

# 2014 Survey Results



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Recherche partenariale du Canada • Community-Based Research Canada

**Community-Based Research Canada**

## Summary

In the fall of 2014, two surveys were conducted for Community-Based Research Canada (CBRC) with the purpose of gathering feedback for CBRC's communications and services. Each survey had a French and an English version. The first survey was distributed to CBRC's 15 institutional members and garnered 13 responses representing 9 institutions, giving a 60% response rate from institutional members. One challenge in collecting responses was that the key contacts for institutions tend to be Vice-Presidents of Research (VPRs) who are very busy. For this reason, CBRC has started asking VPRs to assign primary and secondary contacts at their university for CBRC related matters. The second survey was distributed to the 325 individuals and organizations in CBRC's membership, both those with paid and unpaid memberships. This second membership survey received 58 responses, giving an 18% response rate from individual and organizational members. This low response rate was expected, as many members in this category have little engagement with CBRC. In reviewing the list of respondents, it is evident that many of CBRC's more active individual and organizational members did respond. The majority of respondents in the second survey identified themselves as researchers, faculty members or administrators.

The results provide useful insight into CBRC's members' perspectives, including similarities and differences between institutional members and individual/organizational members'. Each set of respondents was asked what services and initiatives they most value. A high number of respondents from both surveys valued initiatives addressing systemic development issues, creating standards of excellence, and sharing best practices in CBR design, implementation and evaluation. Institutional members also placed high valued on efforts to influence policy and funding on national, provincial, local and organizational scales; whereas, individual and organizational members placed high value on capacity building efforts and communications services.

The surveys asked what new services members would like CBRC to develop, though slightly different options were given for each survey. Institutional members were most interested in webinars and an online directory of CBRC members. The individual and organizational members showed moderate interest in all suggested new services including e-news, a graduate student internship program, an online directory of member, and especially training and webinars. Individuals and organizations were also asked what CBR topics most interest them, and each listed topic was selected by at least 24% of respondents, suggesting that the members who answered the survey care about a broad range of topics. Respondents were most interested in health; citizen engagement and planning; poverty reduction; and Indigenous community building, leadership and justice.

As CBRC is updating their website and expanding their promotions of members, institutional members were asked how they prefer to have their institutions promoted. A high number of institutional members wanted CBRC to promote their institution's CBR and CUE stories, though there was also interest in having their general institution and their CBR leaders, units and visions promoted. In addition, a high number of respondents were interested in having their institutions promoted at conference and forums, through CBRC's website, and through a monthly e-news.

This report contains an outline of the results from each survey. First the institutional survey results are discussed, followed by the individual and organizational survey results.

## Survey Results: Institutional Members

Institutional members of CBRC were asked which CBRC services and initiatives they most value in the areas of research, policy and advocacy; capacity building; and communications. The results are displayed in figures 1, 2 and 3.

Institutional respondents highly valued most services and initiatives in the area of research, policy and advocacy. In this area, respondents especially valued efforts to influence policy and funding on national, provincial, local and organizational scales. Respondent also valued developing best practices in the design, implementation and evaluation of community-university engagement (CUE).

In the area of capacity building, a moderate number of respondents placed value on supporting graduate students and contributing to conference and forums, but few respondents gave priority to other capacity building endeavors.

Finally in the area of communications, a moderate number of respondents valued initiatives that support CUE journals and knowledge mobilization (KM). A low number of respondents valued other communications services.

