



International Society of
Sustainability Professionals

2013 Member Survey

ISSP celebrates its fifth anniversary in 2013. As reflected by the results of this survey, we have much to be proud of. We have topped 700 members from all over the world, created and grown a professional certificate program providing education to hundreds of professionals, held two conferences, conducted several original research reports and amassed a large data base of professional materials. But we've only just begun!

As we enter our strategic planning process for the year, we scanned our environment and amassed a lot of data about what other professional organizations are doing, where the field is going and what the biggest trends are. Critical to that scan is feedback from our membership. I offer these survey results for membership review and will follow up with the board's ideas for how we are using this input to increase the membership value proposition.

Briefly here are some of the key points we gleaned from your responses:








- Our mission rings true! Just as we suspected, the main reasons you join ISSP are (in order of importance) networking with other professionals, having access to resources, participating in professional development opportunities, supporting the spread of sustainability and being kept abreast of late breaking developments in the field.
- We are basically fulfilling these needs for members but have room for growth and improvement.
- The most frequently mentioned suggestion was for more face-to-face events like training workshops, conferences and/or local chapter meetings
- Our conferences have been quite popular, but, according to responses, not occurring often enough.

This input gives us a good idea about where to focus our resources. Watch for announcements about our planning results in future newsletters. And thank you for your input!

Sincerely,


Marsha Willard
Executive Director

What were the reasons you joined ISSP (check all that apply)

Answer	0%	100%	Number of Response(s)	Response Ratio
Support the mission to speed the adoption of sustainability			45	71.4 %
Network with other professionals			57	90.4 %
Access to professional resources and materials			50	79.3 %
Further my education and learning			48	76.1 %
Stay current on relevant events and issues			42	66.6 %
Help define and shape the profession			28	44.4 %
Other			6	9.5 %
Totals			63	100%

How well has ISSP met your needs and expectations? Use the comment box to share ideas about what we might be doing differently.


1 = Not at all, 2 = Somewhat, 3 = Basically, 4 = Quite well, 5 = Superbly

	1	2	3	4	5	Number of Response(s)	Rating Score*
						63	3.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How would you rate the value of the ISSP newsletter? Use the comment box to make suggestions for improvements or tell us what you like best.

1 = Goes directly to trash, 3 = Of some value, 5 = Never fail to look at it


	1	2	3	4	5	Number of Response(s)	Rating Score*
						61	3.5

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How would you rate the value of the ISSP main web site?(<https://www.sustainabilityprofessionals.org/>)

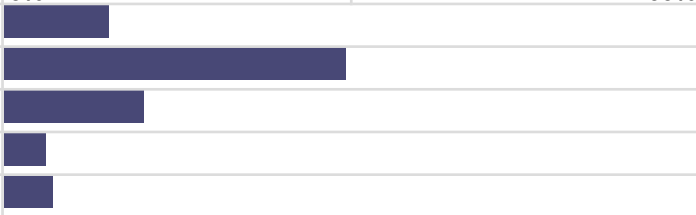
Use the comment box to make suggestions for improvements or tell us what you like best.

1 = Goes directly to trash, 3 = Of some value, 5 = Never fail to look at it












	1	2	3	4	5	Number of Response(s)	Rating Score*
						57	3.4

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

How many ISSP events (e.g. webinars, meetings or courses) have you attended in the last year?

Answer	0%	100%	Number of Response(s)	Response Ratio
None			10	15.8 %
1-2			31	49.2 %
2-4			13	20.6 %
4-6			4	6.3 %
More than 6			5	7.9 %
No Response(s)			0	0.0 %
Totals			63	100%

What types of member activities would like to be involved in (check all that interest you)

Answer	0%	100%	Number of Response(s)	Response Ratio
Topic discussion groups (meet by phone for deep conversations)			25	43.8 %
Book groups			11	19.2 %
Project or research groups that produce a report or product			30	52.6 %
Special interest groups (long term groups that share an interest or industry)			33	57.8 %
Newsletter submissions			15	26.3 %
Fund raising committee			2	3.5 %
Conference planning committee			10	17.5 %
Membership recruitment committee			4	7.0 %
Local chapter formation			27	47.3 %
Hosting a local ISSP event (workshop, meeting, mini-conference)			21	36.8 %
Other			2	3.5 %
Totals			57	100%

TextBlock:

ISSP Conference

If you have attended an ISSP conference, how would you rate your experience?

