



Membership Survey Results 2007

Membership Survey

In June 2007, the Institution undertook its largest review of membership services to date. With the funding and resources available, a quantitative research method was used to survey the entire ICES membership. The survey was produced using paper from sustainable forests and a copy was posted to every member of ICES.

The survey was designed to understand the current perception of the Institution and the value generated by being a member of ICES. The survey also assessed the opinions and attitudes towards the services provided.



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Executive Summary

Aim

In June 2007, the Institution undertook its largest review of membership services to date. With the funding and resources available, a quantitative research method was used to survey the entire ICES membership. The survey was produced using paper from sustainable forests and a copy was posted to every member of ICES.

The survey was designed to understand the current perception of the Institution and the value generated by being a member of ICES. The survey also assessed the opinions and attitudes towards the services provided.

Objectives

- Assess how the Institution can develop a future programme of CPD events.
- Assess if members feel that they receive value for money from their membership.
- Understand members' experiences of services received.
- Assess the importance and relevance of professional membership, including that of ICES.
- Allow the opportunity for other feedback.

Survey method

In total, 3924 surveys were sent out by mail to Institution members located in the UK, Ireland, Hong Kong and other European and international regions.

The method used was a self-administered survey that respondents could complete anonymously; this was to encourage a higher return and encourage more honest feedback. The survey was sent as a direct mail campaign. An incentive to return the survey before a given deadline was a prize draw for a £50 Amazon gift voucher. To be entered into the prize draw, members were asked to enter their membership number onto the survey. The prize draw was won by Mr Chris Preston of Surrey.

As well as the prize draw incentive, a pre-paid return envelope was also enclosed and careful consideration was given to the visual design and layout of the survey so that it did not look too lengthy and intrusive.

A total of 751 complete and legible surveys were returned. This represents a 19.2% return, well above the industry standard of approximately 5%. It is disappointing that 81% of the membership did not return a survey, however, this is the highest response received from any previously issued surveys.

The questionnaire was split into four sections under the headings of:

Section 1 – About you

General demographic, geodemographic, employment and education information about the respondent.

Section 2 – Your membership

This section was designed to assess the perceived value generated by being a member of professional organisations, in particular ICES. It also asked respondents to assess the value and quality of complimentary services such as the CES journal and liaison with the ICES office.

Section 3 – Events and meetings

Establishing what membership benefits and services ICES members would like to receive is important for future development. This section provides a framework of suggestions and invites the respondent to select from a given list of possible events.

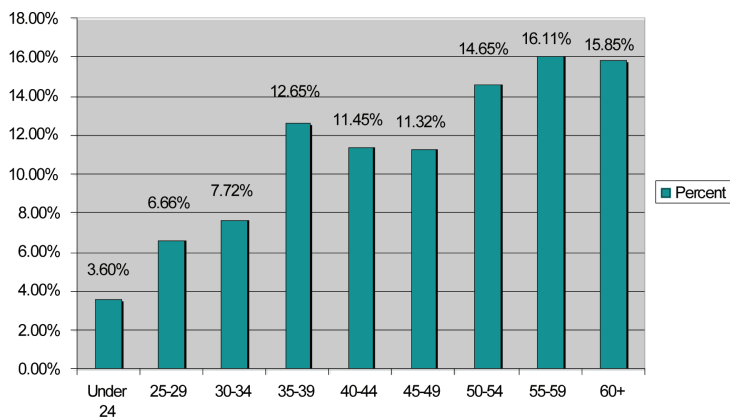
Section 4 – Membership services

This section concentrates on the use of existing ICES services. Once we understand what members want from the Institution, we also need to know what they currently do and don't like. This includes assessing the effectiveness and popularity of existing benefits and services. We can then design a new programme of events developed with the member in mind. The survey then progresses onto asking respondents about their awareness of SURCO Ltd and the use of its services such as publications, commercial training and bookshop. The last part of this section asked members what developments on the ICES website they would like to see.

Section 1 – About you

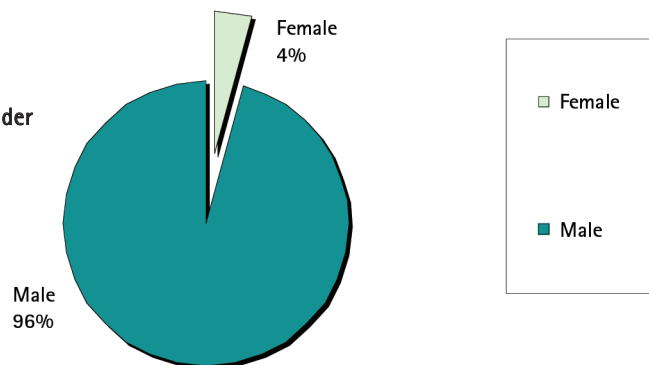
Question 1.1 – Age profile

ICES member age.
(% of completed surveys)



Question 1.2 – Gender

ICES member gender.
(% of completed surveys)

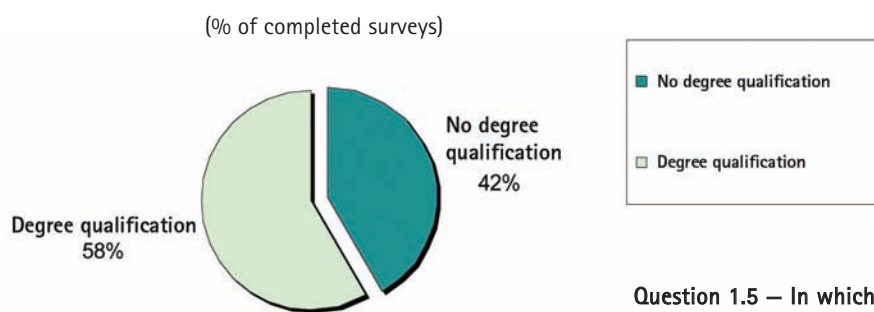


Question 1.3 – Range of job titles

Assistant QS
Associate
Associate Director
Business and Property Consultant
Capital Allowances Manager
Chairman / Managing Director
Chief Land Surveyor
Chief Surveyor
Claims Consultant
Claims Manager
Commercial Contract Manager
Commercial Director
Commercial Manager
Company Director
Consultant / Principal
Consulting Engineer
Contract Analyst
Contracts Department Manager
Contracts Manager
Cost Consultant
Design Manager
Director
Divisional QS
Engineering Surveyor
Engineers Representative
Environmental Planner and Surveyor
Gas Operative
Geospatial Engineering Manager
Land and Engineering Surveyor

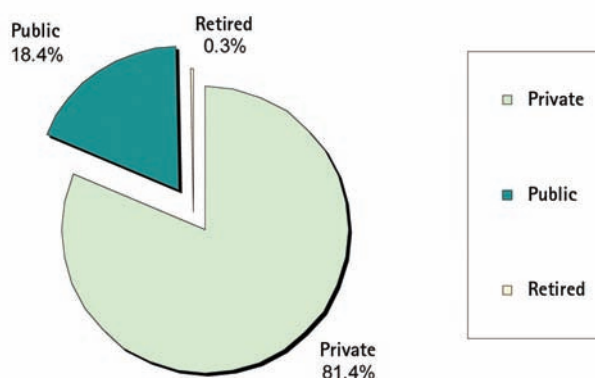
Managing Quantity Surveyor
MQS - Change Issues Co-ordinator
Network Administrator
Photogrammetrist
Principal
Principal Consulting Chartered QS
Principal Instructor
Principal Land Surveyor
Principal Property Surveyor
Principal Quantity Surveyor
Principal Surveyor
Project Quantity Surveyor
Property Director
Quantity Surveyor
Segment Manager Emerging Technology
Self Employed
Senior Commercial Manager
Senior Engineer
Senior Engineering Surveyor
Senior Land Surveyor
Senior Quantity Surveyor
Senior Site Engineer
Senior Surveyor
Site Engineer
Student
Surveying Director
Surveying Manager
Surveyor Engineer
Technical Officer

Question 1.4 – Members with a degree level qualification



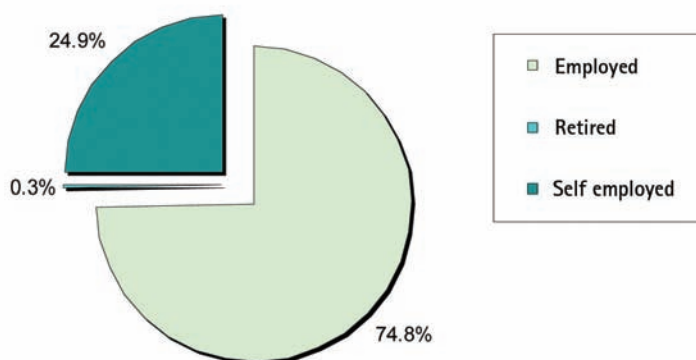
Question 1.5 – In which sector are you employed?