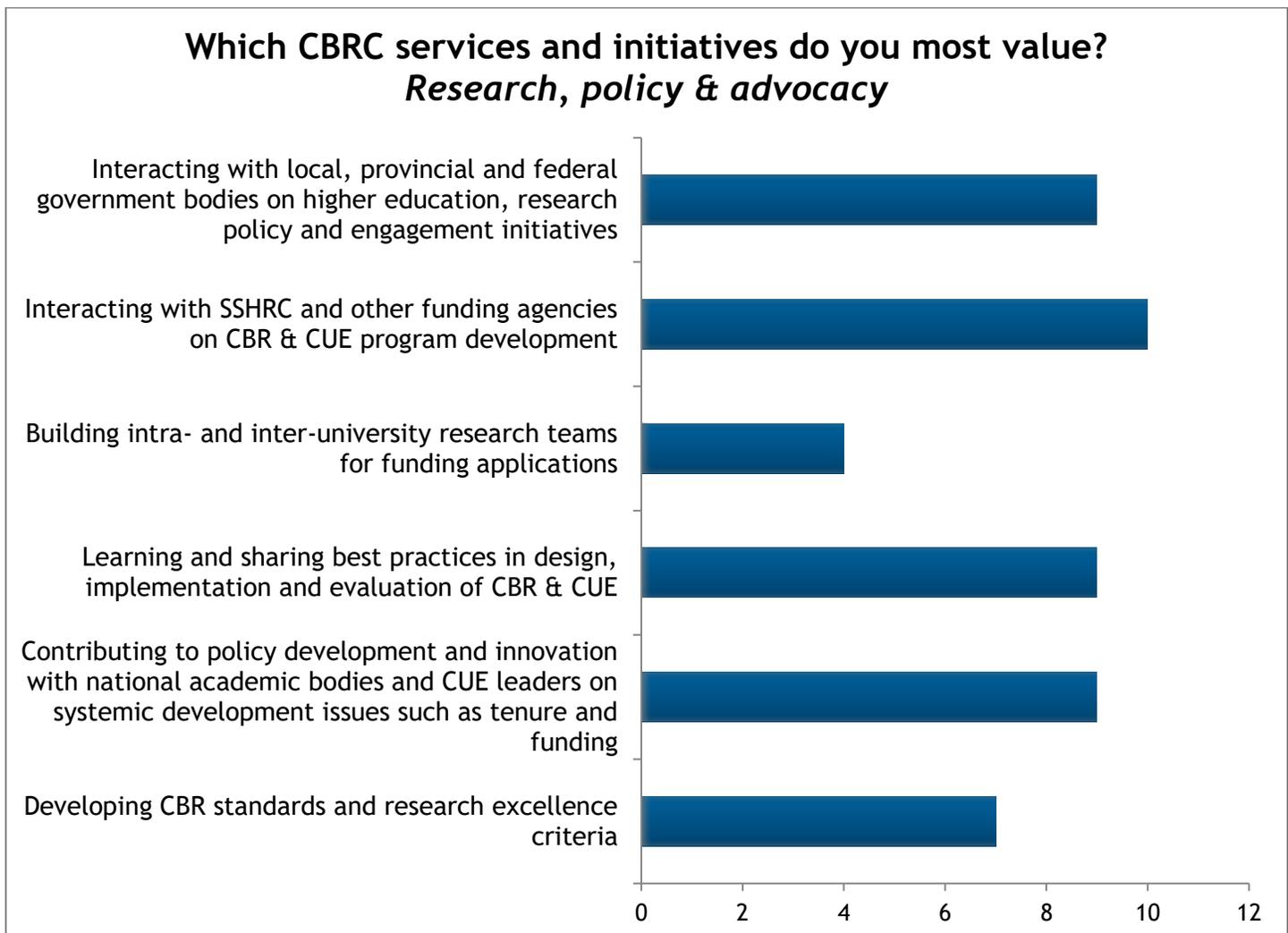


Figure 1.

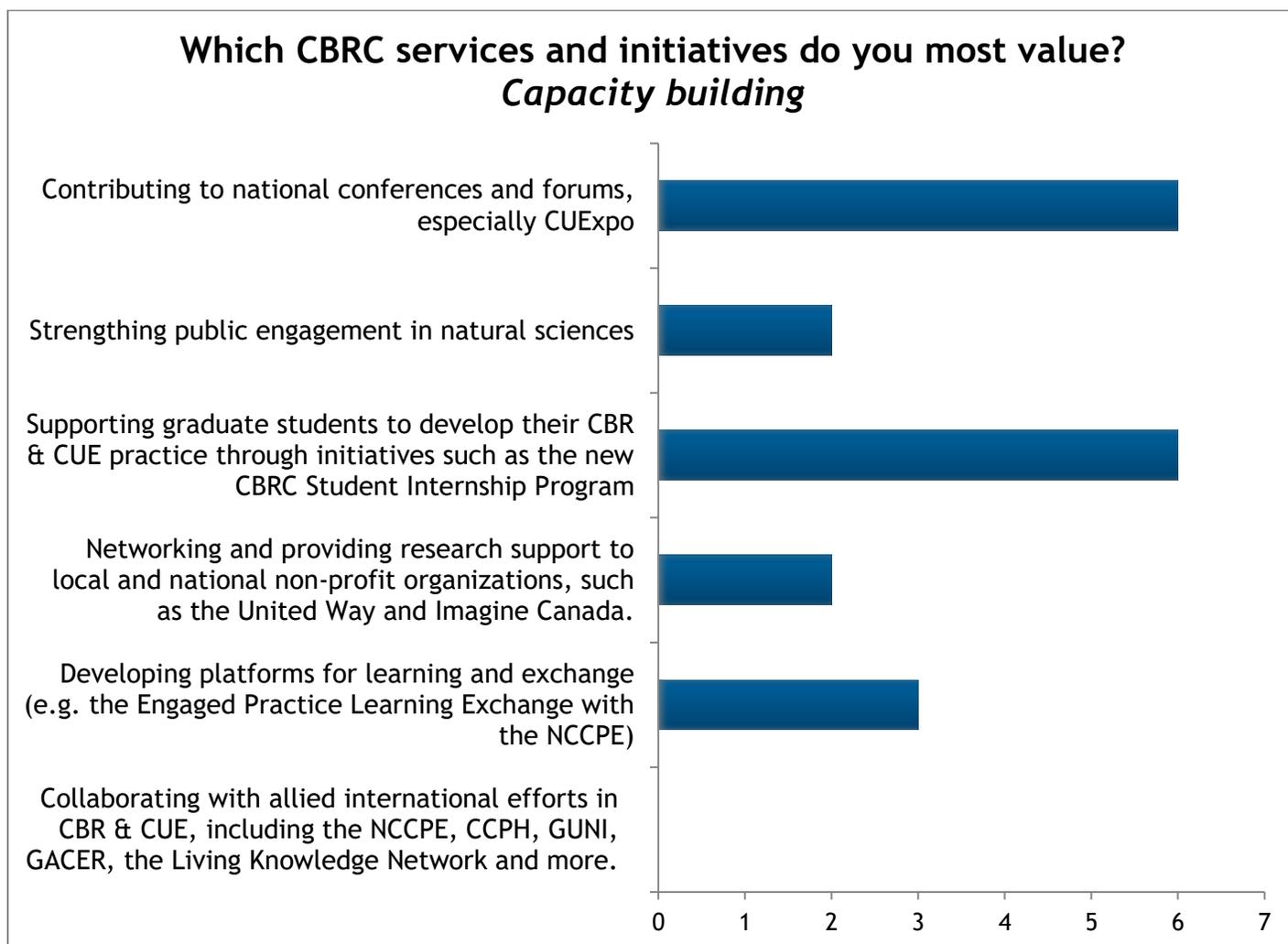


Figure 2.

