

# KTECoP Membership Survey 2014

## *Looking Back and Moving Forward*

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## Main Messages

- ✧ The membership, as reflected by survey respondents, is comprised of knowledge translation (KT) practitioners (50%), KT researchers (18%), and students (8%).
- ✧ There is more membership engagement in Toronto, with the potential for Canada-wide engagement with the use of social media. Half the membership, as reflected by survey respondents, has never attended a KTECoP event.
- ✧ Members who have attended events feel quite welcome, but we need to build on accessibility for all members to attend virtually.
- ✧ Impacts included helping to develop relationships within the KT field, providing access to information that is useful to members' jobs and studies, providing members with deeper KT knowledge, and providing a better understanding of diverse KT needs.
- ✧ 39% reported making between 1-5 new connections, with 14% reporting 6-10 new connections.
- ✧ Future goals should include discussing evidence of effective knowledge, improving relations among members, and increasing member contributions. Specifically, improve the online presence of the community of practice, facilitate conversations on Twitter via the #KMbChat tag, and make sessions more available to out-of-province members by live streaming or by hosting webinars.
- ✧ On average, participants reported that the community of practice has been a valuable resource, rating it a 3.74 on a scale of 1 to 5.

## Introduction

This brief report describes the results of a membership survey conducted in the winter of 2013/14 with the membership of Knowledge Transfer and Exchange Community of Practice (KTECoP). The purpose of the survey was to identify characteristics of the membership, barriers and facilitators to collaboration and connection, impacts of membership, and objectives moving forward.

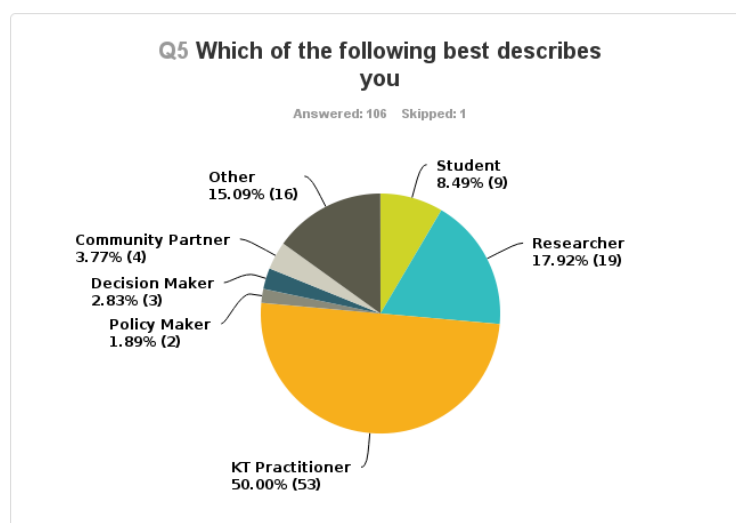
## Respondent Characteristics

A total of 107 members responded to the survey, representing approximately 12% of the member base<sup>1</sup>. The majority of respondents (73%) work in Ontario, and approximately half (48.6%) are affiliated with the Toronto chapter. The Ottawa chapter had 9 respondents, and the BC chapter had 8. Among the 35% who reported they did not belong to a chapter, about half were from Ontario.

The majority of respondents heard about the KTECoP through networking with a KTE peer, although a number of others (~25%) found the community through independent Google searches.

The KTECoP connects diverse stakeholders from various areas of the health sector as well as from other public service sectors. Members work in a variety of sectors including health services (26%), population health (28%), clinical healthcare (17%), and mental health (18%). The majority of those who reported 'other' work in a healthcare related sector (e.g., injury prevention, long term care, policy, environment, disability).

Around 68% of respondents are fully employed, 11% are on a contract, and 10% are self-employed. As expected, the KTECoP membership is comprised primarily of KT practitioners (50%), researchers (18%), and students (8%).