Employment sector including retired.
(% of completed surveys)



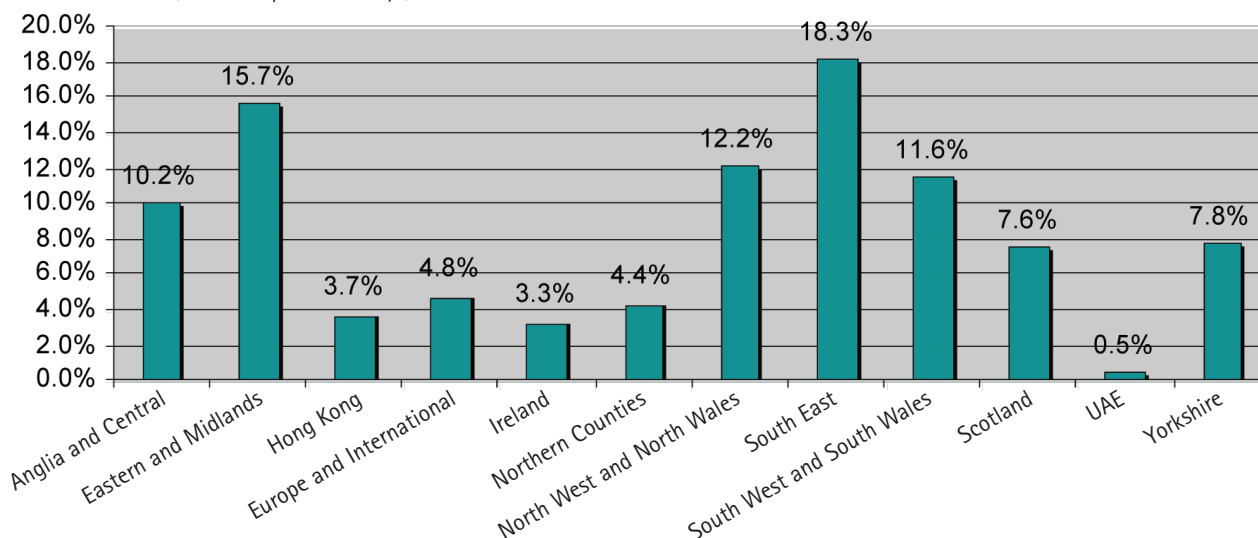
Question 1.6 – Are you employed or self employed?

Current ICES member employment status.
(% of completed surveys)



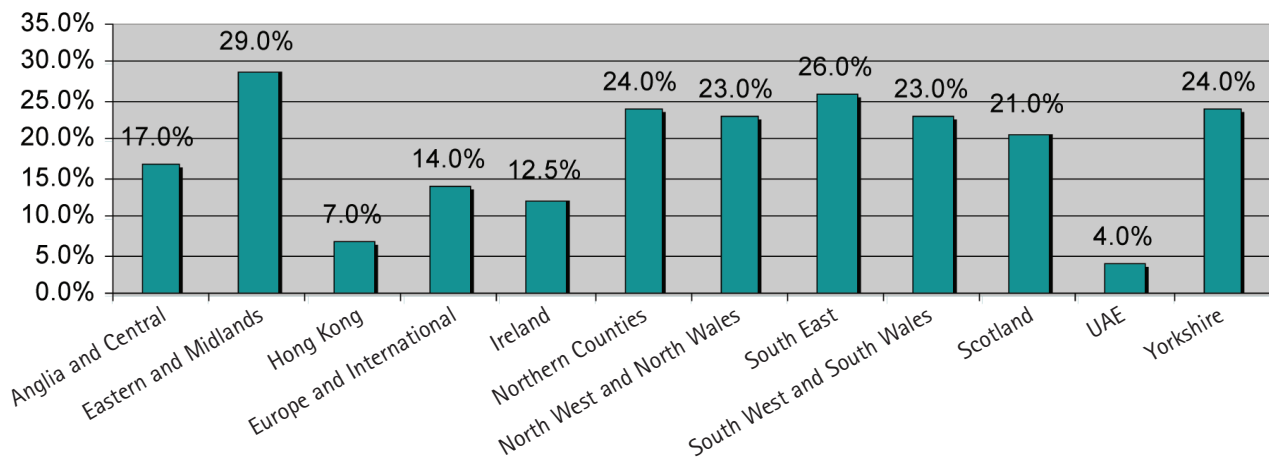
Question 1.7 – ICES region?

Completed surveys by ICES region.
(% of completed surveys)



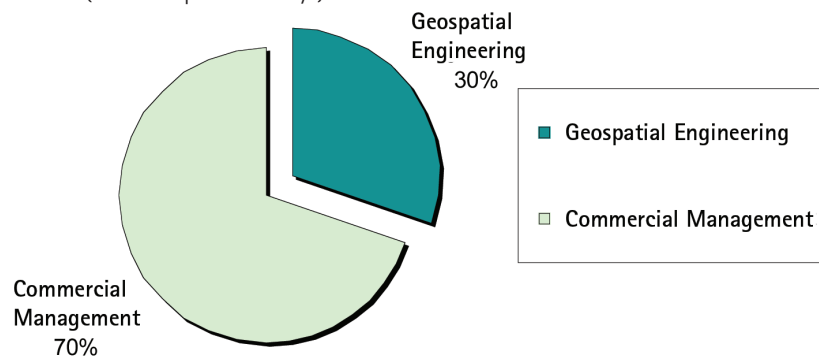
Question 1.7 – ICES region? (continued)

The results below show the total number of surveys returned by each region.
(shown as a % of the total number of members per region)



Question 1.8 – Which ICES discipline?

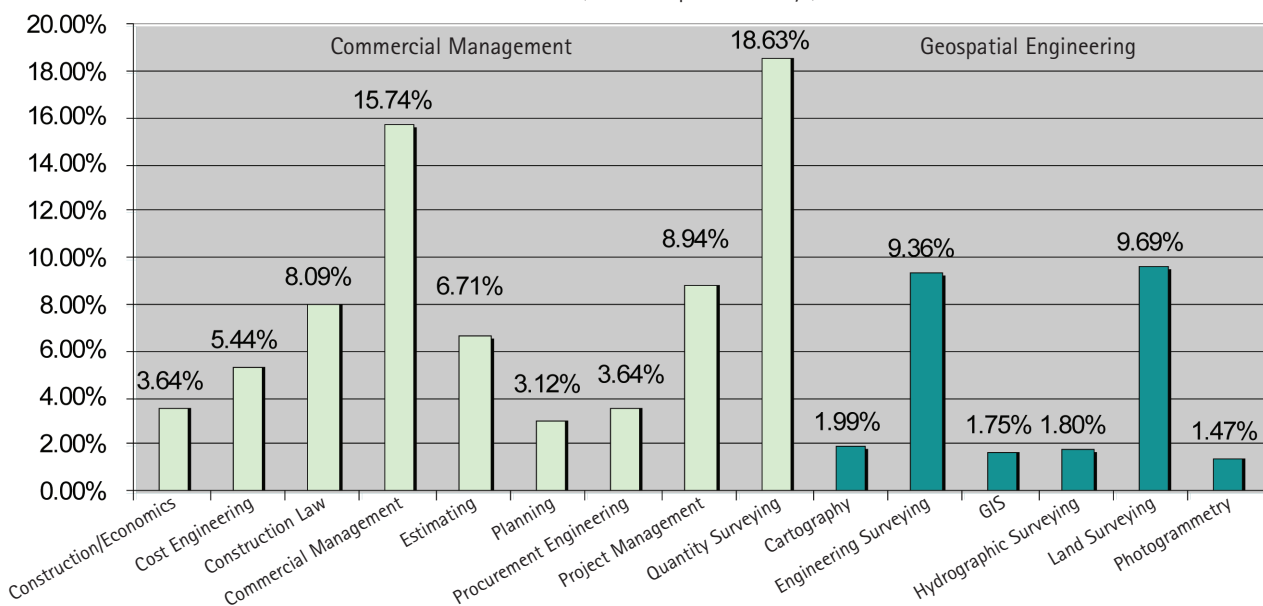
(% of completed surveys)



Question 1.9 – Which ICES specialism?

Commercial Management & Geospatial Engineering.

Members working in more than one discipline were encouraged to tick more than one option. This is shown in the results.
(% of completed surveys)



SUMMARY OF RESULTS

Section 1 – About you

1.1 Age profile

Only 1 in 6 of the responses were received from members less than 35 years of age.
Nearly half the responses were received from members in the 50+ age group.
The response rate from members under 30 years of age has decreased since the last survey.
The response rate of members aged 35–39 years of age has doubled since the last survey.

1.2 ICES member gender

9% of ICES members are female, this is equal to 353. However, only 4% of the 751 responses were from female members. This equates to just 1 in 12 of ICES female members responding to the survey.

1.3 Range of job titles

A total of 60 different job titles responded to the survey.

1.4 ICES members with degree level qualification

58% of members have a degree level qualification.

1.5/1.6 Employment sector

Three quarters of the respondents are employees and work within an organisation within the private sector.

1.7 Completed surveys by region (with the exception of the South East region)

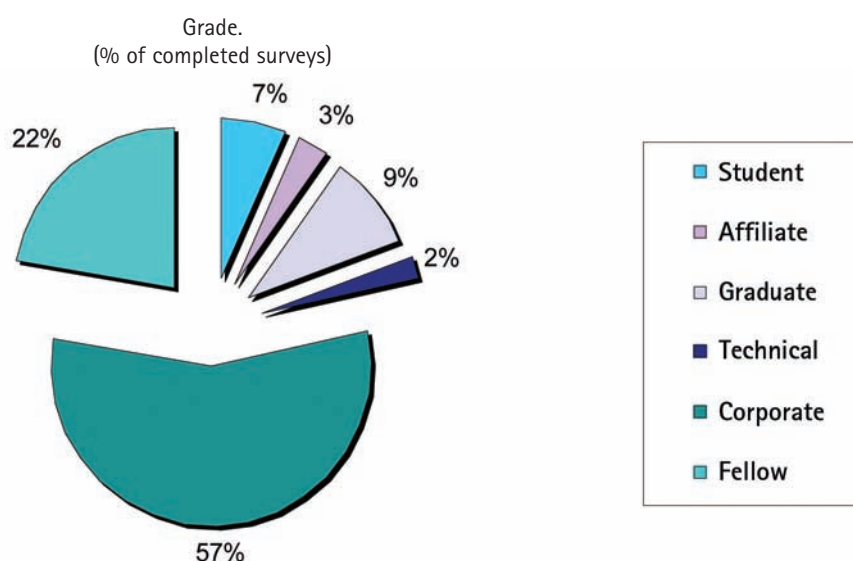
There appears to be no correlation between those regions currently most active and those less so, and their level of response. Generally, poor responses were received from overseas regions.

