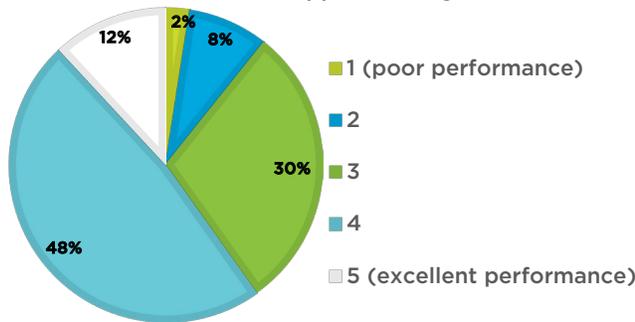


2015 Membership Survey Results & Council's Strategic Planning Session.

OUR MEMBERS CLEARLY LOVE SURVEYS! Once again, we were impressed by the high response rate to the membership survey distributed this spring: 531 members responded. Thank you to all those who contributed feedback regarding how you think the College is doing and where you think the College should allocate resources. The results of the membership survey (refer to summary below) were used to inform College Council's strategic planning session held in April 2015 and will help guide College committees and staff in their current and future work planning. Stay tuned for the release of the College's *2016-18 Strategic Plan* this summer.

Summary of results from the spring 2015 membership survey

How well is the College performing in preserving and protecting the scientific methods and principles that are the foundation of the applied biological sciences?



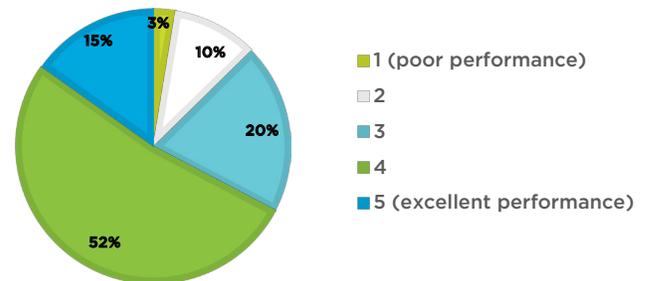
These results indicate a modest improvement relative to the 2013 membership survey, wherein 42% of respondents rated the College's performance at 4, and 17% at 5.

When asked what issue members deal with professionally on a daily basis, the most frequently cited issues pertained to navigating ethical requirements and potential work conflicts; other commonly cited issues included challenges experienced with regulatory/legislation changes and complexity, and biologists practicing without College membership.

When asked what College members would like to see the College engaged in over the coming years, members most commonly suggested the College should: a) provide professional

development/networking opportunities for members, b) communicate with the public on the role of applied biology professionals, c) engage with government on regulations and legislation, and d) be an active voice on environmental issues. The frequent suggestion that the College should be a more active voice on environmental issues suggests members may not have a clear understanding of the College's apolitical role. Council addresses this on page 9, highlighting areas where the College can engage in advocacy issues.

How well is the College performing in ensuring the integrity, objectivity, and expertise of its members?



These results indicate a notable improvement over the 2013 member survey, wherein 35% of respondents rated the College's performance at 4, and 9% at 5.

Additional areas of concern identified and discussed by Council during the strategic planning session in April:

1. Members' understanding of the value of membership;
2. Public awareness and trust of the College;
3. Transparency of the discipline and audit processes;
4. Member retention;
5. Member engagement;
6. Employer recognition of the value of hiring members;
7. Security and adequacy of College revenue; and
8. Capacity to attract new College members. 