



SOCIETY OF PM PROFESSIONALS
Of GREATER VANCOUVER

SURVEY PROJECT REPORT

August 31st 2016

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Version Tracking:

Version No.	Date	Description	Author
1.0	August 17, 2016	Draft for Review	R. Schulz
2.0	August 31, 2016	Final. Incorporated comments from Walter Wawruck <ul style="list-style-type: none"> - Revised the introduction to provide more background on survey development methodology - Inserted correct motion (draft report had incorrect copy of motion from Feb 17 meeting) - Removed recommendations that were not derived from survey results - Other edits and changes to Conclusions (now Observations) - Included Survey introduction 	R. Schulz

1. INTRODUCTION

1.1. Background and Purpose

The Vancouver Society of PM Professionals (The Society) has commissioned the design and delivery of a membership survey (Member Survey Project) to research the reasons for the recent decline in seminar participation and to solicit recommendations for improvements.

The commission originated in the minutes of a Special General Meeting held on February 17, 2016. The motion is as follows:

That Rob Schulz and Walter Wawruck, Executive Sponsor with the assistance of the volunteers (Mary-Jean Payeur, Marianne Morin, Arthur Kanzaki, and Sarah Peerless) be asked to survey the current mailing list of Project Management Professionals on the causes of the declining attendance and solicit recommendations for improvements with a report to the members at the next Special General Meeting scheduled for September 20, 2016.

1.2. Survey Team

The following persons contributed to the effort of creating the survey:

Walter Wawruck PMP
Iain Palmer PMP
Marianne Morin PMP
Mary-Jean Payeur PMP
Paul Brady PMP
Arthur Kanzaki PMP
Yuriko Araki PMP
Denise Brown PMP
Joan Hambury PMP
Robert Schulz PMP

Not all members of the survey team participated in all meetings and thus not all members participated in making decisions about the content and conduct of the survey and not all participated in preparing this report.

1.3. Summary of Meetings and Discussions

Members of the Survey Team met at the following dates and times to formulate a strategy and ultimately the survey questions that appear in the following sections of the report.

Notes from these meetings appear in the Appendices:

April 13 at Vancouver Community College
May 18 at BCIT Downtown Campus
June 8 at BCIT Downtown Campus

1.4. Methodology

The Survey Team met three times in person to formulate a survey for the subscribers list of some 600 PMP's who are subscribers of the Society, many whom are members of the Society.

Walter completed research into the attendance of seminars over the past 16 years and demonstrated that the participation of each cohort (the group of newly registered subscribers each year) declined in subscription at the same rate (17%) year-over-year

The survey team discussed Walter Wawruck's research and concluded that increasing awareness of the Society is key to improving attendance and bringing in fresh PMP's to increase attendance.

The team concluded that the survey could be used as a vehicle to stimulate this interest in the subscribers.

The survey team no longer felt that it was necessary to research reasons for the declining attendance when Walter's research clearly illustrated that demographics caused a consistent decline in attendance. Without a yearly influx of new subscribers, attendance at seminars will continue to decline. The survey team was not interested in reviewing a list of negative responses as to what is wrong with the Society (ask a negative question, expect a negative answer), which was expected if subscribers were asked for reasons for the decline. Rather, the survey team's desire was to produce survey questions of a positive nature; to re-ignite a positive interest in the Society. Robert explained this change in direction to John Cooke (new Executive Sponsor after Walter resigned on May 16). John Cooke supported the new direction.

The survey team felt the survey needed to be short, 10 questions, to encourage the highest number of responses. The survey team brainstormed a list of questions to be used in the survey of the subscribers to highlight and illustrate the benefits of the Society, to reacquaint the subscribers with the Society offerings and solicit input and interest in increasing participation in the Society. A final question (10) solicited recommendations for improvements as called for in the motion (Do you have any additional suggestions for attracting new participants and/or strengthening the value you receive from the Society's Seminars?)

The survey's was to be exploratory to trigger a series of thoughtful responses. While many changes to the Society operation and format of the seminars were discussed in the survey group meetings, there is no direct relationship between these discussions and the responses received in the survey.

It is not expected that the survey responses will directly lead to changes in the Society or the operation of its seminars.

2. MEMBER SURVEY RESULTS

Each section below refers to one question in the Survey with the results displayed:

2.1. Survey Introduction:

The text below was provided as an introduction to the survey distributed electronically via Survey Monkey:

The Society of PM Professionals of Greater Vancouver would greatly value your feedback to assist with continuous improvement of the Society.

The Society's Full-Day Seminars offer professional, collaborative, and hands-on opportunities to increase project managers' knowledge and networks, in a non-commercial and affordable setting. It is a unique formula which sets the Society apart from other professional development offerings and will remain for future Society seminars.

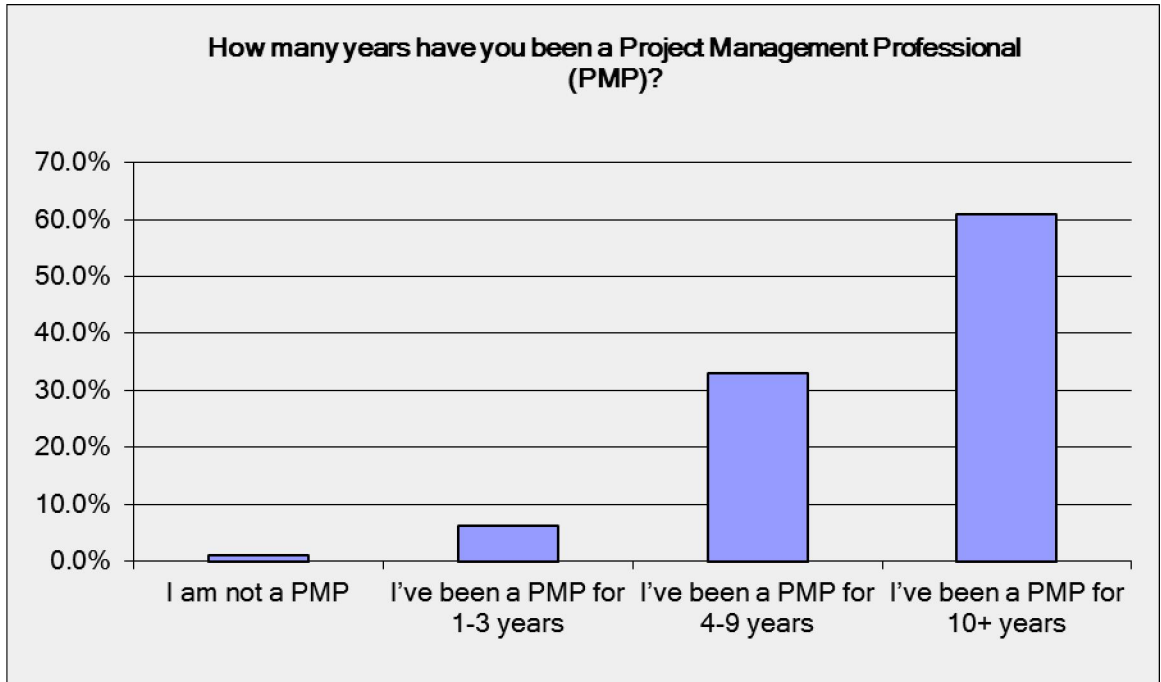
This survey's goals are to identify aspects of the Seminars and the Society that led to your participation in past seminars, and your suggestions for increasing the participation for yourself and others. We want to understand from you how the Society can better accommodate your goals in Project Management.

By completing this brief survey, you will provide the input needed to attract new participants and strengthen the value you receive from the Society's Seminars.