1.8/1.9 Member disciplines and specialisms

70% of the responses were from commercial management personnel. This is an increase of 5% on the previous survey carried out four years ago. These members work mainly in commercial management and quantity surveying specialisms, whilst planning was the least ticked specialism with only 3% of respondents ticking this option.
GE members work mainly in engineering surveying and land surveying specialisms, whilst photogrammetry was the least ticked specialism with only 1% of respondents selecting this option.

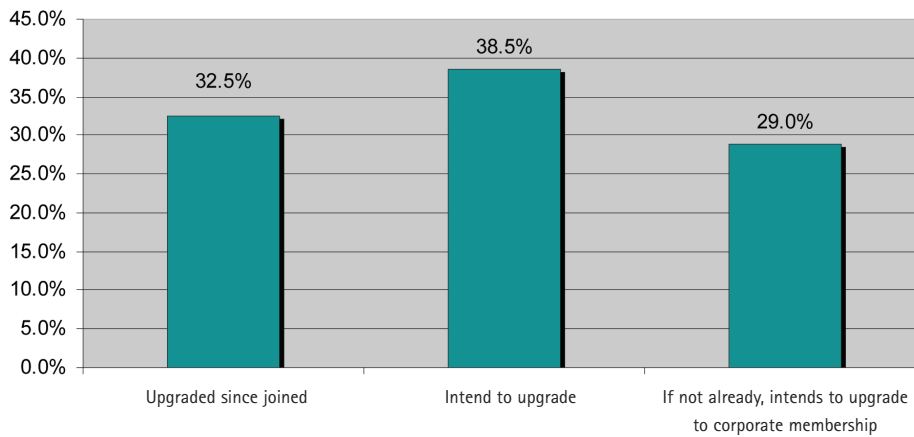
Section 2 – Your membership

Question 2.1 – Current grade of ICES membership



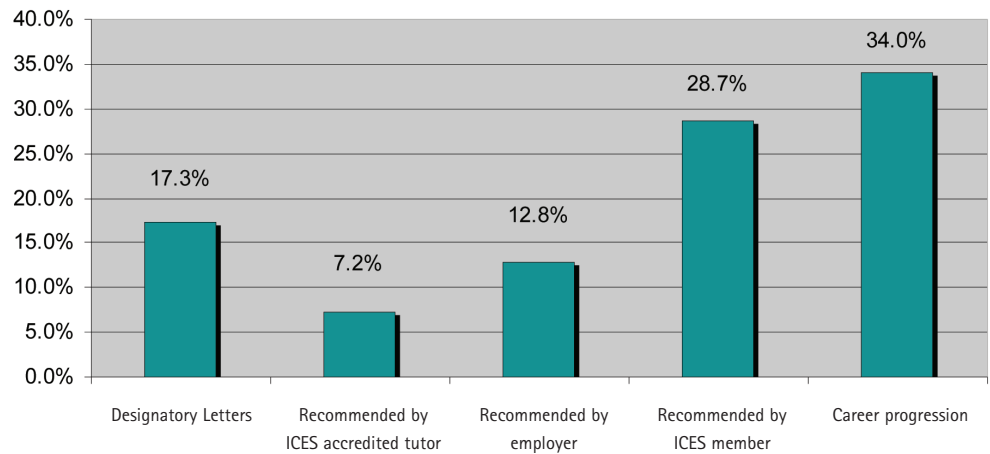
Question 2.2 – Since joining, have you upgraded your membership?

Members who have upgraded since joining.
(% of completed surveys)



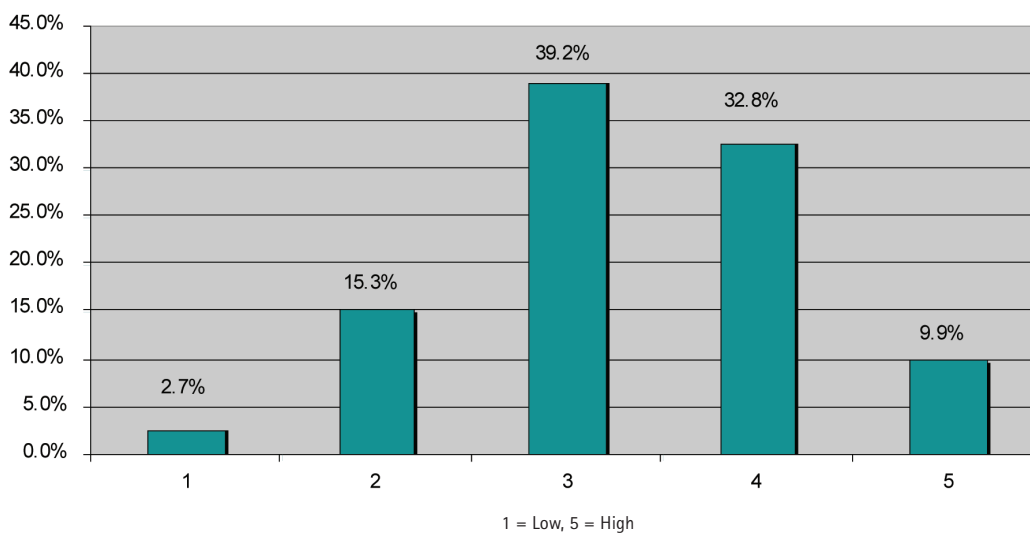
Question 2.3 – Reason for joining ICES?

(% of completed surveys)



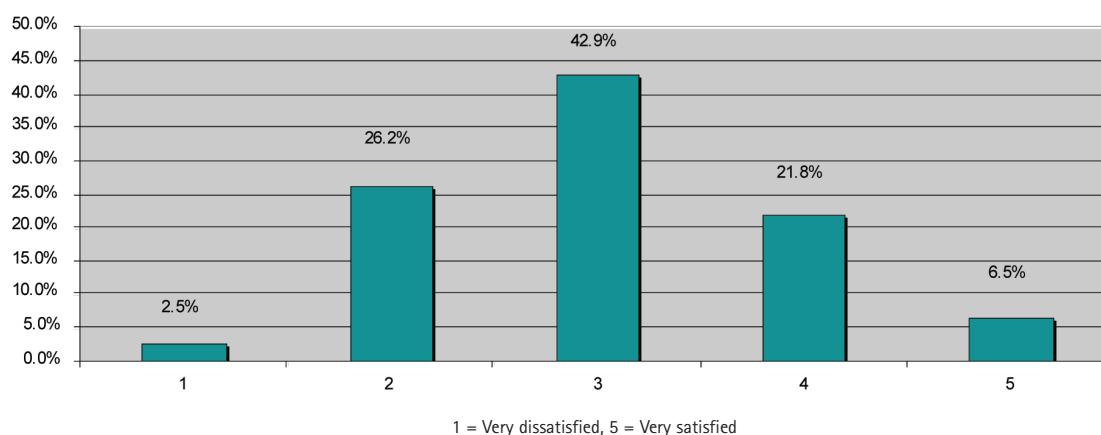
Question 2.4 – Please rate how satisfied you are with the following...

Perceived value generated by being a member of ICES.
(% of completed surveys)

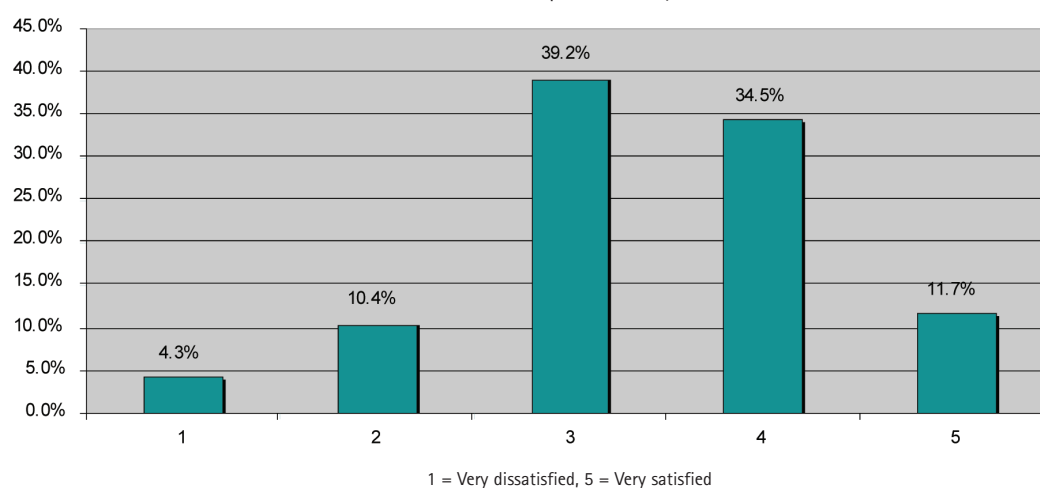


Question 2.4 – Please rate how satisfied you are with the following... (continued)