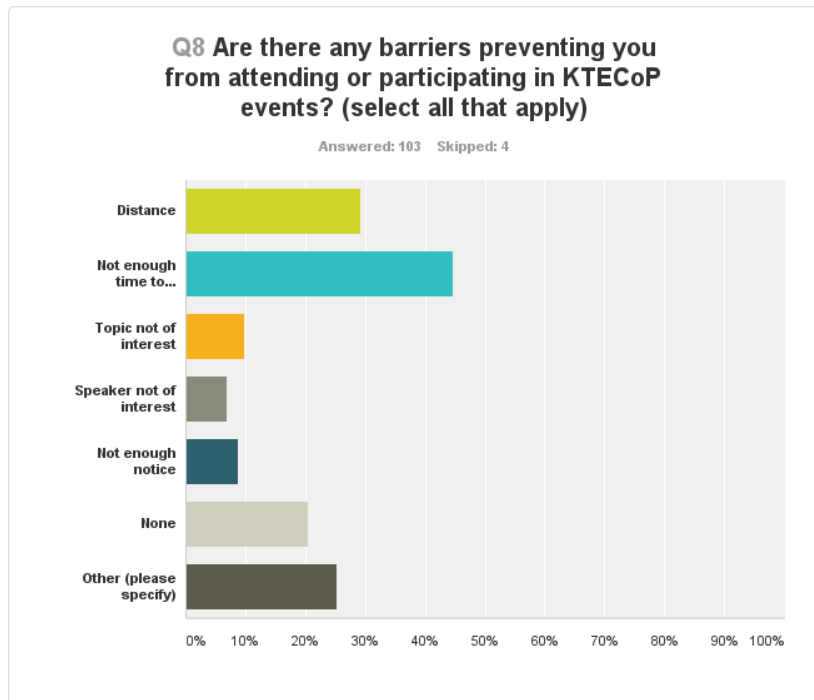
## Barriers and Facilitators to Access

Approximately half of the membership reported never having been to a KTECoP event, whereas 27% have been to between 1 and 3 events, and around 10% have attended more than 6 events. These

<sup>1</sup> An important confound in this study lies in the predisposition of those already engaged with the KTECoP to respond to the survey, and thus we should expect that some of the answers will be positively skewed in favour of participation in the community of practice. While it is impossible to control for these factors, it should be kept in mind during analysis that members who are unengaged will be underrepresented in the data.

proportions were approximately equal among KT practitioners, researchers, and other roles, although students were slightly more likely (66%) to have never attended an event.

The highly engaged members, those who reported going to 4 or more KTECoP events, attended for reasons of high interest in the topic and speaker, the opportunity for networking, and the general desire to support the KTE community. Barriers reported by members who have never attended an event, included distance and not having enough time to participate. Members who reported never having been to an event had a higher than baseline rate (57%) of non-membership to a KTECoP chapter.



Members who have previously attended KTECoP events reported feeling welcome at events, and those who attended 7 or more events were more likely (81%) than those who attended between 1 and 3 (25%) to report feeling 'very welcome'. The more events members attended, the more likely they were to feel especially welcome at those events. In response to the question of why some felt unwelcome, members provided a variety of reasons. One major reason given was the inaccessibility of KTECoP events for people located outside of Toronto. As one respondent explained, "The Toronto-based 'Canadian CoP' is inaccessible. There is limited support for or leadership to convene CoP meetings in my area." A few respondents reported a need for icebreakers of some sort, as attendees were said to be "reserved" and "clique-y". Suggestions were made with respect how we might improve the welcoming atmosphere, connectivity amongst members, and accessibility.

With regards to the ease with which members feel they can communicate with each other, a majority of members (55%) reported that it was easy or very easy to communicate, although 35% reported being unsure around how easy it was to communicate. This group made up the majority of the 35% of respondents who reported never communicating with other members. Meanwhile, another 35% reported communicating 'every few months'. Reasons for not communicating centered mostly on not having a reason to communicate, and not knowing other members or what they do. Many respondents expressed an interest in communicating more in the future.

