



2018 Membership Survey Research Findings

The APGO is a self-regulatory body with the mandate to protect the public, environment, and investors by governing the practice of professional geoscience in Ontario. This is achieved by admitting only qualified persons to the profession, encouraging and supporting professional competence, disciplining members for professional misconduct when required and preventing unqualified persons from practicing geoscience.

In January 2017 the APGO issued a new Strategic Plan. This documents outlined three areas of strategic focus:

1. APGO is known, recognized and valued by all stakeholders as a relevant, accessible and professional regulatory body.
2. APGO's legal authority to enforce compliance with the PGA 2000 that governs geoscience practice in Ontario is strengthened to ensure that members are competent, professional and ethical.
3. Each of APGO's activities and programs are current, relevant and add value.

With new senior leadership coming on board shortly, APGO wishes to begin the process of developing an overall communications and branding strategy. To assist with that process, the APGO is soliciting feedback from its members on ways to continue to fulfil this mandate, as well as ways to improve its communications with members and overall service.

A survey was fielded online to APGO members from June 29th to July 31st, 2018. It was sent to 2,668 GITs and P.Geo.'s , which received 814 complete responses.

The survey was broken into several different sections:

- Membership Profile;
- Relationship with APGO;
- APGO as a Regulator;
- APGO Outreach and Social Media; and,
- How APGO can Improve.



SUMMARY OF KEY FINDINGS

02

RESPONDENT **PROFILE**

- Respondents were primarily full practicing P.Geo's (83%).
- There was a good mix of respondents from both the environmental (35.1%) and Geology (48.5%) practices.
- More than half the respondents (51%) have been licensed members for 9 years or more.
- While almost three-quarters of respondents who work for corporations have their association fees paid by their employer, less than one-third of government workers have their fees paid for them.
- Only three percent of respondents held a dual designation of P.Geo and P.Eng in Ontario.
- Only 12.5% of respondents had participated in the work of the APGO (i.e. council, committees, etc.).
- The largest primary region of practice is the Central Region, followed by the North East. Slightly more members (12%) indicated that they work outside of Canada than work outside of Ontario (10%).
- Quebec and British Columbia are the two provinces where most respondents work outside of Ontario.

MOBILITY AND **OTHER PROVINCES**

- The vast majority of members are not regulated in other provinces. However, those that are primarily are regulated in Quebec, BC, and Alberta.
- Despite only 9.6% of respondents indicating they primarily work outside of Ontario, and 17.4% belonging to a regulatory body outside of Ontario, virtually all members (96.6%) believe mobility agreements are valuable.
- Respondents believe Quebec, BC and Alberta are the most beneficial jurisdictions to have a mobility agreement with, in that order. Yet, Quebec was selected the most number of times as the “most valuable” jurisdiction over all others.

RELATIONSHIP WITH **APGO**

- There was a large number of respondents who agreed or strongly agreed the Association does a good job establishing, maintaining and developing standards of qualification and practice(73.1%), keeping them informed of government requirements (66.4%) and establishing and maintaining professional ethics (66.7%).
- Only 49.6% of respondents agreed the Association does a good job interacting with government in a way that supports regulation of the geoscience profession. At the same time, there was a spike in the number of respondents who indicated they did not know (15.6%).
- Only 41% of respondents agreed the association does a good job promoting public awareness of the role of the Association.
- 65.2% of respondents were either very satisfied (18.9%) or satisfied (46.3%) with their membership in the APGO. However, 8.7% of respondents indicated they were dissatisfied (6.1%) or very dissatisfied (2.6%), indicating a room for improvement.

APGO AS A **REGULATOR**

- 77.3% of respondents were either strongly agreed (24.94%) or agreed (52.3%) the Association did a good job protecting the public.
- A significant number of respondents (70%) are not aware that the APGO is working to update the Act.
- The vast majority (67%) indicated modernizing the Act to include title protection was important.
- There was a high number (28.6%) of respondents who indicated they did not know whether practice review should be pursued. Removing those who did not know, only a slight majority (56%) indicated support to modernizing the Act to include practice review.
- A vast majority (80%) indicated support to modernizing the Act to include injunction powers.
- The leading areas that respondents indicated the APGO should focus on are regulatory updates, industry trends and QP reporting and submissions.



SUMMARY OF KEY FINDINGS

04

APGO OUTREACH AND SOCIAL MEDIA

- The majority of respondents visit the APGO website monthly (30%) or every other month (46.1%), while 14.9% of respondents indicated they never visit the website.
- The majority of respondents believe the website is user-friendly. The Members Area of the website was indicated to be the most very useful (28.6%) of the sections, with the Events section being the second most selected (17.9%). The Career Page was identified as not very useful the most times (15.7%) compared to the other sections.
- Only one-third of respondents (31.8%) have used the PR to look up a member of Certificate of Authorization (CofA) holder.
- Respondents indicated they were satisfied (47%) or very satisfied (18.4%) with using the Continuing Professional Development (CPD) Reporting Module. The majority of respondents (54.6%) indicated they only log into the Members' Area of the APGO website when entering CPD hours, while 27.4% use the area multiple times a year.
- Close to half of respondents were not aware the Association has a membership benefits program.
- Virtually all respondents are aware of Field Notes. Field Notes is well read by respondents, with 36% reading every issue, and 29.2% reading an issue a month.
- Almost half (44.2%) of respondents indicated they would prefer monthly communication from APGO; 22.2% prefer weekly communication and 20.4% prefer bi-weekly communication with the APGO.
- In terms of the APGO communication products, Field Notes received the highest satisfaction rate from respondents followed by the APGO's website. Majority of respondents were neither satisfied nor dissatisfied with the APGO's social media platforms.
- Respondents indicated they would like to receive more information on APGO learning and networking events, followed by learning and networking events held by other stakeholders. Government policy and regulation updates were the third most selected communication topic.
- Respondents indicated they would prefer the APGO to focus on continuing professional development. Very few (5.7%) indicated the Association should focus on networking events.
- The majority of respondents (69.4%) either strongly agree (19.9%) or agree (49.5%) the Association could do a better job updating the membership on its interactions with government. The majority of respondents (77.3%) do not receive regular updates from the government.

MEMBER SURVEY REPORT





i SURVEY DETAILS

A survey was fielded online to APGO members from July 10^h to July 31, 2018.

It was sent to 2,668 GITs and P.Geo.'s and received 814 completed responses.

The survey was broken into several different sections:

- Membership Profile;
- Relationship with APGO;
- APGO as a Regulator;
- APGO Outreach and Social Media; and,
- How APGO can Improve.

RESPONDENT PROFILE



RESPONDENT PROFILE

The survey respondents had the following characteristics.

They were from the following membership categories and practice areas:

Answer	#	%
P.Geo (Full Practicing)	676	83.0%
P.Geo (Limited)	34	4.2%
P.Geo (Non-Practicing)	27	3.3%
Geoscientist-in-Training	77	9.5%

Answer	#	%
Environmental Geoscience	286	35.1%
Geology	395	48.5%
Geophysics	56	6.9%
Other	77	9.5%

Respondents have been licensed members of APGO as follows:

Answer	#	%
> 1 Year	59	7.2%
1 - 3 Years	111	13.6%
3 - 6 Years	113	13.9%
6 - 9 Years	116	14.3%
9+ Years	415	51.0%

KEY FINDINGS

Respondents were primarily full practicing P.Geo's (83%).

There was a good mix of respondents from both the environmental (35.1%) and Geology (48.5%) practices.

More than half the respondents (51%) have been licensed members for 9 years or more.





LICENSED ENGINEER?

To all respondents.

10

? QUESTION

Are you a licensed engineer in Ontario, or another jurisdiction in Canada?



YES – 3.2%



NO – 96.8%

KEY FINDINGS

Only three percent of respondents held a dual designation of P.Geo and P.Eng in Ontario.



APGO PARTICIPATION?

To all respondents.

11

? QUESTION

Have you ever participated on APGO council, committees, planning groups, etc.?



YES – 12.5%



NO – 87.5%

KEY FINDINGS

Only 12.5% of respondents had participated in the work of the APGO (i.e. council, committees, etc.).



AREAS OF PRACTICE

The following is a breakdown of respondent's primary region of practice.

12



21.1%

North East
Ontario



10.3%

North West
Ontario



25.8%

Central
Ontario



9.6%

South East
Ontario



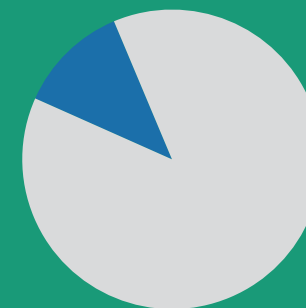
12%

South West
Ontario



9.1%

Outside Ontario



12%

Outside Canada

KEY FINDINGS

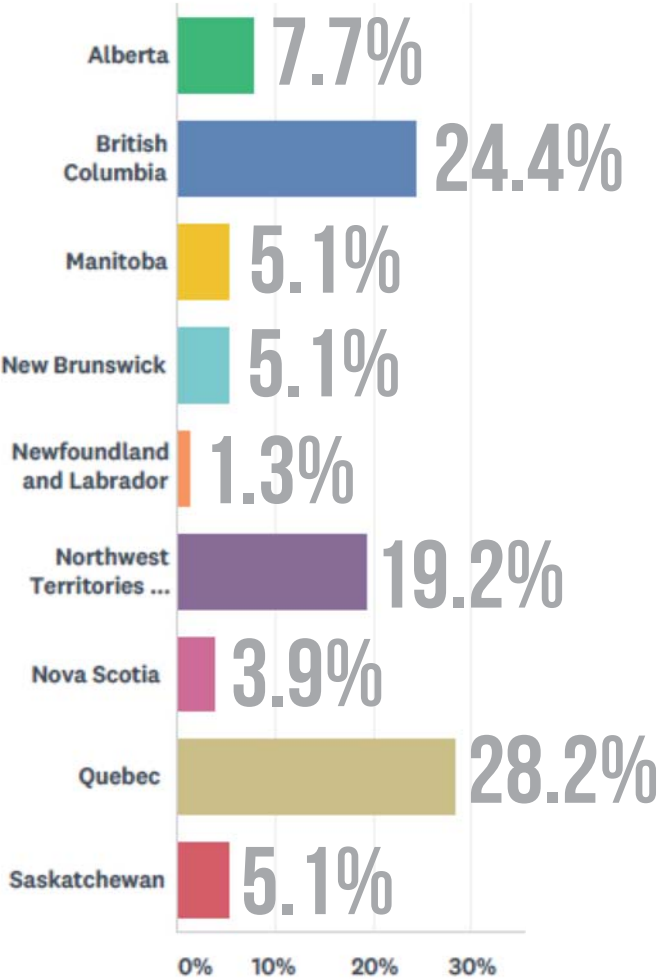
The largest primary region of practice is the Central Region, followed by the North East.

Slightly more members (12%) indicated that they work outside of Canada than work outside of Ontario (10%).



OTHER PROVINCES

For those respondents who indicated they primarily work outside of Ontario, the following is their primary region of practice.



KEY FINDINGS

Quebec and British Columbia are the two provinces where most respondents work outside of Ontario (9.6%).