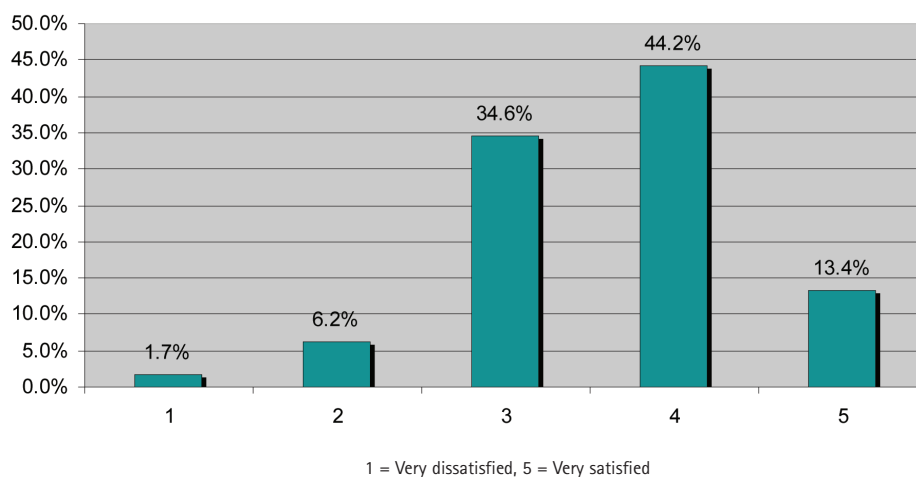
General satisfaction with opportunities to meet and network with other ICES members.
(% of completed surveys)



General satisfaction of SURCO publications.
(% of completed surveys)

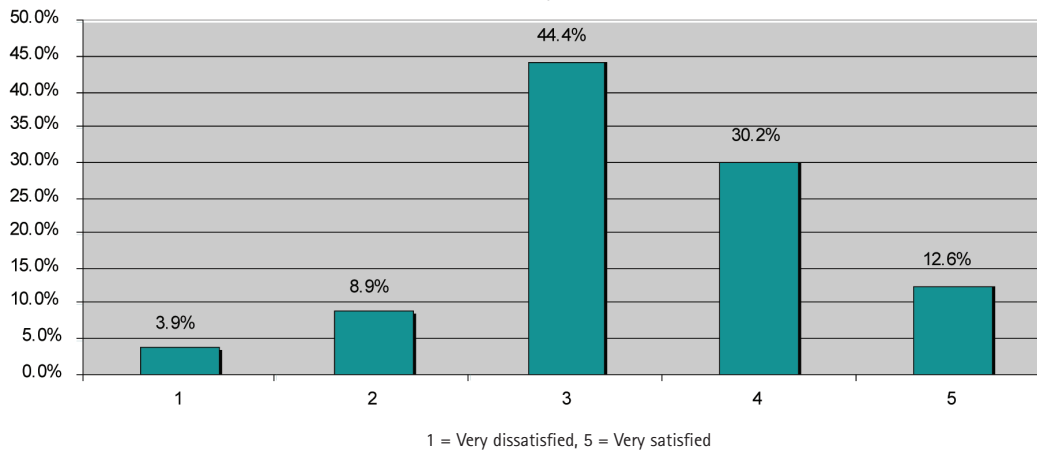


Member satisfaction with commercial management editorial in CES journal.
(% of completed surveys)

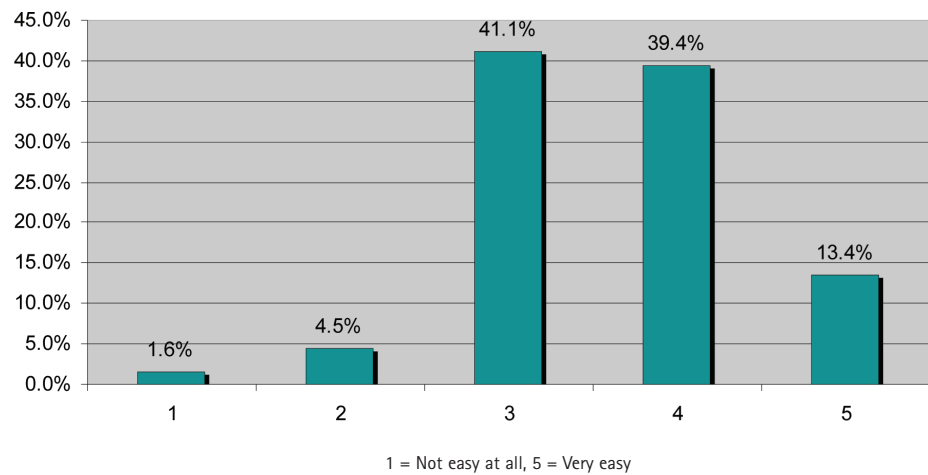


Question 2.4 – Please rate how satisfied you are with the following... (continued)

Member satisfaction with geospatial engineering editorial in CES journal.
(% of completed surveys)

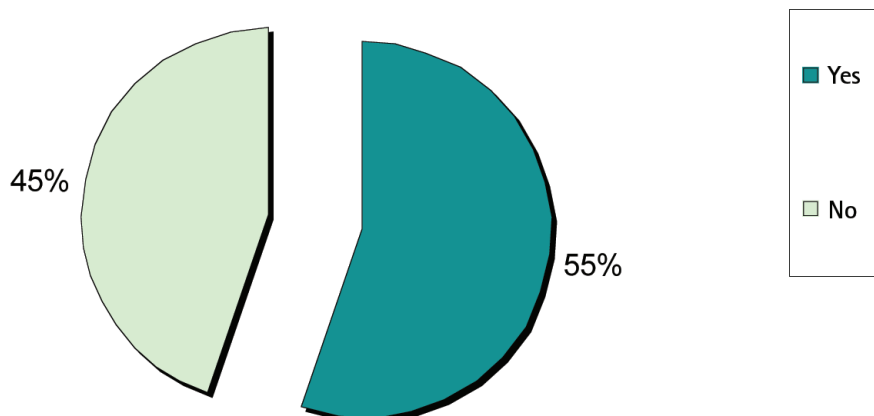


General satisfaction with the ease of contacting staff at ICES HQ.
(% of completed surveys)



Question 2.5 – Membership of other professional organisations

Are you a member of other professional organisations?
(% of completed surveys)



SUMMARY OF RESULTS

Section 2 – Your membership

2.1 Grade of ICES membership

Nearly 80% of the total responses received were from corporate and fellow members. Disappointingly, only 16% were from students and graduates.

2.2 Membership upgrade

The figures show that there is a good level of interest from members who appear to want to upgrade, almost 40%.

2.3 Joining factors

Despite the perceived belief, only 1 in 6 of the respondents joined the Institution to obtain designatory letters, whereas 1 in 3 joined to further their career progression.

A third of respondents say that they joined as a direct result of ICES member recommendation.

2.4 Value generated by being a member of ICES

In excess of 80% of the respondents selected a satisfactory or higher level of value from being a member. Although, as much as 1 in 5 were very dissatisfied with the current value of ICES membership.

Satisfaction with opportunities to meet and network with ICES members

1 in 3 respondents were less than satisfied with the opportunities provided to meet and network with other ICES members.

Satisfaction with SURCO publications

A majority of 85% of respondents were more than happy with the publications, with only 1 in 12 commercial management and 1 in 8 geospatial engineering members less than satisfied with the editorial coverage of their respective specialisms.

Satisfaction with ease of contacting ICES

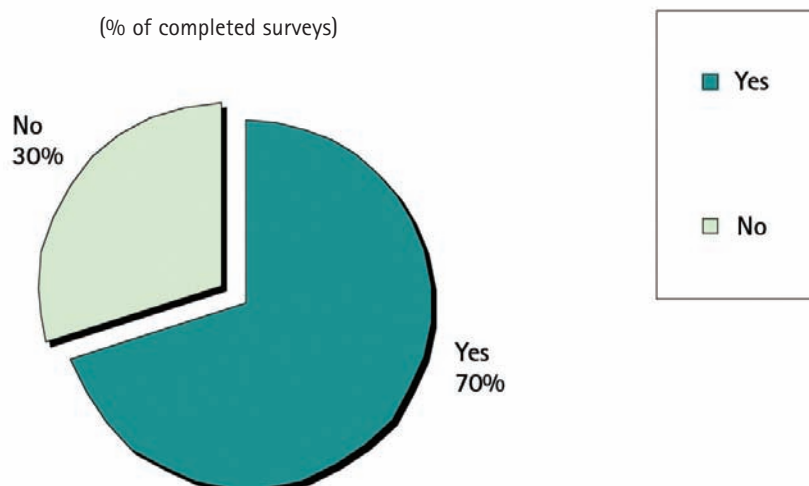
94% of respondents were more than satisfied with the ease of contacting ICES staff.

2.5 Membership of other professional organisations

Of those who responded to the questionnaire, 55% are a member of another professional organisation.

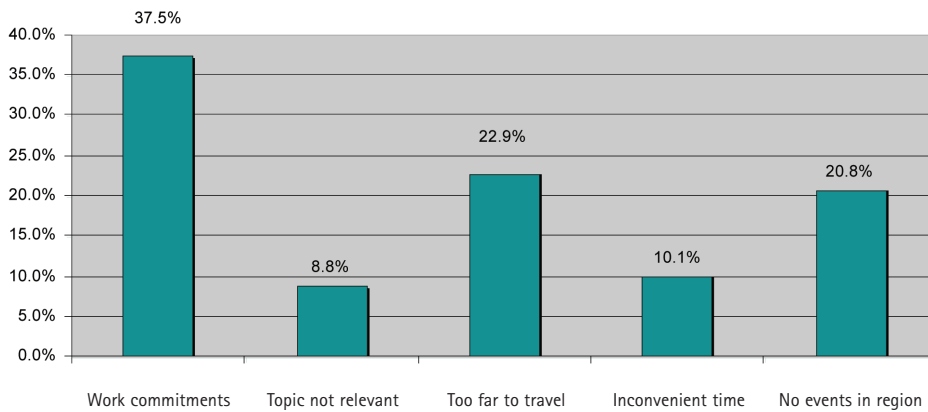
Section 3 – Events and Meetings

Question 3.1 – Have you attended ICES events or meetings during the past 12 months?