A majority of respondents (62%) reported never having shared information or resources on the KTECoP WordPress site. These respondents mainly cited not having anything to share and not thinking of sharing information as reasons for their lack of participation. Some reported not knowing that such an option was available to them. Of those who had experience with the site, most found it easy or very easy to use, with around 32% of respondents sharing information between 1 and 5 times.

## Impacts: Looking Back

There was a clear trend in the types of impacts that members felt emerged from their engagement in the KTECoP. Impacts included helping to develop relationships within the KT field, providing access to information that is useful to members' jobs and studies, providing members with deeper KT knowledge, and providing a better understanding of diverse KT needs. When asked how many community members they had met through the KTECoP, 39% reported making between 1-5 new connections, with 14% reporting 6-10 new connections. One respondent also added that the KTECoP allowed for the hiring of more KT practitioners. On average, participants reported that the community of practice has been a valuable resource, rating it a 3.74 on a scale of 1 to 5.

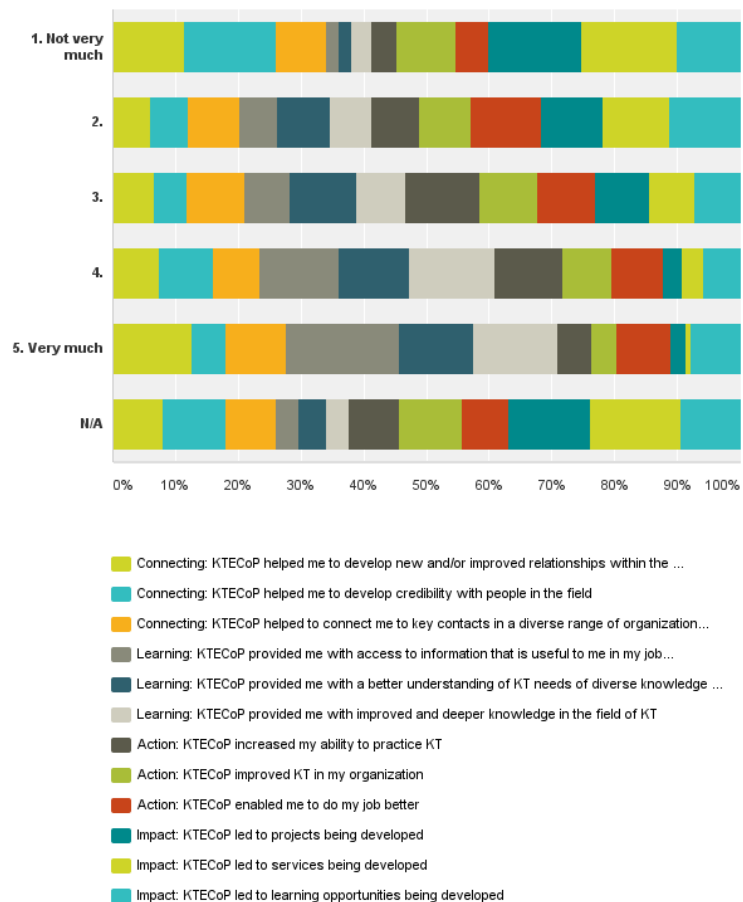
## Feedback: Moving Forward

With respect to the future directions for the KTECoP, members indicated that the biggest priorities in moving forward should include discussing evidence of effective knowledge translation (see Appendix A). Less emphasis was placed on contributing to the professional and personal development of members, or with providing members with access to occupationally relevant information, new skills and knowledge, and a diverse range of organizations and people.

Among the suggestions for further improvement of the KTECoP, a few themes emerged as being most likely to improve relations among members and increase member contributions. The first and most common suggestion was to improve the online presence of the community of practice, not just on the WordPress site, but rather social media, including Facebook, twitter and LinkedIn. Many respondents recommended facilitating conversations on twitter via the #KMbChat tag. Others also suggested making the sessions more available to out-of-province members by live streaming or by hosting webinars. The reasoning behind this move to online platforms centered on the idea that members were less likely to check the WordPress site as it is largely independent from the platforms that they regularly visit.

