

SUMMARY

2012 Provincial Membership Survey

July 17, 2012

Early Childhood Educators of British Columbia (ECEBC)



ECEBC | early childhood
educators of BC

As the last provincial membership survey had been conducted in 2002, there was consensus at the January 2011 Board meeting that another survey to collect current members' feedback was long overdue. One year later, after much thought and discussion regarding the need for membership feedback for the upcoming five-year Strategic Plan, the 2012 Provincial Membership Survey was emailed via SurveyMonkey to 813 provincial members, and hard copies mailed out to 70 members (without email addresses) in early April, with a deadline for responses set for April 30, 2012.

Individual responses are confidential, unless respondents wish to identify themselves in the survey.

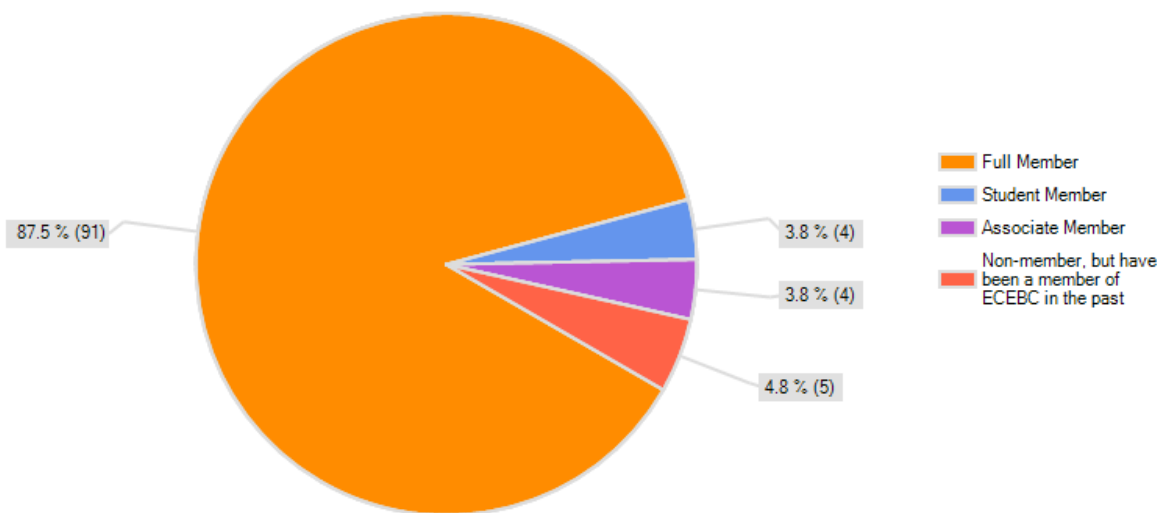
Responses

102 members participated in the survey online via SurveyMonkey, and three faxed or mailed their responses to the provincial office. Of the 883 surveys distributed, 105 responses, or 12% of the total distributed, were received.

Survey Summary

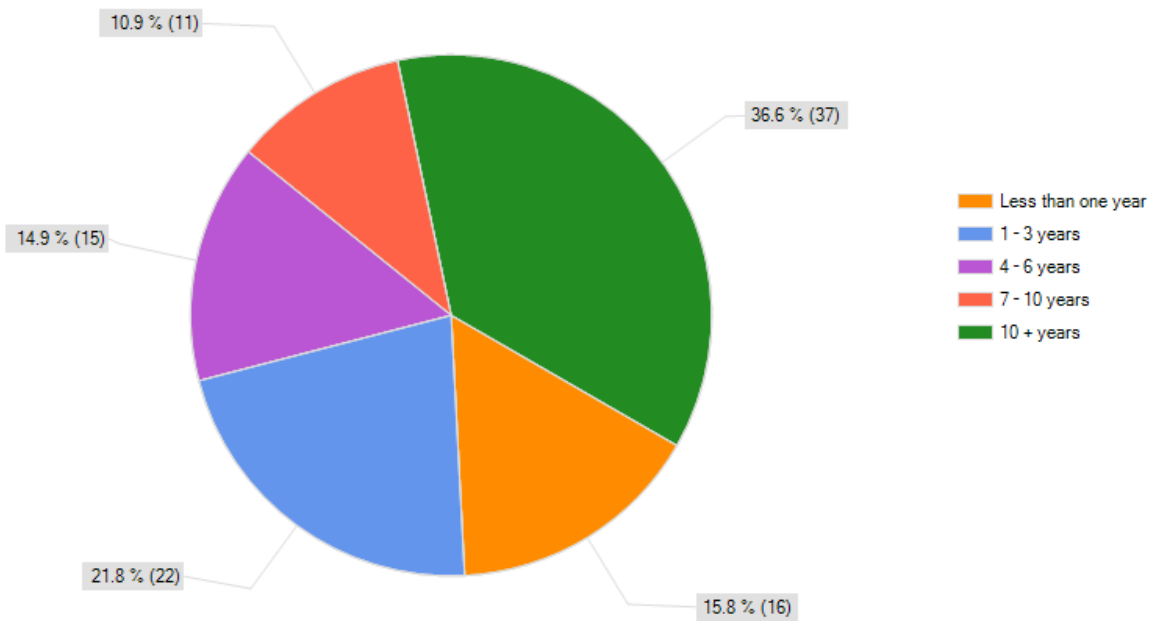
1. I am currently a:

