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## 2020 COLLEGE MATTERS SURVEY RESULTS

In July of 2020, the College conducted a five-question survey to get registrant feedback on the College’s publication, *College Matters*. Questions covered topics such as, content, themes, readability platform and potential contributions. Respondents were able to choose multiple responses to a few of the questions and space was allocated for respondents to provide written comments to all the questions. Additional space was provided for people to offer information on topics not covered by the survey such as suggestions for improvements to the publication.

In all, 195 people completed the survey and provided feedback regarding the publication.

## CONTENT

The following were choices provided to respondents regarding the content that readers would like to see in *College Matters*. Respondents could choose one or multiple options. Table 1.0 summarized the results of the question pertaining to changes to the content of *College Matters*.

*Table 1.0 A Summary of the type of content respondents would like to see in College Matters.*

Options	%
Regulatory Information (e.g. updates to legislation, regulation, policy)	87%
Professional Interest (e.g. applied science in BC)	81%
Statutory Information (e.g. updates on College requirements for Audits, Continuing Professional Development, Practice Reviews, Credentialing)	70%
Practice Information (e.g. best practices on record keeping, signing and sealing, ethics scenarios, career development)	69%
Feature Article – that is tied to a specific theme of the issue	62%
Professional Interest (e.g. applied science in and around Canada and the World)	53%
Question and Answer (e.g. Ask a Councilor/Committee Chair, credentials, reports, Audit, Continuing Professional Development)	42%
Other	8%

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## CONTENT CONTINUED

17 people provided comments for other content that included the following topics:

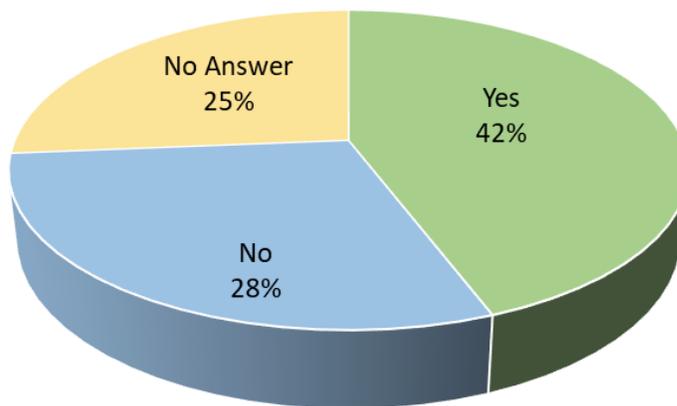
- ◆ Professional Development (e.g. training, courses, webinars);
- ◆ Different regulatory jurisdictions (
  - ◇ federal, provincial, territorial) similarities/differences, best practices & labour mobility;
- ◆ Project Management;
- ◆ Top biological issues and aspects of the times;
- ◆ Letters from members;
- ◆ Member profiles; and
- ◆ Nature Photos.

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## THEME

Question #2 asked if people would like a specific theme for each issue of *College Matters* with articles on that specific theme. Of the 195 responses, 42 percent replied yes, they would like to see a theme and articles on that theme, 28 percent said no and 25 percent did not answer the question (Figure 1.0).

Figure 1.0 Percentage of responses to the question regarding having a theme for each *College Matters*.



The College received 63 responses that included multiple ideas for themes and/or articles to support themes. The following is a list of ideas for *College Matters* themes. This list is not exhaustive of those provided:

- ◆ Issues on Water (freshwater, marine), Forestry, or Parks
- ◆ Meeting the Code of Ethics (opportunities, challenges, and examples to explain what registrants "public interest" responsibility(ies) are
- ◆ Climate Change
- ◆ Areas of Practice
- ◆ Industry (mining, logging etc.)
- ◆ Integrating indigenous traditional knowledge with "western" science
- ◆ How different regulatory jurisdictions interact/work
- ◆ Habitat Restoration
- ◆ Keystone Species and Species at Risk
- ◆ Professionalism
- ◆ Mitigation (e.g. effective of techniques)
- ◆ New Technologies
- ◆ Biology going on outside of B.C. and Canada

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## PREFERRED READING PLATFORM OF *COLLEGE MATTERS*

Fifty-nine and 54 percent of respondents indicated that they would prefer to read *College Matters* in an internet browser or download a PDF respectively. Twenty-nine percent would prefer to read the publication on a mobile or other handheld device. One person specifically commented that the Alberta Society of Professional Biologists' publication is a digital flip book that is sent out to members and they quite liked that. Four people specifically commented on having a printed copy.

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## SELF-IDENTIFIED CONTRIBUTORS

Twenty-six individuals said they would be interesting in contributing articles to the publication. Some people included specific areas and topics they would like to contribute on. These topics included but are not limited to regulatory information, remediation, ecological risk assessments for contaminated sites, being an advisor vs being an advocate and wildlife management. Individuals who self-identified as contributors appear to represent a variety of sectors and potentially different points of view. It should be noted that these people likely have a network whom they can reach out to and also potentially contribute articles on the same or similar theme.

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## OTHER FEEDBACK

The College provided an opportunity for people to provide feedback on other topics regarding *College Matters*. Several people indicated that the College is doing a good job and they appreciate the opportunity to provide feedback via the surveys.

There were some new ideas for the publication the following are just some examples and is not an exhaustive list:

- ◆ The publication is due for a formatting update (this hasn't occurred since 2014);
  - ◆ New section (Tips and Tricks – from older and younger practitioners);
  - ◆ Question and Answer section on ethical issues, communicate lessons learned to biologists to avoid falling into error traps;
  - ◆ Articles with case studies;
  - ◆ National and international biology information/articles;
  - ◆ Article from an interested private sector, for example an industry, or an environmental NGO, describing their opinions on value of professional biologists to help resolve significant issues. This was suggested as the individual felt it is important to engage with a variety of interests, not just those that may appreciate the profession; and
  - ◆ Interviews with College members regarding what their job is, why they enjoy it or not, and how they got to that position/career path in a question and answer format. This could help College registrants get an idea of other jobs that may interest them.
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