*The survey should take approximately 5 minutes to complete.
Thank you for participating in our survey. Your feedback is important.*

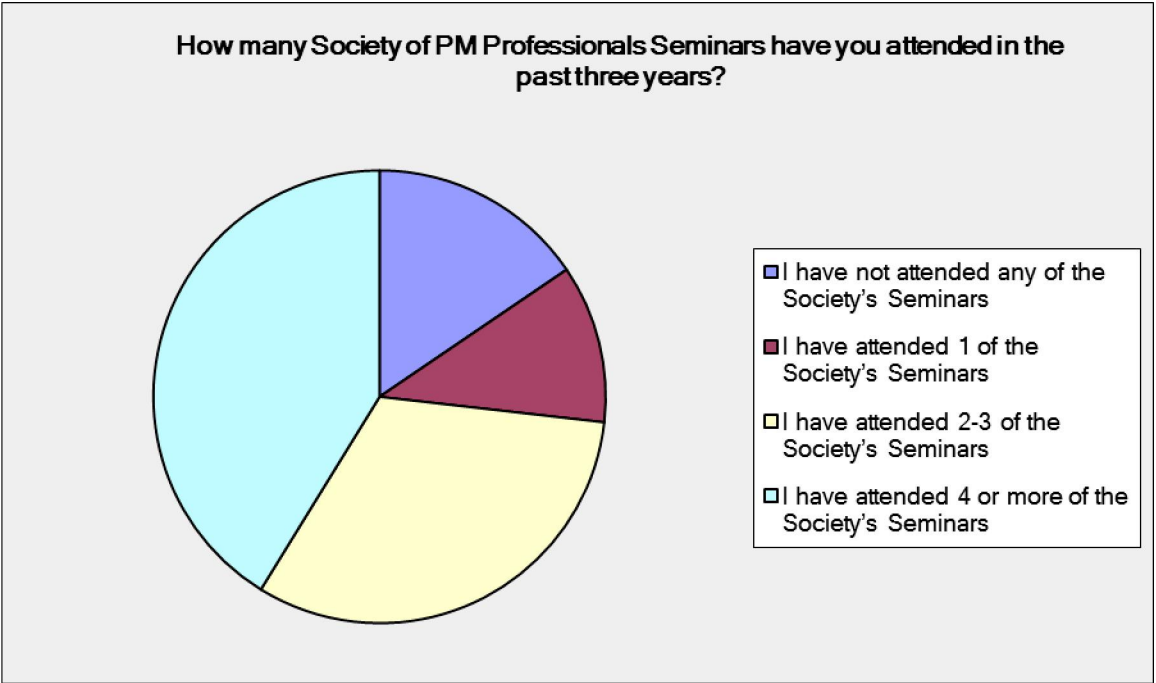
2.2. Question 1: How Many Years Have You Been a Project Management Professional (PMP)?

Answer Options	Response Percent	Response Count
I am not a PMP	1.0%	1
I've been a PMP for 1-3 years	6.2%	6
I've been a PMP for 4-9 years	33.0%	32
I've been a PMP for 10+ years	60.8%	59
	answered question	97
	skipped question	0



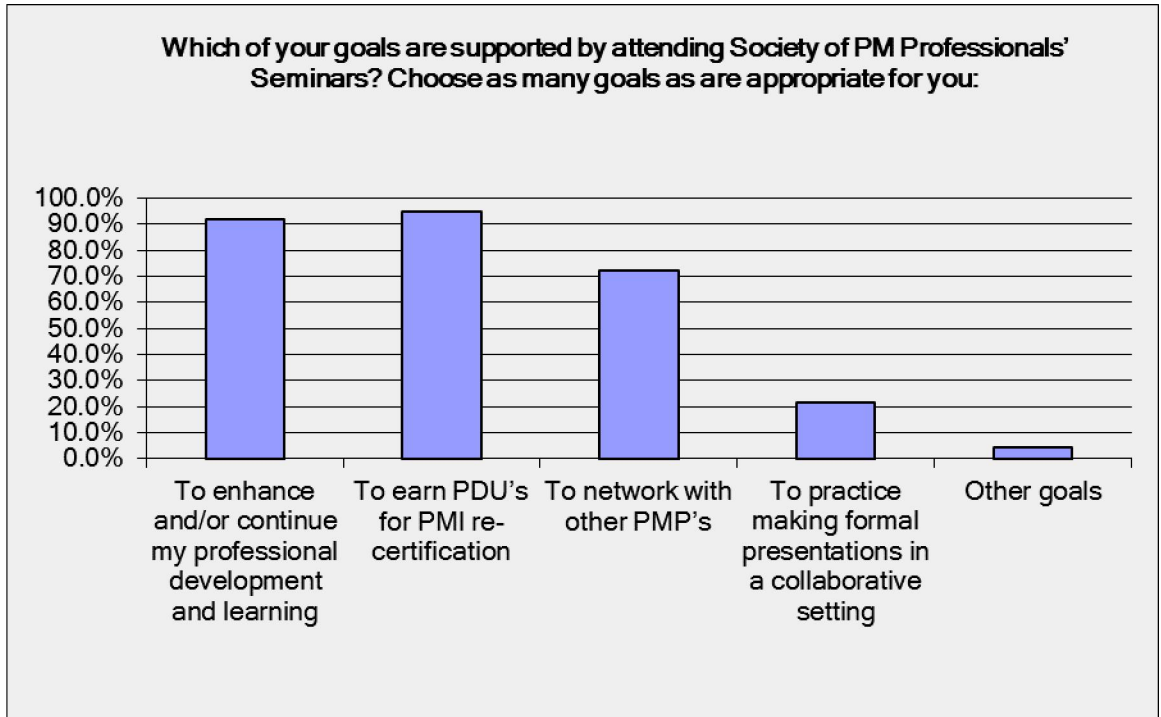
2.3. Question 2: How many Society of PM Professionals Seminars have you attended in the past three years?

Answer Options	Response Percent	Response Count
I have not attended any of the Society's Seminars	15.5%	15
I have attended 1 of the Society's Seminars	11.3%	11
I have attended 2-3 of the Society's Seminars	32.0%	31
I have attended 4 or more of the Society's Seminars	41.2%	40
<i>answered question</i>		97
<i>skipped question</i>		0



2.4. Question 3: Which of your goals are supported by attending Society of PM Professionals' Seminars? Choose as many goals as are appropriate for you:

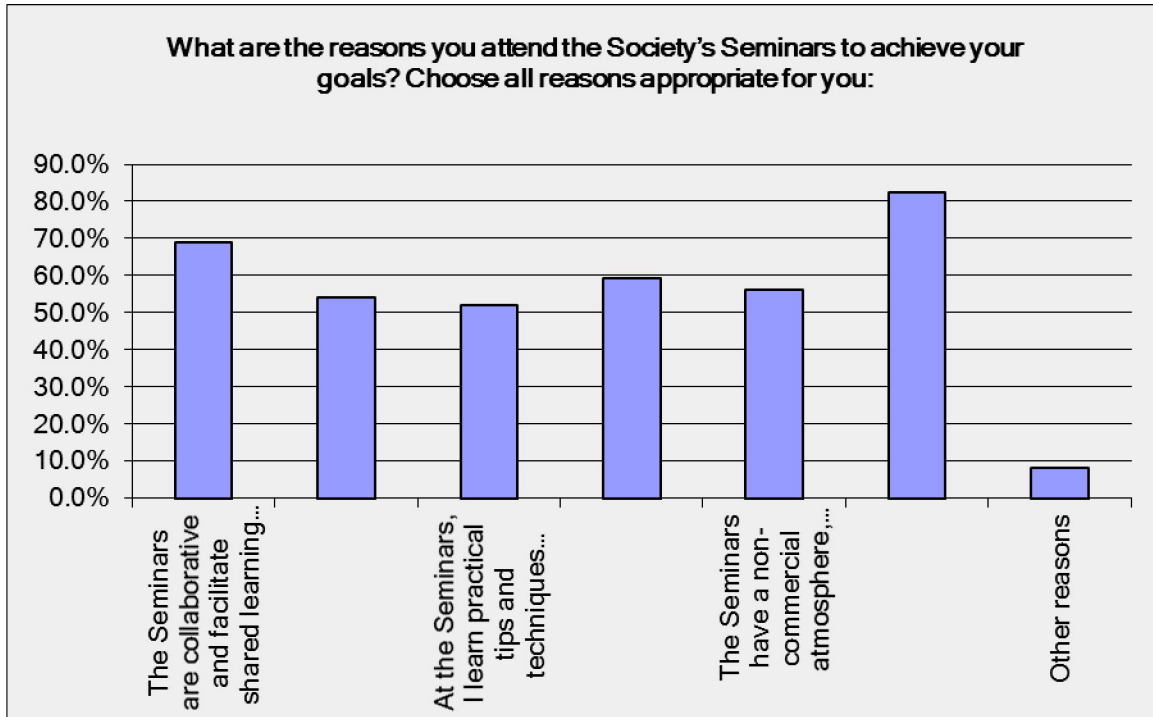
Answer Options	Response Percent	Response Count
To enhance and/or continue my professional development and learning	91.8%	89
To earn PDU's for PMI re-certification	94.8%	92
To network with other PMP's	72.2%	70
To practice making formal presentations in a collaborative setting	21.6%	21
Other goals (please specify)	4.1%	4
		7
	<i>answered question</i>	97
	<i>skipped question</i>	0