	Response percent:	Response Count:
Full Member	87.5%	91
Student Member	3.8%	4
Associate Member	3.8%	4
Non-member	4.8%	5
	Answered Question:	104
	Skipped Question:	1



2. I have been a member of ECEBC for:

	Response percent:	Response Count:
Less than one year	15.8%	16
1 – 3 years	21.8%	22
4 – 6 years	14.9%	15
7 – 10 years	10.9%	11
10+ years	36.6%	37
Answered Question:		101
Skipped Question:		4



3. Are you a member of your local ECEBC Branch?

	Response percent:	Response Count:
Yes	40.6%	41
No	59.4%	60
Answered Question:		101
Skipped Question:		4

4. How long have you been a member of your local ECEBC Branch?

	Response percent:	Response Count:
Less than one year	8.5%	8
1 – 3 years	14.9%	14
4 – 6 years	6.4%	6
7 – 10 years	3.2%	3
10+ years	9.6%	9
I am not a member of my local ECEBC Branch	57.4%	54
Answered Question:		94
Skipped Question:		11

5. Do you pay monthly or annual membership fees to be a member of your local ECEBC Branch?

	Response percent:	Response Count:
Yes	40.8%	40
No	8.2%	8
I am not a member of my local ECEBC Branch	51.0%	50
Answered Question:		98
Skipped Question:		7

6. How much do you pay for local ECEBC Branch membership fees?

	Response percent:	Response Count:
\$0	3.8%	2
\$10	32.7%	17
\$15	15.4%	8
\$20	11.5%	6
\$25	3.8%	2
\$40	1.9%	1
\$60	1.9%	1
Other*	28.8%	15
Answered Question:		52
Skipped Question:		53

*Responses grouped under “Other” are summarized as follows:

- Not a member of a local ECEBC Branch
- No Branch in the region
- “I can’t remember!”
- Five responses indicated that they paid \$110 or \$115 per year, and that there was some confusion regarding the difference between provincial and local membership fees.

7. To be a member of your local ECEBC Branch, you must also be a provincial member of ECEBC.

	Response percent:	Response Count:
Yes, I knew that!	70.7%	70
No, I didn't know that.	29.3%	29
Answered Question:		99
Skipped Question:		6

8. ECEBC provincial members are automatically members of the Canadian Child Care Federation (CCCF). Are you aware of what your CCCF membership provides?

	Response percent:	Response Count:
Yes	63.0%	63
No	37.0%	37
Answered Question:		100
Skipped Question:		5

