

# Member Survey 2015

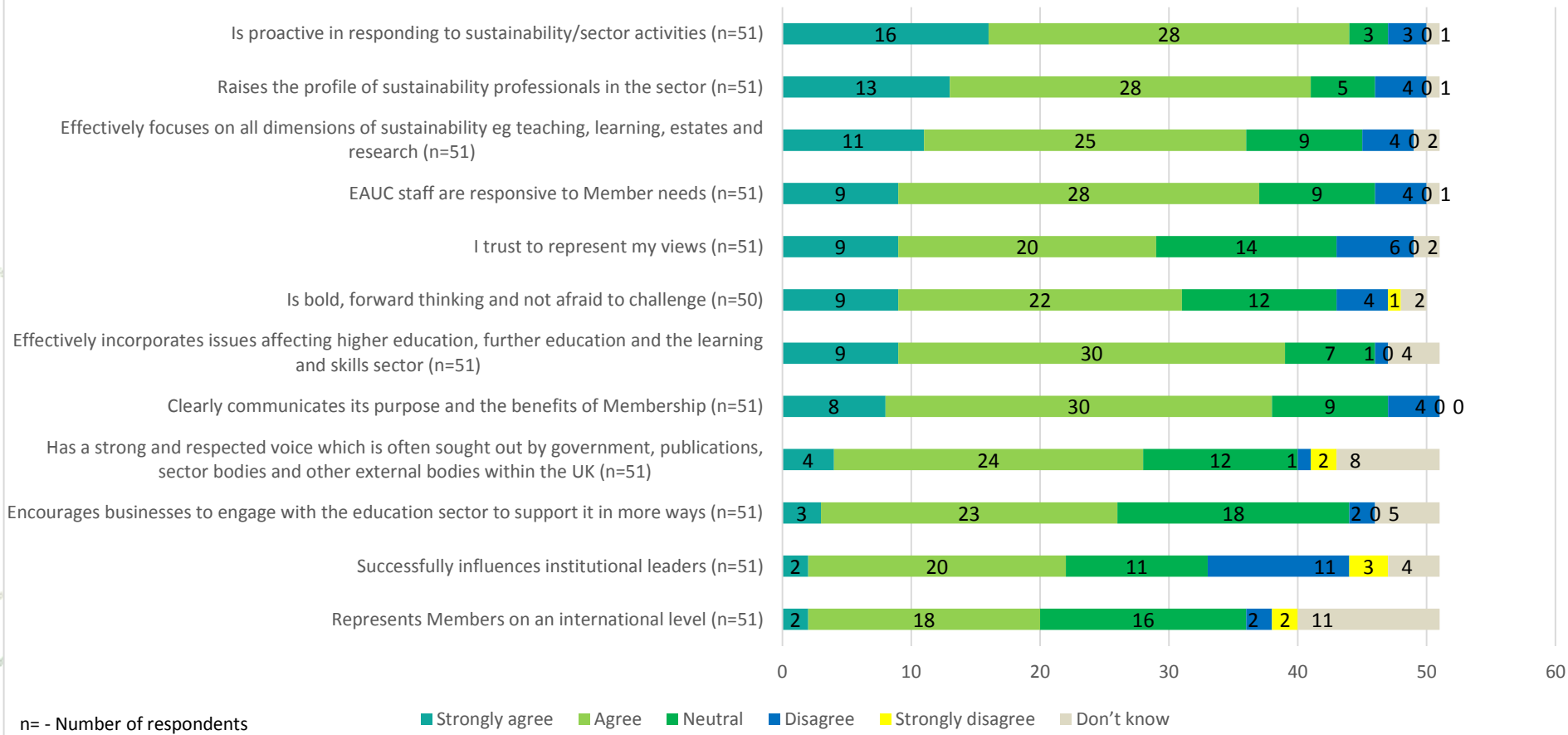
## Key Findings and Actions

# Introduction

- This report highlights the key findings from the 2015 EAUC member survey, which is run every two years. The survey was undertaken in June 2015.
- The goals of this survey are to measure member engagement, gauge how satisfied members are with EAUC's current offer, our performance, and what members' aspirations are for EAUC in the future.
- The responses to this survey will help inform EAUC's work and priorities in 2016. Key actions are highlighted throughout this report to show what we will do in response to the information received.
- The comments received in the survey are not covered here, but have been taken into account when deciding EAUC's actions and future plans. All data has been shared and discussed with the Member Advisory Council (MAC).
- The survey was sent to 211 key contacts, with a response rate of 24%. The survey was sent in conjunction with the 2015 State of the Sector Survey.

