

TEFMA Membership Survey Report

2008



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1.0 Executive Summary

1.1 Survey Process

The 2008 TEFMA Membership survey was conducted to ascertain whether members are satisfied with the services provided by TEFMA and to provide information to the Board regarding future directions and needs. The survey commenced on Tuesday 19 August and closed on Friday 5 September.

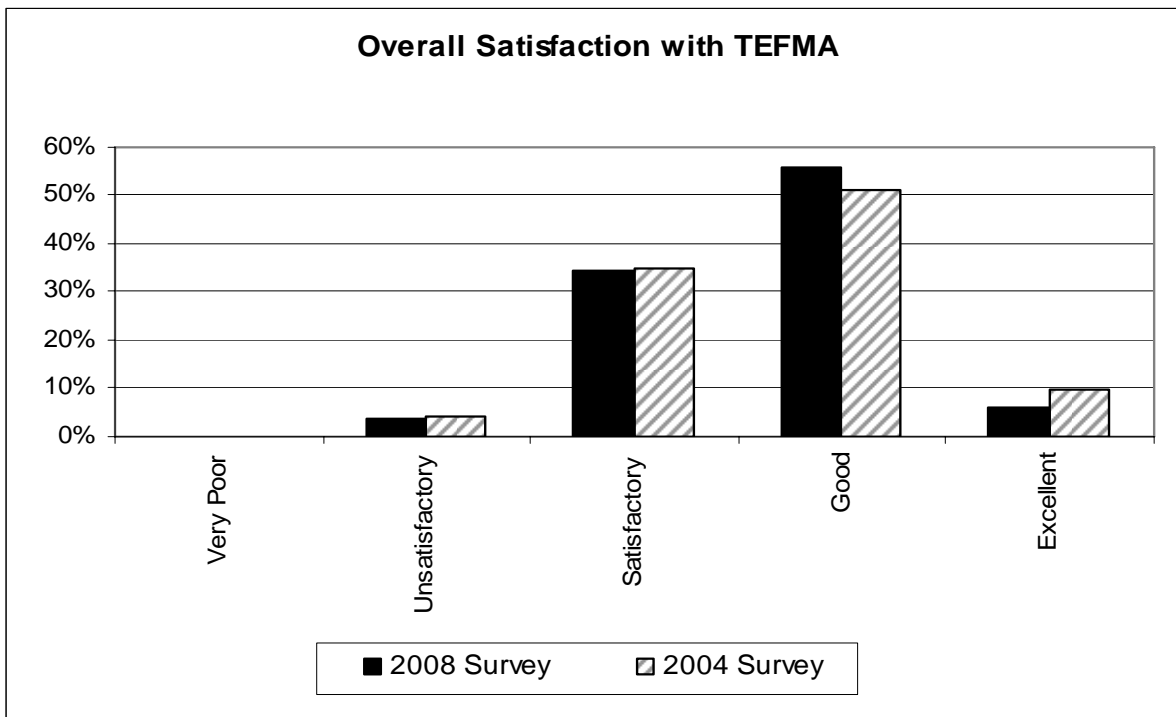
The survey was conducted electronically via the TEFMA website on a similar basis to the 2004 survey including asking many of the same questions to identify whether members' satisfaction with services has improved and whether members' perceive that their needs are being better met now than in the past. For this reason the information from the 2004 survey has been included in many of the graphs as comparatives for the 2008 responses.

The survey was completed by 104 (14%) of TEFMA's 768 members with a further 14 (2%) members partially completing the survey. The 46 business partner members, four individual members and one emeritus member were not included in the survey in 2008 but to be reasonably comparable to 2004 the number of individual, business partner and emeritus members has been included in the number of members who did not start the survey. The 2008 completed surveys represented a smaller portion of the membership numbers than achieved for 2004 when 32% of members completed the survey and 17% partially completed it. The responses of those who started the survey but did not complete have been included in the graphs and tables within this report. The number of responses to each aspect surveyed is identified in the relevant tables and graphs.

1.2 Overall Results

When comparing the 2008 results with those from 2004 it appears that there is a small general decline in meeting members' needs across most aspects surveyed with a smaller percentage of respondents giving an "excellent" grade and frequently a smaller percentage awarding a "good" grade. The overall satisfaction with TEFMA is illustrated in the following graph which identifies the reduction in the percentage awarding an "excellent" with an offsetting increase in "good" responses.

Graph 1: Overall satisfaction with TEFMA (113 responses)



Some services provided are clearly more valued than others:

- With 42% of respondents identifying the annual benchmark survey as crucial, the benchmark survey appears to be the most valued of the services TEFMA provides, with a further 31% advising that this service is very important. No other service had more respondents selecting crucial than any other rating in the range.
- The website, workshops and conferences are also seen as very important with significant numbers identifying these services as either crucial (between 20% and 23%) or very important (between 37% and 41%)
- Least valued services were the awards, scholarships and membership database.

In addition to asking for indications of the importance of the various services provided, levels of satisfaction with these services and whether the needs of members are being met, information was requested on 2 specific topics, with responses summarised as follows:

- 74% thought that there should be more local forums in addition to the workshops, courses and conferences.
- 82% saw merit in using TEFMA's patron to assist in raising relevant facilities management issues with governing bodies such as Universities Australia and the University Chancellors Council and the New Zealand Vice Chancellors Council.

A large number of comments were provided on the services provided by TEFMA including many suggestions for improvements.