MOBILITY AND OTHER PROVINCES



OTHER REGULATORY BODIES?

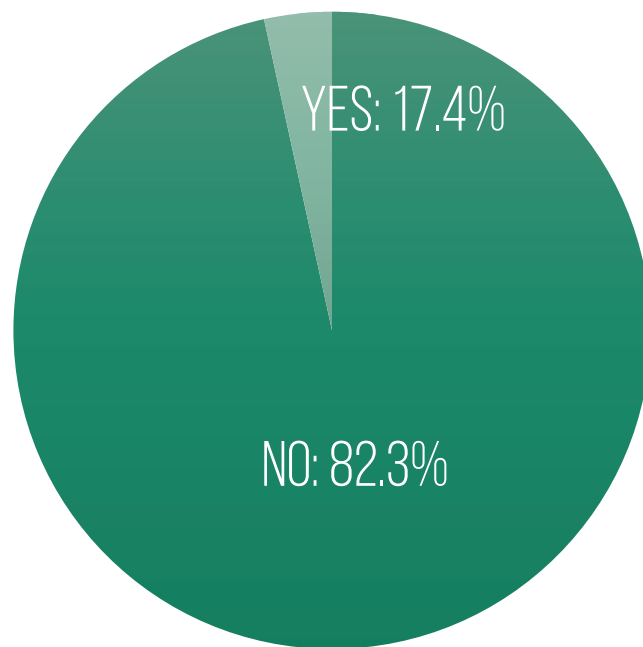
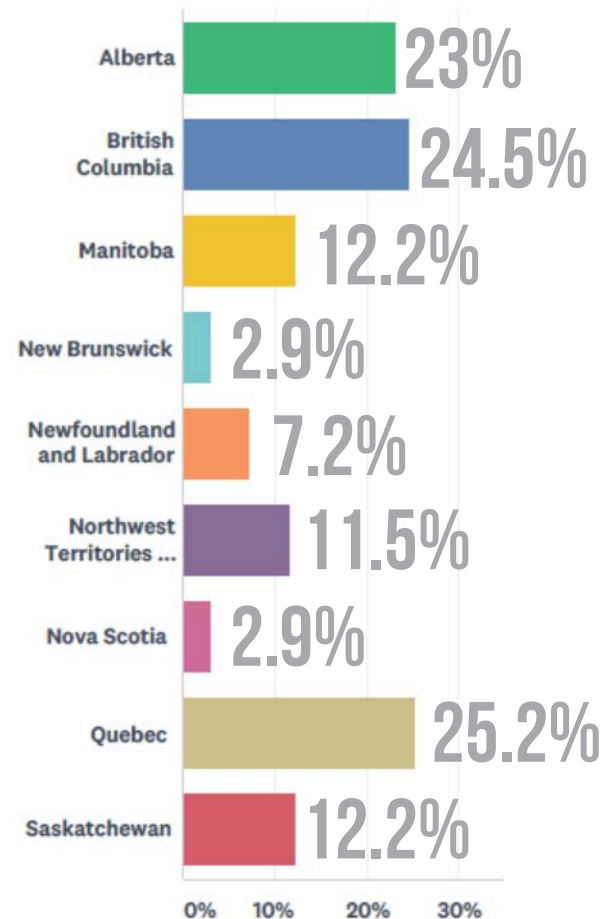
To all respondents.

15



QUESTION

Do you belong to a regulatory body in any other Canadian province(s)?



KEY FINDINGS

The vast majority of members are not registered in any other jurisdictions in Canada. For those who do (17.4%), they are primarily registered with Quebec, BC and Alberta.



MOBILITY AGREEMENTS **VALUABLE?**

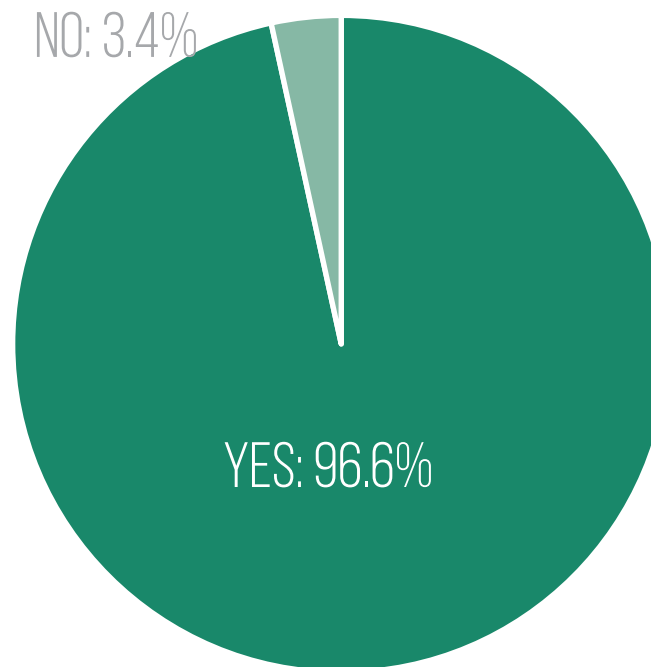
To all respondents, removing “not applicable”

16



QUESTION

Currently, the APGO has a mobility agreement with British Columbia (for incidental practice) but similar agreements with other provinces are not in place. Do you see value in mobility agreements?



KEY FINDINGS

Despite only 9.1% of respondents indicating they primarily work outside of Ontario, and 17.4% belonging to a regulatory body outside of Ontario, virtually all members (96.6%) believe mobility agreements are valuable.

OTHER PROVINCES

To only those respondents who indicated they thought mobility agreements were valuable.

17

? QUESTION

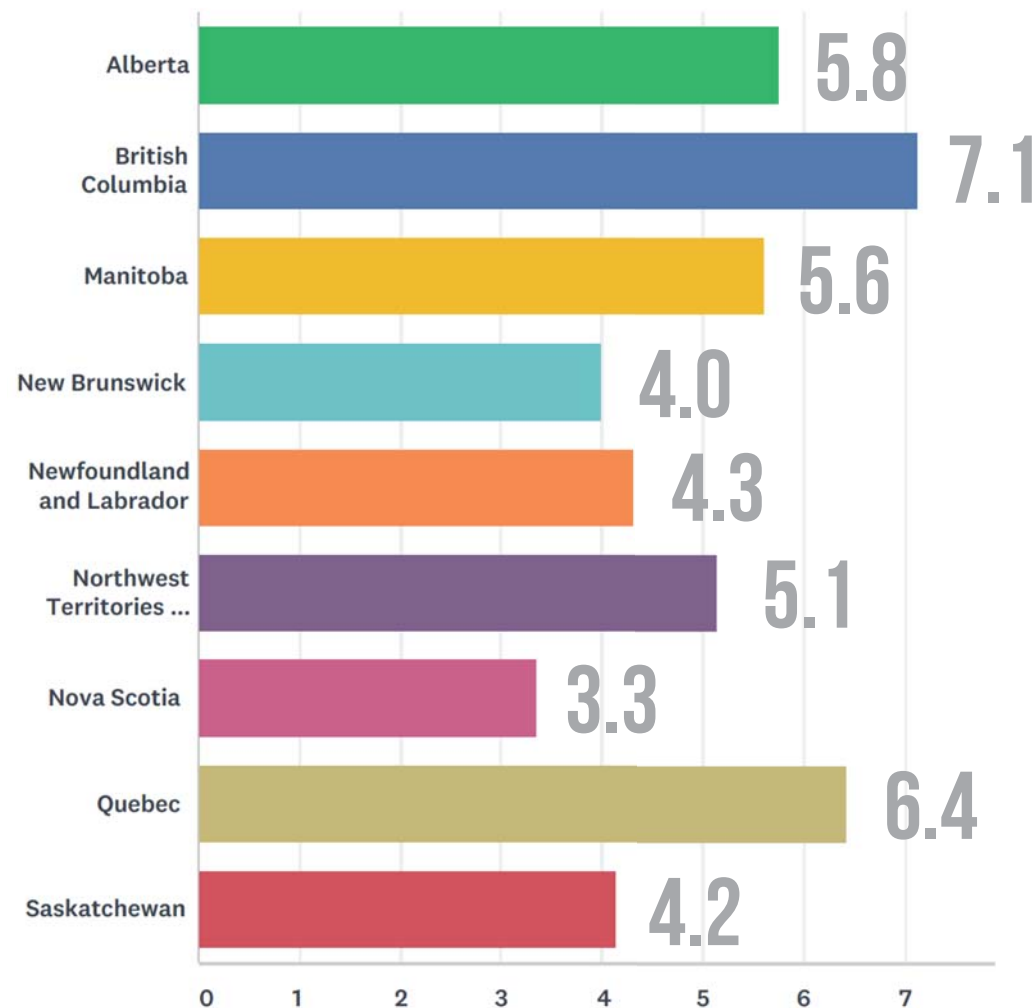
Rank the jurisdictions based on what you think is the most beneficial to you in terms of mobility.



KEY FINDINGS

Respondents believe Quebec, BC and Alberta are the most beneficial jurisdictions to have a mobility agreement with, in that order. Yet, Quebec was selected the most number of times as the “most valuable” jurisdiction over all others.

SCORE:



RELATIONSHIP WITH APGO



MEETING THE OBJECTS OF APGO?

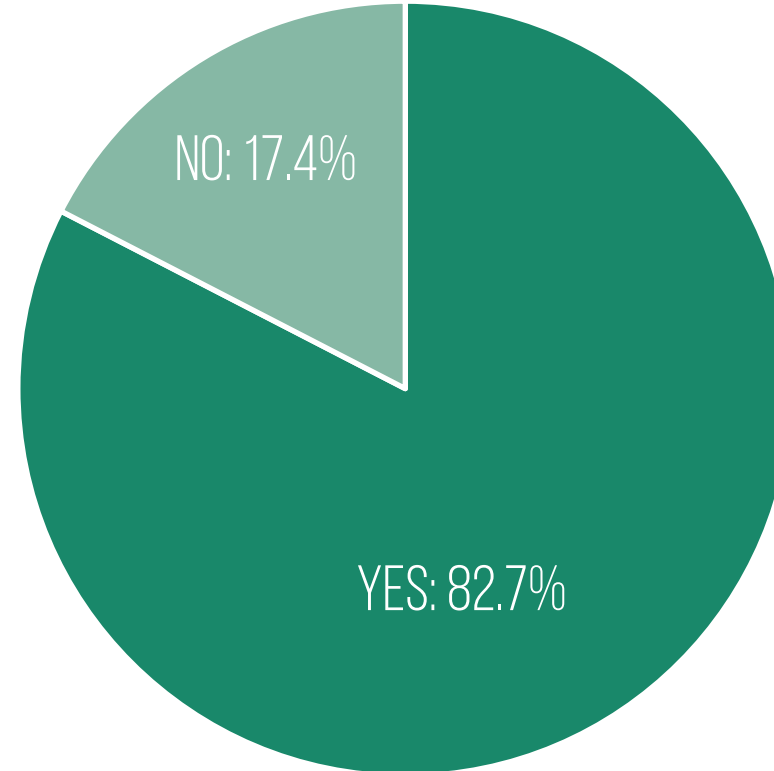
To all respondents.

