

## **Association for Progressive Communications Systems and Routines for Monitoring Member Participation and Feedback**

Systematic monitoring of members relationships with APC takes place in ongoing interaction between staff and members and through regular surveys and data capture. It involves both quantitative and qualitative assessments.

### **A. Member satisfaction surveys**

APC has conducted two qualitative member surveys in the past 5 years (the most recent was November 2005). These take the form of online surveys and one to one interviews with members using a set of questions compiled by APC staff.

In the case of the 2005 survey, questions were posted to an online survey tool (SurveyMonkey) in English and Spanish, and members were invited to respond through a voice interview (with staff taking notes), by email, instant messaging, or online into the database.

The interviews were fairly detailed and designed to gauge or measure, the 'health and well being' of the network (as opposed to specific details about member participation in activities).

We intentionally distribute the work of interviewing amongst all APC staff to strengthen member to staff relationships and build links in addition to the primary management system responsible for membership development (network development).

Recommendations are synthesised and fed back into staff discussion and follow up planning. This follow up process is not as formalised as we would like, and it is a priority in the work of the network development system to improve follow up, and reporting, on recommendations from members.

Members who completed the last survey welcomed the opportunity and advised that we conduct such surveys every 12-18 months.

As we are now well underway with the MTA (mid-term assessment) process, and will internalise and regularise this process in APC's ongoing work, we will need to find the best way to ensure members are not overloaded with monitoring and surveying requests and therefore will look at ways to streamline the member survey process, and member participation in APC's ongoing MTA work. The two are not currently linked but they measure very different things.

The summary of the last member survey is available on request.

### **B. Thematic or issue based surveys**

APC also undertakes member surveys as needed in the course of significant areas of work that impact a majority or all of the membership.

This would relate to issues that require extensive consultation such as APC's donor policy – e.g. vetting a new donor; membership recruitment strategy; development of a new project or work area such as the emerging 'ITES' information technology and environmental sustainability project; or developing an APC wide strategy and approach to FOSS (free and open source software).

These surveys are not always planned long in advance, but rather initiated when appropriate. The formats used most recently are very similar to the member satisfaction survey. In some cases these surveys are conducted by staff, in others they are subcontracted to members, or performed by a member on a voluntary basis.

### **C. Member Participation Index**

The member participation index monitors, largely quantitatively, how members participate in which programmes, projects, a selection of key mailing lists, applications to the Member Exchange Fund or Member Travel Fund, and exposure in APCNews and insideAPC. Information is also analysed regionally.

The framework was designed by network development staff with feedback from the strategic management team. The information is gathered through existing online data and tools: mailing list subscription lists, contract lists, list of participants to events, lists of members featured in APCNews/inside APC (and internal newsletter).

The information is currently all collated by one staff person and entered into a spreadsheet. We intend to move to a database format in the new Project Management Space which was created in the second half of 2006.

It is updated twice yearly and presented to the Executive Board during their meetings, and to members in regional member meetings as they occur, which for a given region, is normally once per year.

### **D. Member feedback on network and organisation progress in meeting strategic objectives**

APC 's strategic action plan (2004-2008) contains a logframe with indicators that staff use to monitor their work on a quarterly basis.

We share this with members who give feedback to staff assessments in three ways:

- in regional member meetings (APC hosts 2-3 regional member meetings per year)
- with all members every two year during a face to face council meeting
- with the Executive Board once a year (the board is a subsection of members)

### **D. Financial index of contracts/contributions to members**

This is a list of contracts with members who received funds from APC for programme work, sub-contract work, member exchange or travel grants.

The 2006 index shows that a total of more than \$300,000 was paid to 27 (of 41) members.

None of the above is related to the MTA and all of the above has been in place for several years

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