**Q19 For each of the following options, please indicate the extent to which the KTECOP contributed to impacts, with 1 being not very much, and 5 being very much. Consider what you got out of your affiliation with the KTECoP.**

Answered: 80 Skipped: 27





Additionally, one respondent recommended streamlining the sign-up and member profile process, as it is apparently difficult to keep one's profile up to date.

The next most common suggestion was to improve upon networking opportunities at KTECoP events. Some respondents recommended more structured time for facilitated networking such as icebreaker games, while others suggested that less formal networking time be scheduled. Although responses were contradictory at times, it is clear that members are interested in making greater connections at KTECoP events. One respondent expressed an interest in meeting others with the same job title, whether that is online or at a face-to-face event.

The last suggestion related to the timing and location of KTECoP events. Respondents recommended that events should be held at different times during the day, including 'lunch and learn webinars' as one respondent put it, and in a greater variety of locations to accommodate members living outside of Toronto and Vancouver.

**Q22 For each of the following options, please indicate how important you think it is that it should be facilitated by the KTECoP in the future, with 1 being not very important, and 5 being very important. Consider what you would like to get out of your affiliation with the KTECoP.**

Answered: 86 Skipped: 21



Finally, respondents provided a comprehensive list of events they would like to see held by the KTECoP in the future. These included events on the topic of social media strategy, workshops on evaluating KTE, events hosted by expert members describing new developments in the KT field and current issues for KT practitioners, events hosted by funders and policy makers describing what they are looking for from KT practitioners, events targeting novice KTE professionals, as well as quarterly pub nights.



## Conclusion

The KTECoP has grown to a membership of 959 members since it began in 2006, emerging from a KT workshop funded by the Canadian Health Services Research Foundation, SickKids Hospital, CAMH, and the Institute for Work and Health. The survey provides a clear indication of the strengths, weakness, and potential for improvement for the KTECoP moving forward. Membership feedback provides much to reflect upon, and data from which we can improve and grow. Next steps will be to hold a membership retreat where we can collectively reflect upon the findings and plan for sustainability and growth.

## Appendix A

## Improving the Community of Practice

## Q23 How might we improve the welcoming atmosphere of KTECoP events?

Answered: 27 Skipped: 80

#	Responses	Date
1	Living in BC I have never attended events in Ontario. BC's events are currently meetings every few months - always welcoming but not particularly engaging in terms of content. BC could use help in developing to the level of the Ontario CoP.	3/12/2014 3:54 PM
2	<b>Networking</b> Having only gone to one event a few years ago, I don't remember much, but I think the round-table introductions were helpful, and should be continued	3/12/2014 1:07 PM
3	<b>Networking</b> Perhaps focus less on "forceful" networking and create events more conducive to natural networking opportunities - e.g. small group workshops. If you put people in a room together and give them a task, they are likely going to develop relationships more naturally - putting people in a room together and saying "now go network" is a lot more intimidating.	3/12/2014 12:14 PM
4	<b>Online</b> Increase use of social media and online information sharing	3/12/2014 10:49 AM
5	<b>Online</b> Provide a digital participation option and ensure that events are recorded and made available on the website for future access as learning opportunities.	3/10/2014 1:26 PM
6	<b>N/A</b> Not sure, I have never been able to attend.	3/8/2014 3:58 PM
7	<b>N/A</b> More input from members is needed, more connections and networking.	3/7/2014 10:27 PM
8	<b>Networking</b> Have a part of the meeting/event where this is facilitated networking.	3/7/2014 6:42 PM
9	<b>N/A</b> Not sure.	3/7/2014 10:17 AM
10	<b>Networking</b> Name tags with names and organizations might be helpful	3/6/2014 4:56 PM
11	<b>N/A</b> they are just great already	3/6/2014 3:35 PM
12	<b>Networking</b> My limited experience in first 2 events in person was that there was a 'clique' atmosphere of old friends and colleagues, not very open to newcomers. More recently, I found online events very welcoming.	3/6/2014 2:03 PM
13	<b>N/A</b> n/a but will provide feedback once I have attended an event	3/6/2014 10:58 AM
14	<b>N/A</b> Keep doing what you are doing - it's a work in progress	3/6/2014 10:40 AM
15	<b>N/A</b> Its already very welcome.	3/6/2014 8:18 AM
16	Make sure there is time for general discussion and introductions	3/5/2014 4:21 PM
17	<b>Networking</b> more informal networking time	3/5/2014 4:00 PM
18	<b>N/A</b> I haven't been to one for a while.	3/5/2014 3:40 PM
19	<b>N/A</b> See prior answers/concerns	3/5/2014 3:29 PM
20	<b>Online</b> Increased access across the country, funding to attend face-to-face events, more offerings with virtual opportunities	3/5/2014 2:51 PM
21	<b>Online</b> Make them online, some interested organizations/individuals separated by distance would like to participate but need the online feature implemented within KTECoP.	3/5/2014 2:43 PM
22	<b>N/A</b> NA	3/5/2014 2:34 PM
23	<b>Networking</b> Ice breaker games. Not useless ones like getting people to line up by birthdate. But maybe people bingo, where you have to find people in the room who represent one of the squares (first to collect all wins). Or have people stand up, introduce themselves, their role, how long they've been in the KT field, how long they've been a part of KTECoP.	3/5/2014 2:33 PM
24	<b>Online</b> provide a way people can participate from abroad	3/5/2014 2:14 PM