19



QUESTION

Has APGO met your expectations where these objects are concerned?



KEY FINDINGS

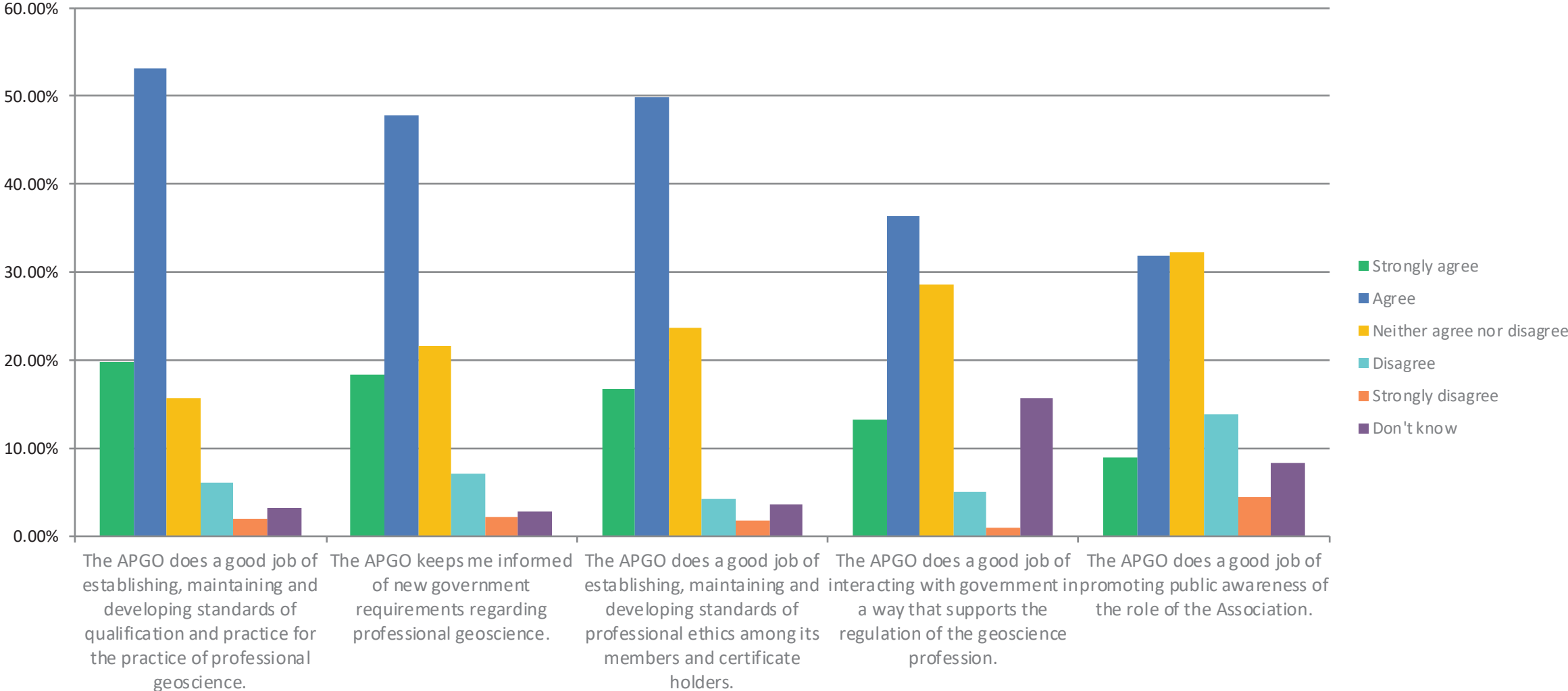
The vast majority (82.7%) of respondents indicated that APGO has met their expectations when it came to fulfilling the objectives of the Association. Some raised issues with mobility and public awareness.



MEETING THE OBJECTS OF APGO?

To all respondents.

Do you strongly agree or disagree with the following statements?





MEMBER SATISFACTION?

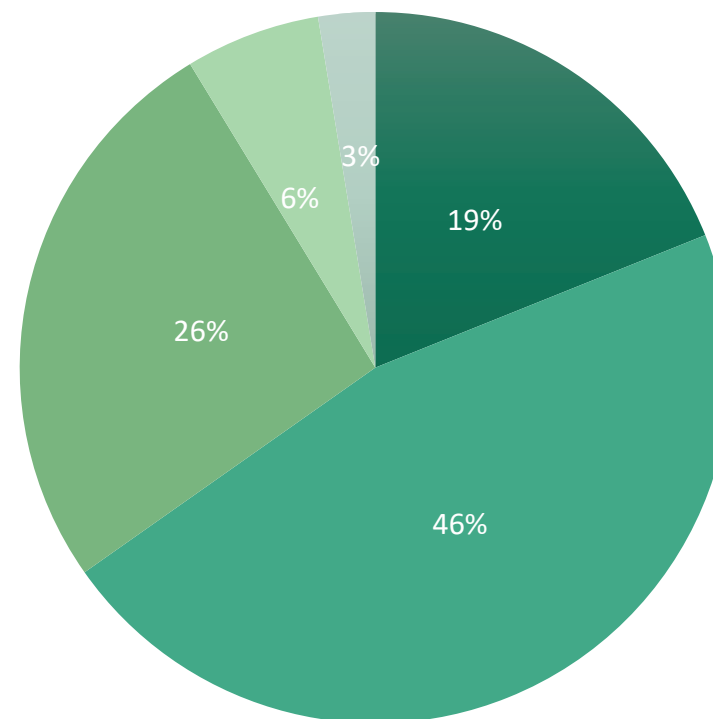
To all respondents.

22



QUESTION

How satisfied would you say you are with your membership in APGO?



■ Very satisfied ■ Satisfied ■ Neither satisfied nor dissatisfied ■ Dissatisfied ■ Very dissatisfied

KEY FINDINGS

65.2% of respondents were either very satisfied (18.9%) or satisfied (46.3%). However, 8.7% of respondents indicated they were dissatisfied (6.1%) or very dissatisfied (2.6%), indicating a room for improvement.

APGO AS A REGULATOR



PROTECTING THE PUBLIC?

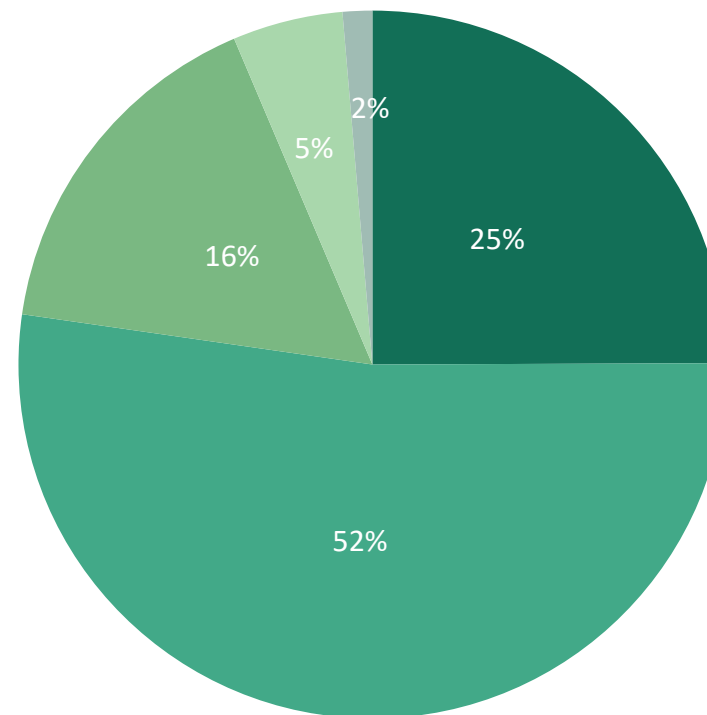
To all respondents.

24



QUESTION

Do you agree or disagree with the following statement? "The APGO does a good job of protecting the public by admitting only qualified individuals to practice geoscience."



■ Strongly agree ■ Agree ■ Neither agree nor disagree ■ Disagree ■ Strongly disagree

KEY FINDINGS

77.3% of respondents were either strongly agreed (24.94%) or agreed (52.3%) the Association did a good job protecting the public.

Those who disagreed were asked how could the APGO improve how it protects the public by ensuring only qualified people can practice geoscience. Responses varied, but tended to be focused around what education courses should be required for qualification, that different areas of practice should require different qualifications, that work history should be taken into account, and the need for stronger enforcement.



UPDATING THE **ACT?**

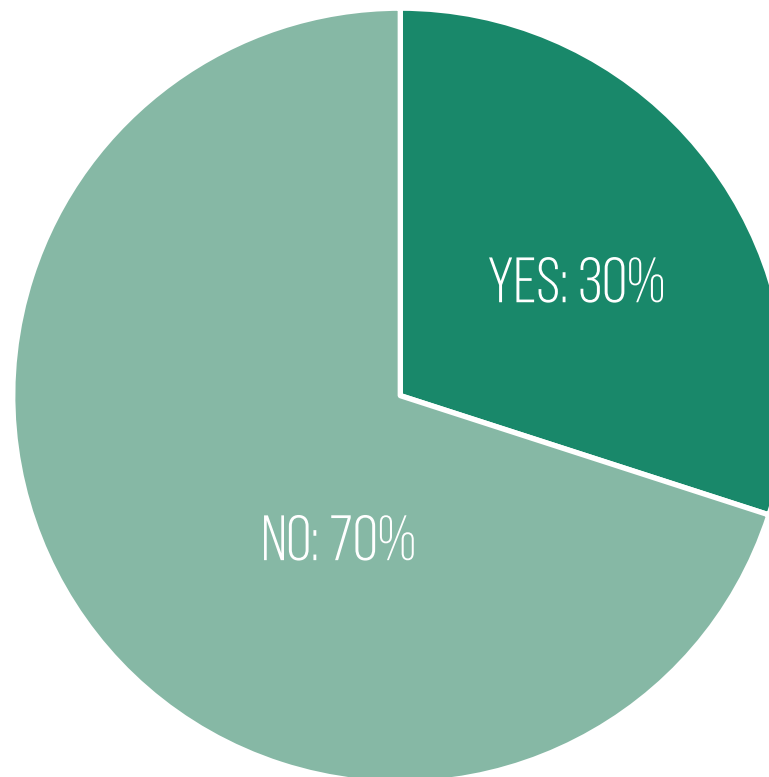
To all respondents.

25



QUESTION

Are you aware that the APGO is currently working to update the Professional Geoscientists Act, 2000?



KEY FINDINGS

A significant number of respondents (70%) are not aware that the APGO is working to update the Act.



TITLE PROTECTION?

