



Asia-Pacific Economic Cooperation **IBIZ**

APEC International Network of Institutes for Small Business Counsellors

Canada

APEC-IBIZ Network Member Survey

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I. Introduction

As part of the continuing efforts to develop and enhance the APEC-IBIZ Training & Certification Program for Small Business Counsellors ('the Program'), efforts have been made to seek feedback from the learners and APEC CBCs (collectively considered 'APEC-IBIZ Network Members' for the purposes of ACSBE and APEC-IBIZ operations).

This report summarises and analyses the information gathered from the member survey ('the survey').

II. The Survey

Ia. 'Survey Monkey'

The survey utilised the subscription-based internet survey tool from www.surveymonkey.com. Subsequent to this first usage, the tool has been applied to four additional ACSBE surveys over three months, at a total cost of approximately \$20 per month.

In general terms, I was impressed by the versatility and power of the 'Survey Monkey' tool, both in the ease of preparation of the survey and in the flexibility of the reporting.

Ib. Content of the Survey

The survey was divided into 8 sections. While the content of Sections 2-8 will be discussed in the following analysis, Section 1 was a general introduction:

"Dear Members,

As part of the ongoing development of the APEC-IBIZ Training and Certification Program for Small Business Counsellors, we are examining a range of options to increase the direct benefits to members. To help us with this, we would like to get your feedback on the following areas:

1. Member Benefits
2. Your experiences in the APEC-IBIZ program
3. How the program has benefited you to date
4. Networking and privacy

"

It should be noted that the following report has been extracted from an internal discussion document that has been used to analyze the member responses and to propose various initiatives to continue and develop the APEC-IBIZ Program. These subjective analyses have been removed from the report.

III. Responses to the Survey

A total of 96 responses were received to the member survey, 11 of which were ‘null responses’ (where the member had elected to read the survey without answering any of the questions), making a final figure of 85 respondents. This represents a 28% response rate, which could be considered a relatively good figure. It should be noted that in the following discussion and analysis, some respondents elected not to complete all answers. As such, not all response calculations will add to 85. Where appropriate this will be addressed in the analysis by calculating percentages based on the number of responses received.

Where ‘open-ended’ responses were received, these have been removed from the report to protect the privacy of the respondents.

IV. Survey “Section 2: Certification Status”

Of the 96 responses:

- 18 (21%) were APEC CBCs
- 78 (79%) were learner members

V. Survey “Section 3: APEC CBCs”

Of the 18 APEC CBCs who responded to the report, 4 elected not to complete Section 3 of the survey. Of the 14 respondents to this question:

- 9 (64%) put the designation APEC CBC after their name;
- 7 (50%) wear the APEC CBC pewter lapel pin;
- 10 (71%) promote their organisation as having an APEC CBC on staff;
- 2 (14%) receive referrals from within the APEC network; and
- 9 (64%) stay in contact with other APEC network members

VI. Survey “Section 4: Learner Members”

Question 1: “Do you plan to pursue certification?”

- 73 Responses were received. Of these, 67 (90.5%) plan to pursue certification

Question 2: “If yes, when do you expect to submit your portfolio?”

- 66 Responses were received. Of these:
 - 6 (9%) have already submitted their portfolios;
 - 17 (26%) expect to do so within six months;
 - 31 (41%) expect to do so within 6-12 months;
 - 12 (18%) expect to require more than 12 months

Question 3: “If no, could you indicate why you have decided to discontinue the certification process?”

- See Table VI.3 [**Removed for the privacy of survey respondents**]

VII. Survey “Section 5: Member Benefits”

This section outlined a number of initiatives that ACSBE has been considering to enhance the member benefits aspect of the Program, and sought feedback from our members as to which of these potential benefits that they most valued.

The general question was posed as:

“On a scale of 1 to 5 (not interested to very interested), how do you feel about the following proposed benefits?”

The scale was simultaneously marked as (1) Not interested ... (3) Interested ... (5) Very interested. The following analysis will thus be reported as ‘average’ figures reflecting this scale in numerical form.