Number	(please specify)
1	Looking for Far-Sighted subject matter
2	To advance the stature of the profession and to improve the practice of PM for the public good
3	I would use it for that.
4	to share my experience with others and get feedback
5	none. I manage to gather all stated goals through other means.
6	I regularly make presentations at Society meetings. To further understand the importance of the project manager as a recognized profession and to further understand the expectations of the 'role of the PM' on projects based on other PM experiences.
7	

2.5. Question 4: What are the reasons you attend the Society's Seminars to achieve your goals? Choose all reasons appropriate for you:

Answer Options	Response Percent	Response Count
The Seminars are collaborative and facilitate shared learning discussions	68.8%	66
The Seminars include workshops allowing hands-on learning and networking	54.2%	52
At the Seminars, I learn practical tips and techniques from other professionals	52.1%	50
The Seminars are a professional learning environment	59.4%	57
The Seminars have a non-commercial atmosphere, discouraging presenters from soliciting	56.3%	54
The Seminars are affordable compared to similar alternatives available to me	82.3%	79
Other reasons	8.3%	8
(please specify)		11
	<i>answered question</i>	96
	<i>skipped question</i>	1

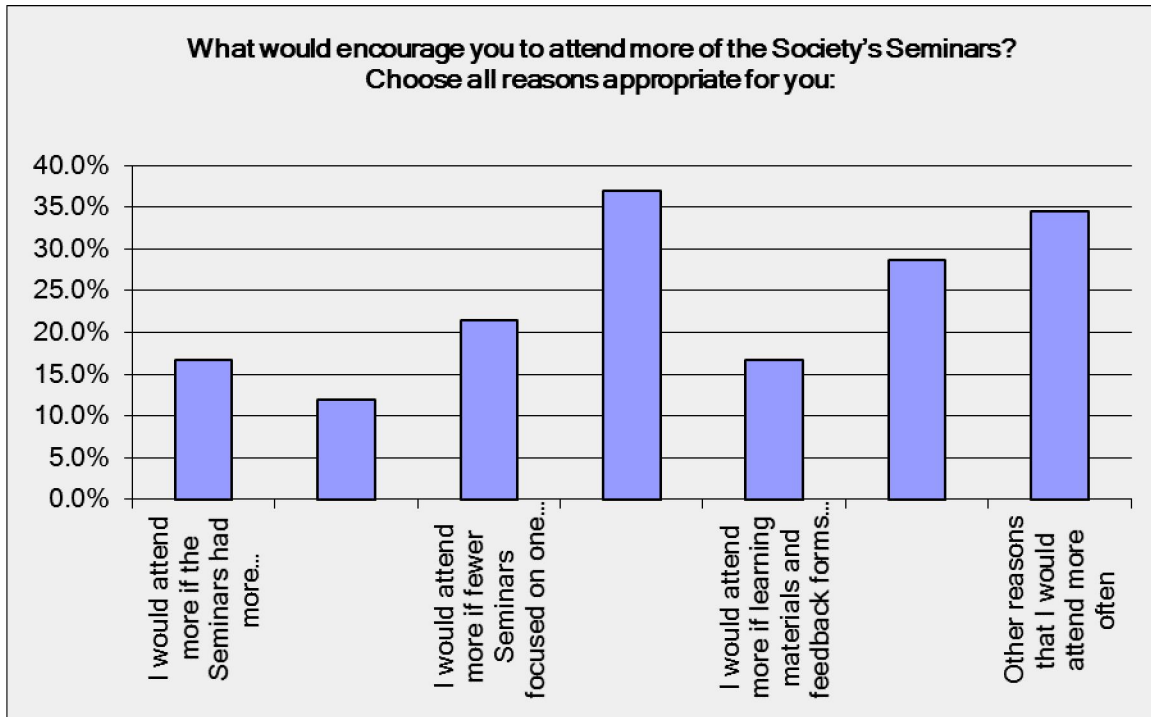


- | Number | (please specify) |
|--------|---|
| 1 | "Methods" rather than just "Tips and techniques" |
| 2 | I do not always find that the workshops provide hands-on learning, though it provides networking opportunities. |
| 3 | An more friendly venue for making a presentation. |
| 4 | . |
| 5 | It is the only available forum like this |
| 6 | Walter creates a friendly and collaborative atmosphere for learning |
| 7 | I acquire a better number of PDUs for an affordable, one-day seminar. |
| 8 | The seminars provide information and techniques that I can apply . |
| 9 | I haven't attended in a long time. The seminars and participants seem to be focused on capital or IT projects (based on notifications that come to me). |
| 10 | Hearing about PM in completely different environments and industries |
| 11 | They are fun |

2.6. Question 5: What would encourage you to attend more of the Society's Seminars? Choose all reasons appropriate for you:

Answer Options	Response Percent	Response Count
I would attend more if the Seminars had more workshops and fewer presentations	16.7%	14
I would attend more if I could better demonstrate the Seminars' value to my employer	11.9%	10
I would attend more if fewer Seminars focused on one industry	21.4%	18
I would attend more if more Seminars focused on my industry	36.9%	31
I would attend more if learning materials and feedback forms were web-based	16.7%	14

I would attend more if some of the presenters carried additional credentials such as Change Management, Marketing, Business Analysis, Security, etc.	28.6%	24
Other reasons that I would attend more often (please specify)	34.5%	29
		36
	<i>answered question</i>	84
	<i>skipped question</i>	13