1.3 Progress on 2004 recommendations

2004 recommendations focused on:

1. Improving communication with members
2. Fostering local events
3. Improving conference papers
4. Improving the benchmark survey
5. Providing more information on 'Leadership and Innovation' In Facilities Management'
6. Introducing a paid secretariat and looking at ways to increase the number of females on the Board
7. Implement an Institutional Award for 'Innovation in Facilities Management'

The 2008 survey results show:

1. Members are less satisfied with communications than in 2004 with the percentage of members scoring "Keeping Members Informed" as "Excellent" reducing from 5% to 4% and "Good" reducing from 38% to 32% with consequential increases in "Satisfactory" and "Unsatisfactory" (Graph 22). The results for "Communication with Members" also showed reductions in satisfaction with a drop of 7 percentage points in the "Excellent" rating, reducing from 15% in 2004 to 8% in 2008.
2. Information regarding members' satisfaction with local events was not directly sought in the 2008 survey but there was a very strong positive response to the question regarding whether more local forums should be provided with 74% in favour (Graph 35) and a wide range of topics identified (Table 6).
3. Satisfaction regarding the quality of conference papers was directly referred to in the latest survey however satisfaction ratings for conferences as a whole rose substantially between 2004 and 2008 with the percentage of "Excellent" responses increasing from 21% to 31% and "Good" increasing from 42% to 49% (Graph 16.2). 23% of respondents advised that conferences were crucial with a further 37% indicating that conferences were very important (Graph 16.1).
4. The benchmark surveys are seen as crucial by 42% and very important by a further 31% of respondents (Graph 14.1). This was the only service provided by TEFMA where there were more "Crucial" responses than other ratings. The satisfaction rating for benchmark surveys increased markedly with 40% advising that the quality was "Excellent" up from 30% in 2004, with a further 38% advising that the quality was "Good", a similar percentage to 2004 (Graph 14.2).
5. Leadership and innovation in facilities management is the second to highest topic of interest to members with 56 responses identifying this as important, second only to sustainability/carbon neutrality/environmentally sustainable design (ESD) with 67 responses (Table 5 and Graph 33). The 56 responses in 2008 is a similar proportion of responses compared with the 2004 survey.
6. Paid secretariat and increase in number of females on the TEFMA Board - implemented
7. 'Innovation in Facilities Management' award - implemented

1.4 Key Objectives

Key objectives for the next 3 years were identified as:

- Increasing TEFMA participation – the reduced response to the 2008 survey could be indicative of reducing participation
- Forming alliances and increasing external awareness of TEFMA
- Development of the profession of facilities management, with an emphasis on providing professional development opportunities and sector leadership
- Enhancing the provision of benchmarking and guidelines
- Developing an information repository

1.5 Recommendations to TEFMA Board:

1. In reviewing the Strategic Plan, consider ways to improve member satisfaction in the 5 areas listed under key objectives above.
2. Resurvey members in 2010.

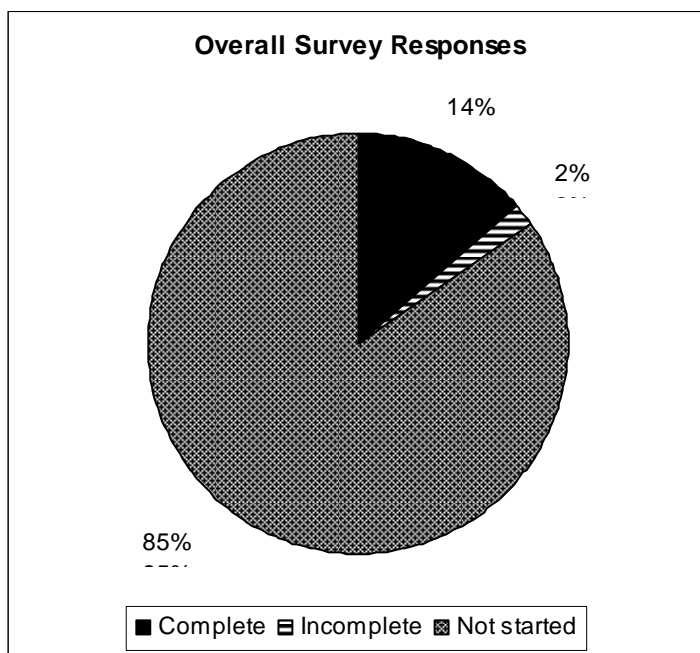
2.0 Results

2.1 General

Table 1: Overall survey Responses

	2008 Survey		2004 Survey	
	Responses	% of Total	Responses	% of Total
Complete	104	14%	250	32%
Incomplete	14	2%	129	17%
Not started	650	85%	399	51%
Total	768		778	