VIIa. Networking Opportunity Results

Question 1: “Ongoing networking opportunities, such as:”

- Regional networking initiatives:
 - 83 responses received. Of these:
 - 71 (86%) responded “interested” to “very interested”
 - 23 (28%) responded “very interested”
 - Overall Rating: 3.65 out of 5
- An annual conference:
 - 84 responses received. Of these:
 - 63 (75%) responded “interested” to “very interested”
 - 26 (31%) responded “very interested”
 - Overall Rating: 3.49 out of 5

Question 2: “If other, please specify”

See Table VII.2 [**Removed for the privacy of survey respondents**]

VIIIb. PD Opportunity Results

Question 3: “Ongoing professional development opportunities such as the:”

- International Trade Training Program:
 - 83 responses received. Of these:
 - 50 (60%) responded “interested” to “very interested”
 - 12 (15%) responded “very interested”
 - Overall Rating: 2.88 out of 5
- Train the Professional Trainer Program:
 - 77 responses received. Of these:
 - 61 (79%) responded “interested” to “very interested”
 - 19 (25%) responded “very interested”
 - Overall Rating: 3.30 out of 5

Question 4: “Would you like more information on these PD opportunities?”

- 69 Respondents (82%) requested more information on these programs

VIIIc. Web Site Results

Question 5: “For APEC CBCs, your profile and contact details to be put on the APEC-IBIZ web site, with links to your organization”

- 78 Responses received. Of these:
 - 68 (87%) responded “interested” to “very interested”
 - 28 (36%) responded “very interested”
 - 5 (6%) responded “not interested”
- Overall Rating: 3.65 out of 5

Question 6: “To help facilitate networking amongst APEC-IBIZ members who have completed the workshop components but are not yet certified, your name in a member directory on the APEC-IBIZ web site”

- 82 Responses received. Of these:
 - 70 (85%) responded “interested” to “very interested”
 - 28 (34%) responded “very interested”
 - 6 (7%) responded “not interested”
- Overall Rating: 3.65 out of 5

Question 7: “A member section on the APEC-IBIZ web site, with:”

Table VII.7

	# Responses	Interested – Very Interested	Very Interested	Overall Rating
Up-to-date module readings and handouts	82	73 (89%)	27 (33%)	3.79
Material to help you with preparing your portfolio	81	71 (88%)	43 (53%)	4.05
Information relating to common scenarios that business counsellors encounter	82	78 (95%)	42 (51%)	4.29
Materials that might be useful in your day-to-day work	82	78 (95%)	45 (55%)	4.29
Updated course notes and learning materials for easy reference	82	72 (88%)	46 (57%)	4.02
A posting site for members to exchange business ideas, questions, and answers	81	72 (89%)	37 (45%)	4.11
Interesting ideas that have come up in recent workshops	82	74 (90%)	32 (39%)	3.91

Question 8: “What else you would like on the web site?”

- See Table VII.8 [**Removed for the privacy of survey respondents**]

VIIId. Other Member Benefits

Question 9: “APEC-IBIZ to provide you our press release template to increase your publicity and recognition for obtaining APEC CBC certification”

- 81 Responses received. Of these:
 - 59 (73%) responded “interested” to “very interested”
 - 18 (22%) responded “very interested”
- Overall Rating: 3.22 out of 5

Question 11: “What other discounts would you find useful?”

- 15 Responses received
- See Table VII.11 [**Removed for the privacy of survey respondents**]

Question 12: “Increased access to the international APEC-IBIZ member network”

- 80 Responses received. Of these:
 - 68 (85%) responded “interested” to “very interested”
 - 24 (30%) responded “very interested”
- Overall Rating: 3.59 out of 5

Question 10: “Professional discounts for APEC-IBIZ members, as example:”

Table VII.10

	# Responses	Interested – Very Interested	Very Interested	Overall Rating
Professional development	81	70 (86%)	41 (51%)	4.00
Car rental companies	80	45 (56%)	22 (28%)	2.98
Hotel chains	82	59 (72%)	31 (38%)	3.44
Insurance	79	46 (58%)	22 (28%)	2.99
Financial institutions	79	48 (61%)	23 (29%)	3.05
Professional services	80	56 (70%)	28 (35%)	3.40

Question 13: “Information to assist you in your career as a professional Business Counsellor such as:”

Table VII.13

	# Responses	Interested – Very Interested	Very Interested	Overall Rating
National salary trends	82	73 (89%)	34 (42%)	3.77
Industry information	82	76 (93%)	14 (44%)	3.99
Employment opportunities	81	73 (90%)	37 (46%)	3.94
International development opportunities	82	71 (87%)	35 (43%)	3.82
Income tax information	82	64 (78%)	30 (37%)	3.60

Question 14: “Do you have any additional comments or suggestions about benefits that would be important to you?”