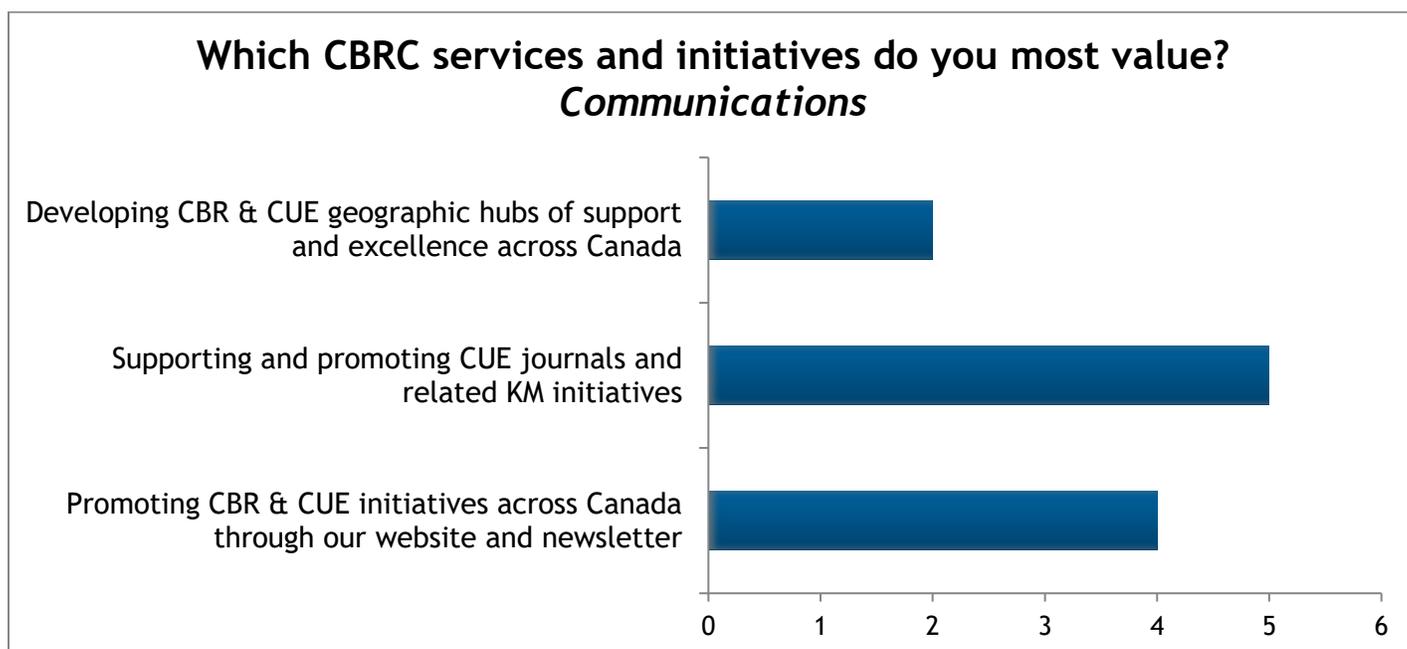


Figure 3.

Institutional members were asked what new services they would like CBRC to develop. As seen in figure 4, there was high interest in webinars and an online directory of CBRC members. Respondents also showed moderate interest in a monthly e-news profiling members' CBR & CUE initiatives. One respondent added that they would be interested in CBRC creating a database of CBR activity.

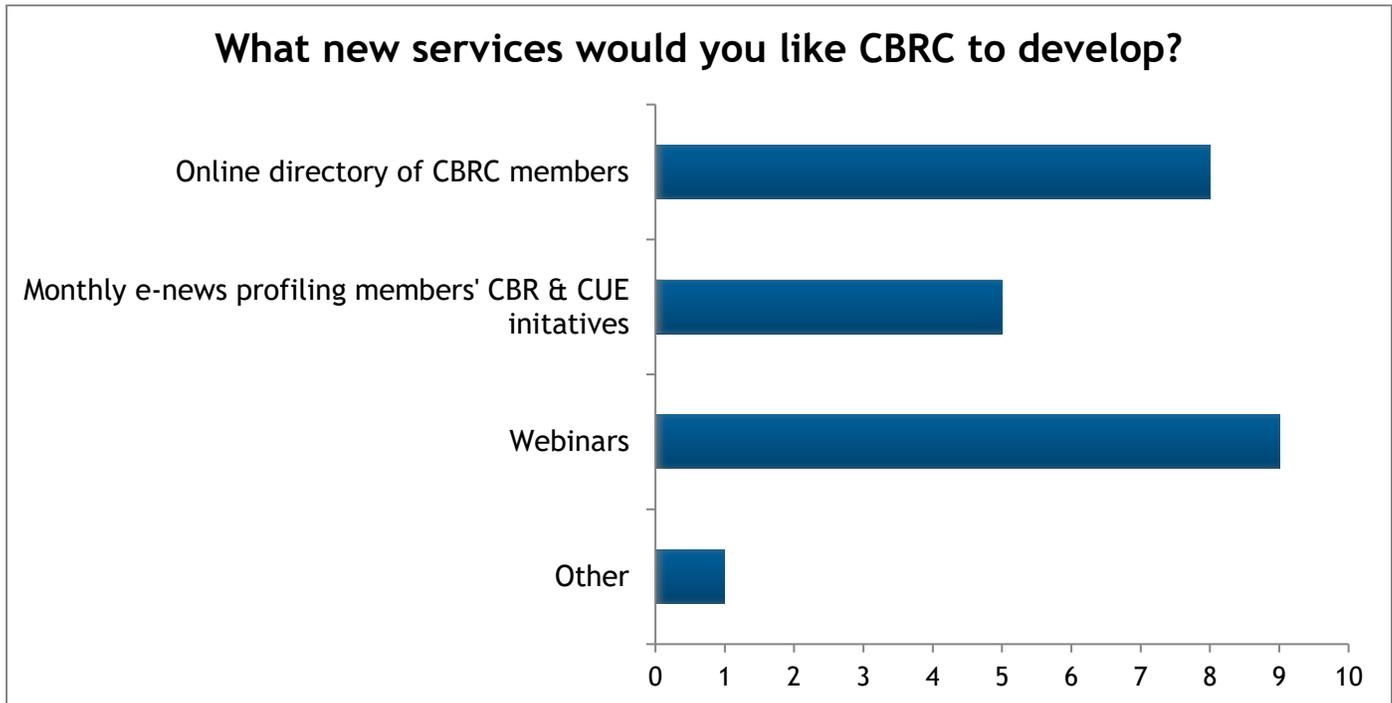


Figure 4.

In the following question, respondents were asked what supports from CBRC are needed for specific groups, including administration, faculty, staff, emerging scholars, students, and community partners. Each group received 5-7 responses. In general, communications on national trends, research opportunities and tools in CBR and CUE were suggested for all groups. Respondents said administration and faculty needed support in determining best practices in tenure and promotion processes. Respondents also suggested that administrators and staff required tools and training for program management. Meanwhile, responses pointed to faculty, emerging scholar and students need for CBR training and publication opportunities. Finally respondents said that community partners are in need of funding, research and training opportunities.

As CBRC is updating their website and expanding their promotions of members, institutional members were asked how they prefer to have their institutions promoted. First, they were asked what aspects of their institution and CBR initiatives they most want promoted by CBRC. As seen in figure 5, a high number of respondents wanted CBRC to promote their institution's CBR and CUE stories. A more moderate-to-low number of respondents were interested in promotion of their CBR and CUE vision, units and leaders as well as their general institutional profile.

Institutional members were then asked what promotional platforms they want CBRC to use when promoting their institutions. As seen in figure 6, a high number of respondents were interested in having their institutions promoted at conference and forums, through CBRC's website, and through a monthly e-news.