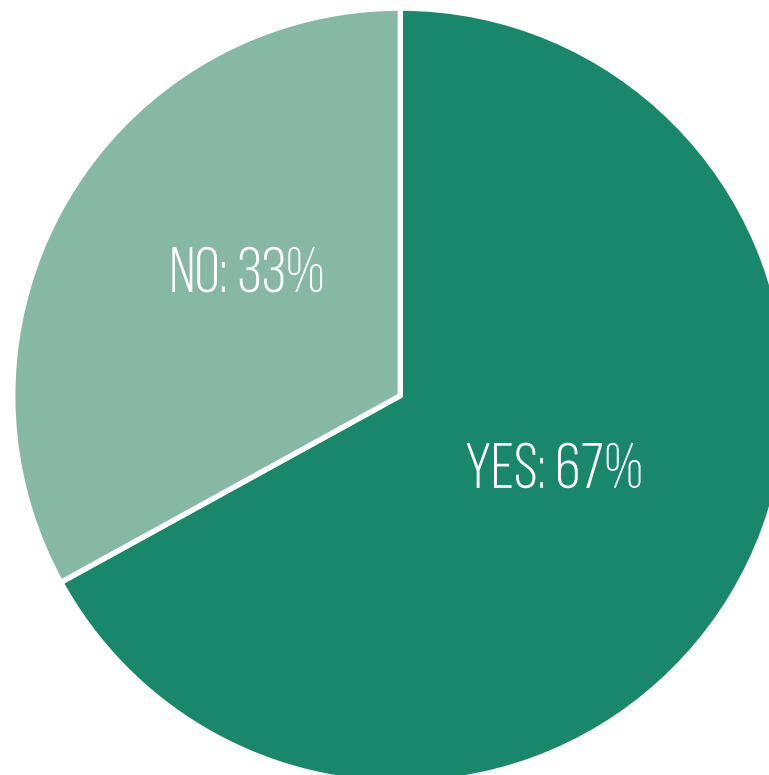
To all respondents, removing Don't Knows.

26



QUESTION

Other provinces currently have extensive title protection, but Ontario does not. Currently, only the designation P.Geo. and the term Professional Geoscientist are protected under the Act. Do you believe that modernizing the Act to include protection of expanded title such as geologist, geoscientist, earth scientist, hydrogeologist, geochemist, or geomorphologist, etc. is important?



KEY FINDINGS

The vast majority (67%) indicated modernizing the Act to include title protection was important.

There were a large number of comments supporting need for title protection, including some debate about the best way to protect the title.

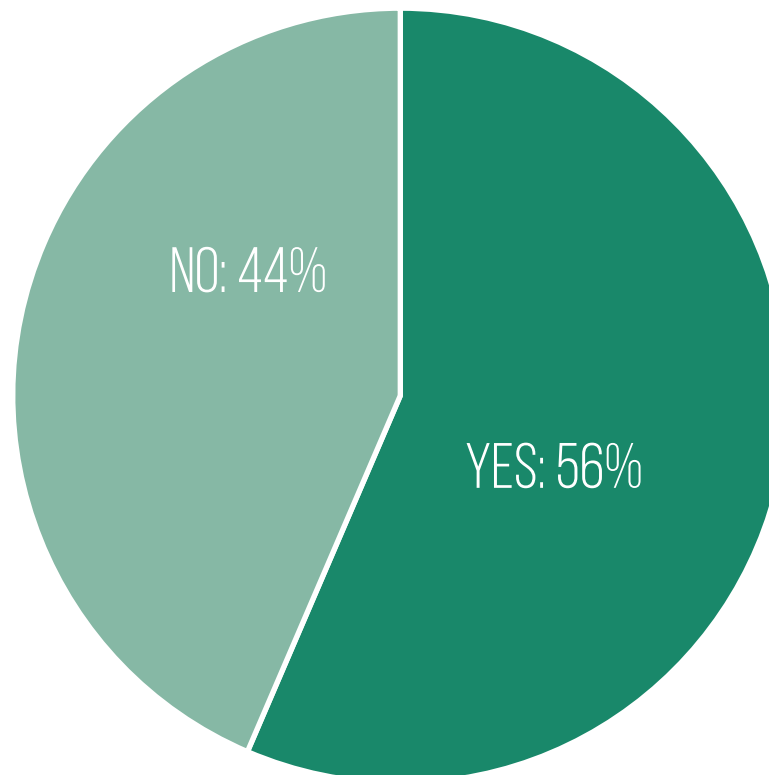
●●● PRACTICE REVIEW?

To all respondents, removing Don't Knows.

27

? QUESTION

Other jurisdictions have a practice review process. The purpose of practice review is to ensure that minimum standards of practice are met by members to protect the public. Currently, practice review is not legislated in Ontario. Should practice review be included in APGO's efforts to modernize the Act?



KEY FINDINGS

Only a slight majority (56%) indicated support to modernizing the Act to include practice review.

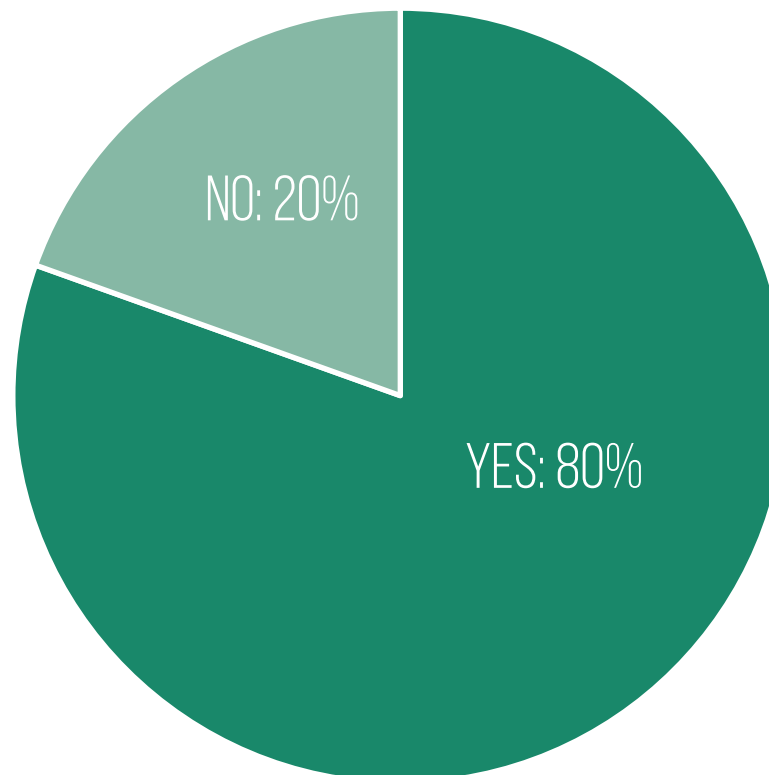
INJUNCTION POWER?

To all respondents, removing Don't Knows.

28

? QUESTION

APGO has a statutory duty to prevent unqualified individuals from practicing geoscience in Ontario through its enforcement and compliance program. This undertaking can be time consuming and expensive if said individuals do not become registered. Injunction power is a tool that is used in other jurisdictions (e.g. click on EGBC to see definition) to achieve compliance. Do you believe obtaining injunction power should be part of APGO's efforts in modernizing the Act?



KEY FINDINGS

A vast majority (80%) indicated support to modernizing the Act to include injunction powers.

Comments varied but comments were made in support of pursuing injunction powers. Others questioned the cost implications, as well as whether APGO should have this sort of power.



GOVERNMENT RELATIONS **FOCUS?**

To all respondents, removing Don't Knows.

29



QUESTION

Are there additional areas of importance you would like to see the APGO focus its government relations efforts?



KEY FINDINGS

Responses varied greatly, however, the top five responses were:

1. Promoting the role of the profession
2. Pursuing a national license
3. Engage on environmental issues
4. Mobility
5. First nations



ASSOCIATION OF PROFESSIONAL[®]
GEOSCIENTISTS OF ONTARIO



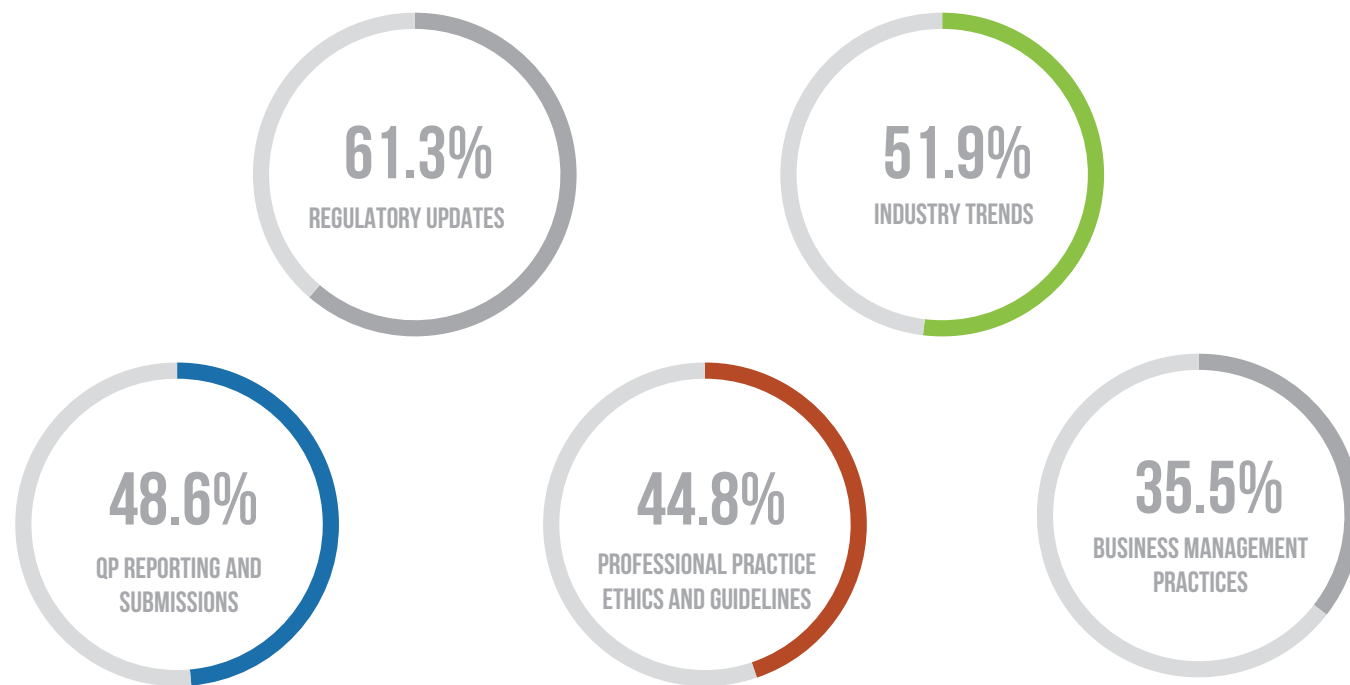
CONTINUING EDUCATION

To all respondents.

30

? QUESTION

As a regulator, the APGO is required to establish, maintain and develop standards of knowledge and skill amongst its members. A key part of this is continuing education. What areas of continuing education would you like to see APGO focus more on? You can choose more than



KEY FINDINGS

The leading areas that respondents indicated the APGO should focus on are regulatory updates, industry trends and QP reporting and submissions. Specific ideas identified by respondents tended to focus around new technology, innovation, and geology.