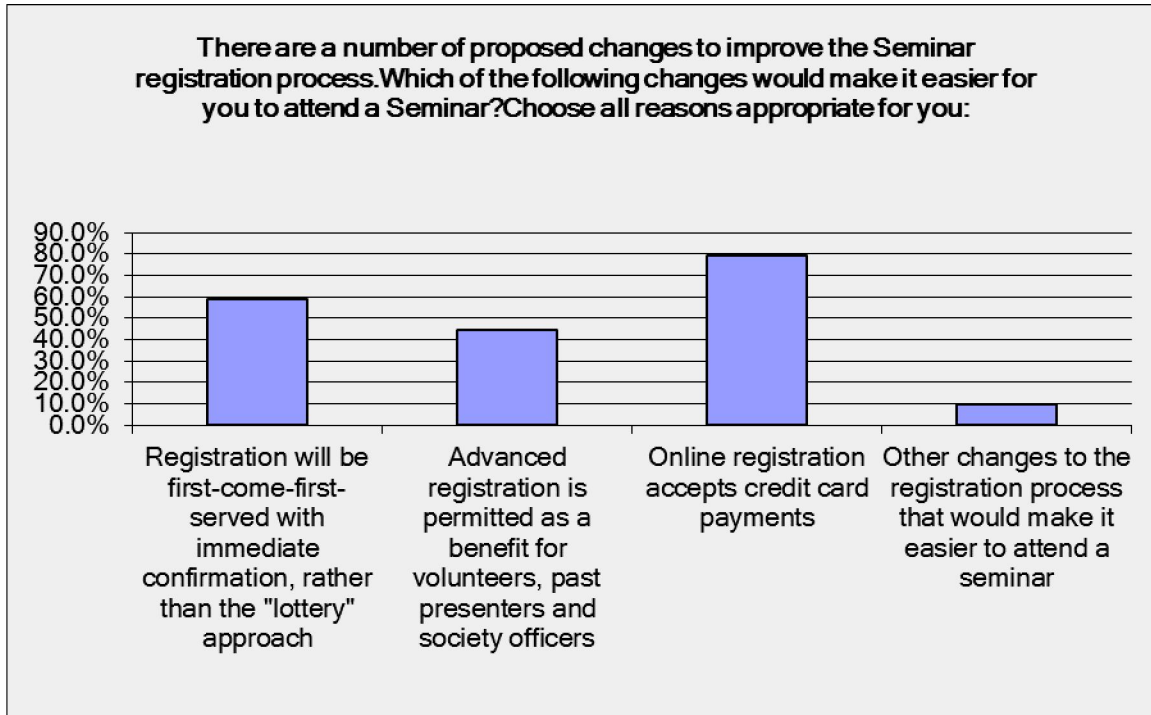
- | Number | (please specify) |
|--------|---|
| 1 | My current frequency suits me
While I do not always find the workshops of value, there should still be one or two workshops per seminar which allows for networking opportunities. Seven hours of lectures is too much without some type of break or workshop. |
| 2 | |
| 3 | |
| 4 | I would attend more if the days were not jam packed. With so few breaks I find the day a bit to busy without enough time for networking. I would also attend more if seminars were more focused no the theme of the day. |
| 5 | I haven't been actively managing "projects" for a the last number of years as a Director of IT. I also wasn't receiving invites. |
| 6 | Since I attend virtually all of the seminars, none of the responses fits |
| 7 | Time availability is limited. Also, more industries (not just IT & Construction) would be of interest, say Retail or Healthcare |
| 8 | Sometimes the timing is not good given the stage of current my project and the subject is not compelling enough to make the effort. |
| 9 | Attendance is often dependent on what is happening at work |
| 10 | Not focused on one industry or my industry, but cross-industry. Too much of an IT focus. I would attend more if there were some Seminars focused on presentation and meeting facilitation skills, conflict resolutions skills and leadership skills. |
| 11 | |
| 12 | A full day seminar is difficult to swing these days. Half-day commitments may be easier. The one industry approach is the one reason I hear other attendees complain about. In my case I enjoy the construction/architectural sessions but not the IT. I would attend the IT if the material dealt with IT in the context of a PM's work across many different industries. If a PM could broaden their session to include other industries, topics, or tasks of a PM e.g. human resources, change management , planning etc., this would encourage members to |
| 13 | |

Number	(please specify)
	attend more often.
14	- More central location as opposed to Burnaby. - Alternate between Burnaby & Surrey as a alternative location
15	Held on Monday or Friday to make travel easier If time permits - my schedule does not always allow and Wednesday is my heaviest day of meetings so it is difficult for me to get away. Move the days to different days of the week through the year.
16	I would attend more if the seminars were blended topics - not sure why they have to be thematic - the day tends to get long talking on just one topic. If still a theme approach, why not also incorporate the change, training, economic, etc. factors of the topic into presentations too? All those things and more impact a project.
17	I attend lots of presentations and they are always too general. I need tactics and specifics to improve in my role as a project manager. I need templates, to see samples of work, actual conversations, actual strategies.
18	More presentations, less workshops
19	varied locations, including Surrey
20	- If seminars were more frequent but shorter; for instance 1/2 day
21	I would attend if the seminars could be paid online with credit cards.
22	If the events took half a day or an evening instead of a whole day.
23	The current frequency is sufficient
24	If offered on a Saturday (employer doesn't pay me to attend)
25	I attend as often as possible.
26	More sessions held that allow for joint sessions with other Professionals such as one that was held with ISACA 2 years ago.
27	I feel that over the last few years the seminars have become less valuable and that does not just apply to this group. It seems that there are less people in Vancouver who are able to provide the level of presentation or who are less willingor perhaps we need to work harder at finding the right people. Need more interactive discussion dn more real life stories.
28	Timing, demands on my schedule
29	I have actually just retired and likely won't be attending many seminars in the future. However, I found them a very valuable resource while I was working.
30	I already attend as many as I am in town for.
31	I attend as often as I can. Would like to attend more depending on schedule
32	I find the presentations to be hit and miss in value but usually have several in the day that warrant my attendance. Good value for the \$\$. Registration is a pain - hard to book time away from work unless registration is confirmed. Feel like most of the sessions are the same and repeat. Truthfully hasn't been too much of interest for me lately.
33	Attendance is based on the quality and credentials of the presenters.
34	If there were more seminar offerings per year, say 6 or 7.
35	If the presenters were more varied - same folks year after year, I could register and pay online, the Society was open to new ways of doing things
36	

2.7. Question 6: There are a number of proposed changes to improve the Seminar registration process. Which of the following changes would make it easier for you to attend a Seminar? Choose all reasons appropriate for you

Answer Options	Response Percent	Response Count
Registration will be first-come-first-served with immediate confirmation, rather than the "lottery" approach	58.7%	54
Advanced registration is permitted as a benefit for volunteers, past presenters and	44.6%	41

Society officers		
Online registration accepts credit card payments	79.3%	73
Other changes to the registration process that would make it easier to attend a seminar (please specify)	9.8%	9
		13
	<i>answered question</i>	92
	<i>skipped question</i>	5



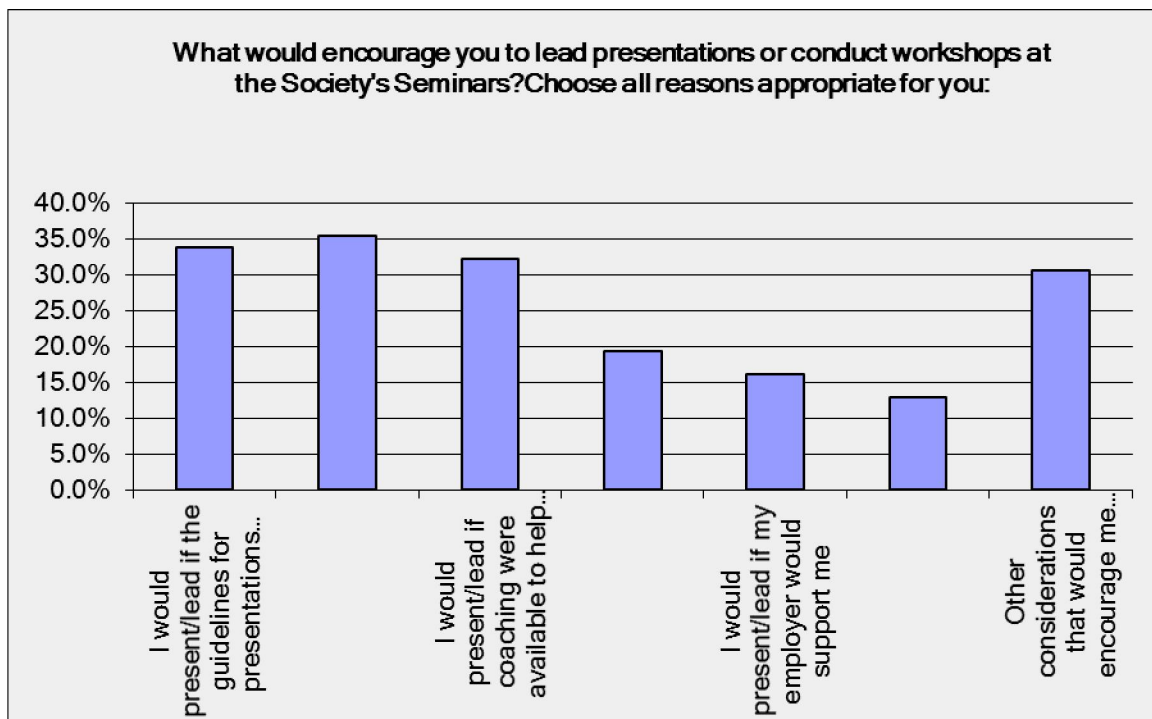
Number

(please specify)

