Member Engagement Survey Report

Developed by Board Working Group on Member Engagement

January 17, 2023

Conclusions

- 85% of respondents are satisfied with their engagement, which is a 3% increase from a survey of the Member Advisory Panel conducted in February 2020.

- The average rating of self-engagement on a 10-point scale was 5.5, and the average rating of the perception of overall member engagement was also 5.5, indicating there is room for improvement.

- Note that there is a known sample bias in the results, since the 7% of members who responded to the survey are likely inherently more engaged than the 93% of members who did not respond (and therefore the statistics above are likely overstated).

- When compared to February 2020 engagement scores, members are less engaged on average, but more members are engaged at the higher levels of engagement.

- Only 28% indicated they are familiar with the CAS Strategic Plan (4 or 5 on 5-point scale). As members have expressed concerns with transparency on the CAS's strategic direction, there is an opportunity to build awareness of the CAS Strategic Plan, which guides the Board's strategic decisions.

Conclusions (continued)

- The most often-cited topics on which increased engagement is desired:
  - Diversity, Equity, and Inclusion (DEI)
  - Transparency/Governance
  - Admissions
  - Future of the Profession

- The most often-cited new ways in which members desire to increase their engagement:
  - Respond to member surveys
  - Respond to exposure drafts of proposals for new CAS strategic initiatives
  - Participate in Town Halls
  - Participate in conference calls, led by elected officers/Board members

- There is interest among members in both in-person meetings (with a focus on networking) and in continuing to offer virtual continuing education opportunities (due to cost and convenience).

Actions

- Increase opportunities for engagement on the most often-cited topics on which increased engagement is desired (see prior slide for topics).
    - This could be tasked to the specific committees that are working in those areas, in partnership with staff and the Member Engagement Advisory Working Group.

- Increase opportunities to utilize the most often-cited new ways in which members desired to increase their engagement (see prior slide for new ways).

- Increase familiarity with CAS strategic plan.

- Recommend to the Member Engagement Advisory Working Group that a survey be conducted every two years to take the pulse on member engagement.

Background

- Member engagement survey developed by Board working group, reviewed by Member Advisory Panel Task Force and reviewed by full Board. Survey was inspired by Member Advisory Panel Survey conducted in 2020.
  - Goals:
    - Better understand how members want to engage with CAS leadership on strategic direction.
    - Guide the Board in considering opportunities for engaging the CAS membership in the future.
- Announcement to complete survey sent to 9,664 members on September 26 with due date of October 6.
- 715 responses (7.4% response rate), with demographics broadly matching membership for designation, years as a member, employment status, gender, and ethnicity.

Satisfaction with Engagement

- 85% of respondents said they are satisfied with their **overall engagement**. This is an increase of 3% from a MAP Survey conducted in February 2020.

- 65% of respondents said they are satisfied with their **engagement with the CAS's strategic decision-making process**.

- Rank of self member engagement (1-10 scale*)
  – Average ranking: 5.5
  – 5+: 64% (-2% from Feb 2020)
  – 7+: 35% (+4% from Feb 2020)

- Rank of perception of overall member engagement (1-10 scale*)
  – Average ranking: 5.5
  – 5+: 73% (-4% from Feb 2020)
  – 7+: 30% (+4% from Feb 2020)

*1 being low engagement and 10 being high engagement

Future Member Engagement

If you would like to increase your engagement with the CAS's strategic decision-making process, what would you prefer to do more of, or have the opportunity to do? (Select up to 3)	Count	Percentage
Respond to member surveys	305	43%
Vote in CAS elections	197	28%
Respond to exposure drafts of proposals for new CAS strategic initiatives*	190	27%
None, I do not wish to increase my engagement with the CAS's strategic decision-making process	180	25%
Participate in membership events, such as Town Halls	178	25%
Participate in conference calls with groups of members led by elected officers/Board members*	147	21%
Volunteer for CAS committees, working groups, and task forces	119	17%
Hold individual discussions with CAS staff, volunteers, and elected officers/Board members	82	11%
Other (please specify)	20	3%
Run for CAS President-Elect or the CAS Board of Directors	14	2%

The most common theme expressed in the "Other" responses is summed up in this write-in comment: *"Provide feedback to the Board as it considers new policy directions or modifications of existing policy PRIOR to making its decisions."*

* These initiatives are not currently offered but are being explored by the CAS.

Are there specific topics or issues on which you would desire additional engagement with the CAS?

- 17% of respondents indicated there were specific topics/issues on which they would desire additional engagement with the CAS.

- When asked to identify those topics/issues, the top four themes, which cover 80% of the write-ins, are:

  1. DE&I (43 respondents or 38% of write-ins, 6% of all respondents)
  2. Transparency/Governance (23 respondents or 20% of write-ins, 3% of all respondents)
  3. Admissions (14 respondents of 12% of write-ins, 2% of all respondents)
  4. Future of the Profession (10 respondents or 9% of write-ins, 1.4% of all respondents)

What would increase your engagement with the CAS?

- When asked what would increase engagement, the top four themes, which cover about half of the write-ins, are:
    1. Needing more time (40 respondents or 17% of write-ins, 6% of all respondents)
        - *"CAS is doing a great job in this area, it's just a matter of time that's preventing me from being more engaged."*
        - *"Short-term commitment opportunities would make it easier to integrate CAS volunteer opportunities with work/personal commitments."*
    2. More transparency from the CAS/CAS leadership when it comes to decision making/strategy (29 respondents or 12% of write-ins, 4% of all respondents)
        - *"Simplified articles/explanations about what is going on. No one will read a five-page long article, but many people will read shorter summaries/visual displays."*
        - *"More lead time on big decisions such as ATP, DE&I, and other contentious topics."*
    3. Nothing (29 respondents or 12% of write-ins , 4% of all respondents)
        - *"I am supportive of our volunteer leadership who have accepted the responsibility and time commitment to work on behalf of CAS members. I have generally been satisfied with the results.*
    4. More opportunities for two-way communication (15 respondents or 2% of write-ins, 6% of all respondents)
        - *"Opportunities to participate in town halls/small group discussions."*

What would decrease your engagement with the CAS?

- When asked what would decrease engagement, the top five themes, which cover 80% of the write-ins, are:

  1. DE&I (58 respondents or 33% of write-ins, 8% of all respondents
     - *"I appreciate the focus on DE&I and I find myself very engaged with these topics. If the CAS stopped working towards DE&I initiatives, I would become less engaged."*
     - *"Continuing the diversity initiatives."*

  2. Transparency/Governance (27 respondents or 16% of write-ins, 4% of all respondents)
     - *"Decisions being made without my ability to share an opinion"* and *"Continued disconnect between Board and membership."*
     - *"Board acting unilaterally without input from membership."*

  3. Devaluing of ACAS/FCAS Credentials (21 respondents or 12% of write-ins, 3% of all respondents)
     - *"Too much emphasis on the battle between data science and actuaries."*
     - *"FCAS designation no longer necessary for regulation of P&C insurance, specifically related to rate filings"*

  4. Staff/Volunteer Partnership (18 respondents or 10% of write-ins, 3% of all respondents)
     - *"Decreasing volunteer opportunities, decreasing ways for new members to get involved in the society, or lack of publicization of opportunities for volunteers."*
     - *"Lower reliance on volunteers."*