Graph 2: Overall survey responses

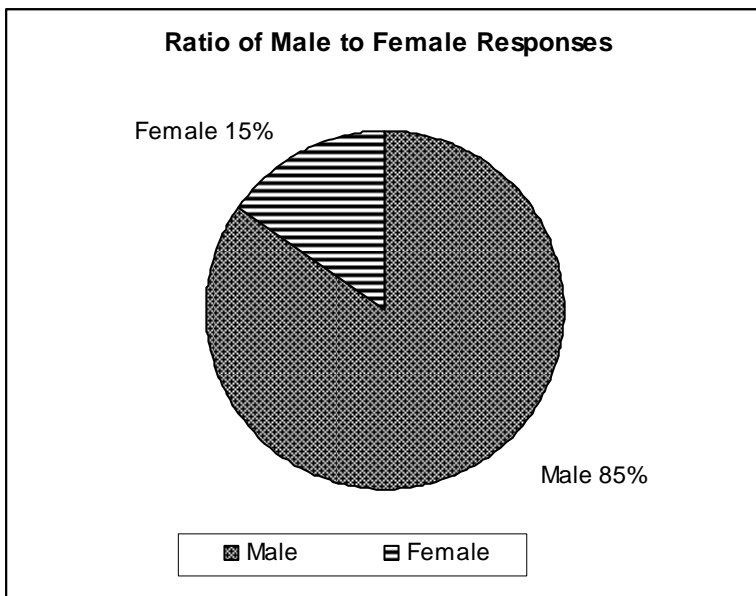


2.2 Member Profile

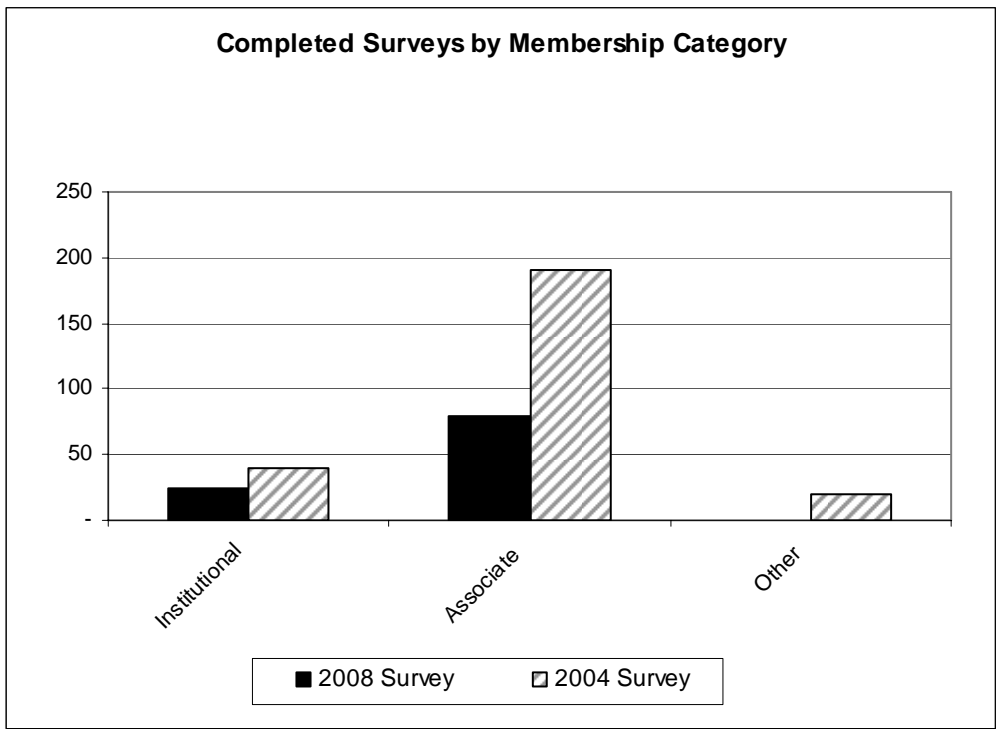
Table 2: Gender of respondents (118 respondents)