1 = Not worth my time, 3 = Good conference, 5 = One of the best I've attended

	1	2	3	4	5	Number of Response(s)	Rating Score*
						32	4.0

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you did not attend one of our conferences, what kept you away?

Answer	0%	100%	Number of Response(s)	Response Ratio
Cost was too high			10	25.6 %
The scheduled date didn't work for me			19	48.7 %
The location was too inconvenient for me			15	38.4 %
It didn't look worth my time			3	7.6 %
I didn't know about it			3	7.6 %
Other			8	20.5 %
Totals			39	100%

Below is the short list of cities we are considering for our next conference. Put a check next to those cities that you would consider traveling to for our conference.

Answer	0%	100%	Number of Response(s)	Response Ratio
Atlanta			17	29.3 %
Austin			23	39.6 %
Baltimore			15	25.8 %
Boston			28	48.2 %
Calgary			14	24.1 %
Denver			26	44.8 %
Detroit			12	20.6 %
Nashville			20	34.4 %
Orlando			10	17.2 %
Phoenix			14	24.1 %
San Diego			20	34.4 %
Seattle			28	48.2 %
Toronto			21	36.2 %
Vancouver BC			28	48.2 %
Washington DC/Bethesda			21	36.2 %
Totals			58	100%

TextBlock:

If you have NOT taken one of ISSP's Professional Development online courses, please tell us why.

Answer	0%	100%	Number of Response(s)	Response Ratio
Too expensive			9	21.4 %
Haven't offered anything I need			11	26.1 %
Don't have time			17	40.4 %
Prefer face-to-face instruction			3	7.1 %
Courses have not been relevant to my work			7	16.6 %
Don't have the right technology to participate			1	2.3 %
Other			13	30.9 %
Totals			42	100%

What new course topics do you think we should offer next year?

1 = Not interested, 2 = Might take, 3 = Would definitely take

Answer	1	2	3	Number of Response(s)	Rating Score*
Sustainability Reporting				45	2.0
Facilitation skills				45	2.0
Launching and managing sustainability teams				43	1.9
Making Sustainability Stick - Integrating into operations and culture				51	2.3
Supply Chain Management				47	2.0
Climate Adaptation and Climate Action Plans				47	2.0
Survey of Sustainability Tools, Assessments and Certifications				49	2.1

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

What ISSP courses should we offer again?

1 = Not interested, 2 = Might take, 3 = Would definitely take

Answer	1	2	3	Number of Response(s)	Rating Score*
Ecosystem Valuations				37	2.0
Lifecycle Assessment				35	2.0
Biomimicry				36	1.8
Sustainable Event Management				36	1.8
Greenhouse Gas Inventory				34	1.9
Waste Management				36	2.2

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Would you be interested in taking an elective course with TWO webinars per week (eight total over 4 weeks instead of four over 4 weeks) and less time spent on assignments?

1 = Not interested, 2 = Might take, 3 = Would definitely take

Answer	1	2	3	Number of Response(s)	Rating Score*
Ecosystem Valuations				32	1.8
Lifecycle Assessment				34	1.8
Biomimicry				33	1.6
Sustainable Event Management				35	1.5
Greenhouse Gas Inventory				33	1.6
Waste Management				34	1.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Are there other courses you would like us to offer?

17 Response(s)

How would you rate the value of the ISSP Learning Center site (used for the online courses and the webinar library)? (<http://training.sustainabilityprofessionals.org/>) Use the comment box to make suggestions for improvements or tell us what you like best.

1 = Pleased, 3 = Neutral, 5 = Confused

	1	2	3	4	5	Number of Response(s)	Rating Score*
						43	2.8

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Do you have any suggestions for improving the overall membership experience?

30 Response(s)