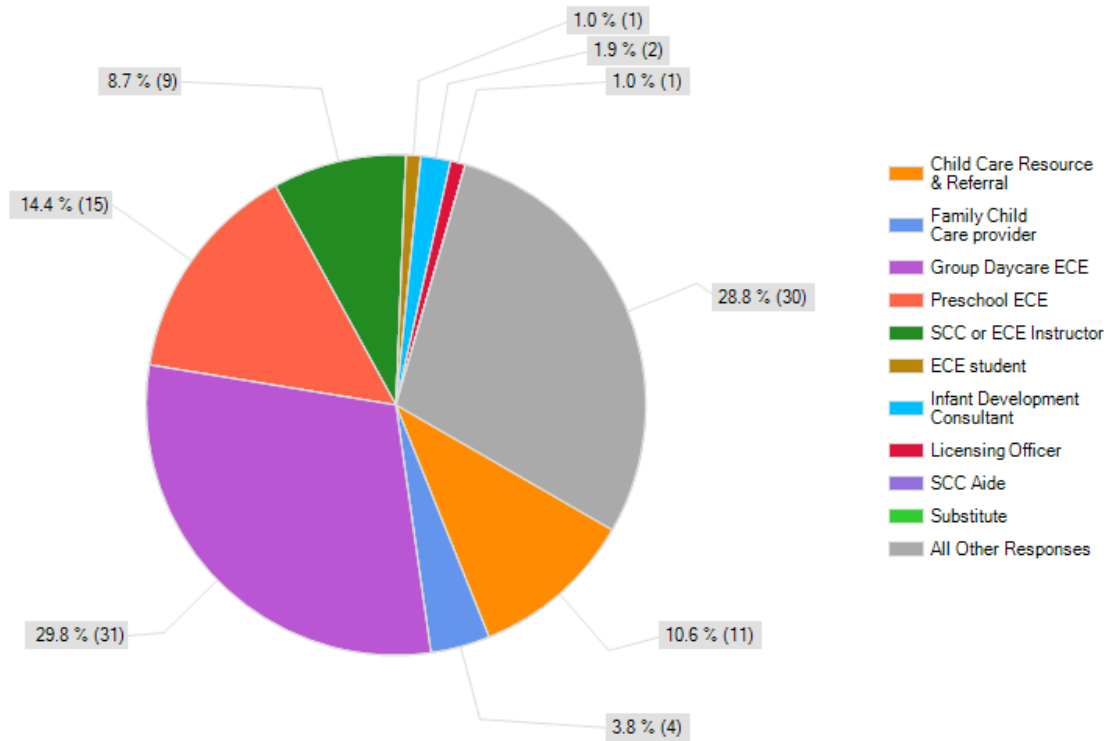
9. How long have you been in the ECE field?

	Response percent:	Response Count:
Less than one year	2.0%	2
1 – 3 years	4.0%	4
4 – 6 years	4.0%	4
7 – 10 years	5.9%	6
10+ years	84.2%	85
Answered Question:		101
Skipped Question:		4

10. Which category best describes your work:

	Response percent:	Response Count:
Child Care Resource & Referral	10.6%	11
Family Child Care provider	3.8%	4
Group Daycare ECE	29.8%	31
Preschool ECE	14.4%	15
SCC or ECE Instructor	8.7%	9
ECE student	1.0%	1
Infant Development Consultant	1.9%	2
Licensing Officer	1.0%	1
SCC Aide	0.0%	0
Substitute	0.0%	0
StrongStart	60.7%	7
Other	22.1%	23

Answered Question:	104
Skipped Question:	1



11. What would you consider to be the top three benefits of your ECEBC provincial membership?

#1	Response percent:	Response Count:
A connection with what is happening in the ECE field		2
Advocacy		8
Being a part of a professional organization/Provincial voice		15
Conference/Reduced conference fees		4
Information (email updates)/Information sharing		26
Emerging practices		2
Great support staff when I have questions		2
Raising awareness of the ECE field		2
Journal		13
Meetings		2
Networking		2
Professional development		4

opportunities		
Shows my commitment to the profession		2
Resources		2
Answered Question:		86
Skipped Question:		19

#2	Response percent:	Response Count:
Advocacy		5
Conference/Reduced conference fees		11
Information (email updates)/Information sharing		8
Journal		10
Newsletter		3
Asked for input via surveys		1
Networking		2
Professional development opportunities		7
Evidence-based initiatives		2
Group support		2
Legal protection, if needed		1
Answered Question:		52
Skipped Question:		53

#3	Response percent:	Response Count:
Advocacy		6
Being a part of a professional organization/Provincial voice		6
Conference		8
Information (email updates)/Information sharing		2
Journal		5
Networking		4
Professional development information and opportunities		8
Resources		4
Accountability		2
Support		3
Marketing of early years and early learning		2
Mentoring		2
CCCF journal		1
Code of Ethics		1
Professionalism		4