- 1 The lottery approach (if a seminar is over-subscribed) has logic in allowing people's calendars to clarify without having to pay and then maybe cancel later
- 2 There still should be a lottery approach; that way, you should be able to attend one or two seminars per year.
- 3 Reduce the fee
- 4 Ability to register on-line
Perhaps doing 2 seminars (rooms) and rotate speakers, but that would mean speakers doing things twice. But then everyone would get to attend avoiding the lottery. Without that the lottery system is probably best.
- 5 alternate locations and possibly ability to have 1/2 day sessions as well.
- 6 If I like the theme, I would attend regardless of the reg process, but immediate confirmation would be appreciated.
- 7 Secure on-line registration
- 8 Have not had a problem registering
- 9 Cash or cheque payment on seminar day
- 10 Auto load to calendars
- 11 all of these ideas have value
- 12 A more comfortable and attractive location would a plus

2.8. Question 7: What would encourage you to lead presentations or conduct workshops at the Society's Seminars? Choose all reasons appropriate for you:

Answer Options	Response Percent	Response Count
I would present/lead if the guidelines for presentations and workshops were more clear	33.9%	21
I would present/lead if I could refer to a list of prior topics	35.5%	22
I would present/lead if coaching were available to help me	32.3%	20
I would present/lead if I was asked directly by a Society member	19.4%	12
I would present/lead if my employer would support me	16.1%	10
I would present/lead if my employer knew that the Society encourages avoidance of confidential or proprietary information	12.9%	8
Other considerations that would encourage me to present/lead more (please specify)	30.6%	19
		27
	<i>answered question</i>	62
	<i>No answer given</i>	35



Number

(please specify)

For above point, it may be a tall order, but efforts to compile some findings from several seminars, on the website, would lessen repetition from one year to the next. The repetition needed to inform new members could be partly supplied by reference.

- 1 Volunteer item below is limited to the noted compilation.
- 2 I provide some topics and was asked to present - Nov 2016

- 3 .
- 4 Being paired up with someone else - someone I could work with.
I have been a presenter and workshop leader in the past and will continue to do so in the future; however if the Society starts to style itself as a member service organization, as parts of this questionnaire seem to suggest, I will have to reconsider.
- 5
- 6 Its time limits on my side - work; family; other commitments etc....
- 7 Freeing up some spare cycles
- 8 If the presentation guidelines were expanded beyond the IT sector.
Suggested topics that would be of general interest would be a help to getting started.
- 9 If I have endless time to develop a presentation and could come up with an engaging entertaining idea. I often struggle to come up with an idea. It would be good to have a list of topics that I could then go away and research to present on.
- 10 My workload is very heavy and I have very limited time outside of work with family and other volunteer activities, so I would need my employer to support my use of some work time to prepare a presentation (and it would need to be a topic relevant to a seminar).
- 11 More options for topics - sometimes the day doesn't align with a current interest area - or may be more topical - such as the changes in the PDU reporting etc.
- 12
- 13 If I could see a list of the most desired/suggested topics
I would consider leading or conducting a workshop if I could do it my way ... which may not be in accordance with how the current workshops are being performed.
- 14 Leadership the respects and values volunteers, rather than castigate them for perceived failings in the midst of their peers, as has happened on multiple occasions.
- 15 Standard session template that can be used for presentations or workshops...
- 16 Benefit will be time savings
I would not just call it coaching but I think the management team for the day sometimes needs to take more interest in the content and review it moreand make sure there is not too much overlap between presentations or if there is that the two collaborate ...and sometimes provide vision for the session
- 17
- 18 Guidelines were updated and more flexible
- 19 I would present if the topic was right and I had the time to prepare
- 20 I would present if partnered with at least one other person.
I have actually just retired and likely won't be attending many seminars in the future. However, I found them a very valuable resource while I was working.
- 21 unlikely to lead, I do this in many other environments
- 22 When I have an idea I usually volunteer. Don't think there is anything the Society could do
- 23
- 24 Topics where I can lead. Post the needed seminars on line
It's really a timing thing for me. Effort to put something together and commitment to deliver.
- 25
- 26 On feedback forms audience members are hyper-critical. That is so arrogant and demeaning.
- 27 I only consider presenting or leading at learning events where I have received a personal invitation from the senior leader of the sponsoring organization(s).

2.9. Question 8: The Society offers several opportunities to contribute to your career development and that of others through volunteering. Choose all volunteer opportunities that would interest you:

Answer Options	Response Percent	Response Count
Assist with maintaining the Society's website	14.3%	7
Assist with developing and maintaining a LinkedIn group	26.5%	13

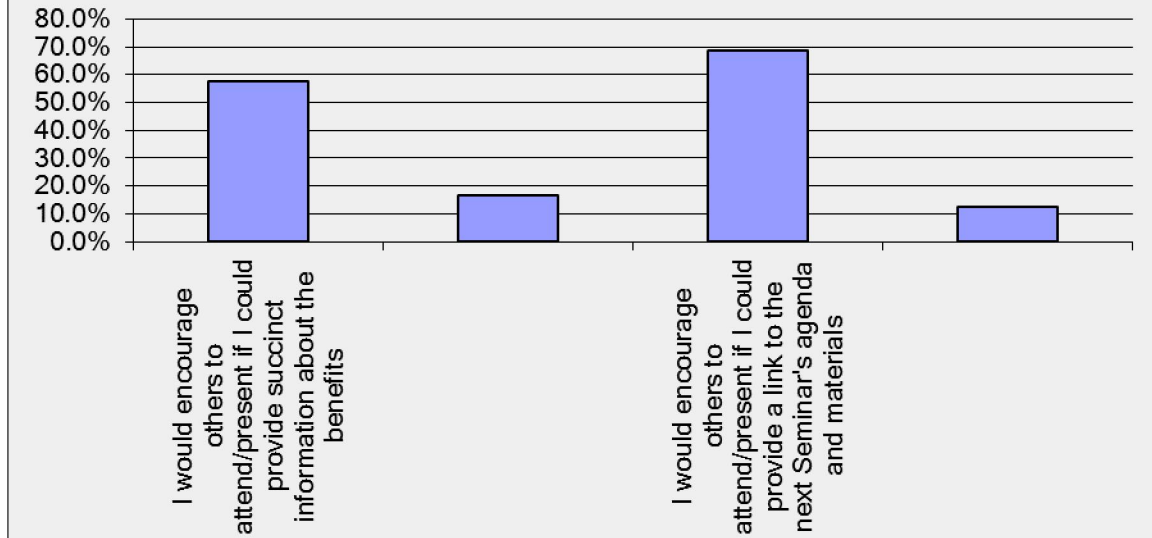
Recruit Seminar presenters and workshop leaders	16.3%	8
Act as a Project manager for a Seminar	34.7%	17
Volunteer to assist the Seminar Project Manager	67.3%	33
Serve as an Officer for the Society (President, Vice-president, Treasurer, Registrar)	14.3%	7
<i>answered question</i>		49
<i>No answer given</i>		48