APGO OUTREACH AND SOCIAL MEDIA

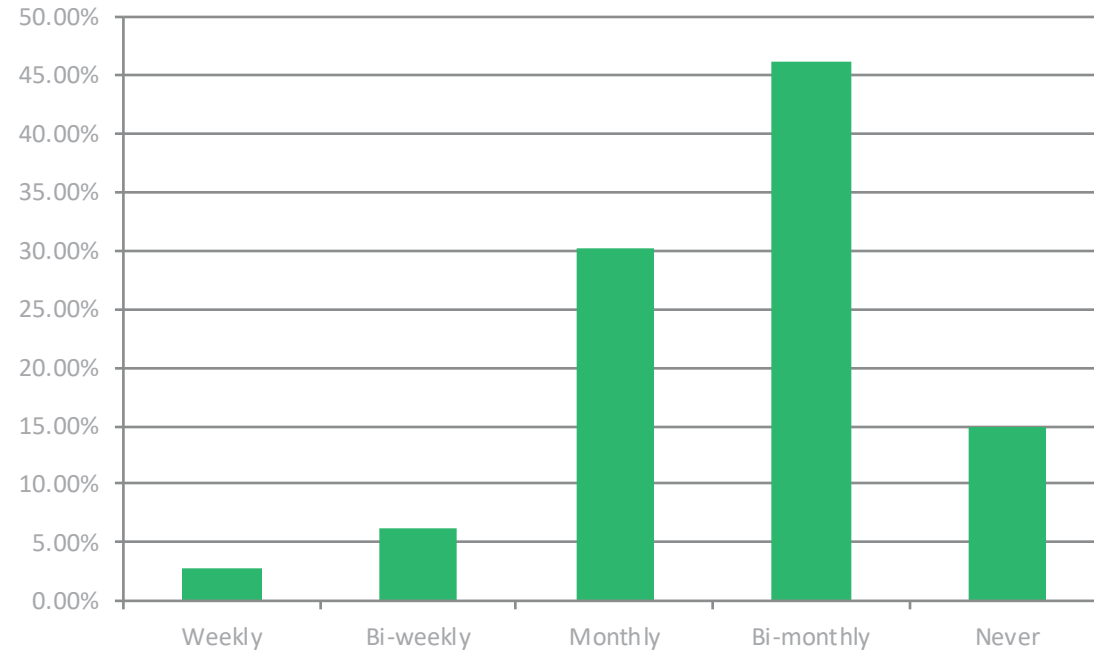
VISIT WEBSITE?

To all respondents.

32

QUESTION

How often do you visit the APGO website?



KEY FINDINGS

The majority of respondents visit the APGO website monthly (30%) or every other month (46.1%).

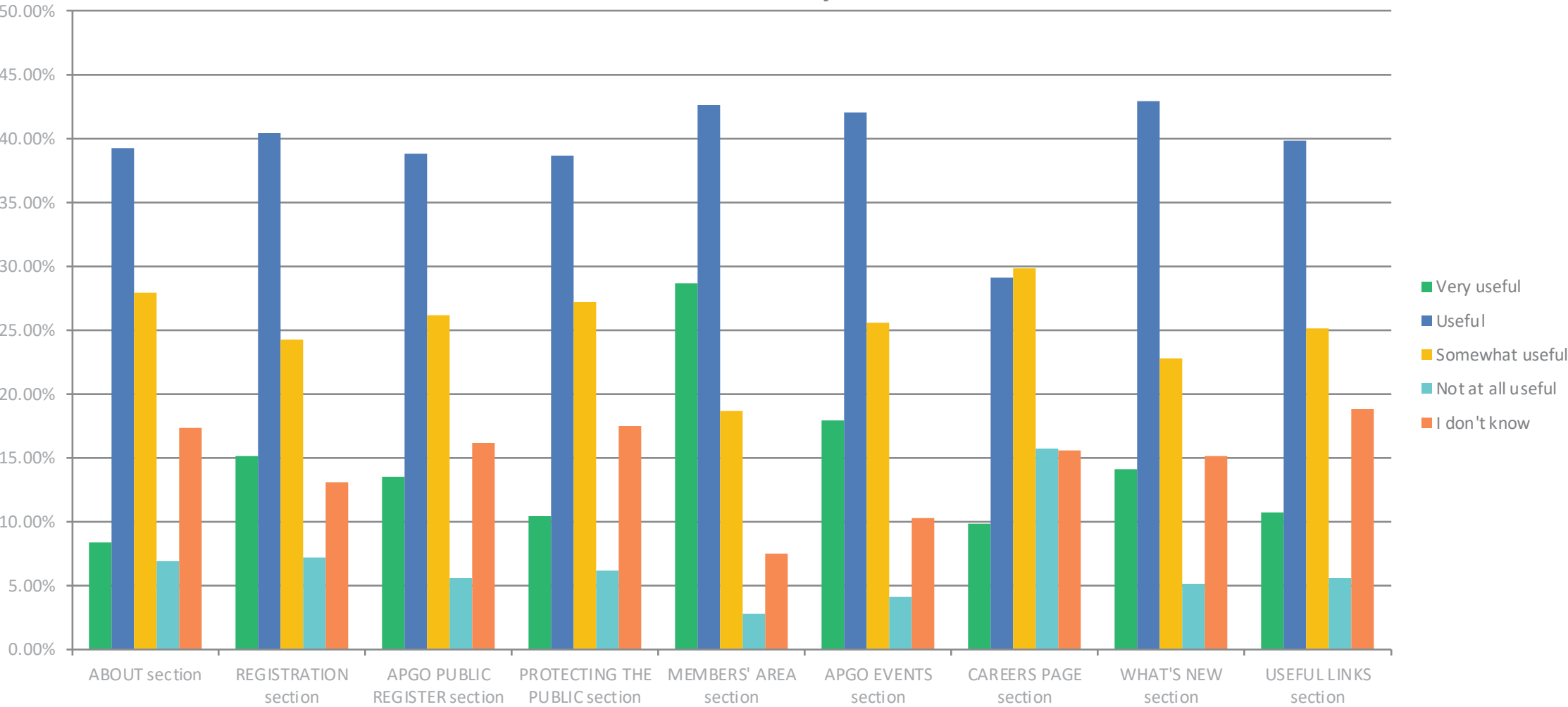
14.9% of respondents indicated they never visit the website.



USEFUL WEBSITE SECTIONS?

To all respondents.

Listed are a number of sections found on APGO's website, how useful do you think is each section for you?





MEETING THE OBJECTS OF APGO?

To all respondents.

34

KEY FINDINGS



The Members Area of the website was indicated to be the most useful (28.6%) of the sections, with the Events section being the second most selected (17.9%).



WEBSITE USER-FRIENDLY?

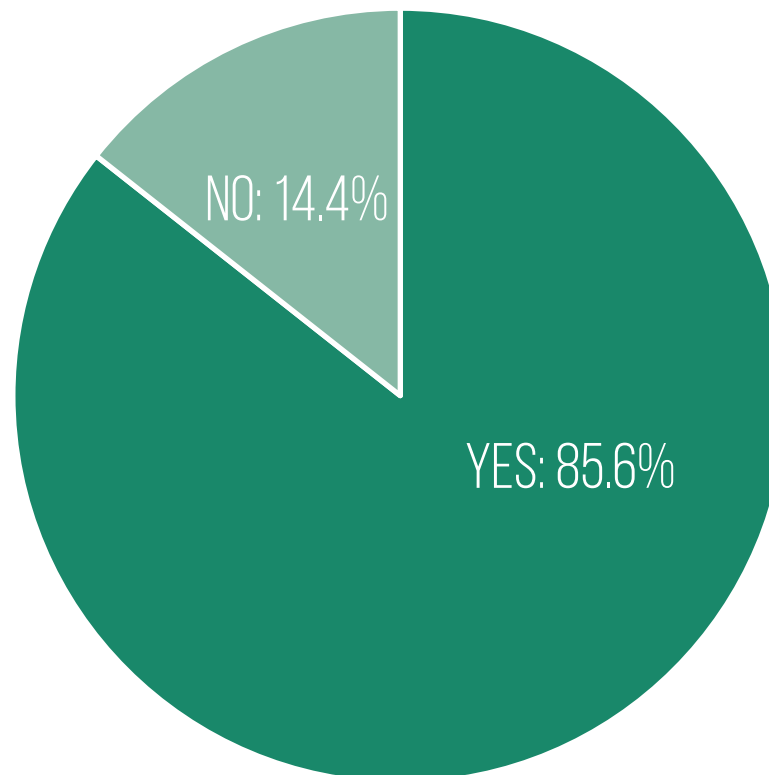
To all respondents.

35



QUESTION

Do you find the website user-friendly?



KEY FINDINGS

Respondents believe the website is user-friendly. Some respondents commented the Continuing Professional Development (CPD) section could be cumbersome.

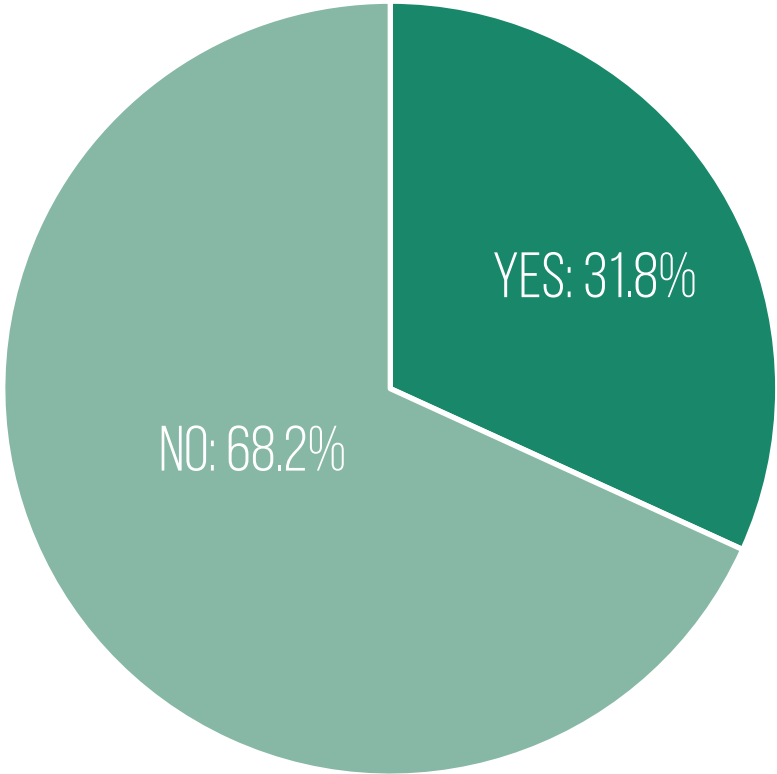
REGISTER LOOK-UP?

To all respondents.

36

? QUESTION

As you may or may not know the APGO's online Public Register (PR) was updated in May 2018. It contains public information about individual fee-paying Professional Geoscientists, Geoscientists-In-Training, Certificate of Authorization (CofA) holders and applicants. In the last 12 months, have you used the PR to look up a member or CofA holder?



KEY FINDINGS

Only one-third of respondents (31.8%) have used the Public Register(PR) to look up a member of CofA holder.