## Improving the Community of Practice

Q24 How would you improve the  
connectivity of the KTECoP?

Answered: 25 Skipped: 82

#	Responses	Date
1	<b>Online</b> The interface is not very user friendly, plus it is just another account to update and check. Integrating the CoP with another online profile, but making it a separate group would be more beneficial.	3/13/2014 11:28 PM
2	<b>N/A</b> not sure what you mean by "connectivity"	3/12/2014 12:14 PM
3	<b>Online</b> Increase use of social media and online information sharing	3/12/2014 10:49 AM
4	Encourage members to 'invite a colleague' as I found out about the CoP through stumbling upon it via a Google search.	3/10/2014 7:35 PM
5	<b>Time/place</b> Development of a Saskatchewan Chapter would enable Saskatchewan members to connect with each other and, hopefully, feel a greater connection to the whole CoP.	3/10/2014 1:26 PM
6	<b>Online</b> Maybe a Linked In group where people can connect/chat about topics?	3/8/2014 3:58 PM
7	<b>N/A</b> Sharing of information and communication.	3/7/2014 10:27 PM
8	expand sectors present	3/7/2014 6:42 PM
9	<b>Time/place</b> Hold events in the Greater Toronto, Hamilton area: Hamilton, Guelph, Waterloo, Oakville.	3/7/2014 10:17 AM
10	<b>Online</b> Post more than just job postings on the blog/listserv/twitter	3/6/2014 8:34 PM
11	<b>N/A</b> wish the word was out there more widely. It seems the same bunch of us come to every meeting.	3/6/2014 3:35 PM
12	<b>Online</b> Regular tweetchats (like #KMbChat) on different topics, combined with blogposts and use of social media.	3/6/2014 2:03 PM
13	<b>Online</b> Do you have a twitter handle or a LinkedIn group? If not it might be a great way for us to keep in touch. I find that faces to names always promotes an avenue of trust and willingness to share.	3/6/2014 10:58 AM
14	<b>N/A</b> Keep doing what you are doing - it's a work in progress	3/6/2014 10:40 AM
15	<b>Online</b> make the sessions web available - live streaming	3/6/2014 8:18 AM
16	<b>Online</b> More opportunity to blog	3/5/2014 4:21 PM
17	discussion forum/teleconference for directed discussion/problem solving	3/5/2014 4:00 PM
18	Guidelines on what kind of info would be good to share (and a reminder of how it can be shared).	3/5/2014 3:56 PM
19	<b>N/A</b> Any way at all would work	3/5/2014 3:29 PM
20	<b>Online</b> Speaking strictly from the point of view of a very distant member: Move the discussion to a social media venue, with frequent linkback to the forums (maybe Facebook group? I guess it depends on your members general connectivity). I find people will more readily connect with each other on a platform that they already use every day than to invite them into a new platform (such as online forums, which I find great and more professional, but which even I tend to neglect visiting).	3/5/2014 2:55 PM
21	<b>Online</b> better online presence	3/5/2014 2:51 PM
22	<b>Online</b> make events online events so others could be involved - granted some events might be applicable for regional issue within CA but maybe we face some of those same issues just in a different context.	3/5/2014 2:43 PM
23	<b>Online</b> I don't often check static websites, and my hospital's IT security prevents RSS feeds. Maybe try Facebook and Twitter so that instant updates can be received easily?	3/5/2014 2:33 PM
24	<b>N/A</b> provide a way people can participate from abroad	3/5/2014 2:14 PM

