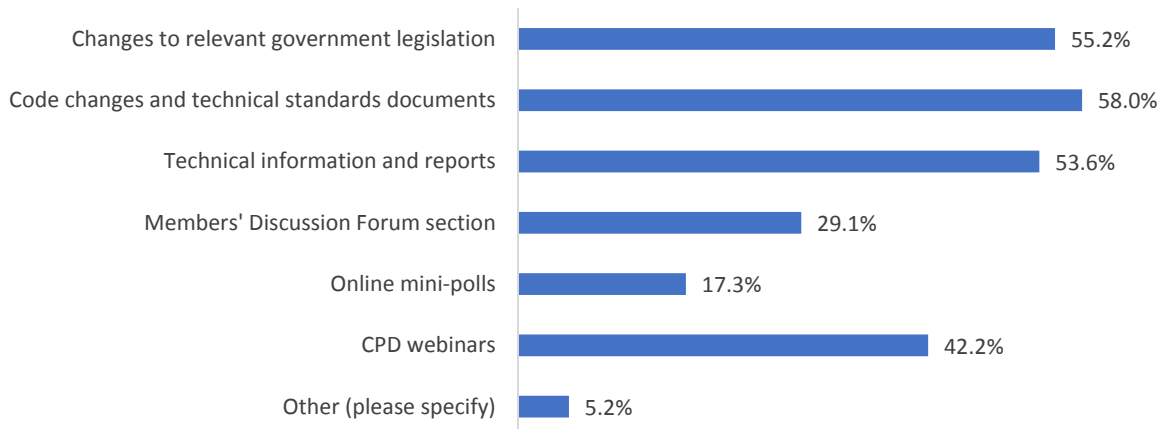
n=1,188

## SERVICES / DOCUMENTS YOU ACCESS ON ASTTBC'S WEBSITE



n=1,188

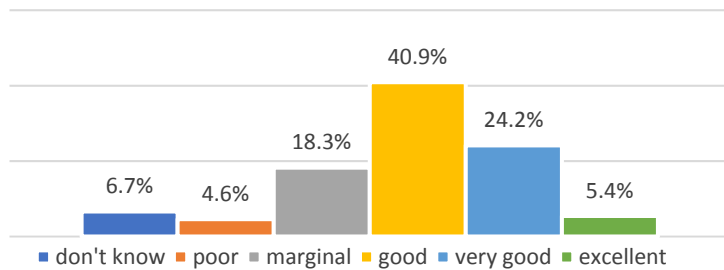
## ADDITIONAL INFORMATION /SERVICES YOU WOULD LIKE TO SEE ON ASTTBC'S WEBSITE



n=1,188

## CATEGORY 6: MEMBER SERVICES

### OVERALL QUALITY OF ASTTBC'S MEMBER BENEFITS



n=1,308

### RATING OF THE FOLLOWING MEMBER BENEFITS

Member Benefit	Excellent	Very Good	Good	Marginal	Poor	Don't Know
<b>Employment Services</b>						
TechJOBS - ASTTBC employer job posting service	5.0%	18.2%	29.1%	9.1%	1.8%	36.9%
CTEN online employment assistance	3.1%	12.5%	20.7%	9.0%	1.7%	53.1%
<b>Insurance</b>						
Life Insurance (Manulife)	3.7%	8.0%	16.4%	7.5%	3.2%	61.2%
Home Insurance (TD Insurance)	3.1%	7.8%	15.3%	8.1%	3.1%	62.5%
Professional Liability Insurance (Willis Towers Watson)	3.9%	7.0%	13.5%	5.4%	2.8%	67.3%
Sickness, Accident & Disability (Manulife)	2.2%	5.8%	13.4%	5.7%	2.9%	70.0%
Travel Insurance (ATI)	2.3%	4.9%	11.9%	5.7%	2.4%	72.8%
<b>Products &amp; Services</b>						
Auto Lease / Purchase Plan	1.8%	3.9%	10.8%	4.2%	1.2%	78.1%
Technology ring	3.8%	5.7%	13.3%	4.7%	2.7%	69.9%
Discount at Mark's Commercial	8.5%	18.6%	34.8%	13.3%	4.4%	20.5%
Mortgage products (Dreyer)	1.2%	2.9%	9.9%	3.8%	1.8%	80.4%
Technical seminars	2.8%	12.2%	24.5%	7.8%	3.6%	49.1%
CPD or product awareness events by ASTTBC	3.4%	11.2%	24.1%	8.0%	4.8%	48.6%
Travel savings	1.8%	4.3%	12.2%	6.0%	3.5%	72.3%
Hotel discounts	1.7%	5.4%	13.2%	6.7%	4.2%	69.0%
TechCLUB offerings online & via phone	0.9%	4.1%	9.6%	3.8%	2.3%	79.3%

n=1,308

### New Services/Products Wish List

Respondents were asked an open-ended question:

***“Please indicate new member service products / services you would like added to the ASTTBC Benefits Program?”***

The survey received 652 responses. Suggestions for additional common products and services include:

➤ **Product and Services Discounts**

Electronic, hardware, and home supply stores

Software, fuel, and financial services

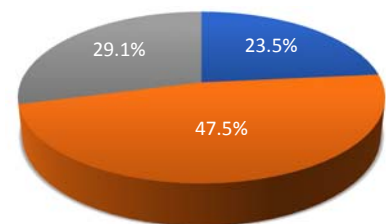
Health & wellness services and fitness stores, cell phone plans

➤ **CPD**

Low cost CPD options

More CPD and member activities outside the lower mainland

### INTEREST IN A MEMBER SERVICE WHERE YOU CAN ADVERTISE PRODUCTS / SERVICES ON THE ASTTBC WEBSITE



■ yes ■ no ■ don't know

## How can ASTTBC better serve you as a member of a professional association?

The survey received 652 responses to this open-ended question. The Top 3 common answers on how ASTTBC can better serve the membership are:

1. **Career Development and Training Opportunities:** More learning opportunities and training resources (events, workshops, seminars), especially outside lower mainland; low cost options; more opportunities to earn CPD credits; and, more industry specific opportunities.
2. **Events:** More networking opportunities and member events; local social and professional activities, especially outside the lower mainland.
3. **Communication:** Better communication with member concerns, public awareness and importance of designation to industry and employers, and relaying relevant information to members.