Gender	Percentage 2008 Survey	Percentage 2004 Survey
Male	85%	83%
Female	15%	17%

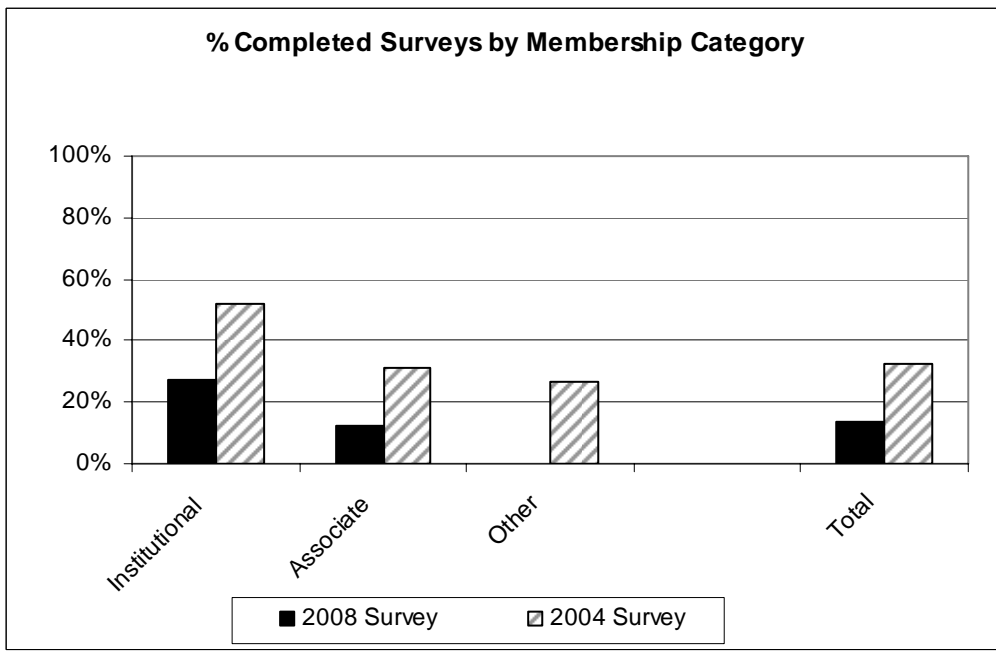
Graph 3: Gender of respondents



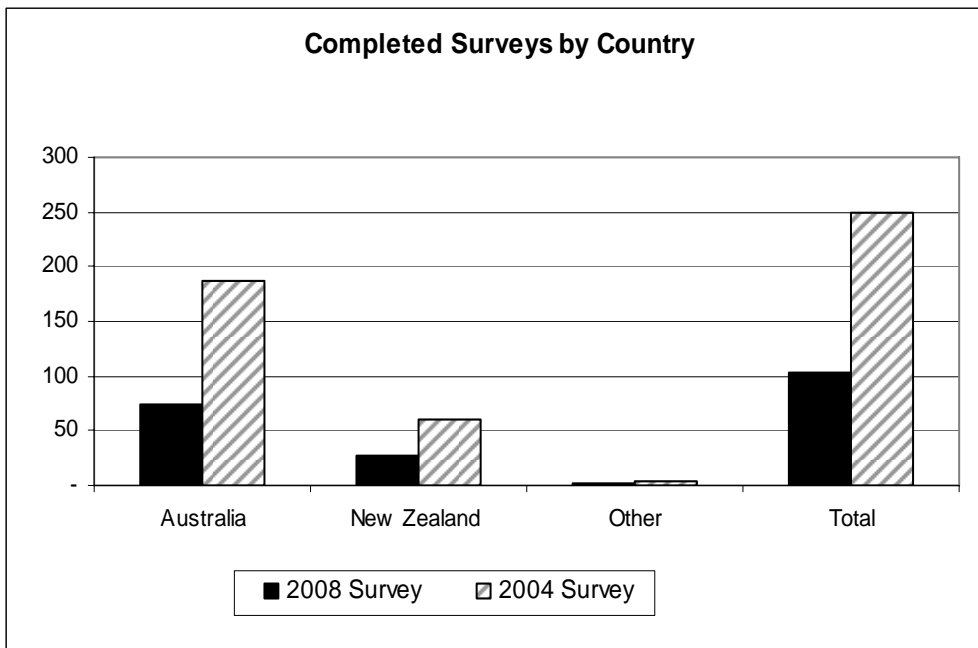
Graph 4: Membership category of respondents (completed surveys only)
(104 responses)



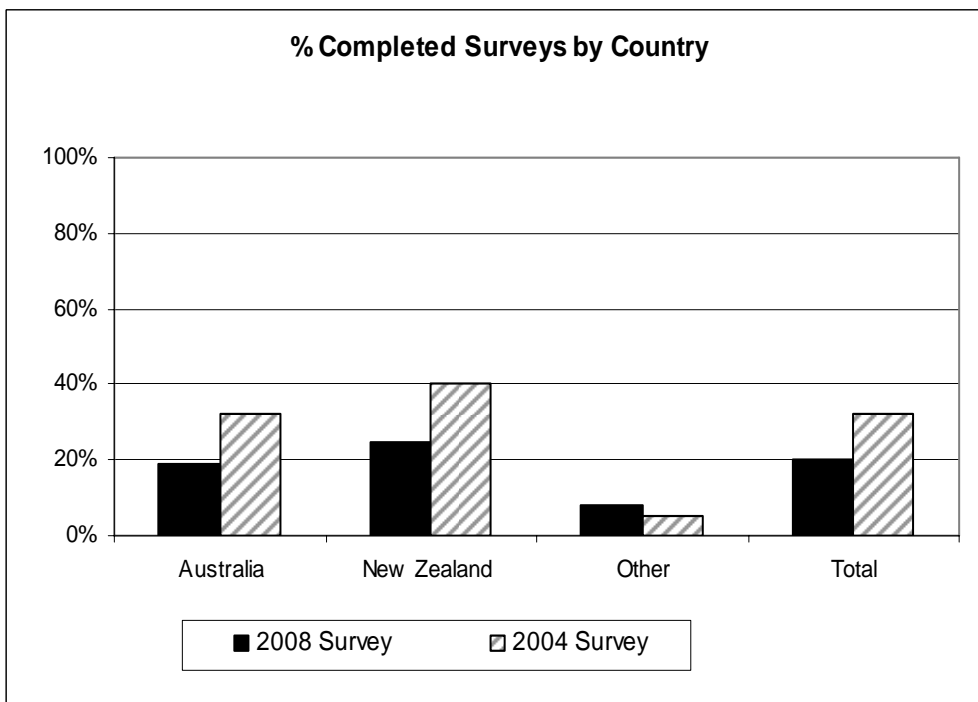
Graph 5: Percentage of completed surveys by membership category
(104 responses)



Graph 6: Completed surveys by country
(104 responses)



Graph 7: Percentage of completed surveys by country
(104 responses)

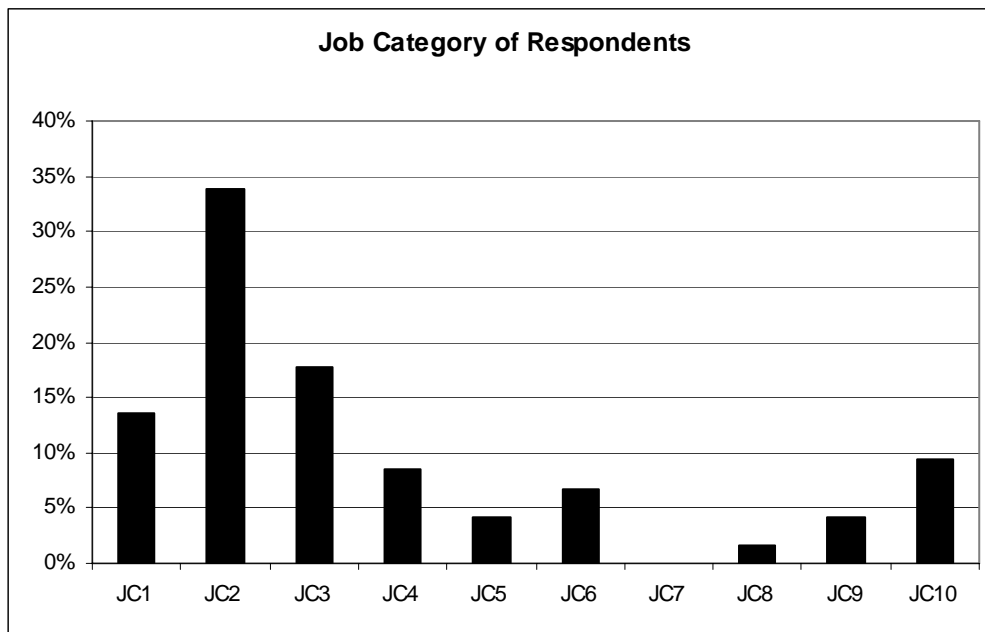


Respondents were requested to identify which job category most closely represented their role from the following options:

Table 3: Job category options

JC1	Administration/Human resources/Information technology/ Management
JC2	General facilities management
JC3	Design/Construction/Drafting/Project management Engineering
JC4	Campus planning/Space planning/Other planning
JC5	Environmental management/Energy management
JC6	Asset management/Maintenance
JC7	Grounds
JC8	Transport/Traffic/Parking
JC9	Services - Cleaning/Waste/Mail/Couriers/Printery/Warehouse
JC10	Security/Emergency management/Risk management/Crisis management/Health

Graph 8: Percentage of respondents by job category (118 responses)

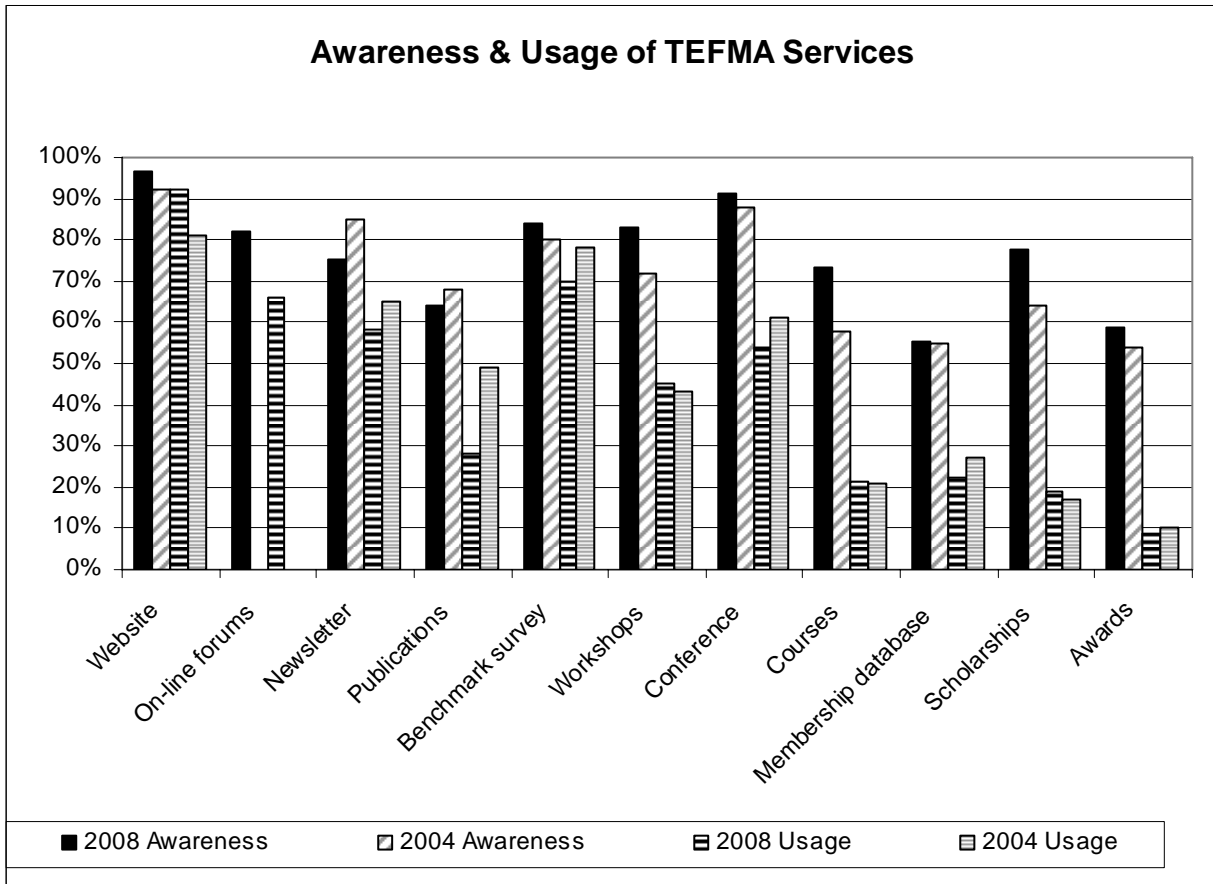


As the job categories used for the 2008 survey differed from those of the 2004 survey it was not possible to provide a direct comparison. The percentage identifying JC2, general facilities management, as their primary role at 34% was reasonably consistent with the 2004 results where approximately 42 identified with this category.

2.3 Awareness and usage of TEFMA services

Respondents were asked to identify their awareness of the services provided by TEFMA and whether they had used the services. As can be seen by the following graph members are very aware of the website and frequently accessed it, and in fact needed to do so to participate in the survey. There was also a high awareness of the conference, benchmark survey, workshops and on-line forums.