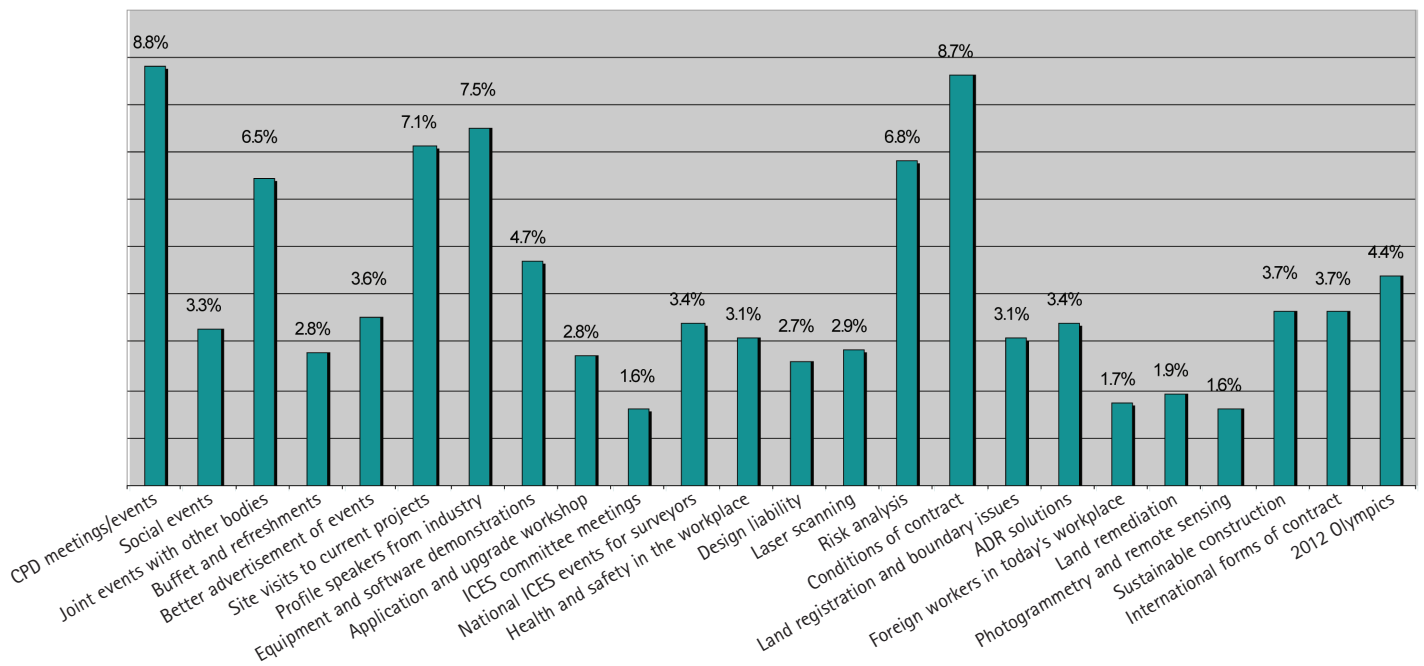
Question 3.2 – If not, please help us to understand why this is and select from the following...

Reasons for not attending ICES meetings and events during the past 12 months.
(% of completed surveys)

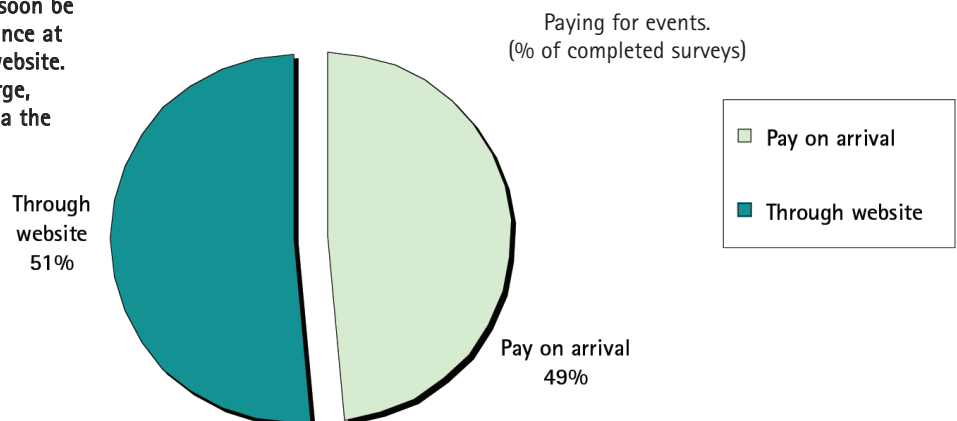


Question 3.3 – Help us develop our events programme by selecting from the following topics...

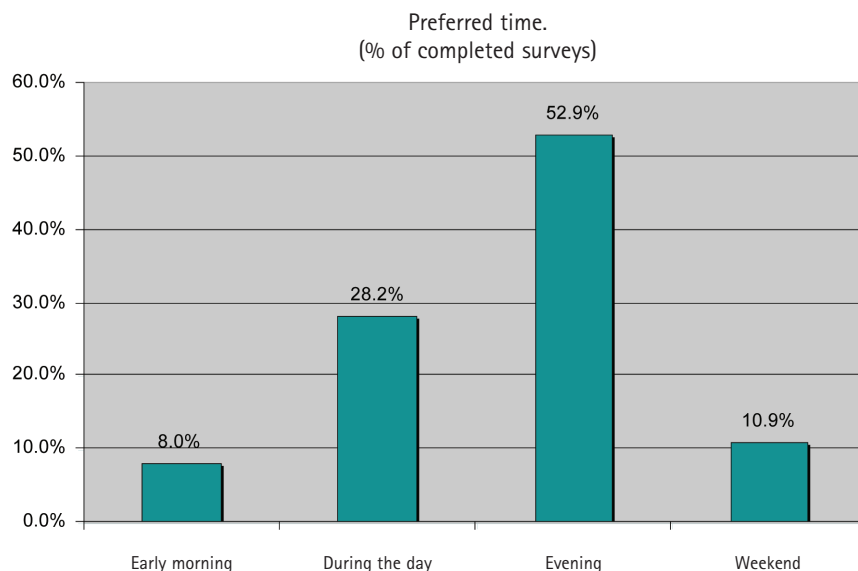
ICES member interest for future events and meetings.
(% of completed surveys)



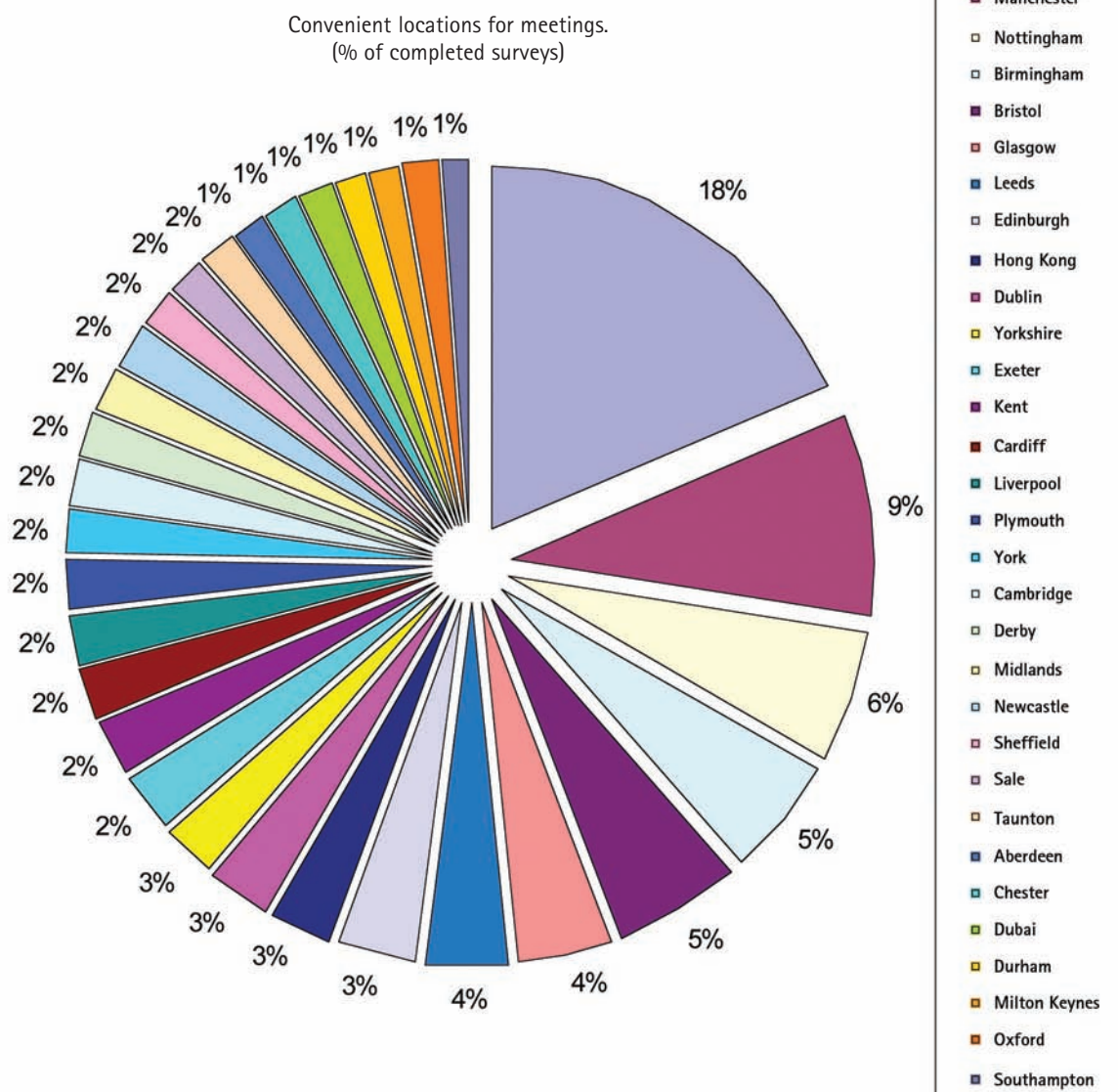
Question 3.4 – Members may soon be encouraged to confirm attendance at events/meetings via the ICES website. Some events incur a small charge, would you prefer to pre-pay via the website or pay on arrival?



