

# Presidential Newsletter

## INTRODUCTION

Ken Blanchard said that feedback is the breakfast of champions. Here, then, in digestible form, is feedback on the member survey that was conducted in February. A total of 2143 e-mails were sent, and 652 members had responded by cut-off time.

## VIEW OF THE SOCIETY

### Findings

Members tend to view the Society as reactive, not proactive; this was the view of 53% of the Fellow and 58% of the Student respondents. More Fellows (36%) than Students (23%) regarded the Society as a primary source of expert advice. Fellows (26%) and Students (21%) were close to agreement on the Society as a leader in modeling and measuring financial and other risk.

### Direction

Members generally would like to see an innovative, dynamic and professional organisation they can be proud of and that is regarded as a knowledge leader.

### Response

Proactive, independent thought leadership is a major focus of both the Stakeholder Board and Council. A stakeholder strategy is being refined to ensure the enhancement of the profile of the profession. An Issues Watch has been established to ensure the Society provides input where it can do so meaningfully. Furthermore, a survey among stakeholders is being conducted. The results will provide additional guidance in these efforts.

## EVENTS

### Findings

Some 90% of the respondents rated the annual Convention as "good" or higher. Positive comments were received on other events, such as sessional meetings and seminars, too.

### Direction

Members would like to have presentations and discussions on topical issues that can help them in performing their functions more efficiently.

### Response

The Society actively involves practice area committees in developing the content for seminars and the Convention.

## COMMUNICATION

### Findings

Specific preferences for the nature and volume of communication emanating from the Society were expressed.

### Direction

Members want less frequent and more user-friendly communication.

### Response

The Member Services Committee is refining a draft Communications Strategy that will address concerns and establish a coordinated approach in this regard. This includes voluntary opt-in or opt-out by members to ensure appropriate targeting of communications. The format (pdf, html, text etc) is also receiving attention.

## TECHNOLOGY

### Findings

Respondents were not impressed with the Society's website. Some also indicated a preference for more and better online services. Younger members expressed stronger, and less flattering, views.

### Direction

Review and improve the technology used by the Society, so that members are provided with the quality of service they can expect from a leading professional organisation.

### Response

The Member Services Committee will, with the assistance of the IT Committee, review the layout and functionality of the website. The use of external consultants is envisaged as well. The IT Committee has been reviewing the Society's systems, and possible alternatives have been investigated already. Meanwhile, a concerted effort will be made to update content on the website. Provision is made in the budget for 2012 for significant enhancements to the Society's systems. Meanwhile, three various committees will be requested to review their pages regularly to ensure they carry current information.

## ADMINISTRATION

### Findings

Some respondents expressed dissatisfaction with administrative procedures and the service provided by staff of the Society.

### Direction

The Society should provide service of the standard one expects of a leading professional organisation. Issues raised by members should receive prompt and appropriate attention.

### Response

Members were invited to raise specific incidents with senior staff members. The Operations and Member Services Board considered the various comments and is developing action plans to address these. A service level agreement has been drafted, and the facility for members to log general enquiries online has been added to the member area of the website. Procedures are being reviewed to ensure the removal of aspects that do not contribute to satisfied member outcomes.

I would once again like to thank all members who took the time to respond to the survey. We shall keep you informed of progress. Please feel free to send an e-mail to [pdoyle@mweb.co.za](mailto:pdoyle@mweb.co.za) if you wish to raise anything in connection with the survey, or this newsletter. Meanwhile, some statistics on the responses and respondents are provided as an annexure to this newsletter.



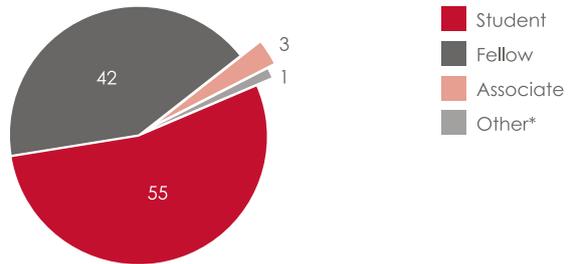
Kind regards

*Peter Doyle*

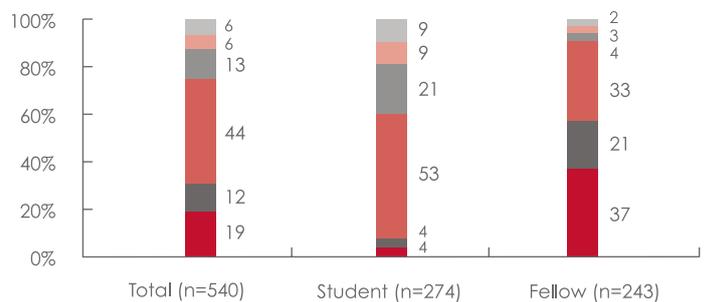
Peter Doyle  
President

## ANNEXURE

### Profile of respondents by membership category



### Volunteer involvement in Society Activities



- Actively involved in Society and its activities by contributing to practice area committees and/or operational boards
- Involved in the Society and its activities on an ad hoc basis by providing input when required
- Do not actively contribute to the Society and its practice areas operational boards, but make use of the Society's services
- Belong to the Society because it is required of me
- Not actively involved in the Society and prefer it that way
- Not actively involved in the Society but would like to be

### Interest in online forums

