



The GFOA Alberta Board committed to providing feedback to members regarding our 2022 survey completed in November 2022. As part of that commitment, we are providing information on the results and some insight into what is planned to move forward. Response rate was approximately 15% of our active membership, or 177 respondents.

### **Membership**

Approximately 59% of respondents have been members for more than 5 years. 7.5% responded as having recently joined.

### **Newsletter**

Of the respondents, 53% have read our newsletter often, and 41% read them occasionally. We appreciate the readership as many of our announcements and updates are provided in the newsletter. We are striving to issue a newsletter at the end of every month. Items that require quick notification will be published through a special release. For 2023 we are working with content experts to provide more information regarding emerging issues. We encourage everyone to read the newsletter to keep up on upcoming training sessions and emerging issues.

### **Communication**

Regular email is the predominant method of communication preferred by 75% of respondents. Social media in conjunction with email was preferred by 24% of respondents. Although social media usage was rated moderate to low by 74% of respondents, we will continue to use both methods moving forward. An encouraging sign regarding social media acceptance is that our LinkedIn followers have doubled to approximately 630 people. The benefit of social media is the ability for users to share, we encourage all our members to share our posts to ensure we reach as many people as possible. LinkedIn was the most preferred social media platform at 50% approval followed closely by Facebook at 43.5% approval.

### **Website**

The website is visited at least monthly by 76% of respondents. We recognize the importance of the website as our “storefront” and as such continually strive to improve the site. We appreciate that 66% of respondents found the website “friendly” to navigate through and will commit to soft launches and beta testing of major changes to ensure that when we go live your experience at our site will continue to be user friendly.

Our job posting board provides an opportunity for municipalities and potential employees to connect. However, 4% of respondents were not aware of this service. I encourage any office hiring in the upcoming year to take advantage of this service. Our site is open to the public and can be viewed by current municipal employees or candidates looking to enter municipal finance.

Both our shared document database and discussion forum were highly rated 62% and 74% usage. While both are unavailable currently due to website construction, we anticipate having both operating very early in the new year. The survey indicates that policies and best practices top the list of documents of most interest to respondents. A close secondary interest were bylaws and RFPs.

### **Professional Development**

Professional development is one of the pillars that the Board's strategic plan is built on. To aid in fulfilling the goals set out in the strategic plan we use the membership survey to plan for the upcoming year. We were quite pleased that most respondents (94%) thought that we have done moderate to very well in delivering professional development. There was a shift from very well to moderate over the last couple of years but that is understandable recognizing that the last few years were not conducive to a robust professional development program.

The survey has indicated that live webinars (79%) is the top choice for professional development delivery. Conference and in person delivery methods were the next choices at 68% and 63% respectively. When asked about the best time for course deliver the respondents May (64%), June (66%), September (57%) and August (49%) as the top choices.

Areas of interest to respondents ranged from asset retirement obligations (most mentions) to developer levies. Ethics, report writing, GST and sustainability (environmental, social and corporate governance) were also topics of interest to respondents.

We are currently working to re-establish connections with past course facilitators and pursue relationships with professionals proficient in the topics that have been identified by our membership.

The Board thanks all respondents for their time in responding to our survey questionnaire. Although the survey is a significant source of data for GFOA Alberta we encourage anyone that has suggestions to contact Administration at any point throughout the year.