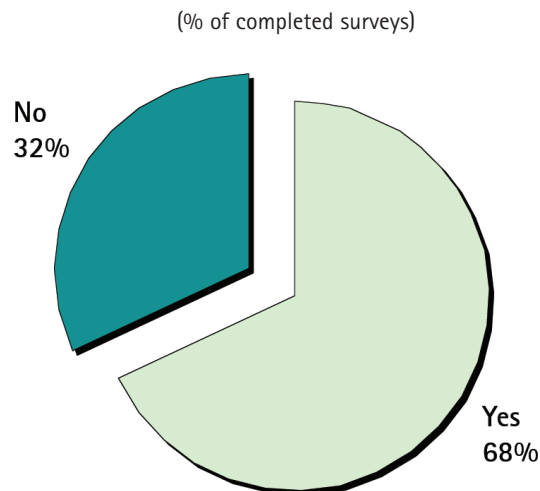
Question 3.5 – What would be the preferred time to hold CPD events and meetings?



Question 3.6 – To help us develop a future CPD events/meetings programme please enter the locations that would be convenient for you to attend.



Question 3.7 – Should the Institution hold regional annual dinner functions as well as the national annual dinner?



SUMMARY OF RESULTS

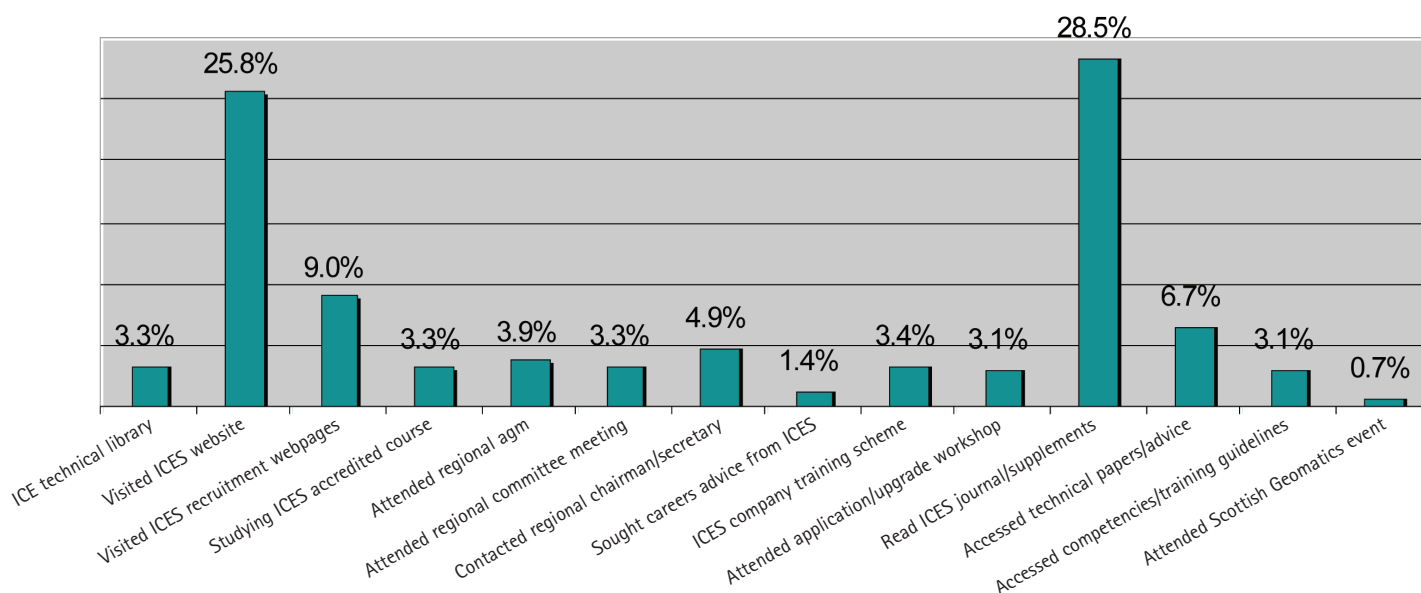
Section 3 – Events and Meetings

- 3.1 Members who have attended a CPD event in the past 12 months**
70% of members have attended a CPD event in the previous 12 months. However, we do not know how many i.e. one, two or more.
- 3.2 Reasons for not attending**
Nearly 80% of members cited work commitments as the main reason they were unable to attend events and meetings, with nearly 1 in 4 indicating that the meetings were held too far away. 1 in 5 members indicated that there were no events held in their region.
- 3.3 Most popular requested topics and suggestions for future CPD events**
More CPD events to be organised within the regions.
Speakers to be principals from industry.
Include site visits to current projects.
Hold joint events with other institutions.
Equipment and software demonstrations.
Most popular subjects:
Conditions of contract.
Risk analysis.
2012 Olympics.
Sustainable construction.
- 3.4 Member preference for payment of future events**
The members were more or less equally split with regards to pre-paying for events on the website or on arrival.
- 3.5 Preferred time to hold CPD events**
The preference of over 50% of the membership was to hold CPD events and meetings in the evening.
- 3.6 Preferred locations to hold CPD events**
Generally members wished to hold events and meetings in the principal towns within the UK.
- 3.7 Members who requested regional annual dinners in addition to the national dinner**
Over two thirds of the membership requested regional annual dinners.

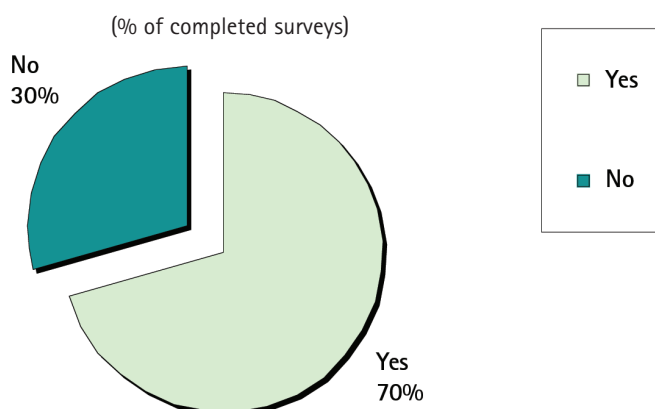
Section 4 – Membership services

Question 4.1 – During the past 12 months which of the following ICES services have you used?

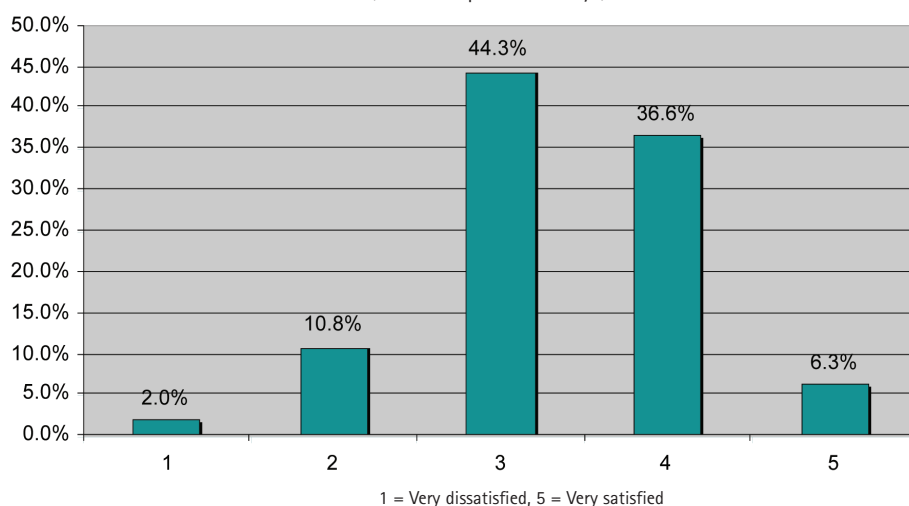
Services and benefits accessed during the past 12 months.
(% of completed surveys)



Question 4.2 – Do you feel adequately informed of ICES member benefits and services?