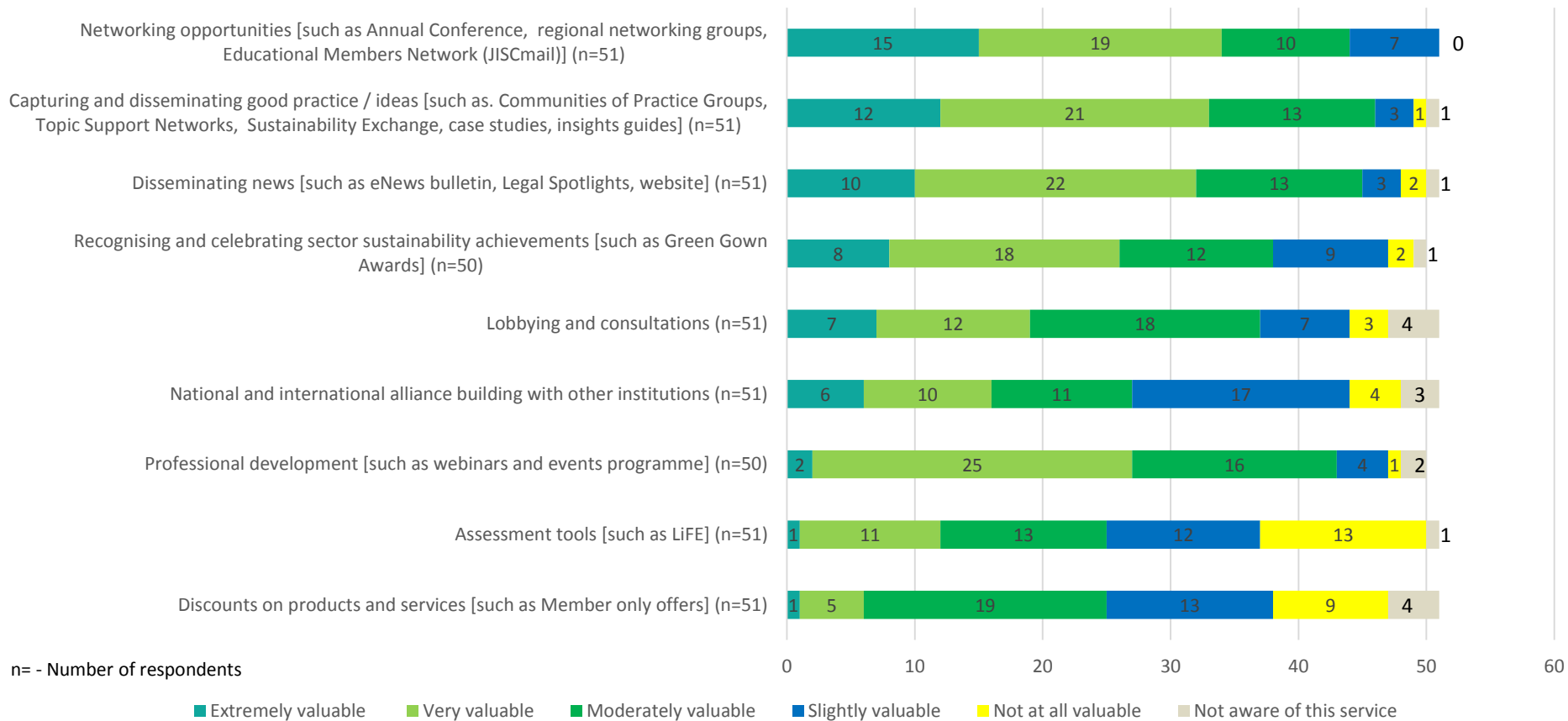
# 1.1 Current performance

**Chart 1** - To what extent do you agree or disagree with the following statements about the EAUC?



# 1.2 Current performance

**Chart 2 - How valuable, if at all, are the following services offered as part of EAUC membership to you?**



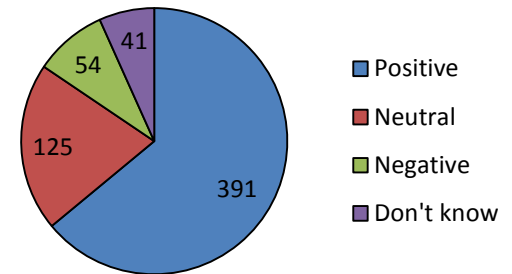
# 1.3 Current performance

- These questions were designed to ascertain the value that members attribute to the different areas of EAUC’s work.
- Networking, disseminating best practice and sharing news are seen as the most valuable aspects of membership.
- Majority of respondents were positive about EAUC’s performance in areas identified in Chart 1 (this is outlined in Chart 3). 20% of respondents were neutral.
- Professional development is highly valued by members.
- Enhancing member job security, reducing environmental and reputational risk, and increasing efficiencies and reducing costs were the areas that had the least positive scores from members.

## Key Actions

- We will continue to share best practice and news via the Sustainability Exchange, e-news and EAUC website.
