

Summarised Membership Survey Report

Background and methodology

The survey reports on the overall level of membership satisfaction with current levels of service delivery of the International Council of Sport Science and Physical Education (ICSSPE) in the domains of Science, Education, and Policy, based upon the vision and mission of ICSSPE. The survey was designed to determine perceived levels of membership satisfaction with service and product delivery and assist ICSSPE in positioning itself optimally.

The survey is based upon an exploratory research approach and followed a mixed method (quantitative and qualitative) design. Membership organisations were asked to evaluate 34 closed-end statements related to ICSSPE's services and products on a 7-point Likert scale (1=totally disagree; 4=do not know; 7=totally agree). Statements focused on 10 performance areas in ICSSPE's operations deduced from the ICSSPE Statutes and Bylaws. Qualitative open-end questions evaluated the needs of membership categories, additional services requested from ICSSPE as well as primary reasons for ICSSPE membership. Two questions determined the demographic profile of respondents.

I. Key Findings

The following key findings are substantiated by the results of the survey in the 10 performance areas measured by the survey:

Demographics

- Members in the category Governmental, Sport, Health and Education Authorities are under-represented in the total membership profile.
- ICSSPE has a mature membership base with few new members entering the membership pipeline. This could be attributed to the fact that membership is regarded as a legacy of previous decision-makers, out of loyalty and tradition or because of personal and professional relationships with members on the Executive Board. This finding could also explain why members do not perceive ICSSPE as their first port of call related to matters of Physical Education, Physical Activity, and Sport.

Global leadership

- ICSSPE is perceived as a global leader and influencer in the fields of Physical Education, Physical Activity, and Sport.
- ICSSPE is *not* perceived as the first port of call for members in the fields of Physical Education, Physical Activity, and Sport.
- The Executive Board is not particularly successful in increasing ICSSPE's visibility in a global context.
- Members are unfamiliar with ICSSPE's operations as illustrated by the consistent occurrence of *do not know/not sure* responses.

Governance

- In general, satisfaction with ICSSPE's governance practices is marginal (54.5%).
- There is considerable uncertainty (51.0%) if the Development Committee (DC) succeeds in enhancing ICSSPE's profile. Given that the DC is a fundamental governance structure within ICSSPE, this finding is alarming given that the new structures of ICSSPE have been in transition for three years.
- ICSSPE's is marginally successful (56.0%) in forming public-private partnerships. This could impact negatively on future sponsorship or fundraising campaigns.

Science/Research

- It seems as if member organisations perceive ICSSPE as a source of funding for their research projects and initiatives. This perception was reiterated by the expressed needs of respondents related to this performance area.
- The overall level of satisfaction with ICSSPE'S performance in science and research is low (53.0%). For an organisation claiming science and research as one of their core pillars, this finding should be worrying.
- ICSSPE succeeds to integrate and disseminate current research results in the fields of Physical Education, Physical Activity, and Sport.
- Members request increased inclusivity in terms of ICSSPE's collaborative research partnerships and projects.
- Members request concise evidence-based materials, (e.g. fact sheets on contentious and controversial topics) related to Physical Education, Physical Activity, and Sport to influence policymakers.
- ICSSPE's current education campaigns on improving Quality of Life through Physical Education, Physical Activity, and Sport is not perceived as successful (47.0%) and visible.
- Members request a data base of research experts in diverse fields that can be tapped into when necessary.

Education

- Members want ICSSPE to develop a flagship event.
- High demand for regional educational events and programmes on topics relevant to regional contexts.
- High demand for accredited educational courses on diverse topics, on diverse platforms and in diverse delivery modes.
- Advocacy campaigns on diverse topics related to ICSSPE's mission are requested.
- Downloadable evidence-based scientific and educational materials to build cases for issues related to the Physical Education, Physical Activity, and Sport.
- Digital educational materials, for example training manuals and fact sheets, are requested.

Programmes and events

- High demand (73.0%) for regional programmes and events.
- Demand for an ICSSPE flagship event.

Publications

- Collectively, members are satisfied with the way in which ICSSPE publications are managed.
- Demand for online publications to support advocacy, education, and training.
- A broader spectrum of membership organisations must be included in publication task teams.

Communication

- Collectively (71.0%), respondents are satisfied with the way in which the Executive Office communicates with member organisations.
- The number of *do not know* responses is worrying. If communication channels are open and transparent, member organisations should express a definite opinion (*agree, disagree*) rather than gravitate towards *do not know* responses.

Membership

- An underlying discomfort with being a member of ICSSPE is notable.
- In the immediate and long-term economic future, ICSSPE could face a situation where they compete with similar scientific organisations for retaining and recruiting members.

Networking

- Solidarity and networking between ICSSPE members seem to be absent.
- Demand for networking and professional relationship building opportunities in diverse formats.

Finances

- Uncertainty about ICSSPE's policies and practices related to allocation of funds to membership organisations. It seems if members expect ICSSPE to subsidise diverse membership projects, programmes, and initiatives.

There is a strong indication that members perceive ICSSPE as a broker or agent to procure funds for their own member organisations.

II. Key Recommendations

Recommendations are based upon the key findings and are presented below:

- Develop and implement an informational and orientation strategy to counteract members' misperceptions about the scope and nature of ICSSPE's services to members. Procedures and guidelines relevant to all areas of ICSSPE's operations should be included in such a package and be posted on the ICSSPE website, preferably on the home page. This is essential to impact the high levels of unawareness amongst members.
- Develop and implement a targeted membership recruiting and retention strategy. Recruiting members in the membership category of Governmental, Sport, Health and Education Authorities can be a priority.

- Create mechanisms to increase the visibility of Executive Board and Development Committee initiatives, actions, and outputs on the ICSSPE website (and not only post the formal minutes of meetings).
- Develop a digital marketing package accessible on the website consisting of PowerPoints, podcasts, webinars, and YouTube videos. This can be used by existing members as well as prospective members to influence decision makers.
- Develop and implement a sponsorship and fundraising strategy to generate additional streams of revenue, specifically for ICSSPE initially.
- Develop accredited educational materials and resources as requested by members.
- Modernise ICSSPE's website by including more interactive links to digital education and research resources.
- Utilise ICSSPE's website as an educational resource rather than only a source of information.
- Develop public-private partnerships as platform to facilitate sponsorship agreements.
- It would be desirable to conceptualise and implement an annual/biennial flagship event relevant to the scope of the vision and mission of ICSSPE.
- Design and implement mechanisms to facilitate virtual networking and relationship building opportunities.
- Present accredited educational courses on a decentralized regional basis.
- The Development Committee should consider including a broader base of individuals from the membership in their activities. The ICSSPE website could be used to post open invitations to contribute to DC activities.
- Integrate the recommendations from this report into ICSSPE's strategic plan.

For the full report members may contact the ICSSPE Executive Office.