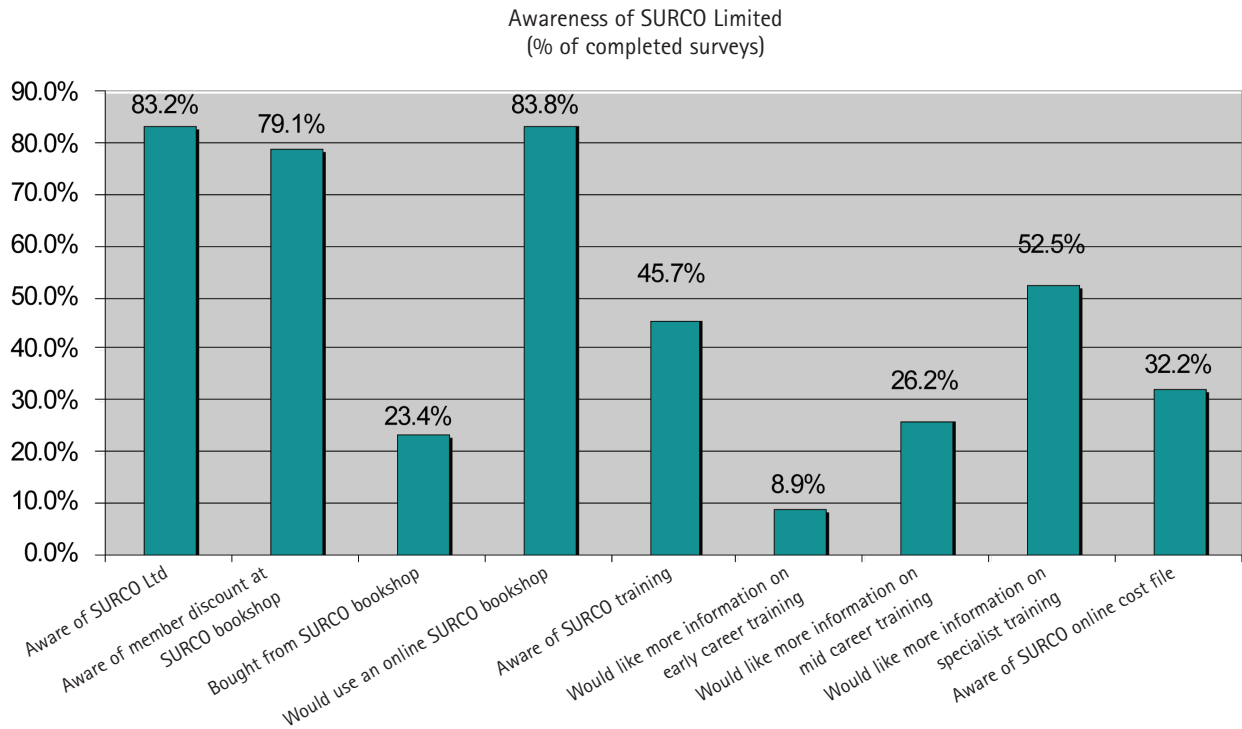


General satisfaction with current ICES benefits and services.
(% of completed surveys)

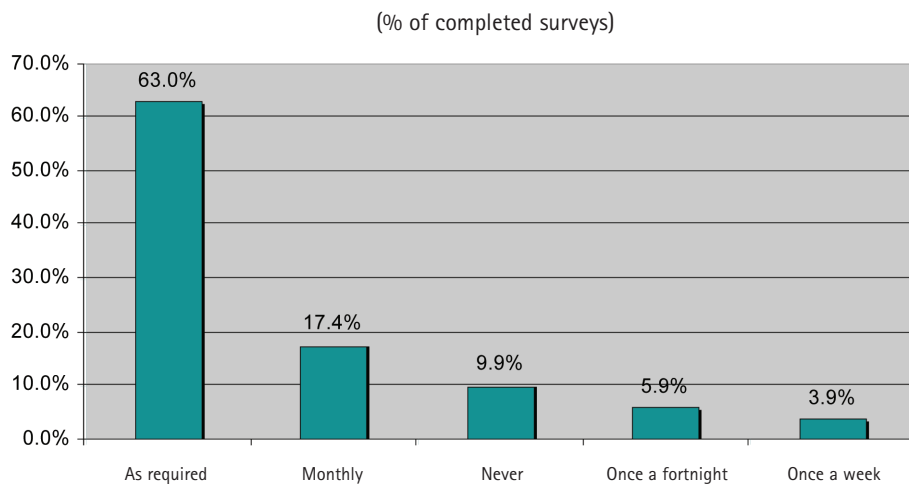
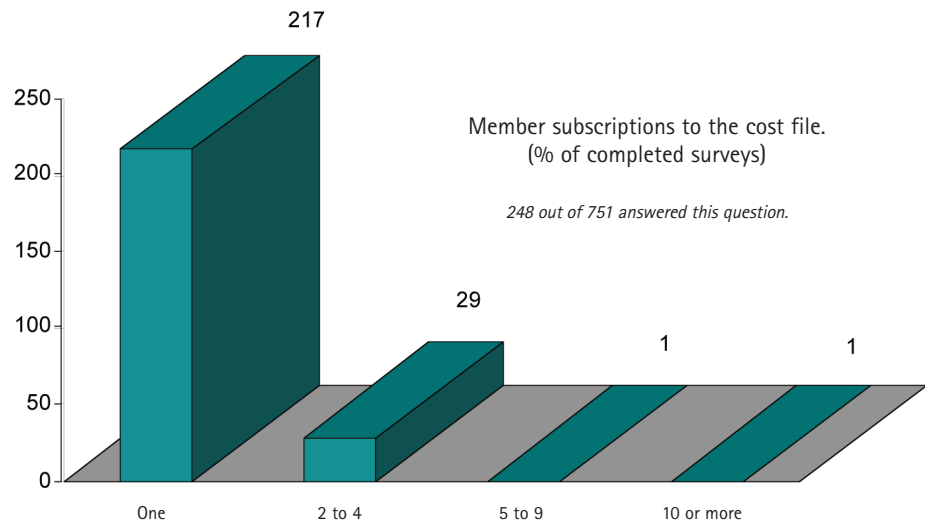


Question 4.3 – Generally, how satisfied are you with the current benefits and services?

Question 4.4 – Are you aware of SURCO Limited and the services it provides?



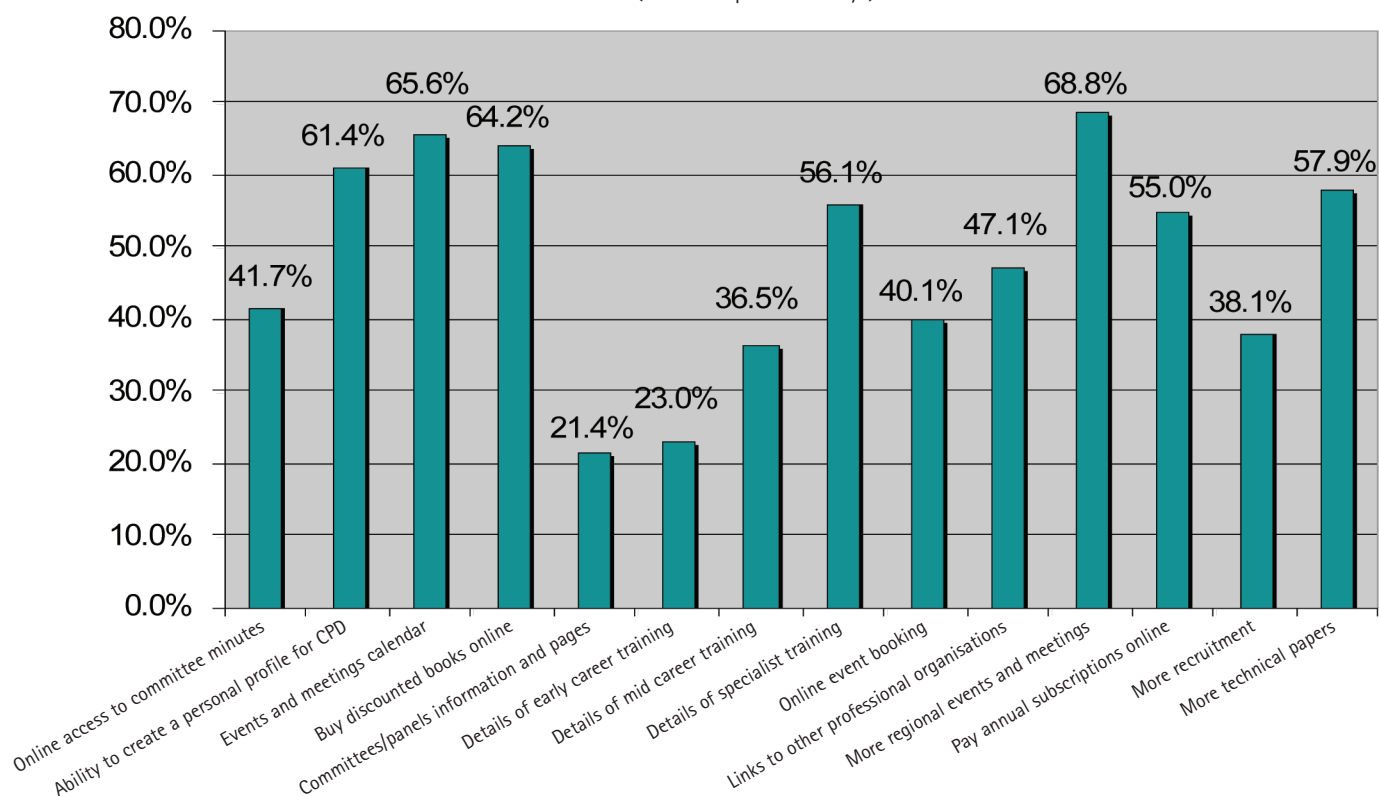
Question 4.5 – If applicable, how many cost file subscriptions would you require?