- We will undertake a full review of our Communities of Practice and Regional Groups, to ensure that they meet the needs of our members.
- We aim to produce a number of guides throughout 2016 that will help members address the key issues they face. These issues will be identified via this survey, consultation with our Communities of Practice and Regional Groups, MAC discussion and other feedback.
- We will provide timely content to help members deal with issues as they arise.

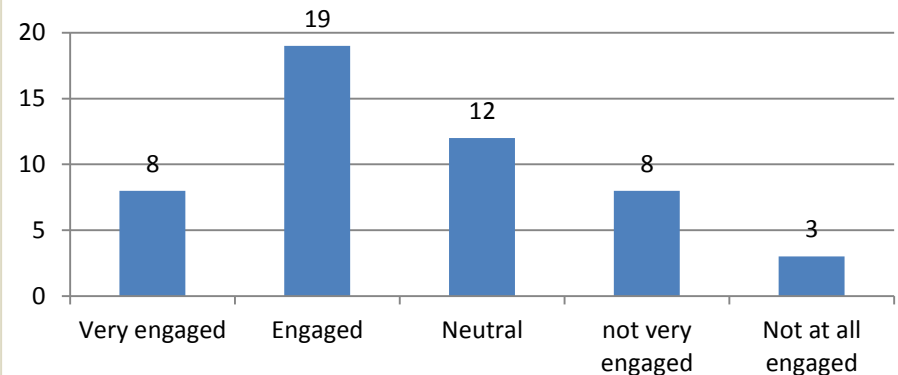
**Chart 3 – Positivity of respondents in Chart 1**



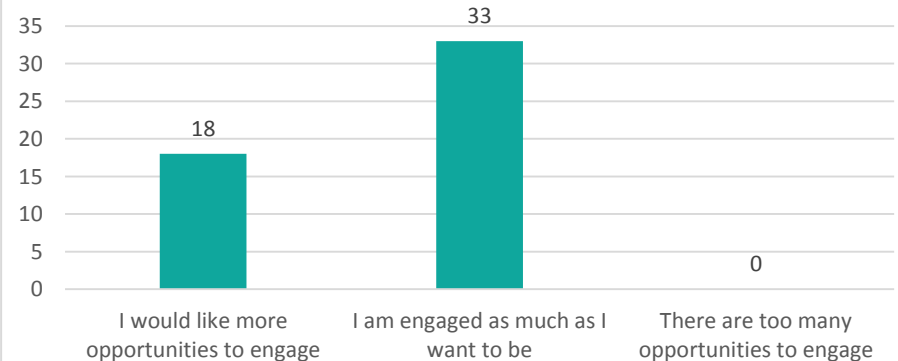
# 2.1 Engagement

- The majority of respondents say that they feel engaged, with only 16% saying they were not very engaged or not engaged at all.
- 35% of respondents would like more opportunities to engage with EAUC.
- 45% are not aware of EAUC's Member Advisory Council (MAC).
- Majority of members are aware of the EAUC AGM and direct contact as methods of engagement.
- Overall the results on member engagement are positive. However there is a significant minority of members who are content with a low level of engagement.