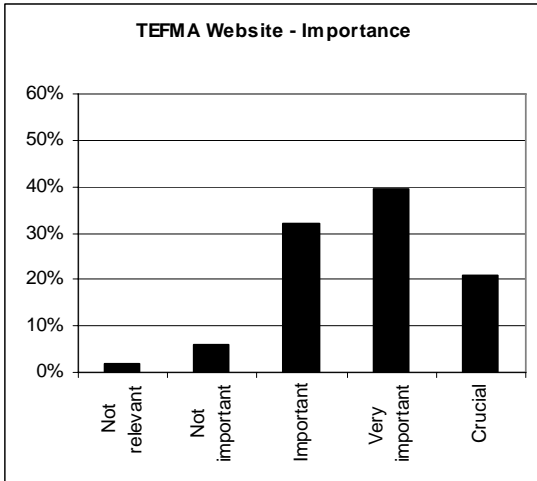
Graph 9: Awareness and usage of TEFMA services
(117 responses)



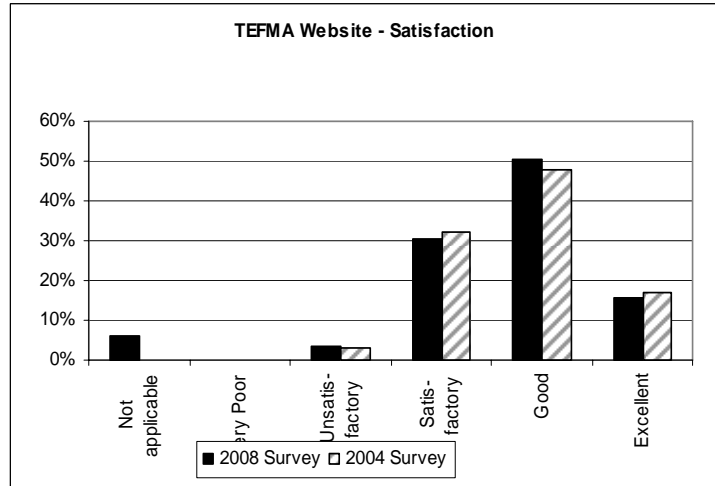
2.4 Importance of and satisfaction with TEFMA services

Members were asked to indicate the importance of each of the listed services to them and their satisfaction with the service provided. The results are provided in the following graphs:

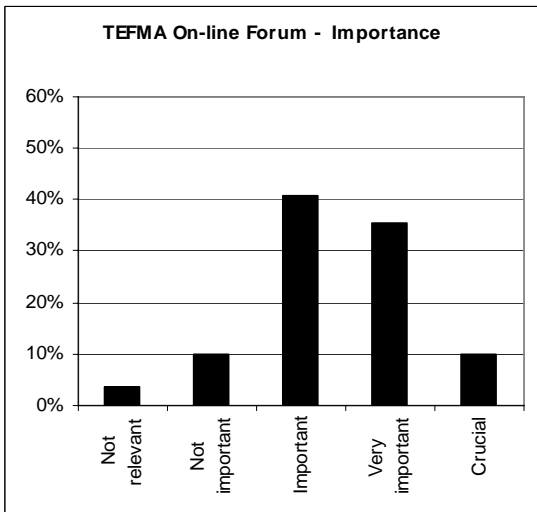
Graph 10.1: Website importance
(116 responses)



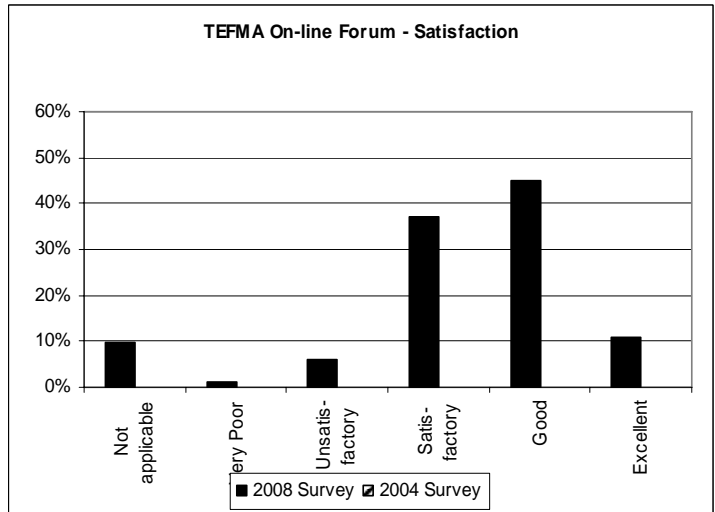
Graph 10.2: Website satisfaction



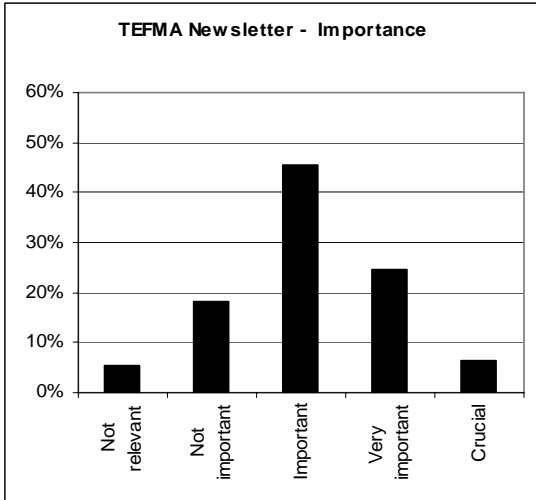
Graph 11.1: On-line forum importance
(113 responses)