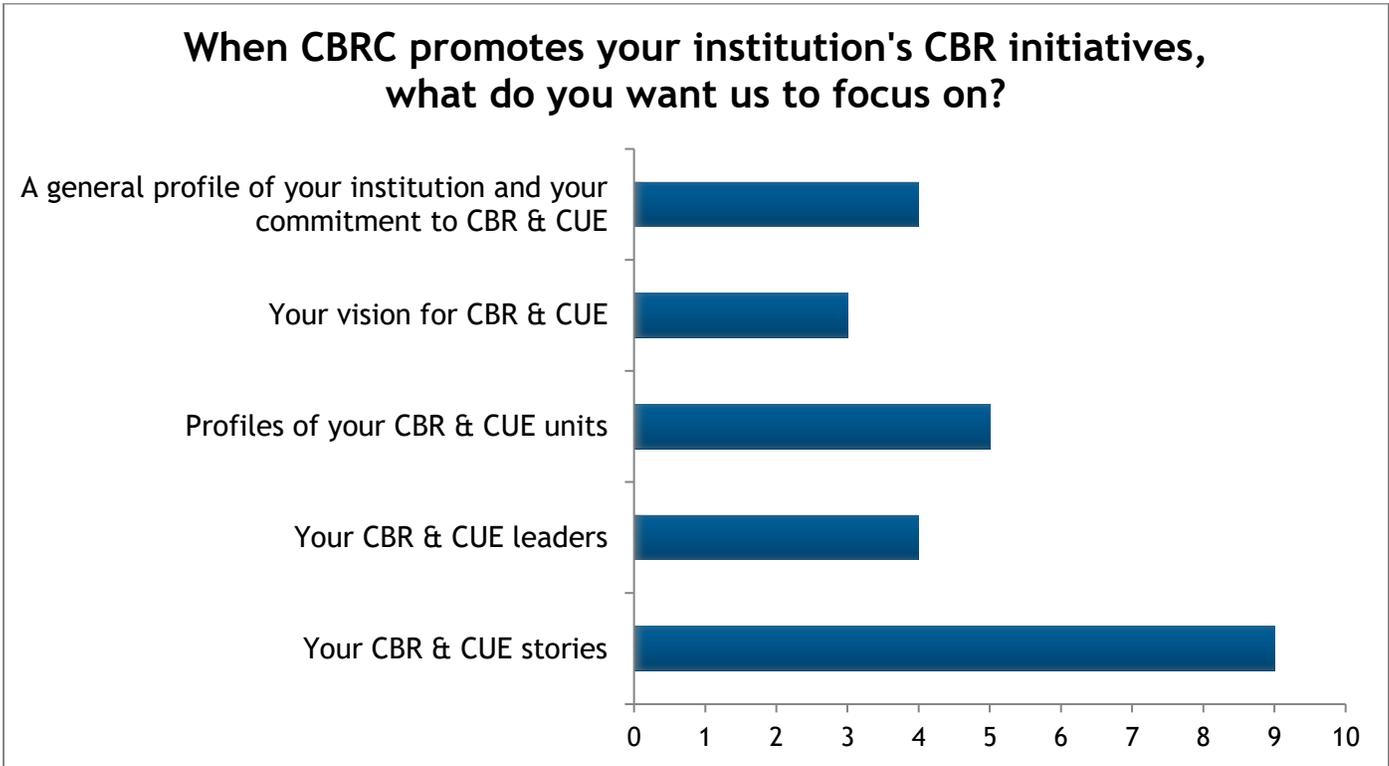


Figure 5.