**Chart 4** - How engaged do you currently feel with the EAUC and its work?



**Chart 5** - Which of the following statements best applies to your level of engagement with the EAUC and its work?



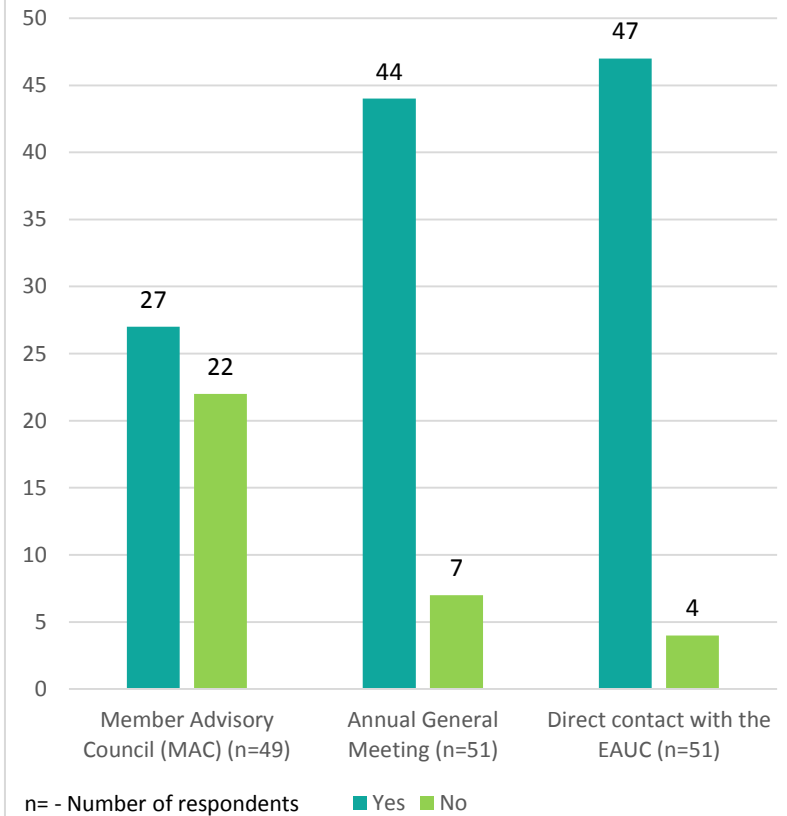
# 2.2 Engagement

## Key Actions

We will:

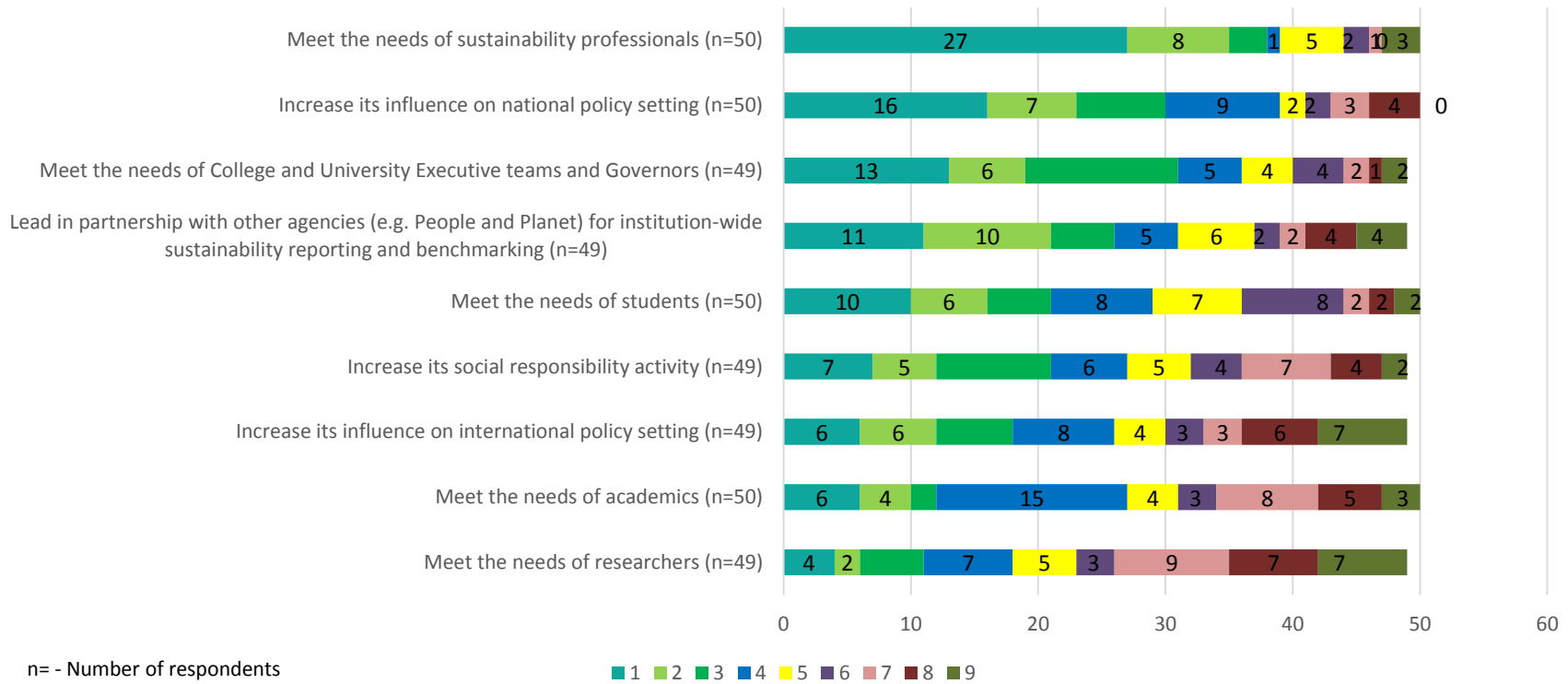
- Update the EAUC website with regular communication so that members can easily access the information and resources most relevant to them.
- Produce specific content for our FE and HE members, and offer tailored ways of communicating with both groups.
- Produce timely, relevant content that members want to engage with.
- Ensure that the content we produce will help members in their roles and be easy to access and utilise.
- Further our use of digital engagement technology such as webinars and virtual meetings to make EAUC more accessible to members.
- Increase Member Advisory Council engagement and promote its purpose to the wider membership.

**Chart 6 - Are you aware of the following opportunities to contribute your views on EAUC services?**



# 3.1 EAUC in the future

**Chart 7-** Please rate your aspirations for the EAUC over the next five years. The EAUC should...Using the scale of 1 to 9, please indicate your aspirations for the EAUC, where 1 is the highest aspiration and 9 is the lowest aspiration.





## 3.2 EAUC in the future

- Meeting the needs of sustainability professionals is the top aspiration for the future.
- Increasing influence on national policy setting is second most popular aspiration.
- Supporting Executive Teams and Governors was the third aspiration.
- Working to deliver sector wide sustainability reporting and benchmarking was also identified as key aspiration.

### Key Actions

- EAUC will continue to support and represent sustainability professionals. We will improve engagement with our membership by making better use of webinars and other digital content, as well as segregating our content to make it easier for members to access the information most relevant to them.
- We have set targets for 2016 to improve our engagement with relevant government departments and sector bodies, to represent the views of our members.
- We will build on the [EAUC Governance Guide](#) and continue to provide support and guidance to Executive Team members.
- EAUC has worked closely with AUDE to develop the Green Scorecard to measure estates related performance. We will lead on scoping how best to report non-estates aspects of sustainability in the future.

## 4.1 Summing up

- The survey was sent to 211 key contacts, with a response rate of 24%.
- Networking, disseminating best practice and sharing news are seen as the most valuable aspects of membership.
- There is a clear message that we could be doing more to enable members to engage with EAUC.
- We have put actions in place as a direct result of the responses to this survey.
- Our members have strong aspirations for EAUC in the future, which have been fully incorporated into our plans for 2016 and beyond.
- The MAC will be involved in the development of future surveys.
- Thank you to those who responded to this survey. Please contact the EAUC team at [info@eauc.org.uk](mailto:info@eauc.org.uk) if you have any comments or questions about this survey and its results.