- 10 Responses received
- See Table VII.14 [**Removed for the privacy of survey respondents**]

VIII. Survey “Section 6: Your Experiences with the APEC-IBIZ Program”

VIIIa Results: Learning Component of the APEC-IBIZ Program

Question 1: “Having had time to reflect on your learning experiences in the APEC-IBIZ program, how would you rate these experiences?” (Scale of 1 to 10 – ‘poor’ to ‘great’)

- 72 Responses received;
- Positive responses:
 - Of these, 64 (89%) rated the learning experience as 7 out of 10 or better
 - 53 (74%) rated the learning experience as 8 out of 10 or better
 - 18 (25%) rated the learning experience 10 out of 10
- Negative responses:
 - 1 (1%) rated the learning experience 1 out of 10.
 - 7 (10%) rated the learning experience as 4 or 5 out of 10.
- Overall Rating: 7 out of 10

Question 2: “Please provide any comments or suggestions to improve the learning experience.”

- 23 Responses received
- See Table VIII.2 [**Removed for the privacy of survey respondents**]

VIIIb Results: Individual Facilitators/Trainers

Question 3: “How would you rate the individual trainers you have encountered?”

- Scale: 1 to 5 (Good to Excellent)

Table VIII.3

	English Responses	French Responses	Total Responses	Good –Excellent	Excellent	Overall Rating
Sarah Allen	27	0	27	27 (100%)	16 (59%)	4.48
Don Bureaux	25	0	25	24 (96%)	17 (68%)	4.56
Simon Chartier	0	6	6	6 (100%)	3 (50%)	4.33
Elaine Conway	33	11	44	39 (87%)	23 (52%)	4.16
Tammy Forrester	31	1	32	32 (100%)	25 (78%)	4.69
Terri Parent	9	0	9	7 (78%)	3 (33%)	3.67
Chris Pelham	14	0	14	12 (86%)	9 (64%)	4.21

Question 4: “Please provide detailed comments (positive or negative). Note that these comments are confidential”

- 25 Responses received
- See Table VIII.4 [**Removed for the privacy of survey respondents**]

VIIIc. Results: Portfolio Process

Question 5: “How would you rate the ease/difficulty of the portfolio preparation process?”

- 63 Responses
- Of these:
 - ‘Easy’ – ‘Relatively easy’ (1-3): 5 (9.5%)
 - ‘Relatively difficult’ to ‘Difficult’ (8-10): 21 (33%)
- Overall rating: 6.50 out of 10

Table VIII.5

	English	French	Total	
Easy	1	0	1	1.6%
2	0	1	1	1.6%
3	4	0	4	6.3%
4	7	0	7	11.1%
5	8	0	8	12.7%
6	12	2	14	22.2%
7	16	4	20	31.7%
8	9	0	9	14.3%
9	3	2	5	7.9%
Difficult	6	1	7	11.1%
No response	29	12	33	

Question 6: “How would you rate your experiences with the individual Learning Managers/ Assessors? Note that these comments are confidential.”

Table VIII.6

	English Responses	French Responses	Total Responses	Good –Excellent	Excellent	Overall Rating
Sarah Allen	17	0	17	17 (100%)	13 (77%)	4.59
Don Bureaux	14	0	14	12 (86%)	8 (57%)	4.07
Simon Chartier	0	11	11	11 (100%)	7 (64%)	4.64
Elaine Conway	20	1	21	18 (86%)	12 (57%)	4.14
Tammy Forrester	35	1	36	33 (92%)	20 (56%)	4.19
Terri Parent	10	0	10	9 (90%)	6 (60%)	4.20
Chris Pelham	14	0	14	13 (93%)	10 (71%)	4.43
Jim Smyth	3	0	3	3 (100%)	1 (33%)	4.33

Question 7: “Please provide detailed comments (positive/negative). Note that these comments are confidential.”