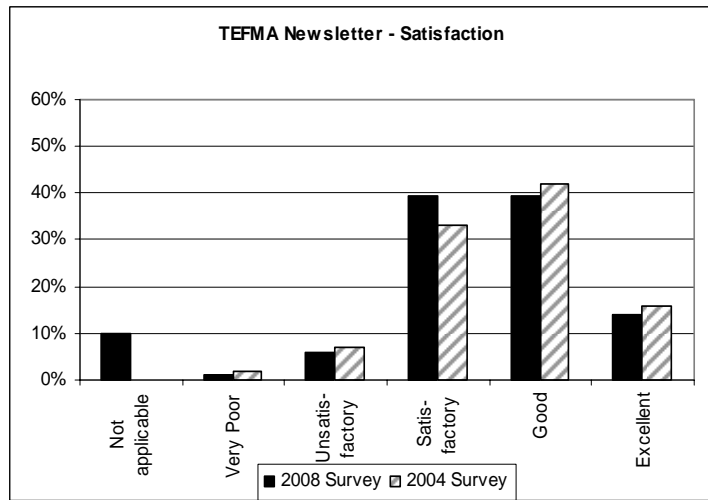
Graph 11.2: On-line satisfaction



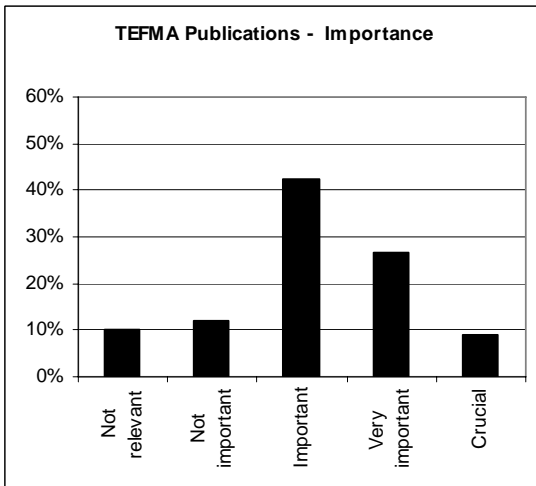
Graph 12.1: Newsletter importance (110 responses)



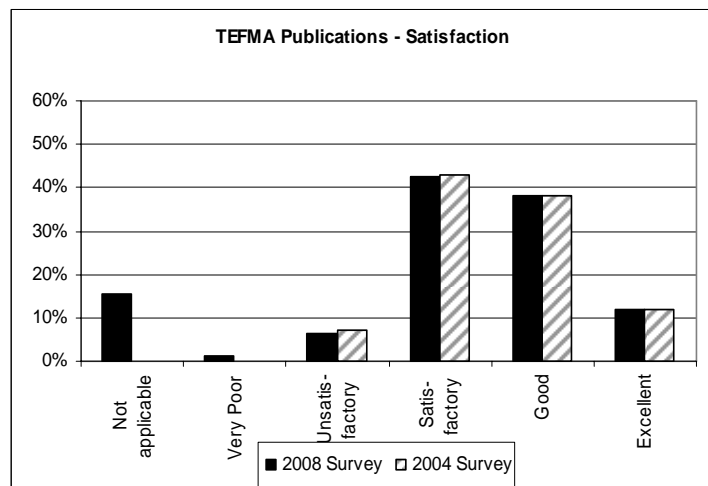
Graph 12.2: Newsletter satisfaction



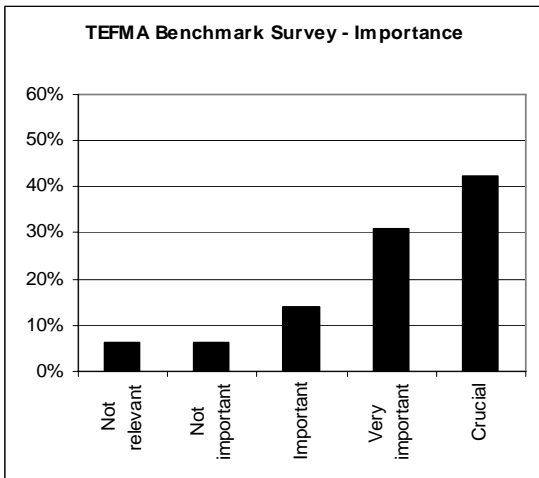
Graph 13.1: Publications importance (109 responses)



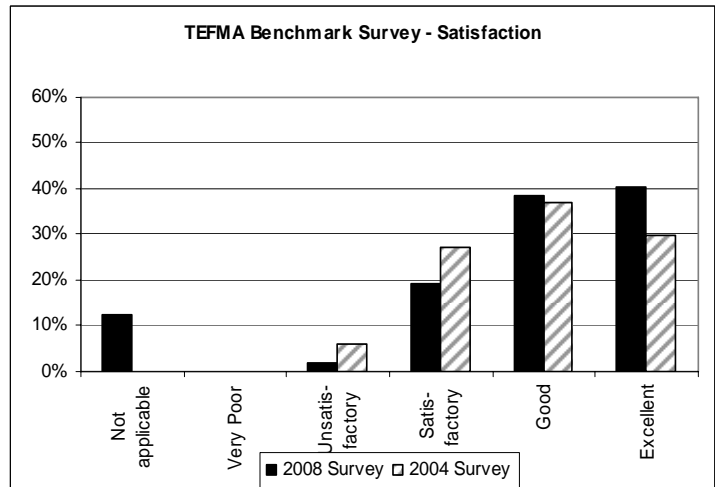
Graph 13.2: Publications satisfaction



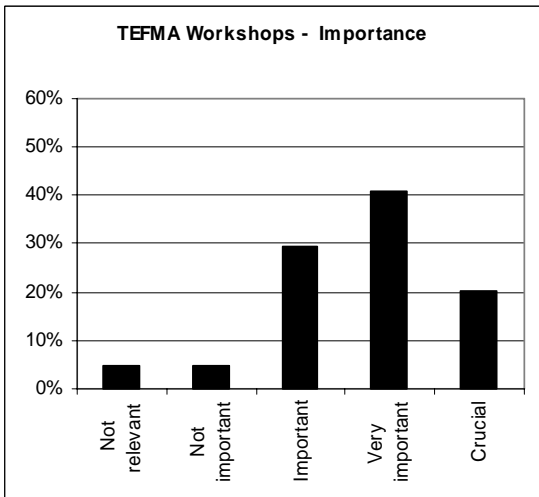
Graph 14.1: B'mark Survey importance (113 responses)