Job postings		1
	Answered Question:	59
	Skipped Question:	46

12. What would you consider to be some opportunities to improve the work of ECEBC for its members?

	Response percent:	Response Count:
Move forward in brand messaging		1
One fee for both provincial and local membership		1
Teleconferences for managers		1
Revamp the annual conference (include ELF practice)		1
A closer link with colleges and universities		1
Social media		2
Forum meetings to connect		2
Lobby to become a provincially recognized professional association		1
A link to investing in quality groups with provincial membership		1
Provide training opportunities for ELF practice		1
More interaction with government relationship building and maintenance		1
More information of applying for funds, where to look for funds, and completing final reports		1
Make membership mandatory to work in the field/College of ECE		2
More information on how to establish and maintain Branches		1
ECEBC Board to attend community events and conferences		1
More information on website of local events, contacts and listings		1
Group health, dental and vision benefits		2
Close collaboration with post-secondary institutions for research, innovative practice		1
Make training and membership benefits more accessible to those from Northern BC		1
List of substitutes		1

Stronger local Branches		1
More promotion of the profession, quality, importance of ECEs		1
Creating more consistency of what is taught at ECE institutions		1
More presentations/promotion of membership benefits		2
More support to struggling Branches		2
Move conference outside of the lower mainland/around the province		4
More professional development opportunities (local)		4
ECE diploma programs recognized as “trades” or pre-apprenticeship programs		1
Regular tips on enhancing work skills and relationships with managers		1
More First Nations content		1
Appears to be an Old Girls Club, don’t find the provincial organization welcoming to others who may not be active in provincial ECEBC activities		1
Different presenters at conference		1
Advocate for better working conditions and wages		3
Give advice regarding employment laws		1
More leadership development programs		1
Collaborative work with school districts, BC Federation of Labour, BC Confederation of Parent Advisory Councils, etc to ensure that the new system for Integrated Early Care & Learning embraces the skills and training of ECEs and values ECE leadership programs for young children entering the public system		1
Provide group/organizational memberships		1
Help with “non-profit boards gone wild” (bullying)		1
Professional help with		1

representing ourselves		
Create a much higher profile provincially and nationally		1
Professional lobbyists		1
More promotion that members are professionals		1
Focus more on taking charge of creating awareness of our profession, and informing members of how and when this work is being done		1
Work on enhancing the ethics training will positively influence the professionalism of our field		1
Greater political presence and advocacy		1
Stronger membership campaign		1
More projects that are action oriented		1
Advocate for online degree programs		1
Offer reduced group rates for conference		1
Provide online professional development opportunities		1
More involvement mentoring students		1
Provincial and federal lobbying		1
Marketing, explain how ECEBC helps ECEs		1
Open house at ECEBC office/Branches		1
Have Board or staff speak at post-secondary institutions on the benefits of membership		1
We should have a place to go to when being treated unfairly by a child care centre		1
Be more aware of your membership outside of the lower mainland		1
Answered Question:		71
Skipped Question:		34

13. (For non-members) I have chosen not to renew my membership with ECEBC because:

	Response percent:	Response Count:
High cost	75%	3
I find I can do without it	25%	1
	Answered Question:	4
	Skipped Question:	101

14. From your point of view as a member of your local ECEBC Branch, what are some strengths of your Branch?

	Response percent:	Response Count:
Diverse, open to new ideas and members, going in a strategic plan		1
Links with other community Early Years groups, community tables, etc		3
Goal setting		1
Advocacy work		3
Networking		8
Professionalism		3
Information sharing		5
Support		2
Professional development		10
Great role models		1
Review of new developments		1
Membership outreach		2
Mentoring		1
Affordable membership and workshops		1
Enthusiasm and new ideas		2
Collaboration		1
Resource sharing		1
Meetings in other ECE workplaces		1
Community involvement		3
Strong leadership		1
Large membership base		1
Other:		
*I am not aware of a local ECEBC Branch		2
*There isn't a Branch in my area		7
	Answered Question:	60
	Skipped Question:	45

