



June 15, 2014

## Delivering Member Value- Survey Results

You may remember getting an email back in December asking you to fill out an online survey on the value of ICIS. The survey was developed by Sabrina Kunz as part of an Organizational Management project leading to her successfully completing her MBA at Royal Roads University. The research was independent of ICIS and BC Assessment where Sabrina is employed, and has provided ICIS with a comprehensive report that helps answer the question of how ICIS creates value for its members.



In preparation for the research project, Sabrina reviewed [Member Stories and Testimonials](#) from the ICIS website, met with the Executive Director and conducted secondary research and literature review. Approximately 55 responses were collected from all ICIS member contacts in December, 2013, and represented all classes of ICIS membership.

### What Members are Saying

- Yellow bubble:** Membership with ICIS supports improved business practices- in particular in the reduction of time for various processes.
- Blue bubble:** The primary financial benefit to ICIS members is free access to data. A reduction in costs of acquiring data, correcting information and increased staff productivity were also financial benefits.
- Green bubble:** ICIS is seen to have a structure that is neutral, diverse and strengthens relationships between Members.
- Red bubble:** ICIS's cadastral fabric supports planning and a province wide map will improve emergency response and deployment.
- Yellow bubble:** The primary benefits of a single source of cadastral data are that the information is easy to access and reduces the need to manage a large number of data sharing agreements.

Results of the survey demonstrate that members clearly value their membership in ICIS. Emerging themes included the value of ICIS to individual organizations and a desire for greater and easier access to ICIS. Although 75% of respondents confirmed that ICIS provides their organization with improved business practices and reduced times for various processes, the connection between cost savings and increased efficiency was not as obvious to the respondents.



## Delivering More Value

As one would expect, the question regarding how ICIS could deliver more value received varied responses. Responses revolved around the following themes:

- Opening up data broadly to add more value
- Building up the authoritative cadastral layer as soon as possible
- Sticking to the knitting
- Taking a greater role in sharing value-added products
- Continuing in a leadership role by continuing to increase membership, encourage local governments to undertake various tasks and to advocate the role of the organization
- Need for improving data type and quality provided by members
- Offering educational opportunities to keep the knowledge base high
- Improving the ease of use of the data
- Focusing on increasing the standardization of data

The feedback provided by respondents will be invaluable for strategic planning as ICIS looks ahead in the coming years.

ICIS would like to thank Sabrina for her excellent work on this project, and the approximately 140 hours of consulting time that it took to compile and analyse the responses. The materials and report exhibit an exceptional undertaking and has provided ICIS with an independent insight into how members value ICIS, and the role ICIS plays in member organizations. ICIS would also like to thank all who participated in the survey; your feedback as members is essential to the continuing collaboration that is ICIS.