ONLINE CPD REPORTING?

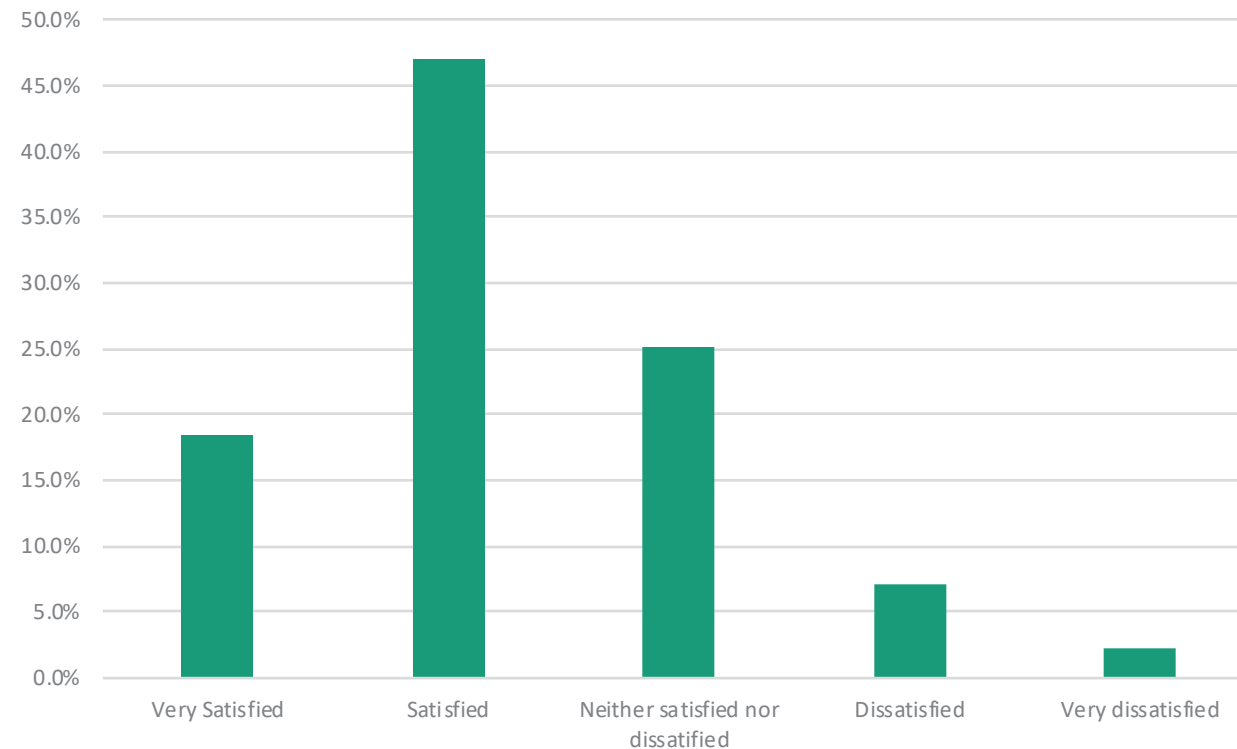
To all respondents, removing the Not Applicable.

37



QUESTION

The APGO's Practicing and Limited members are required to report their Continuing Professional Development (CPD) hours every year. How satisfied are you with your experience in using the Online CPD Reporting Module?

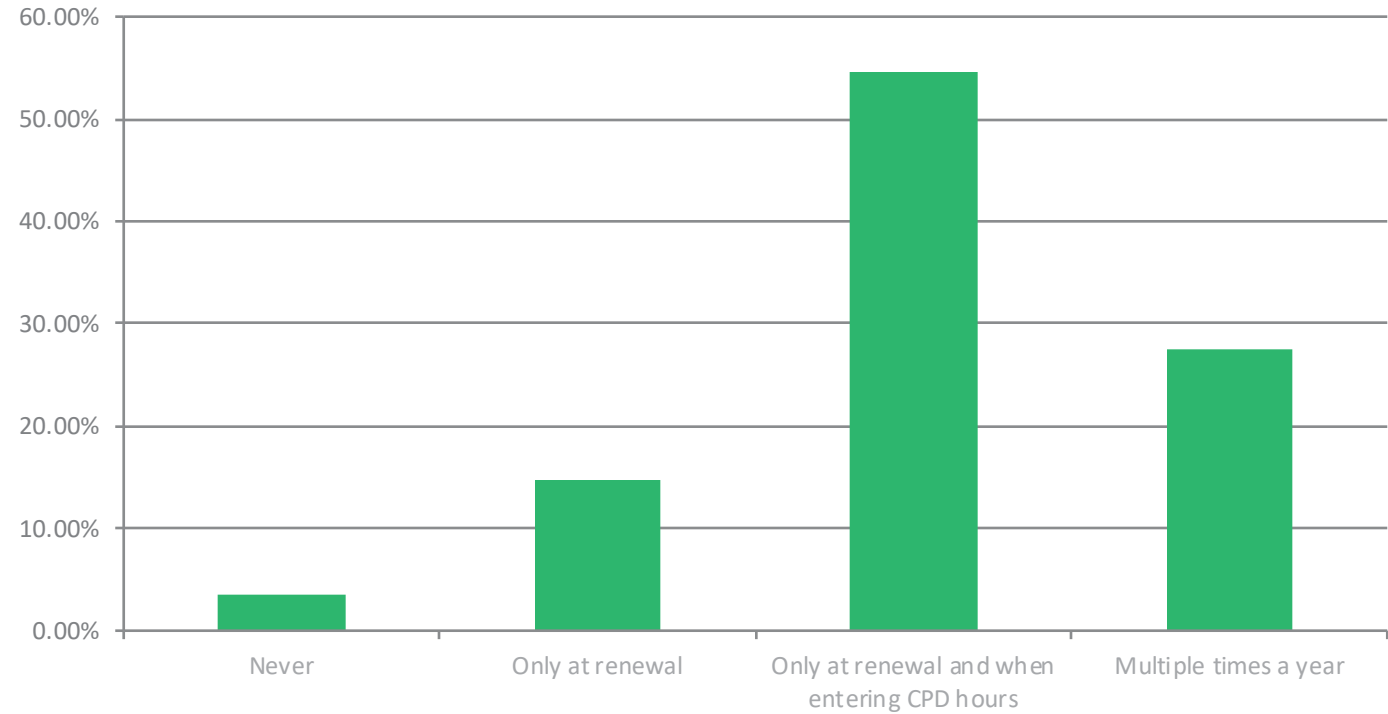


KEY FINDINGS

Respondents indicated they were satisfied (47%) or very satisfied (18.4%) with using the CPD Reporting Module.

? QUESTION

On average how often do you log into the Members' Area of the APGO?



KEY FINDINGS

The majority of respondents (54.6%) indicated they only log into the Members' Area of the APGO website when entering CPD hours, while 27.4% use the area multiple times a year.



MEMBERSHIP BENEFITS?

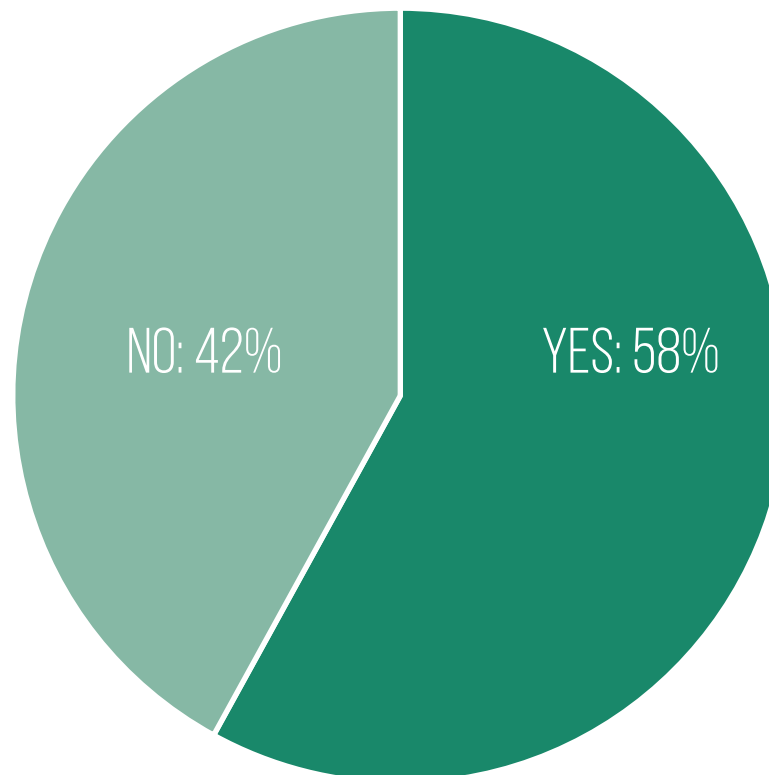
To all respondents.

39



QUESTION

Are you aware that the APGO has a membership benefits program?



KEY FINDINGS

Close to half of respondents were not aware the Association has a membership benefits program.

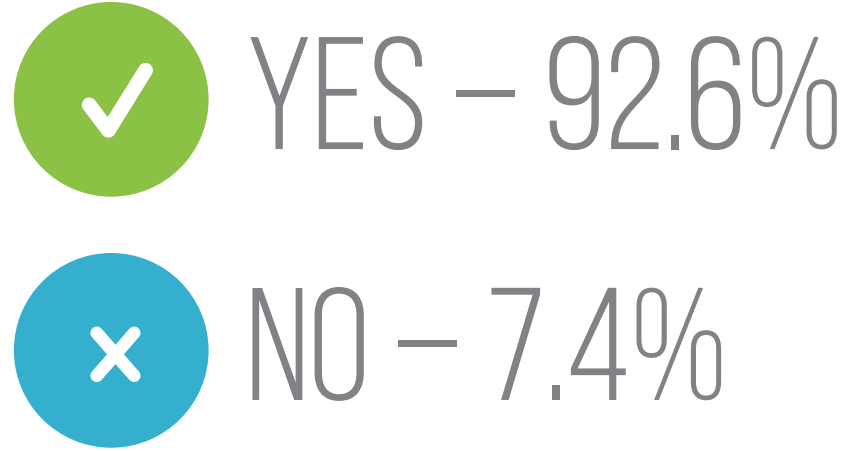
FIELD NOTES?

To all respondents.

40

? QUESTION

Are you aware that the APGO provides a weekly industry update called Field Notes?



KEY FINDINGS

Virtually all respondents are aware of Field Notes.



READ FIELD NOTES?