15. From your point of view as a member of your local ECEBC Branch, what are some weaknesses of your Branch?

	Response percent:	Response Count:
We can always be more connected with our provincial organization. Our provincial [Board member] is a member of our branch and community, claims to be active and we have not seen her at any of our local events or meetings this year or last.		1
Lack of professional ethics		1
Not enough members		6
Where are they? I don't know their location or how to contact them.		1
Poor turnout to meetings		1
Limited leadership capacity		2
Infrequent communication		2
Meetings are poorly run		2
Needs to be more connected with ECEBC provincial		1
Lack of commitment to professionalism		1
Meetings are scheduled for when I can't attend		1
Lack of fresh ideas, innovation and new members/new executive		4
Getting younger members		1
Not enough interest from local ECEs		6
Not enough consistency		1
Those who have too much going on are compelled to do more		1
Hard to keep everyone interested in the agenda		1
Not enough local ECEs are aware of the Branch		1
Lack of focus		1
Early Years groups and CCRRs have taken on professional development opportunities		1
Lack of funds		1
Not enough "tangible" benefits for local membership		1
Burn out		1
Not enough happening		1

Other: *There isn't a Branch in my area		5
	Answered Question:	45
	Skipped Question:	60

16. I have not joined my local ECEBC Branch because:

	Response percent:	Response Count:
Not the relaxing, educational or welcoming group that it was. Not attending meetings as it seems to be a closed group.		1
Have not been able to attend meetings due to other commitments		7
Don't know who they are or what they do		1
Moved out of the province		2
Times and/or places of meetings are inconvenient		2
Don't know that much about it and feel it should be included		1
I can do without it		1
I have tried to communicate with them but don't get information back. It would be helpful if the main branch could support members to make that connection.		1
I don't see what they do for my particular community (North Vancouver) and being part of the provincial organization seems to be enough.		1
Underwhelming response when I first contacted them		1
Can't instruct without understanding the issues facing frontline workers		1
I live on an island and it's too difficult to get to meetings		1
I'm working as a nanny at the moment and am not sure how to connect with the Branch		1
I am not currently practicing in the field/am retired		2
Was not aware that it (local vs. provincial) was separate		1

I went a few times, but no attraction to join		1
Other:		
*I'm not aware of a Branch in my area.		11
*There isn't a Branch in my area		12
Answered Question:		48
Skipped Question:		57

17. ECEBC holds its annual conference in May each year, with many delegates in attendance from across the province for professional development and networking opportunities. ECEBC's conference is also an opportunity for delegates to learn more about the provincial organization and the work it does for the ECE field in an informal setting.

I attend or have attended ECEBC's annual conference:

	Response percent:	Response Count:
First time	11.7%	11
Once every five years	29.8%	28
Every other year	21.3%	20
Every year	20.2%	19
Never	17.0%	16
Answered Question:		94
Skipped Question:		11

18. I do not attend ECEBC's annual conference because:

	Response percent:	Response Count:
I didn't attend this year because it was sold out		1
I didn't attend this year because the workshops I wanted were full		2
Needs an overhaul, outdated		1
Depends on available funds from my governing agency		1
Prefer to attend conferences focussing on one subject		1
Too expensive (fees, travel, time off, etc)		34
Not many workshops apply to my pro-d needs		3
Time and/or place inconvenient		10
We take turns attending from my workplace (2 delegates per year)		1
I have been extremely		1

disappointed in past conferences		
I am not a full ECE and have never pursued it		1
This year's workshop topics were of no interest to me		2
Same speakers every year		1
I usually attend, but have volunteered for the past two years and did my pro-d elsewhere		1
I like to keep my pro-d funds for courses		2
Answered Question:		62
Skipped Question:		43

19. Do you have any other comments to add regarding ECEBC's annual conference?

	Response percent:	Response Count:
Amazing and thank you for offering such an amazing opportunity		1
I love it! Well done!		1
Not enough Aboriginal content		1
I really enjoyed the old conferences when they were downtown. Better workshops.		1
I think it should be a bit larger. A lot of people in the North were unable to attend as there was no space in workshops or at the hotel.		1
I enjoy the conference and meeting people. Sometimes the topics do not reflect the work I am currently doing.		1
Might be nice to try moving it around the province, even if it's only once every three to five years		1
I have attended in the past year, and quite enjoyed myself. Loved the information and meeting other professionals in the ECE field.		1
The cost is too high for most of my staff to attend. As I stated above if we made it compulsory for people to belong to ECEBC before working in the field we would have a lot more members and that		1

would keep the cost down. I have noticed a sharp decline in people attending the conference in the last 10 years. Staff just can't afford to attend.		
	Answered Question:	9
	Skipped Question:	96

20. The Community Plan for a System of Integrated Early Care and Learning has been a major initiative over the past two years for ECEBC, in partnership with the Coalition of Child Care Advocates of BC. This concrete, innovative and ambitious strategy emerged from a process of extensive community consultation across BC, and demonstrates the leadership ECEBC is undertaking on behalf of our members and all ECEs in BC.