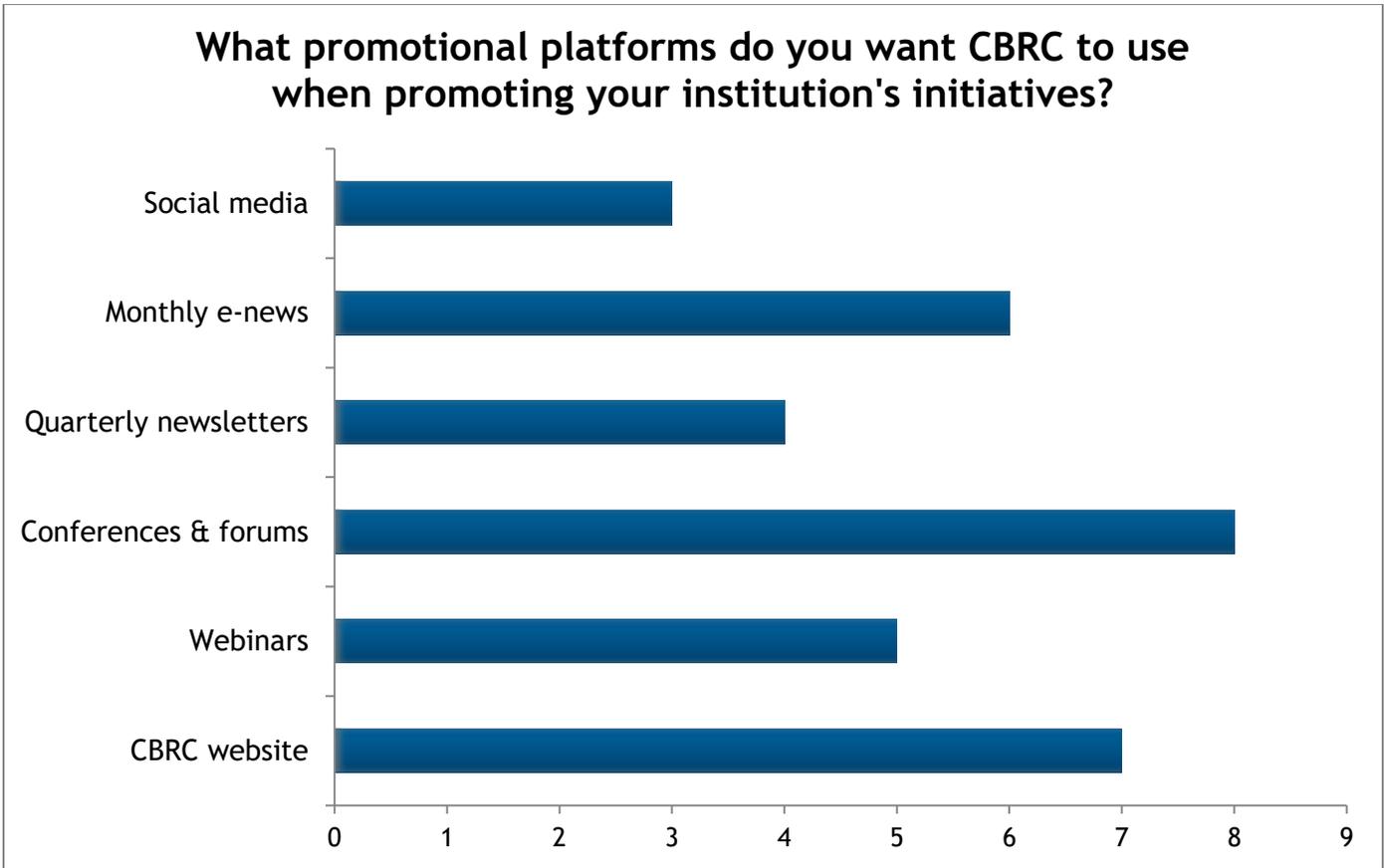


Figure 6.

## Survey Results Individual and Organizational Members

The individual and organizational member survey began by asking respondents how they identify in relation to CBR and CUE, and they were given the ability to choose multiple categories. The results are shown in figure 7.

Of the 58 respondents 66% identified as researchers, 43% as faculty, 21% as administrators, 17% as graduate students, and 10% as staff. Less than 10% of respondents identified themselves as undergraduate students or emerging scholars, and no one said they were a postdoctoral fellows. 17% of respondents identified themselves by another category; examples include policy influencer, activist, CBR partnership broker, community member, and community developer.

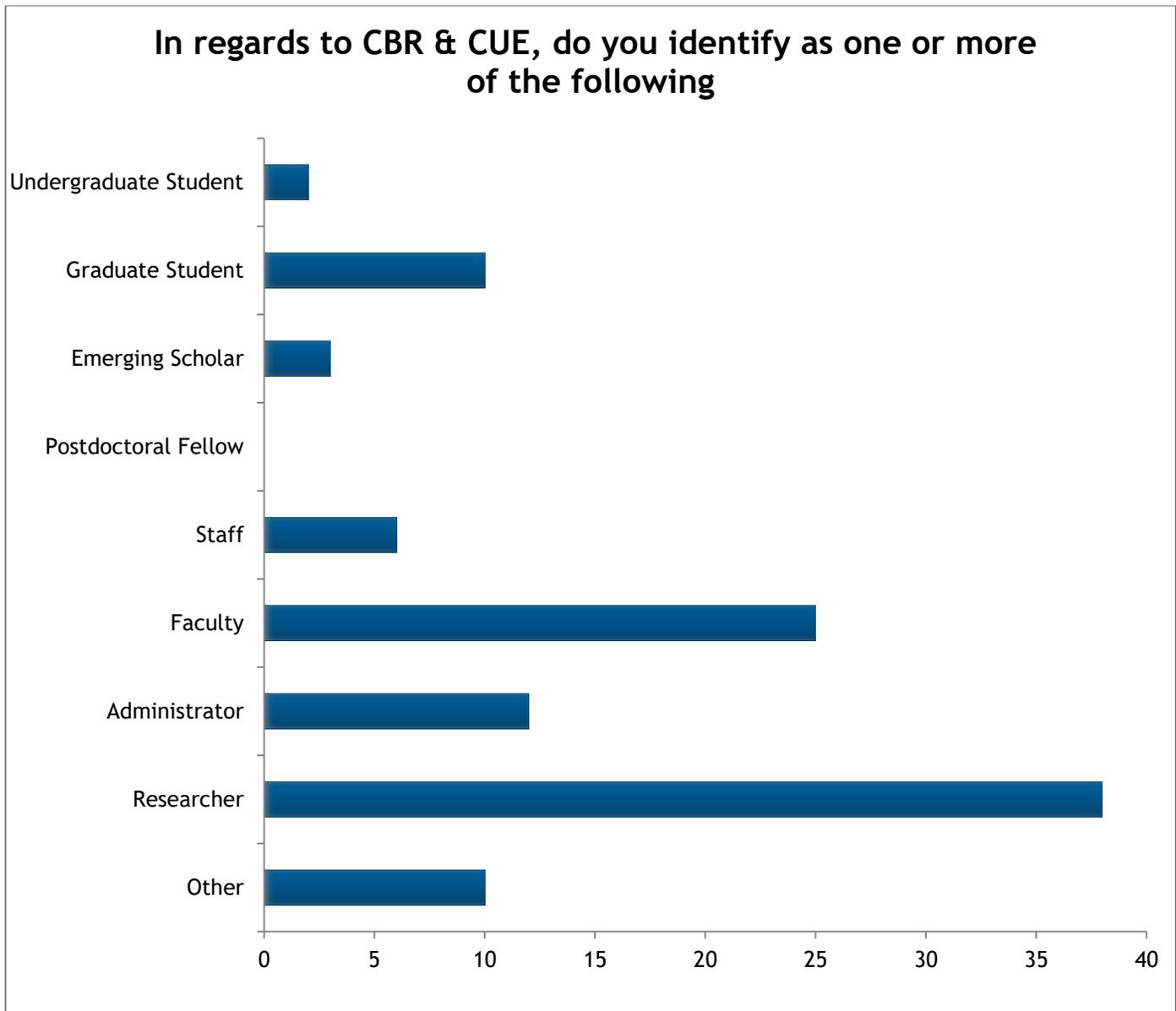


Figure 7

Similar to institutional members, individual and organizational members of CBRC were asked which CBRC services and initiatives they most value in the areas of research, policy and advocacy; capacity building; and communications. The results are displayed in figures 8, 9 and 10.

A moderate number of respondents valued services and initiatives in the area of research, policy and advocacy. Respondents were especially interested in addressing systemic development issues and developing standards of excellence. Of all services and initiatives, respondents placed the highest value on sharing best practices in the design, implementation and evaluation of CBR and CUE.

In the area of capacity building, a moderate number of respondents placed value on most initiatives. There was low interest in strengthening public engagement in the natural sciences; whereas developing platforms for learning and exchange received the highest interest in the area of capacity building.