2.10. Question 9: What would help you to encourage other project management professionals that you know to attend or present at a Society Seminar for the first time? Choose all that are appropriate for you:

Answer Options	Response Percent	Response Count
I would encourage others to attend/present if I could provide succinct information about the benefits	57.5%	42
I would encourage colleagues to attend/present if I could convince my employer/organizations about the benefits	16.4%	12
I would encourage others to attend/present if I could provide a link to the next Seminar's agenda and materials	68.5%	50
Other means through which I could encourage others to attend/present (please specify)	12.3%	9
		15
<i>answered question</i>		73
<i>No answer given</i>		24

What would help you to encourage other project management professionals that you know to attend or present at a Society Seminar for the first time? Choose all that are appropriate for you:



Number

(please specify)

- 1 Recommend a specific seminar, and welcome first time registrants and encourage them to come again.
- 2 I always encourage other PM's that I meet in my work/contracts to attend and forward seminar notices to them.
- 3 If the seminar topic was relevant for them.
- 4 I would if there was a more up to date and professional looking website to direct people to. The current site does not make the organization look credible as it's so old and antiquated.
- 5 I would encourage others to attend and to contribute only if they were sincerely interested in advancing the profession and improving practice in the interest of the public good. I would not encourage attendance by those who motivated purely by self interest
- 6 Haven't had any barriers so far. Its been word of mouth
- 7 I encourage people to attend because it is a cost effective way to get PDUs and it is a great network opportunity.
- 8 referring back to previous seminar days and topics.
- 9 I don't need help encouraging others to attend. I do it all the time. I just don't work with a lot of other PMPs or project resources.
- 10 Higher standard of presentation
- 11 Professional, modern looking communications and a decent website that doesn't look like it was built in the 1980's.
- 12 Incentive ... \$, food, free future pass, etc.
- 13 Convince more seasoned professionals of the benefits of sharing, more assured confidentiality for war stories, coaching for juniors and help in shaping a topic.
- 14 Already do when appropriate
- 15 Focus on each presentation and workshop starting on time. Save Society business to the very end of the prof. development day.

2.11. Question 10: Do you have any additional suggestions for attracting new participants and/or strengthening the value you receive from the Society's Seminars?

Answer Options	Response Count
<i>answered question</i>	35
<i>skipped question</i>	62

Number	Response Text
1	Feature that we work within and beyond PMP subject matter.
2	bring in speakers/experts who may not be certified PMPs.
3	You have done a good job on this survey. I can't add anything else right now.
4	CHANGE
5	Not at this time. A seminar on creating presentations for the members starting with suggested various topics and how they translate to specific person's experience, formats available, templates for decks etc.
6	
7	Some of the presenters use dated material. Have a leader to direct the theme and enlistment of presenters for a year so there is some carry over between seminars. And removing all roadblocks to new ideas and improvements. As long as the Society stays the same as it has been
8	for 15 years few new people will be interested. Attract new participants by notifying a greater number of PMPs about Society events and the aims of the Society.. This is what established the Society and it programs in the first place. The people we want as participants should need no further inducement. The seminars already are capable of providing the value I want for the profession (not for myself). The Society could provide additional value to the profession through advocacy and public discourse on good practice as envisioned in the aims of the Society.
9	
10	I heard about Society from a colleague word-of- mouth. Maybe some form of promotion could help, otherwise I wouldn't know it exists! It may help to have a structured networking activity at the start of each seminar and/or a person(s) from the Society responsible for welcoming any first time participants / newcomers and introducing them to Society Officers and other 'regular' attendees. A little personal attention might help encourage a returnee for the next seminar.
11	
12	Online marketing through professional media sites such as LinkedIn. I'm hoping the Society is looking at how they can help their members understand and achieve the new PDU categories now required for PMP re-certification.
13	
14	Value added learning and sharing industry stats and expectation
15	Keep up the good work. I find these day-seminars very beneficial. I like the purpose behind the PM Society compared to other organization, it is non-commercialized.
16	
17	New fresh things and a fresh look. Really need to promote the value proposition of the seminars. They are very informative and cost effective in a time of mass information and cutbacks. Is there the potential for complimenting certain presentations in a seminar with being webcast - and collecting smaller fees per presentation for those who wish to attend over a webinar?
18	See comment from number 5. I would like to see workshops similar to what I can get from a Toastmasters conference.
19	
20	Demonstrating benefits by members of this Society
21	Use more current methods such as linkedin and updated web presence. Only 1 - I would rather use workshop time for Q&A with the speaker or just discussion at my table. I really appreciate the Society and its seminars. I love seeing familiar faces every few months, and sharing experiences with other PMP colleagues. I have always felt comfortable in the group, and am continuously impressed by the speakers. I try to give a presentation every 2 years, and I have volunteered once. Wish I had time to do more. My deep appreciation to
22	

- the officers and others who keep the Society going.
- 23** The Society competes with PMI, which is a more credible organization, and therefore, the Society should be disbanded.
- 24** LinkedIn, coordination with academic and other PM training institutions
Your survey is a great start. The Society is a remarkable, very unique organization. It should be thriving at this time. It isn't, but the problem has more to do with how volunteers have been treated over the past few years than any of the questions on this survey. If you were to send a targeted survey to seminar project managers over the past three years, you might gain more insight around practical next steps. BTW, this survey is confidential, isn't it? Perhaps it might be a good idea to explicitly indicate this in future surveys.
Regardless, I wish you every success, and truly hope with new leadership in the fall, the Society will be more successful.
- 25** Vary the seminar's focus/theme (and advertise it ahead of time) to be attractive/relevant to different membership groups.
- 26** Research best practices used by other societies which have had strong success in attaining value for members
Look at leveraging PMI for finding speakers & topics and broadening awareness of our Society.
- 27** Be progressive with future oriented topics. Have a combo of offerings in all three domains of PDUs
- 28** No, but only because I am primarily retired now. Always thought the seminars were well worth attending and was disappointed when I didn't get in.
- 29** Not really
- 30** Marketing the group. Not a lot of people know. Mostly word of mouth.
I would encourage students who are interesting in joining the group – definitely need some young blood. I am mentoring SFU student through West Coast Chapter right now...I think that is a good way to generate interest and potentially new attendees/presenters.
- 31** Focus on each presentation and workshop starting on time. Save Society business to the very end of the prof. development day.
- 32** Simplifying the seminar proceedings so that one individual could host a seminar, rather than requiring a large team effort of volunteers may encourage other seminar PM's to step forward
- 33** seminars separated and dedicated to IT or Industrial professionals might be more popular with the membership.
- 34**
- 35**