I am excited about and support the work ECEBC is undertaking with developing and promoting the Plan:

	Response percent:	Response Count:
Agree	77.5%	79
Disagree	3.9%	4
Need to know more about it	18.6%	19
	Answered Question:	102
	Skipped Question:	3

21. I have endorsed the Community Plan for a System of Integrated Early Care and Learning:

	Response percent:	Response Count:
Yes	65.3%	66
No	9.9%	10
Need to know more about it	24.8%	25
	Answered Question:	101
	Skipped Question:	4

22. I have brought the Plan forward to my workplace, community tables I currently sit at and to parents for endorsement:

	Response percent:	Response Count:
Yes	51.0%	51
No	29.0%	29
Need to know more about it	20.0%	20
	Answered Question:	100
	Skipped Question:	5

23. I want to see ECEBC continue to devote resources towards the development and adoption of the Plan:

	Response percent:	Response Count:
Agree	75.2%	76
Disagree	3.0%	3
Need to know more about it	21.8%	22
Answered Question:		101
Skipped Question:		4

24. ECEBC’s Let’s Talk About Touching (LTAT) program is an inclusive child sexual abuse prevention program for children aged 4 to 6 years originally developed and implemented in the mid-1980s. Since its development, LTAT has been highly valued in the early childhood community as an important educational resource and has been used widely in licensed early childhood settings and kindergarten classrooms.

Research confirms that young children can best learn prevention concepts and skills when engaged in long-term, active programs that are designed specifically for their age group.

I am aware of ECEBC’s Let’s Talk About Touching (LTAT) program:

	Response percent:	Response Count:
Yes	76.2%	77
No	7.9%	8
Need to know more about it	15.8%	16
Answered Question:		101
Skipped Question:		4

25. What further information (if any) would you like about the LTAT program?

	Response percent:	Response Count:
More information about the program	28.3%	28
News of any upcoming workshops	39.4%	39
Information about how to host a “Teacher Training” workshop in my region	21.2%	21
Contact with others who have implemented the program in their ECE centre	17.2%	17
None	36.4%	36
Answered Question:		99
Skipped Question:		6

26. Do you have any other comments to add regarding ECEBC's LTAT program?

	Response percent:	Response Count:
Would like to take a refresher course in my area before implementing it at my centre		1
I have the Taking Care manual		1
Offering it with conference seemed like a good idea		1
I had wanted to attend the training at conference, but it was full		1
I work only with infants and toddlers. My understanding is that the program is aimed at 3 to 5-year-olds.		1
We have a lot of ECEs in our community who have the training; however, not many of them actually share the information with their programs. I wonder if this is the best way to get the message out to children and families.		1
Educators need to be highly skilled in order to implement such a program. Not everyone is able to do that.		1
I think it needs a re-name and a re-push. Time to revive and update!		1
It would be great to include or have a program for Licensed Family Child Care centres		1
I deal with children that fall under that age group mostly and I am fully aware of the problem and the program!		1
I have taught the LTAT program in my Child Care centre for over 10 years and really believe it is important information to give to young children. Are instructors to "Train the Trainers" needed?		1
I have taught it many times		1
I would attend if it was not during the evening or weekends.		1
I received a package in the mail a few months ago with two copies		1

of the LTAT program. I only read the accompanying letter and still need to learn more about the program. At a first glance, I feel that it is a program that should be used with children 4 or 5 years and up. I also think it would be hard to implement a program in a drop-in program like StrongStart where you are never sure who is coming and for how long.		
In the 1980's I used the LTAT materials with 3 and 4-year-olds. I'm pleased to know that the program continues to be provided for young children.		1
Keep it going		1
Doing workshops related to LTAT at a low cost so everybody can participate		1
I know there was a review and recommendation several years ago about the future plans for LTAT. I'm curious about the future plans for LTAT and what if anything has come from these recommendations.		1
I have been using it for years but would appreciate the option of buying a kit rather than borrowing one		1
Great that it continues to be funded and promoted		1
Was one of the original authors and am pleased to see it is still contributing to supporting good practice		1
I have not used it		1
I prefer to use a curriculum based on relationships with children and their interests. If the issue of sexual abuse prevention seems relevant at the time, I may use some of the techniques in the LTAT materials.		1
I did my training 17 years ago. Is there a refresher available?		1
I took the LTAT workshop and found it very worthwhile		1
I was instrumental in bringing it to		1