- 20 Responses received
- See Table VIII.7 [**Removed for the privacy of survey respondents**]

Question 8: “How interested would you be / have been in attending a ‘portfolio preparation’ workshop after the completion of Modules 1-10 at a cost of \$250?”

- 76 Responses received
- Of these:
 - 42 (55%) responded “interested” to “very interested”
 - Overall Rating: 2.82 out of 5

Question 9: “Please provide any comments or suggestions to improve the portfolio process”

- 21 Responses Received
- See Table VIII.9 [**Removed for the privacy of survey respondents**]

VIIIc. Results: Individual Modules and Course Materials

Question 11: “If you were starting the program today, would you prefer a binder of hardcopy readings at a cost of \$100, or an electronic version of the readings and extra materials on a free CD?”

- 78 Responses received. Of these:
- 29 (37%) would prefer to receive printed notes, at a cost of \$100
- 49 (64%) would prefer to receive a free CD

Question 10: “How would you rate the information for each module reading provided in the Resource binder?”

Table VIII.10

	# Responses	Good – Excellent	Excellent	Overall Rating
Module 1 Code of Ethics and Professional Conduct	74	72 (97%)	25 (34%)	3.96
Module 2 Counselling and Interpersonal Skills	74	73 (97%)	31 (42%)	4.14
Module 3 Counselling through Problem Solving and Decision Making	67	65 (97%)	24 (36%)	4.01
Module 4 Counselling through Client Assessment	64	63 (98%)	20 (31%)	4.05
Module 5 Counselling through the Business Planning Process	59	58 (98%)	18 (31%)	3.98
Module 6 Counselling through the Marketing Process	60	59 (98%)	20 (33%)	4.05
Module 7 Counselling through the Financial Planning Process	51	48 (94%)	16 (31%)	3.98
Module 8 Counselling through Human Resources Management	51	50 (98%)	18 (35%)	4.10
Module 9 Government Regulations and Legal Requirements	47	43 (92%)	11 (23%)	3.77
Module 10 Counselling through Information Technology	46	39 (85%)	8 (17%)	3.52

Question 12: “Please suggest three components/modules of the APEC-IBIZ Program you feel would be of interest to other business advisory service professionals (as stand-alone workshops)?”

- As respondents were encouraged to answer only 3 of 10 options here, the results are arranged in order of preference as received.
- The options were (numerically) 1 – no; or 2 – yes. As such, an average response for this question would be 1.5

1. Module 2 Counselling and Interpersonal Skills:	44y 8n	(1.85)
2. Module 4 Counselling through Client Assessment:	37y 8n	(1.82)
3. Module 5 Counselling through the Business Planning Process:	33y 10n	(1.77)
4. Module 3 Counselling through Problem Solving and Decision Making:	31y 11n	(1.74)
5. Module 7 Counselling through the Financial Planning Process:	28y 12n	(1.70)
6. Module 6 Counselling through the Marketing Process	28y 13n	(1.68)
7. Module 1 Code of Ethics and Professional Conduct:	20y 12n	(1.63)
8. Module 8 Counselling through Human Resources management:	13y 14n	(1.48)
9. Module 9 Government Regulations and Legal Requirements:	13y 17n	(1.43)
10. Module 10 Counselling through Information Technology:	9y 18n	(1.33)

IX. Survey “Section 7: Benefits”

Question 1: “How has the APEC-IBIZ program helped you improve your professional standing?”

- 60 Responses Received
- See Table IX.1 [**Removed for the privacy of survey respondents**]

Question 2: “Can you share an example of how the APEC-IBIZ program has helped you in your day-to-day work?”

- 51 Responses received
- See Table IX.2 [**Removed for the privacy of survey respondents**]

X. Survey “Section 8: Privacy”

Question 1: “Please indicate below whether you are willing to have your name and contact details given to other network members or people considering joining the Program.”

- 79 Responses received
- 10 Respondents selected “No, I am not willing to have my details released for networking purposes”
- 4 Respondents indicated “other”
- 64 Respondents selected “Yes, I am willing to have my details released for networking purposes”