3. OBSERVATIONS

1. The subscriber survey returned 97 responses of the 660+ recipients who were invited to participate in the survey, a return of approximately 15%.
2. Several responders did not provide an answer to all questions.
3. The majority of responders have been PMP's for more than 10 years.
4. The majority of responders have attended 2 or more seminars in the past 3 years.
5. The three most frequently reported goals that are supported by attending the Society seminars are:
 - a. To enhance and/or continue my professional development and learning
 - b. To earn PDU's for PMI re-certification
 - c. To network with other PMP'sSince respondents were not asked to rank the importance of these goals , no conclusions can be drawn regarding the relative priority of these goals in the minds of the respondents.
6. The three most frequently reported reasons responders attend seminars to achieve their goals are:
 - a. The seminars are affordable compared to similar alternatives
 - b. The Seminars are collaborative and facilitate shared learning discussions
 - c. The Seminars are a professional learning environmentSince respondents were not asked to rank the importance of the suggested reasons , no conclusions can be drawn regarding the relative priority of these reasons for attending in the minds of the respondents, or regarding the impact these reasons may have on their behavioral intentions.
7. The three most frequently reported reasons responders would attend more seminars:
 - a. I would attend more if more Seminars focused on my industry
 - b. I would attend more if some of the presenters carried additional credentials such as Change Management, Marketing, Business Analysis, Security, etc.
 - c. I would attend more if fewer Seminars focused on one industry*Note: There is a considerable number of additional suggestions (36) to Question 5.*
8. The three most frequently proposed changes that would make it easier for respondents to attend a seminar are:
 - a. Online registration accepts credit card payments
 - b. Registration will be first-come-first-served with immediate confirmation rather than lottery approach
 - c. Advance registration is permitted as a benefit for volunteers, past presenters and Society officersSince respondents were not asked to rank the importance of the suggested changes , no conclusions can be drawn regarding the relative priority of these changes as reasons for attending in the minds of the respondents, or regarding the impact these changes may have on their behavioral intentions.
9. The three reasons responders most frequently gave for encouragement to lead presentations or conduct workshops are:
 - a. I would present/lead if I could refer to a list of prior topics
 - b. I would present/lead if the guidelines for presentations and workshops were more clear
 - c. I would present/lead if coaching were available to help meThirty-six % of the respondents could not identify a reason or circumstance that would encourage them to make a presentation or lead a workshop. Given the choice of responses on the questionnaire, this must be interpreted as an absence of any interest in presenting or leading.

Note: There is a considerable number of additional suggestions (27) to Question 7

10. The three volunteering opportunities most frequently indicated by the responders are:
 - a. Volunteer to assist the Seminar Project Manager
 - b. Act as a Project manager for a Seminar
 - c. Assist with developing and maintaining a LinkedIn groupNearly 50% of the respondents could not identify a reason or circumstance that would encourage them to volunteer for a role in managing a seminar or in the governance of the Society. (This is different from serving as a presenter or leader at a seminar) Given the choice of responses on the questionnaire, this must be interpreted as an absence of any interest in serving in volunteer role.

11. The top responses that responders most frequently indicated would encourage other PMP's to attend and/or present at a Seminar for the first time are:
 - a. I would encourage others to attend/present if I could provide a link to the next Seminar's agenda and materials
 - b. I would encourage others to attend/present if I could provide succinct information about the benefits
 - c. I would encourage colleagues to attend/present if I could convince my employer/organizations about the benefitsRoughly 25% of the respondents did not choose one of the predetermined responses to this question. Either these respondents already do encourage their colleagues to attend, or they could not identify a reason or circumstance that would lead them to encourage others to attend.

12. There were 35 responses to the question: Do you have any additional suggestions for attracting new participants and/or strengthening the value you receive from the Society's Seminars? (Question 10)

4. RECOMMENDATIONS

As explained in the methodology section above (1.4), the survey was exploratory to re-aquaint subscribers with the unique features and offerings of the Society, to solicit positive responses to how Society members can contribute to the Society and to solicit general feedback that might improve seminar attendance.

Given the broad range of questions and responses given, it is difficult to provide recommendations to improving attendance based on empirical results provided in the survey responses.

The survey responses may be of some value to future seminar project managers and Society executives when designing future seminar programs and Society communications. It is recommended that this report be included in the Society records for this purpose.

5. APPENDICES

5.1. April 13 Workshop Notes

Participants: Rob, Walter, Marianne, Mary-Jean, John, Iain, Art, Paul, Denise, Joan, Yuriko,
Working Assumption: the Society will continue beyond 2016.

Reasons for Decline:

- What differentiates the Society from other options?
- Priorities: 1) Declining volunteers: presenters and management team. We have only 3 seminars this year because we do not have enough presenters and volunteers
- o 2) declining participation/registrants in seminars. More participants would give a larger pool to select from for presenters and volunteers.

Historical Analysis

- All Co-horts (tracking the group of people who applied for the first time in a given year) all decline at the same rate: 17%
- Year 1, the PMI west coast chapter provided the Society with a distribution list

Current Membership Groups:

1/3 Attend only one: 1
1/3 Attend 3 to 9
1/3 Attend more than 10

Three Groups:

Participants: Attend the seminar

Presenters: and workshop leaders

Volunteers: serve on management team and as officers of Society

Over 2000 PMI West coast chapter members

- Do well: presentations, networking, lunch/dinner meetings
- Missing: workshops

Focus for tonight:

Increasing participation (subscriber base) is essential to maintain seminar participation at 50 attendees.

Work towards our 'Recommended Actions for increasing participation, in preparation for a report at the September 20 PD Day.

Barriers:

Population groups:

- 1) No attendance
- 2) Attend once only
- 3) Attend 2-9
- 4) Attend 10+

Barrier to participation (seminar attendees)

Identify a barrier, make suggestions for improvement, and propose research to validate proposed solution

- 1) Awareness
- 2) Relevance to industry
- 3) Length of seminar (related to location and employer support)
- 4) Location of seminar
- 5) Difficult to attend during office hours (related to length, location and employer support)
- 6) Cost
- 7) Ugly promotion

- 8) Cost
- 9) Employer support – not in Society’s control
- 10) New PMI PDU rules – not in Society’s control
- 11) Availability of presenters
- 12) ~~Consistent quality of presenters {group agreed to remove this one}~~

Suggestions for improvement to increase participation (attendees)

- 1) More marketing of Society
- 2) Specifically market the uniqueness of the Society and what differentiates it from other options
- 3) In communications, describe the individual seminars so that they appeal to the greatest possible base
- 4) E-mail potential registrants that the lottery registration system will no longer be used; it’s first come, first serve
- 5) New website will help with communications and information on seminars
- 6) Social media (Linked in, Twitter, Meet up, Facebook)
- 7) Advertise to other professions
- 8) Simplify the e-mail notification for seminars
- 9) Online registration (Eventbrite now an option for PD Day PM’s)
- 10) Get PMP Exam prep service providers and project management academic programs/institutions to suggest Society as a source for PDU’s
- 11) Partner with PMI chapter (CWCC) as a one-off seminar to build profile of Society and other PM organizations (Seattle, Vancouver Island, etc)
- 12) Regular advertising of Society in weekly newsletter by other groups (CWCC for example)
- 13) Alternate times: Weekend events (20 PDU’s!)
- 14) Need survey to address alternate seminar formats (different lengths, times during the day, location, cost(opportunity cost)), paid presenters, whether they prefer to use free Webinars to get PDU’s
- 15) Film seminars and sell them to a larger web-based group (outside geographic area)
- 16) Recruit presenters outside the local PMP population (Change Management experts, coaches, Conflict resolution specialists, etc);

Top 3 suggestions for improvement to pursue with Research

- 1) Partner with CWCC, perhaps for only one seminar, including marketing in CWCC newsletter (desire is to obtain joint value for both organizations), while maintaining the Society’s unique identity
- 2) Recruit presenters from other PM groups (Sauder School of Business, KIKI, etc)
- 3) Social Media (Twitter, Linked In)

Parking lot items:

- Market to other organizations: BA’s, Lawyers, Construction, etc
- Scope: Include members only?
- Communicate to Society prior to September seminar the changes (no ‘A’ list, lottery, Event Brite, online surveys) -- *thought that the group put this forward as a recommendation for improvement, rather than a Parking Lot item?*

5.2. May 18 Notes

Society of PM Professionals

Survey Group meeting May 18, 6-9pm discussion notes and action items.

Here is some background to help keep us on track.

Survey Group Mandate as dictated at the February seminar SGM motion:

That Rob Schulz and Walter Wawruck, Executive Sponsor with the assistance of the volunteers (Marianne, Arthur and Sarah) be asked to survey the current mailing list of Project Management Professionals on the causes of the declining attendance and solicit recommendations for

improvements with a report to the members at the next Special General Meeting scheduled for September xx, 2016.