our centre, found the space for it to be held, and took vacation time so I could attend it in the 80's at CFB Chilliwack when I was a manager of the Chimo Childcare.		
I think there are a lot bigger problems to tackle. We have ECEs that can't even provide quality education. They can't leave their phones in their purses. Haven't seen anti-bully programs in preschools. I think other professionals should teach Learn not to touch. We are Early Childhood Educators providing play environments for children.		1
It is a very good program!		1
Answered Question:		28
Skipped Question:		77

27. ECEBC's Leadership program, initiated in 2007, is a professional development program for those in the ECE field. The program's goal is to create a culture of ECE leadership that comes from the ground up, is grounded in ECE values, builds on our image as empowered practitioners, uses the strengths of our practice, and enables us to raise public respect for and value of our work.

I am aware of ECEBC's Leadership program:

	Response percent:	Response Count:
Yes	78.0%	78
No	5.0%	5
Need to know more about it	17.0%	17
Answered Question:		100
Skipped Question:		5

28. What further information (if any) would you like about ECEBC's Leadership program?

	Response percent:	Response Count:
More information about the program	30.9%	29
News regarding when the Communities of Innovation application is available	31.9%	30
None	51.1%	48
Answered Question:		94
Skipped Question:		11

29. Do you have any other comments to add regarding ECEBC's Leadership program?

	Response percent:	Response Count:
It's amazing and I love that there have been people from each cohort that now sit on the provincial board. Excellent example of how to create/inspire the leaders within.		1
I would do it all over again. Although I did miss a couple of courses.		1
I know that you want to allow for creative ideas for projects, but it is difficult for ECEs to "get" what you are trying to do. I wonder too if it is geared too strongly to advocacy and not professional leadership.		1
It is nice to know what the groups are up to. I like the Facebook updates.		1
More updates on the status of both current and past projects would be great!		1
I wouldn't mind being a part of this Leadership Program		1
Should be used more as a public awareness campaign		1
Great opportunity for individuals and communities		1
I have been a participant of this amazing program this year. What a wonderful way to empower our educators. Thank you all for the wonderful work you are doing. Keep it up as we continue to grow and develop.		1
I would like to know exactly how it furthers our field. Concrete examples.		1
I believe this is very valuable. Keep it going.		1
How do you pick the communities? I was unsuccessful.		1
Would love to have participated but I am also a municipal councillor and just don't have the time		1

This program is visionary and exciting		1
Our local Branch is involved in a Leadership Initiative and it has been fun and interesting to see the new ECEs develop their initiative		1
Great opportunity, ECEBC is very innovative and creative. Thank you.		1
This is a great initiative		1
I do not agree that the people in the Leadership program must volunteer their time. I believe they should be permitted to receive an honorarium, to recognize the amount of time and effort they put into the program. ECEBC says it values the ECE membership, but that doesn't come through in their actions. I believe that a specific amount of funds should be set aside for honorariums, and the rest of the funds are then designated to the various community projects.		1
Would like to know if the Leadership program has an evaluation process, to see if funding is well spent		1
A fabulous undertaking bringing considerable excitement and pride to the field. Well done!		1
I think it is an awesome initiative, with incredible outcomes. I hope it continues to be funded. Well done, ECEBC! Keep up the excellent work! I think ECEBC just needs to look at more innovative ways to engage new and existing members. Facebook, Twitter, coffee/dessert meetings with specific topics/goals and emphasis on collaborative action? Blogs? We need to be in closer contact, more frequently, to share/build awareness and momentum (especially if we want to get early care and learning on the agenda for the next provincial election).		1

It's a great idea! Looking forward to applying in the future!		1
It was a great experience, it gave me a new energy and confidence		1
Keep up the good work!		1
I just want to say, you are doing a great job		1
It is an exciting movement but I need to know more on HOW to get involved		1
It is a very exciting time in our community as three young women are part of the leadership program and they are passionate about their work – I know they will bring this passion to others in the community!		1
I am part of the first cohort and the experience changed my professional life. I am now a member of ECEBC because of it.		1
Wonderful experience		1
Answered Question:		29
Skipped Question:		76