## Improving the Community of Practice

Q25 How would you improve the  
accessibility of KTECoP events?

Answered: 27 Skipped: 80

#	Responses	Date
1	<b>Online</b> BC's group needs training on how to offer web-based meetings for those who live outside of the lower mainland. Lack of skills with, for example, WebEx and other technology, has resulted in interested members in BC not being able to fully participate in meetings.	3/12/2014 3:54 PM
2	<b>Time/place</b> variable times that fit into people schedules - mix of lunch-time events and after-work events	3/12/2014 12:14 PM
3	<b>Online</b> Events in BC are held face to face, making it very difficult for those of us outside of Vancouver to attend. Some attempts have been made to teleconference or webconference but with a room full of people in person, this is extremely sub-optimal (when the virtual connection actually works - there have been a host of technical issues). I've given up trying to participate after 3 failed attempts.	3/10/2014 7:35 PM
4	<b>Online</b> Provide digital participation options and ensure that they are recorded and made available to members on the website.	3/10/2014 1:26 PM
5	More notice	3/8/2014 3:58 PM
6	<b>Time/place</b> Making it locally available.	3/7/2014 10:27 PM
7	<b>Online</b> Funding? Webinars?	3/7/2014 5:42 PM
8	<b>Online</b> Better Teleconferencing options, have some events over Skype, webinar, use satellite stations to view events at Mac, U of Guelph, York, Waterloo etc. e.g. KT Canada	3/7/2014 10:17 AM
9	<b>N/A</b> -the location works well for me because the events are downtown, and easily accessible by transit.	3/6/2014 8:05 PM
10	<b>Time/place</b> Offering them earlier in the day	3/6/2014 4:56 PM
11	<b>N/A</b> no issues	3/6/2014 3:35 PM
12	<b>Online</b> Mix virtual and in-person events through use of Skype, Twitter, Adobe Connect or GoToMeeting and other webinar software at the same time as face-to-face events.	3/6/2014 2:03 PM
13	<b>Time/place</b> Have more events in BC	3/6/2014 2:01 PM
14	<b>N/A</b> n/a I haven't attended an event as of yet, but will be happy to share my insights once I have attended one.	3/6/2014 10:58 AM
15	<b>N/A</b> Keep doing what you are doing - it's a work in progress	3/6/2014 10:40 AM
16	<b>Time/place</b> More events outside of Toronto	3/6/2014 9:35 AM
17	<b>N/A</b> see 21	3/6/2014 8:18 AM
18	<b>Online</b> Consistently have talks available by webinar	3/5/2014 4:21 PM
19	<b>Time/place</b> alternate venues for in person attendance	3/5/2014 4:00 PM
20	<b>Online</b> sending out emails, rather than relying on people coming to the web site. Push me.	3/5/2014 3:40 PM
21	<b>N/A</b> Same as above	3/5/2014 3:29 PM
22	<b>Online</b> Online events!	3/5/2014 2:55 PM
23	host and provide travel to face-to-face events, offer more virtual meetings/conferences/presentations	3/5/2014 2:51 PM
24	<b>Online</b> Support a trial run of having them supported by online capabilities.	3/5/2014 2:43 PM