Finally in the area of communications, a high number of respondents valued the promotion of CBR and CUE initiatives from across Canada through CBR's website and newsletter. A moderate number valued support and promotion of CUE journals and KM initiatives.

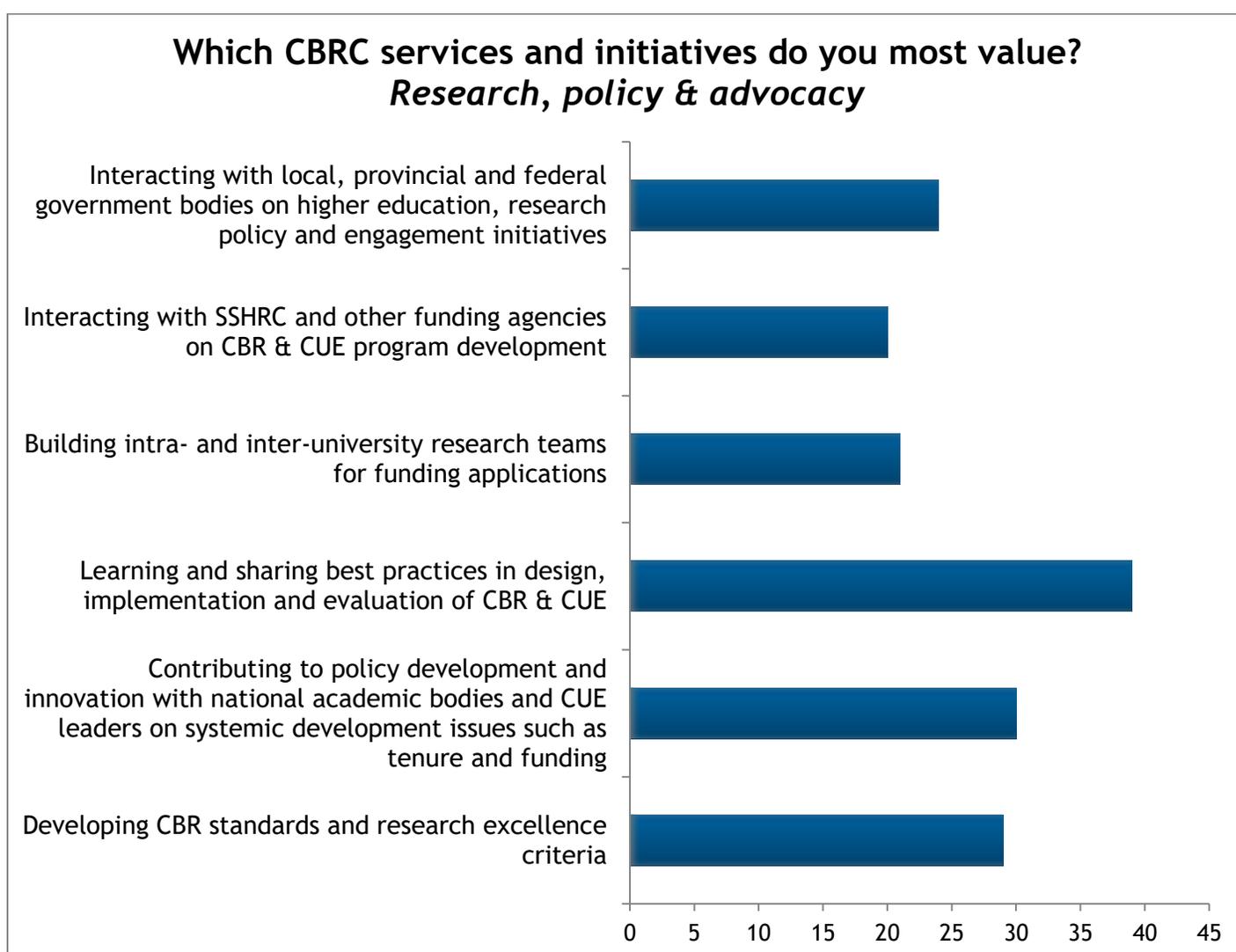


Figure 8

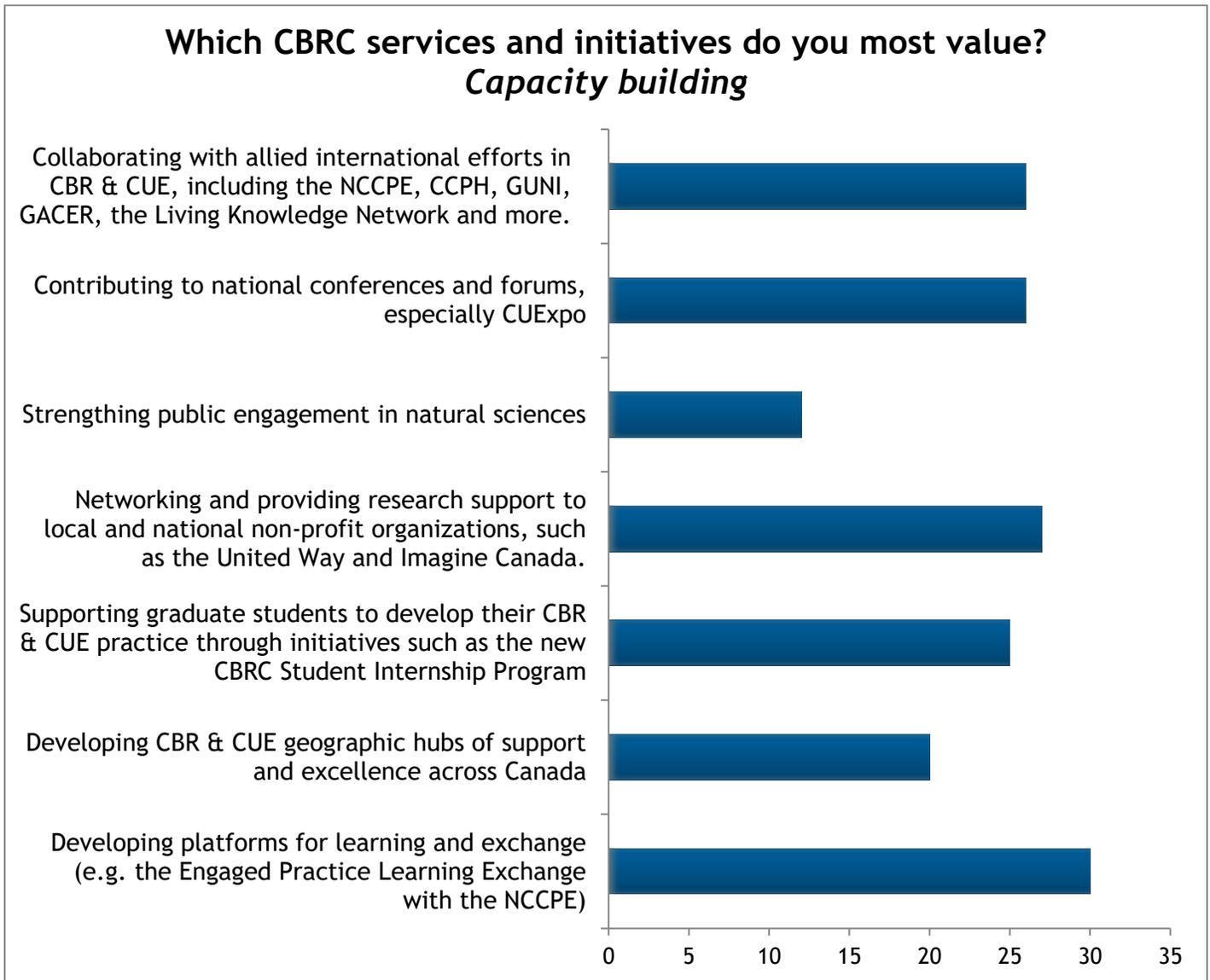


Figure 9

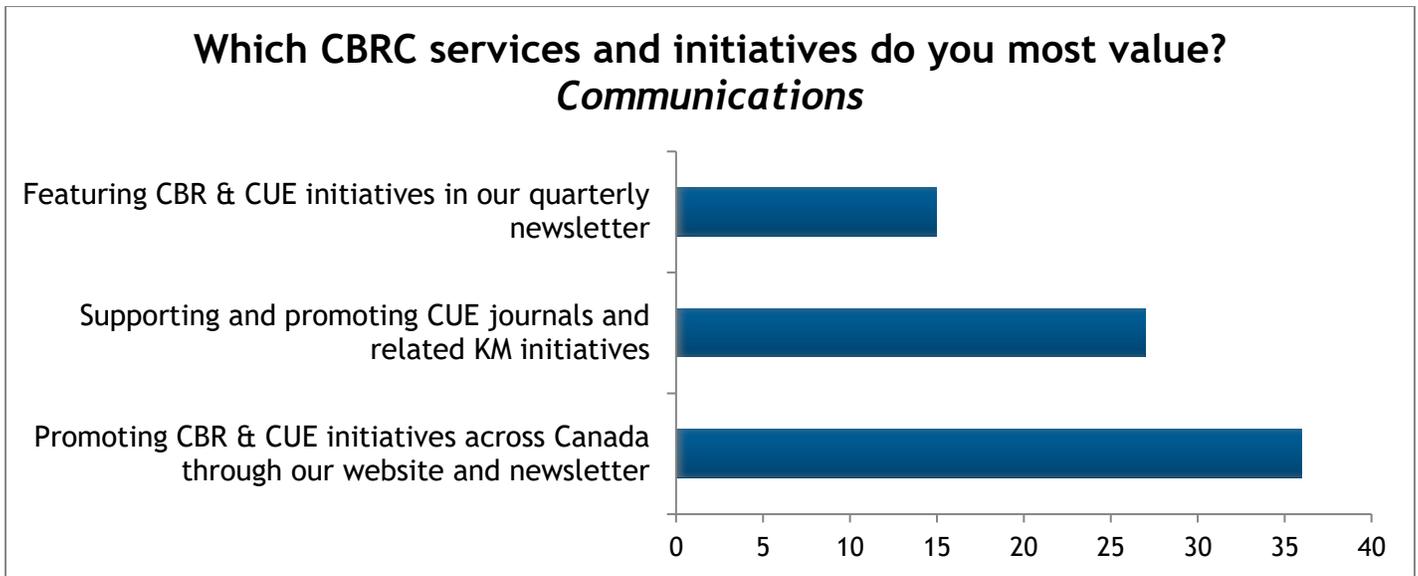


Figure 10

Individual and organizational member were then asked what new services they would like CBRC to develop. As seen in figure 11, there was moderate interest in all the new services listed with highest interest in training and webinars. Some respondents suggested additional services such as open access publishing, national research projects, job opportunities and community-based networking events.