Question 4.6 – How often do you visit the ICES website?

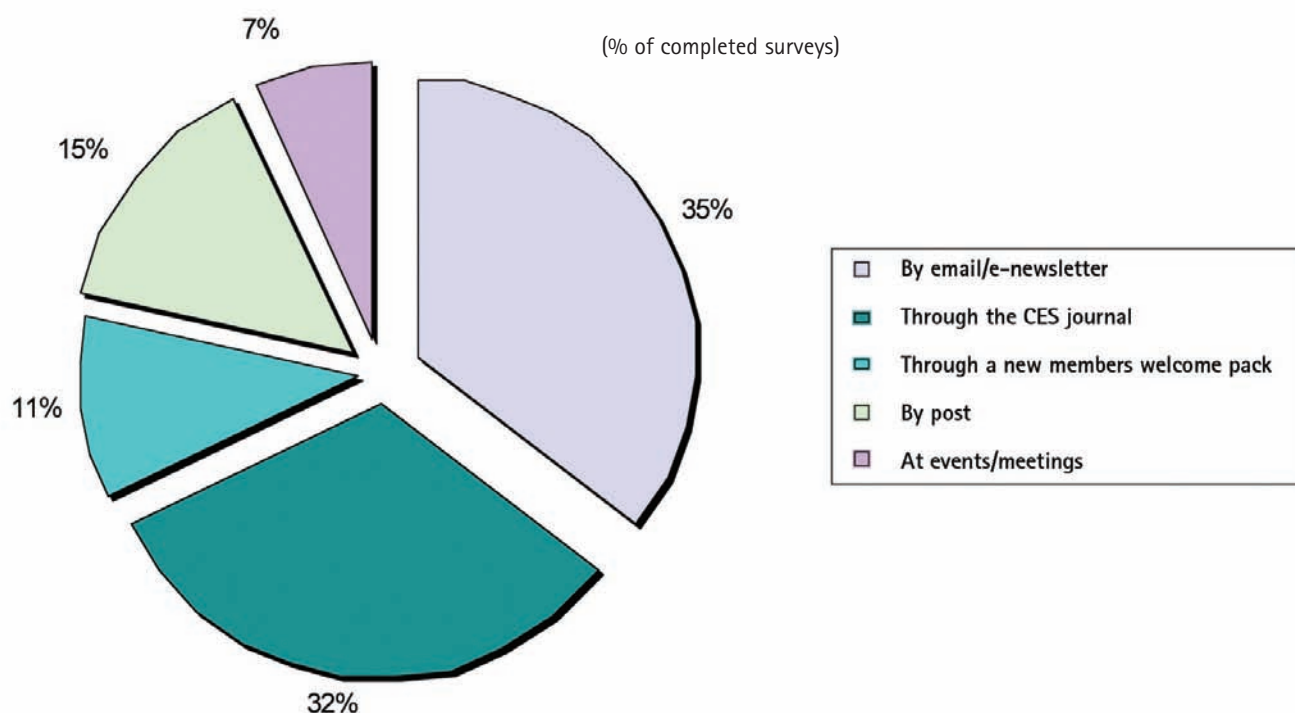
Question 4.7 – What services and benefits you would like to see developed?

(% of completed surveys)

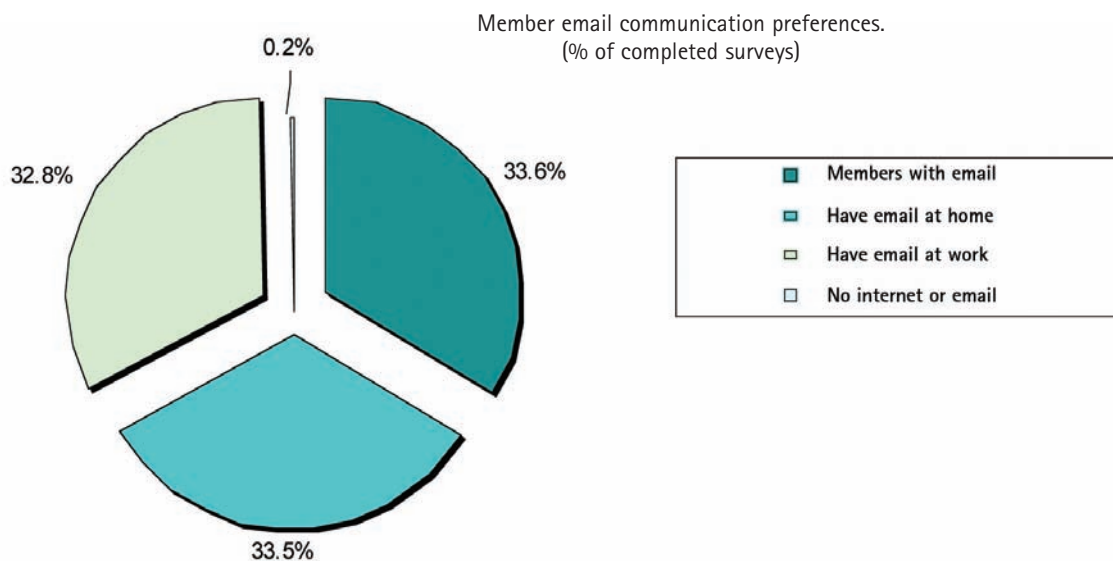


Question 4.8 – Communication preferences?

(% of completed surveys)



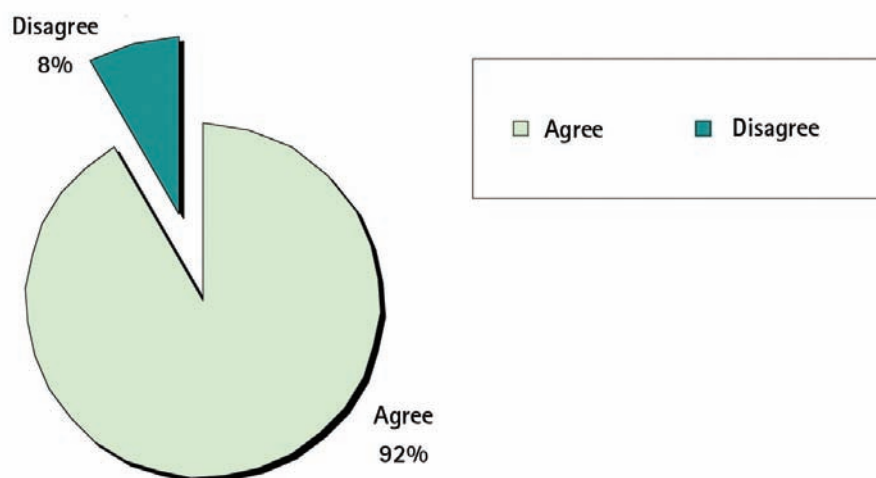
Question 4.8 – Members with access to email?



Question 5.0 – The Institution is aware of corporate social responsibility and is keen to help reduce print and postage costs by encouraging the exchange of information through email and via the ICES website.

Do you agree or disagree that, where applicable, committee minutes and technical papers should be accessed and downloaded via a new members only section of the website?

Access documents through members only section of the ICES website.
(% of completed surveys)



SUMMARY OF RESULTS

Section 4 – Membership services

4.1/4.2/ ICES services and benefits accessed during the past 12 months

4.3 The services and benefits most commonly accessed by members were the website and Institution journal. With the exception of the recruitment webpage (8.5%), technical papers (6.3%) and regional CPD events (5.9%), all other services were accessed equally (at approx 3%). This may be due to a third of members advising that they did not consider themselves to be adequately informed of those benefits and services available.

Conversely, nearly 90% of the membership expressed their satisfaction with the current services and benefits with the following being those with the highest preference for development:

1. More regional CPD events and meetings.
2. An events and meetings calendar.
3. Online purchase of discounted publications.
4. Facility to create a personal CPD profile through the ICES website.
5. Facility to pay subscriptions online.
6. Provision of training details.
7. Links to other professional organisations/institutions.
8. Online access to committee minutes through a secure members only section of the website.

4.4/4.5 Awareness of SURCO – Including its services and benefits

- 4 out of 5 members said they were aware of the SURCO bookshop.
- Disappointingly, only 1 in 4 members have ever bought from the SURCO bookshop.
- However, 5 out of 6 (84%) members say they would buy from an online SURCO bookshop.
- Less than 50% of the membership are aware of SURCO training.
- Of early career, mid career and specialist training, members would like more information on specialist training from SURCO.
- Only a third of the membership was aware of the cost file, with a total of 248 members expressing a desire to purchase 1 or more copies.

4.6 Use of ICES website

Almost 90% of the membership visit the website with most frequenting the website as required.

4.7 Communications preference

Responses were equally split between email and the journal as the preferred mode of communications, although 11% expressed a wish for a welcome pack for new members.

*The Institution would like to thank all those members who took the time to respond to the questionnaire.
This information is invaluable to the Institution in shaping its future.*

Build on your professional qualification for civil engineering surveyors

Upgrade your Membership



The Institution of Civil Engineering Surveyors (ICES) offers several grades of membership that recognise the skills and valuable contribution of those who work within commercial management and geospatial engineering surveying specialisms.

Why stop where you are now? Contact the Membership Department to see what options for upgrade are available for you.

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