## Improving the Community of Practice

**Q26 Are there any events you would like to see offered by the KTECoP?**

Answered: 15 Skipped: 92

#	Responses	Date
1	<b>Time/Place</b> lunch and learn webinars? I am a member of a few other networks that use these to highlight projects of people in the network - they seem to be well-attended and are a nice way to learn about what peers are doing in their own organizations.	3/12/2014 12:14 PM
2	<b>Networking</b> KT events that provide opportunities for networking and idea sharing	3/12/2014 10:49 AM
3	More events on the strategy behind social media and how these tools are used in putting research into the hands of those who would use it.	3/10/2014 1:26 PM
4	guest speakers from funders and policy making groups who tell us what they want from practitioners	3/7/2014 10:17 AM
5	Quarterly pub nights	3/6/2014 4:56 PM
6	<b>Social</b> I hear you have more fun events in Toronto. Would love a social event in Ottawa like you have.	3/6/2014 3:35 PM
7	<b>Online</b> Webinar series on various KT & KM models and metrics.	3/6/2014 2:03 PM
8	<b>N/A</b> Some of the events that are held in ON look really great, I would like to see more comparable events held in BC	3/6/2014 2:01 PM
9	<b>N/A</b> not yet but I will be sure to share once I have a better understanding of the KTECoP mandate :)	3/6/2014 10:58 AM
10	<b>Social</b> a Toronto social event every year - Hart House events have been great	3/6/2014 8:18 AM
11	'state of the art' updates where an expert member presents on key issues (relationships, sustainability, measurement) and where the field is current at on those issues, new developments and where work is happening	3/5/2014 4:00 PM
12	Workshop on evaluating KTE activities	3/5/2014 3:56 PM
13	Discussions on performance measures - awesome list in Section 3 Looking Back, by the way. I can think of several documents we are currently working on here that would benefit from the inclusion of some of these measures. Thank!	3/5/2014 3:40 PM
14	<b>N/A</b> not sure	3/5/2014 3:29 PM
15	<b>N/A</b> Where do I start - if resources are not an issue, all of them.	3/5/2014 2:43 PM

## Improving the Community of Practice

**Q27 Do you have any other suggestions for improvement?**

Answered: 12 Skipped: 95

#	Responses	Date
1	I would love to see discussion fora, materials, or events that target novice KTE professionals.	3/12/2014 11:05 AM
2	<b>Online</b> The uptake of webconferencing events so that all members are able to participate equally; recordings of events made available on the site for those unable to attend in real time.	3/10/2014 7:35 PM
3	<b>Online</b> Participate regularly in #KMbChat and encourage all members to do by promoting it on the website.	3/10/2014 1:26 PM
4	<b>N/A</b> Nope	3/6/2014 3:35 PM
5	<b>Online</b> The membership sign-up & directory profile process is slow and difficult to modify. I tried to remove my old profile and email address when I changed positions but was unable to get a response from the administrator for weeks, and then the old profile remained on the directory (along with many other people's profiles and contact info that I know are not functional). Remove 'dead' linked members and ensure that the KTECoP is made up of 'live' and engaged community members.	3/6/2014 2:03 PM
6	<b>N/A</b> So far even being a newbie, I found that this group has been quite valuable me, even if it is not addressing my initial need.	3/6/2014 10:58 AM
7	<b>Networking</b> allow people to connect to others with the same job title?	3/5/2014 4:00 PM
8	<b>N/A</b> as above	3/5/2014 3:29 PM
9	Clearer mission and objectives for the CoP (not just a paragraph within description of RIA).	3/5/2014 2:55 PM
10	<b>Online</b> By supporting the online events you also have an electronic archive to offer your past, current and future members which presently you do not.	3/5/2014 2:43 PM
11	<b>N/A</b> Nothing to suggest	3/5/2014 2:34 PM
12	<b>N/A</b> i enjoy receiving the listserv emails and notices about articles, but haven't had time to participate. it's been great to know that there is a group out there that could be a resource if i needed help and information on KTE.	3/5/2014 2:02 PM