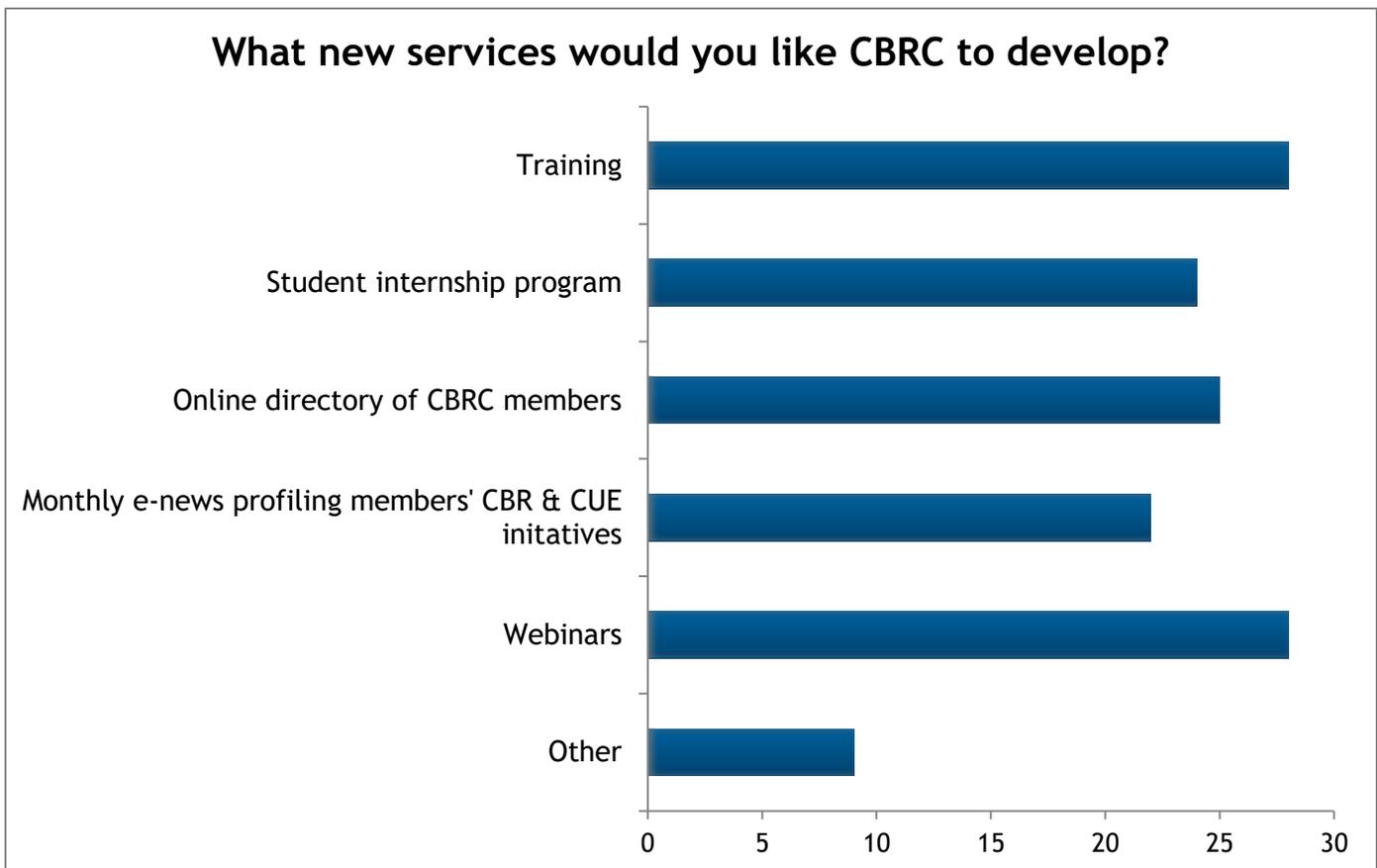


Figure 11

Respondents were also asked what CBRC topics most interest them. As seen in figure 12, at least 24% of respondents showed interest in each listed topic. Respondents showed the most interest in health;

citizen engagement and planning; poverty reduction; and Indigenous community building, leadership and justice. 11 respondents identified other topics of interest, such as housing, disability rights, rural development, immigration, criminal justice, social justice, international development, and youth leadership.

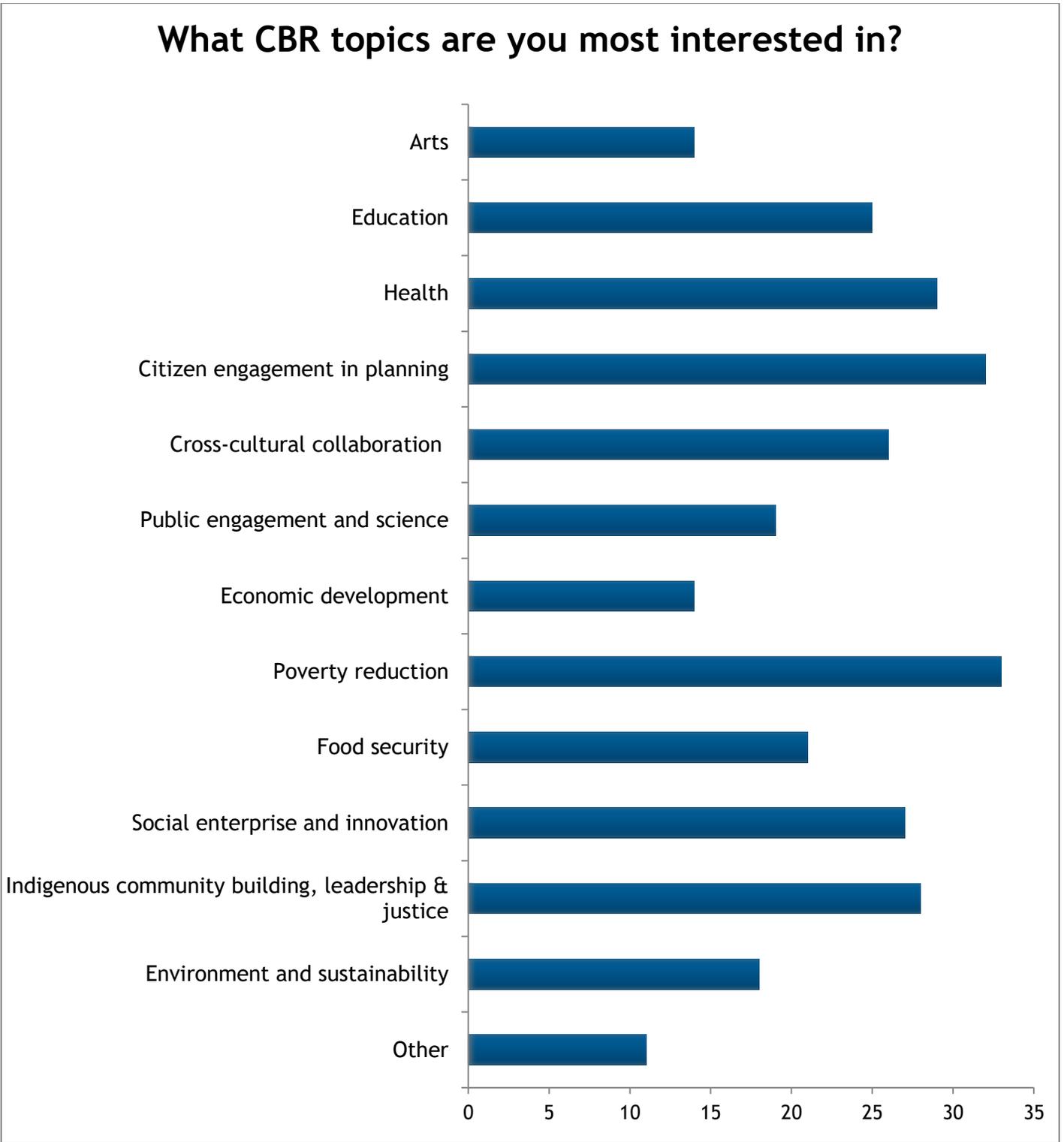


Figure 12