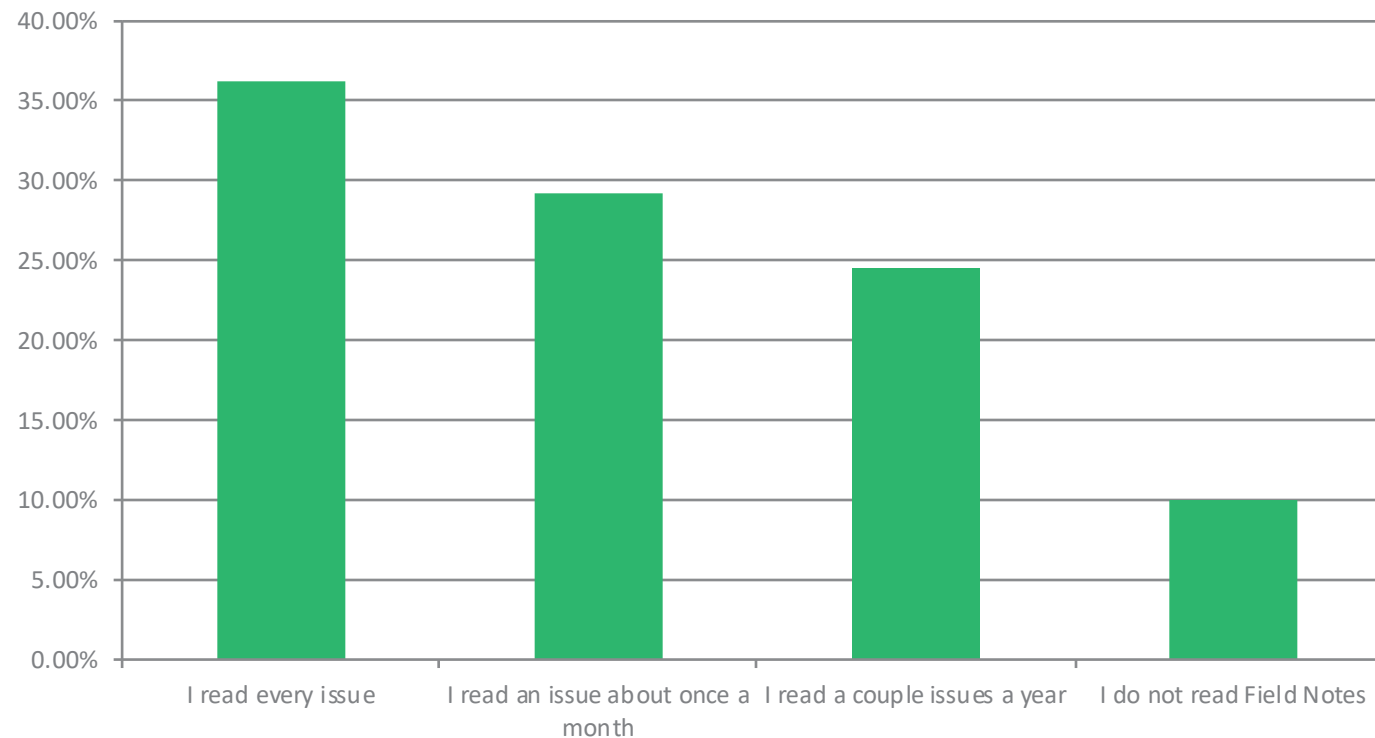
To all respondents.

41



QUESTION

How often do you read Field Notes?



KEY FINDINGS

Field Notes is well read by respondents, with 36% reading every issue, and 29.2% reading an issue a month.



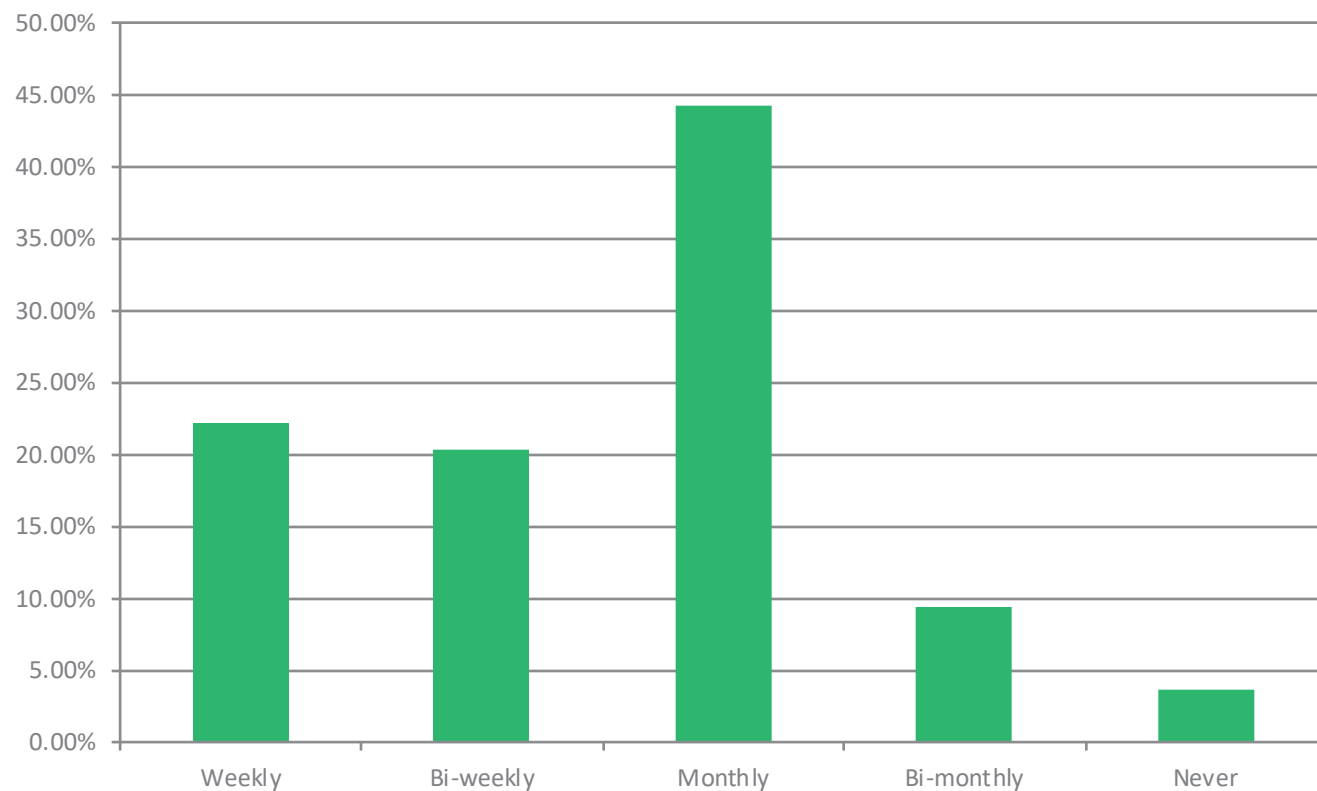
RECEIVE FIELD NOTES?

To all respondents.



QUESTION

How often would you like to receive Field Notes and other communication from the APGO?



42

KEY FINDINGS

Almost half (44.2%) of respondents indicated they would prefer monthly communication from APGO; 22.2% prefer weekly communication and 20.4% prefer bi-weekly communication with the APGO.



COMMUNICATION SATISFACTION?

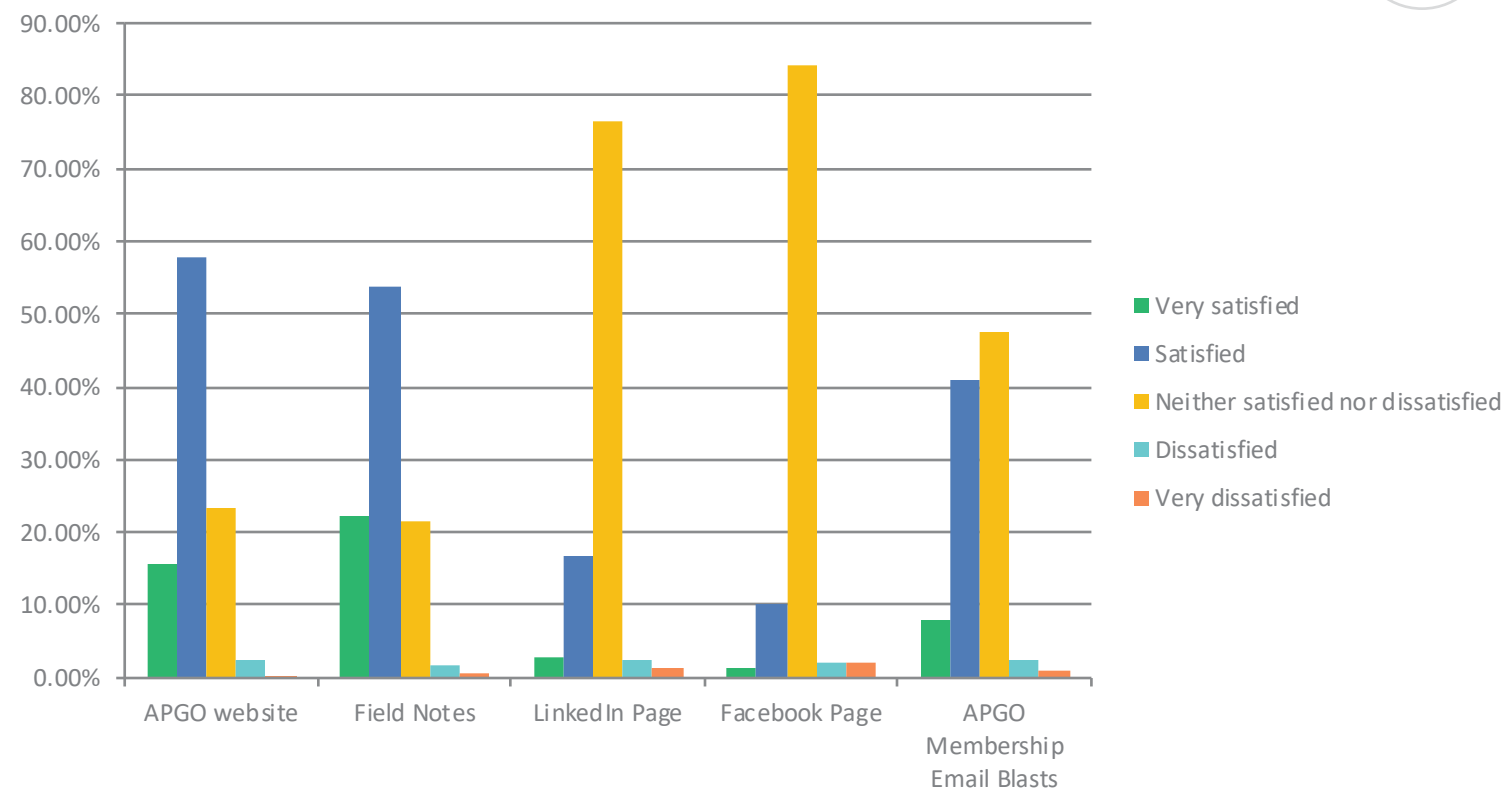
To all respondents.

43



QUESTION

How satisfied are you with the following APGO communications products?



KEY FINDINGS

In terms of the APGO communication products, Field Notes received the highest satisfaction rate from respondents followed by the APGO's website. Majority of respondents were neither satisfied nor dissatisfied with the APGO's social media platforms.



MORE COMMUNICATION?

To all respondents.

44



QUESTION

What type of communication from APGO would you like to receive more of?