Here is our discussion notes from last night where we focused on two key areas:

- 1) Awareness
- 2) Seminars

Awareness

Who is our primary target?

- PMP's
- Local (Greater Vancouver Area)
- Concerned about career and want to develop as a professional
- Maintain PMP certification

Messages for Primary Target

How you and your organization will benefit from your attendance:

- *Take away tips, tricks, and ideas to benefit your own project
 - *Local examples and real-life and practical case studies
 - *Interactive problem solving in a workshop setting
 - *Face-to-Face networking
 - *Earn all your PDU requirements through attendance and volunteering (presenter, workshop leader)
 - *Safe environment to practice presentations
 - *Safe environment to develop and lead workshops
 - * All these benefits in a professional, collaborative, non-commercial, affordable setting
- Learn about a diversity of industries and their tips and traps and approach to project management
- Share your own project challenges with peers who have been there-done-that in a safe, neutral atmosphere
- Applicable to my work
- Great way to share and develop the PM profession
- Exposure to other PM best practices
- Experienced, Knowledgeable presenters
- Presentations and workshops for ALL PDU categories

Secondary target

- Not Yet PMP's

Tertiary Target

- Employers who employ PMP's

Seminars

Barriers from our discussion last month

Length of seminar (related to location and employer support)

Location of seminar

Difficult to attend during office hours (related to length, location and employer support)

Cost (actual cost and opportunity cost)

Ugly promotion

Seminar must haves:

Location: Downtown Vancouver, Burnaby. Close to sky train

Length of Seminar: Full-day, 3 workshops, 3 presentations is ideal mix

Formats:

Workshops 90 minutes (max 30 minute intro)

60 minute presentations (50 + 10 for questions) (20 slides max)

60 minute panel discussion

Focused on PM topic

Themes:

People/Leadership/Culture

IS/IT

??

Seminar proceedings:

- Electronic only, print only 20 binders, synopsis handout only
- Online collaboration site for seminars and posting of presentations
- Published online
- Need new website
- Survey Monkey for evaluations
- Event Brite for registrations

Can Seminars be managed by one person?

- 1) Event Brite only for registration
- 2) Survey Monkey only tool for evaluations
- 3) Electronic seminar proceedings, with hard copy seminar brief
- 4) Consistent Venue

Next Steps

- 1) What is going to the SGM? (Survey results and recommendations for 2017 changes to seminars)
- 2) What changes can be made prior to the SGM? (John, Rob, Ellyn to consider)
- 3) Action Items:
 - a. (Everyone) Determine 3 potential survey questions for 5 minute marketing membership survey to be crafted at June 8 meeting
 - b. Use to fuel November Planning seminar (2017 program)
 - c. Profile questions
 - i. Active PM professional?
 - ii. Attended seminar in the past 2 years?
- 4) Next Meeting: June 8 (BCIT Downtown, room TBD)

5.3. June 8 Meeting Notes

June 8 Meeting Deliverable.

Paul, Rob, Denise, and Mary-Jean met tonight to complete the draft survey questions. The survey questions appear below.

Please review the survey and provide feedback to me before the end of business on June 17. Please also complete the survey as a recipient and let me know how long it took you to complete the survey (minutes and seconds).

I will collate the feedback and send out to everyone so we can review in a final conference call shortly thereafter. Our goal is to send out the survey on or before June 30.

Denise has offered to load the survey into Survey Monkey for distribution.

As acting Registrar, I have the list of members for the Society who will receive the survey.

----- **Society of PM Professionals Member Survey** -----

Introduction

The Society of PM Professionals of Greater Vancouver would greatly value your feedback to assist with continuous improvement of the Society.

The Society's Full-Day Seminars offer professional, collaborative, and hands-on opportunities to increase project managers' knowledge and networks, in a non-commercial and affordable setting.

This survey's goals are to identify aspects of the Seminars and the Society that led to your participation in past seminars, and your suggestions for increasing the participation for yourself and others.

By completing this brief survey, you will provide the input needed to attract new participants and strengthen the value you receive from the Society's Seminars.

The survey should take between 3 and 5 minutes to complete.

[Placeholder for instructions to complete and submit the survey]

Question 1

How many years have you been a Project Management Professional (PMP)?

I am not a PMP

I've been a PMP for 1-3 years I've been a PMP for 4-9 years I've been a PMP for 10+ years

Question 2

How many Society of PM Professionals Seminars have you attended in the past three years?

I have not attended any of the Society's Seminars

I have attended 1 of the Society's Seminars

I have attended 2-3 of the Society's Seminars

I have attended 4 or more of the Society's Seminars

Question 3

Which of your goals are supported by attending Society of PM Professionals' Seminars?

Choose as many goals as are appropriate for you:

For my professional development and learning

To earn PDU's for PMI re-certification

To network with other PMP's

To practice making formal presentations in a collaborative setting

Other goals: Please specify

Question 4

What are the reasons you attend the Society's Seminars to achieve your goals?

Choose all reasons appropriate for you:

The Seminars are collaborative and facilitate shared learning discussions

The Seminars include workshops allowing hands-on learning and networking

At the Seminars, I learn practical tips and techniques from other professionals

The Seminars are a professional learning environment

The Seminars have a non-commercial atmosphere, discouraging presenters from soliciting

The Seminars are affordable compared to similar alternatives available to me

Other reasons: Please specify _____

Question 5

What would encourage you to attend more of the Society's Seminars? Choose all reasons appropriate for you:

I would attend more if the Seminars had more workshops and fewer presentations

I would attend more if I could better demonstrate the Seminars' value to my employer

I would attend more if fewer Seminars focused on one industry

I would attend more if more Seminars focused on my industry

I would attend more if learning materials and feedback forms were web-based

I would attend more if some of the presenters carried additional credentials such as

Change Management, Marketing, Business Analysis, Security, etc.

Other reasons that I would attend more often:

Please specify _____

Question 6

There are a number of proposed changes to improve the Seminar registration process. Which of the following changes would make it easier for you to attend a Seminar?

Choose all reasons appropriate for you:

Registration will be first come-first-served with immediate confirmation, rather than the “lottery” approach

Advanced registration is permitted as a benefit for volunteers, past presenters, and Society officers

Online registration accepts credit card payments

Other changes to the registration process that would make it easier to attend a Seminar.

Please specify

Question 7

What would encourage you to lead presentations or conduct workshops at the Society’s Seminars?

Choose all reasons appropriate for you:

I would present/lead more if the guidelines for presentations and workshops were more clear

I would present/lead more if I could refer to a list of prior topics

I would present/lead more if coaching were available to help me

I would present/lead more if I was asked directly by a Society member

I would present/lead more if my employer would support me

I would present/lead more if my employer knew that the Society encourages avoidance of confidential or proprietary information

Other considerations that would encourage me to present/lead more:

Please Specify

Question 8

The Society offers several opportunities to contribute to your career development and that of others through volunteering.

Choose all volunteer opportunities that would interest you:

Assist with maintaining the Society’s website

Assist with developing and maintaining a Linked-In group

Recruit Seminar presenters and workshop leaders

Act as a Project Manager for a Seminar

Volunteer to assist the Seminar Project Manager

Serve as an Officer for the Society (President, Vice President, Treasurer, Registrar)

Question 9

What would help you to encourage other project management professionals that you know to attend or present at a Society Seminar for the first time?

Choose all that are appropriate for you:

I would encourage others to attend/present if I could provide succinct information about the benefits

I would encourage colleagues to attend/present if I could convince my employer/organization about the benefits

I would encourage others to attend/present if I could provide a link to the next Seminar's agenda and materials

Other means through which I could encourage others to attend/present:

Please Specify

Question 10

Do you have any additional suggestions for attracting new participants and/or strengthening the value you receive from the Society's Seminars?

Please Specify _____