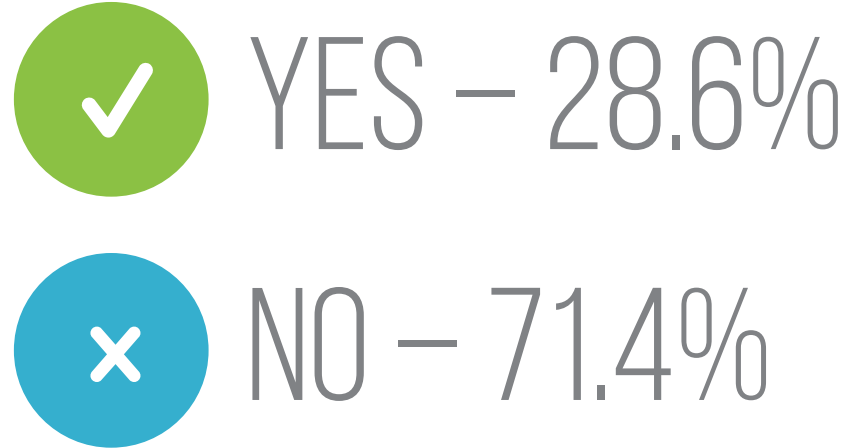
Answer Choices	Responses
Industry news	55.16%
Industry events	40.91%
APGO learning and networking events	63.14%
Learning and networking events by other stakeholders such as MNDM, MOECC, Geoscientists Canada, PDAC, CIM, OSC, etc.	59.58%
Peer-reviewed journals	40.29%
Government policy and regulation updates	57.00%
APGO committee updates	30.10%
Other (please specify)	5.16%

KEY FINDINGS

Respondents indicated they would like to receive more information on APGO learning and networking events, followed by learning and networking events held by other stakeholders. Government policy and regulation updates were the third most selected communication topic.

? QUESTION

Is there anything specifically that APGO should try to do more of?



KEY FINDINGS

The majority of respondents (71.4%) indicated there was nothing else specifically that should be done by the Association. Those that did indicate, suggested improvements such as more professional development including the use of webinars and regional events, pursuing mobility arrangements as well as a national license, and improving enforcement.

DO LESS OF?

To all respondents.

46

? QUESTION

Is there anything specifically that APGO should try to do less of?

✓ YES – 8%

✗ NO – 92%

KEY FINDINGS

The vast majority of respondents (92%) indicated there was nothing else specifically that the Association should do less of. Those that did indicate, gave feedback primarily around reducing fees, bureaucracy, and trying to do too much.



ASSOCIATION FOCUS?

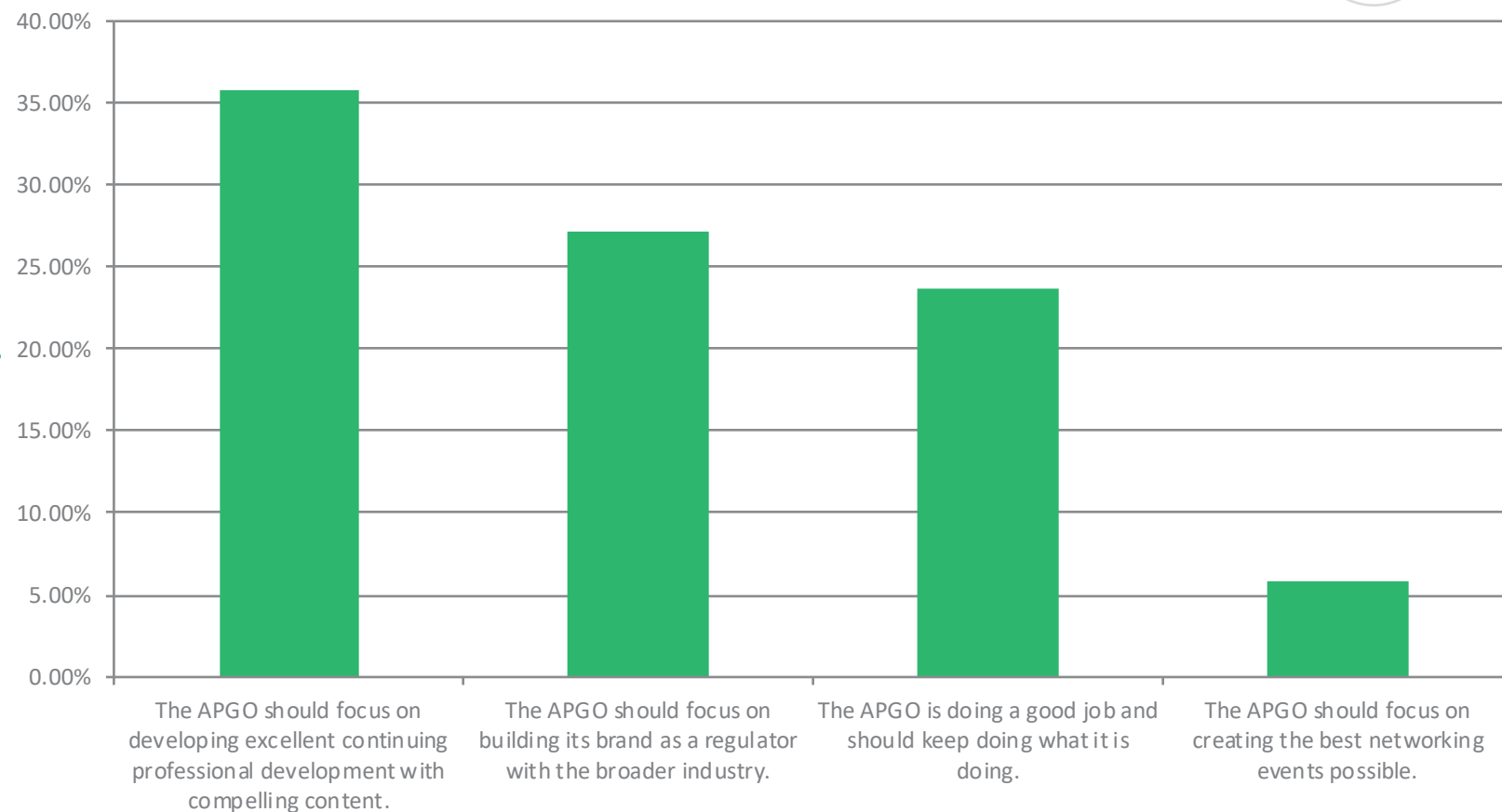
To all respondents.

47



QUESTION

Which of the following statements best describes your point of view (pick one):



KEY FINDINGS

Respondents indicated they would prefer the APGO to focus on developing excellent continuing professional development, while very few (5.7%) indicated the Association should create the best networking events.



MINISTRY UPDATES?

To all respondents.

48



QUESTION

Do you receive regular updates from the Ministry of Northern Development and Mines, the Ministry of Environment and Climate Change and/or the Ministry of Natural Resources?



YES – 22.7%



NO – 77.3%

KEY FINDINGS

The majority of respondents (77.3%) do not receive regular updates from the government.

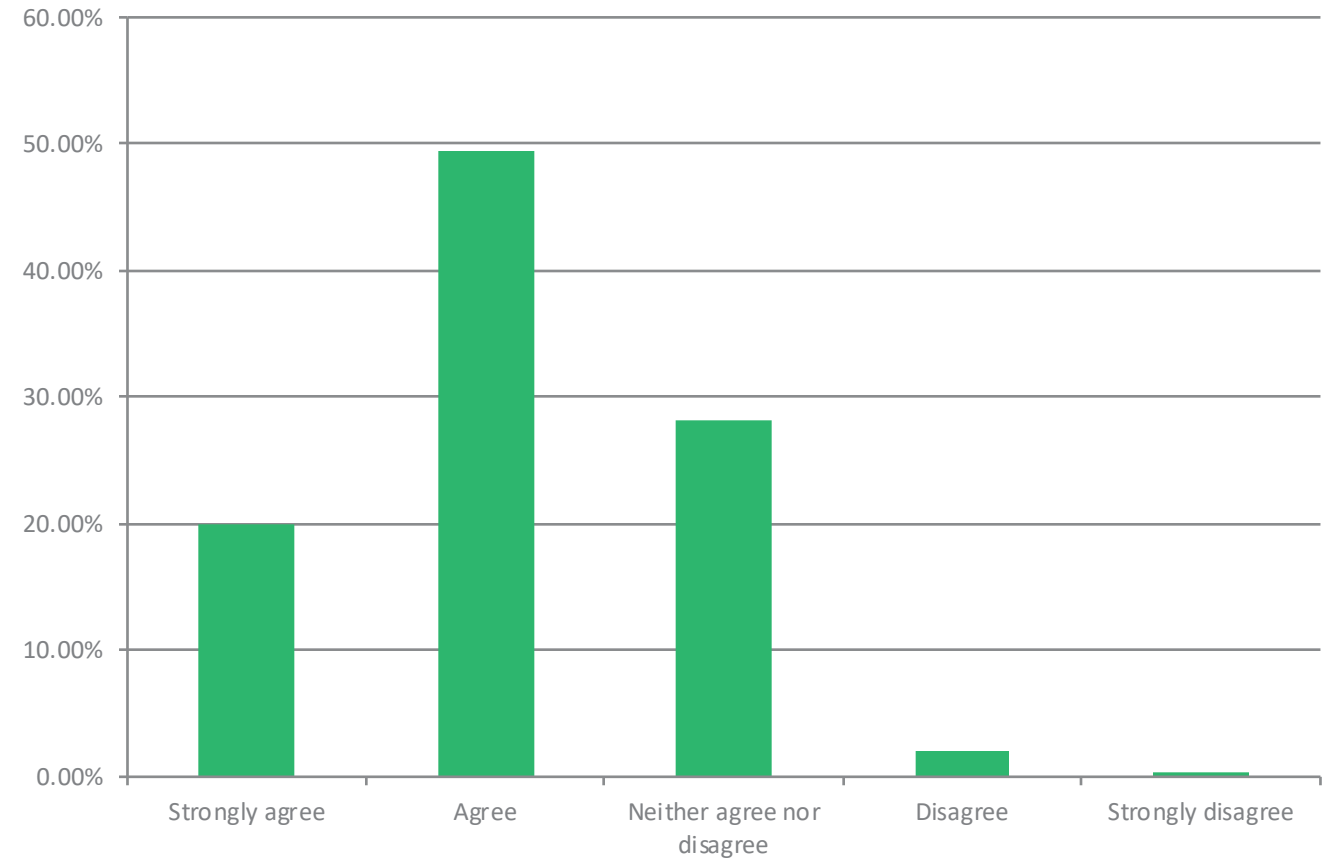
BETTER UPDATES?

To all respondents.

49

? QUESTION

Do you agree or disagree with the following statement? “The APGO could do a better job updating the membership on how it interacts with the government on the industry’s behalf”?



KEY FINDINGS

The majority of respondents (69.4%) either strongly agree (19.9%) or agree (49.5%) the Association could do a better job updating the membership on its interactions with government.

THANK YOU



Office: 25 Adelaide Street East | Suite 1100 | Toronto | ON | M5C 3A1



Phone: 1-877-557-2746



Email: info@apgo.net