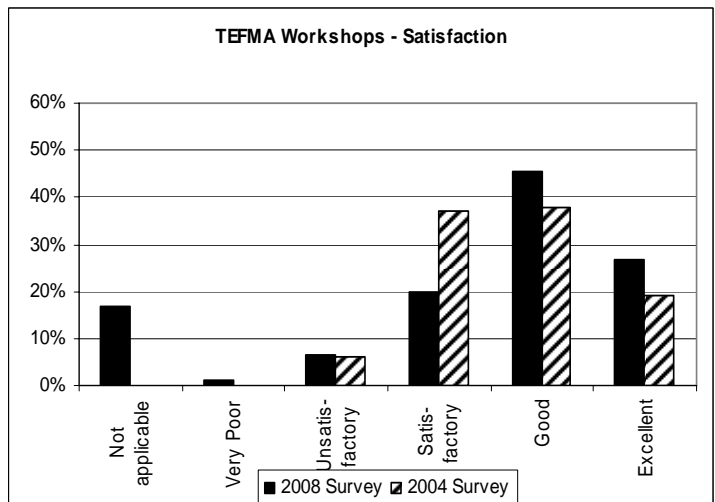
Graph 14.2: Benchmark Survey satisfaction



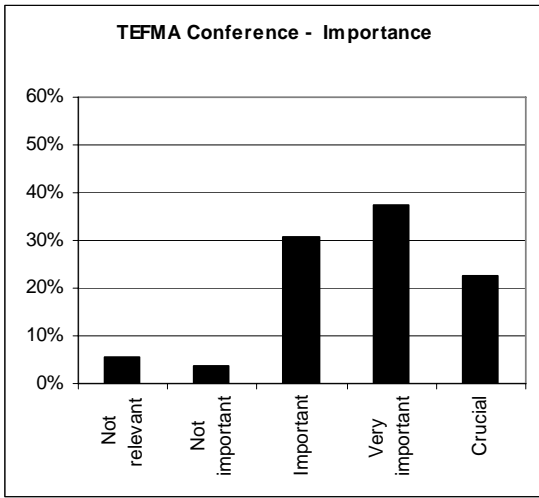
Graph 15.1: Workshops importance (109 responses)



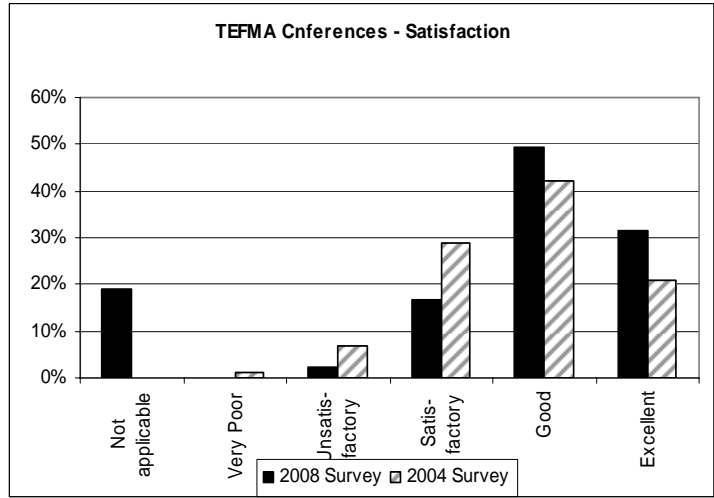
Graph 15.2: Workshops satisfaction



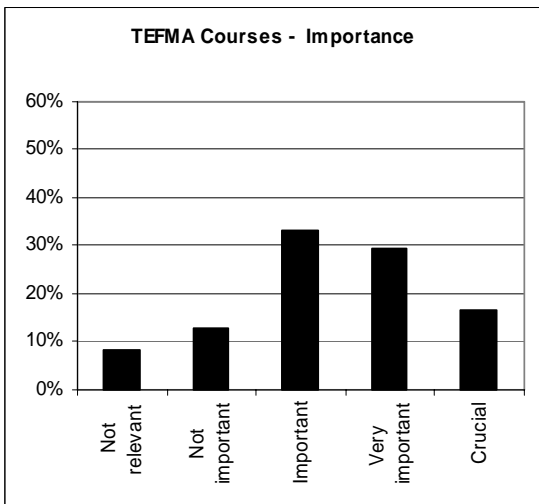
Graph 16.1: Conference importance (110 responses)



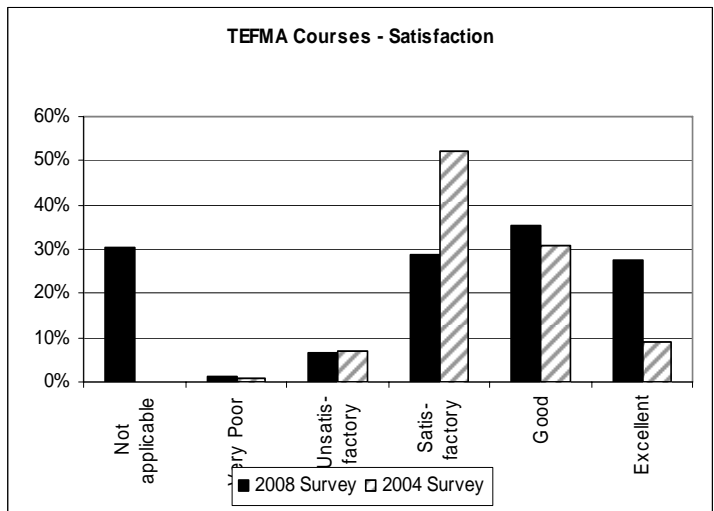
Graph 16.2: Conference satisfaction



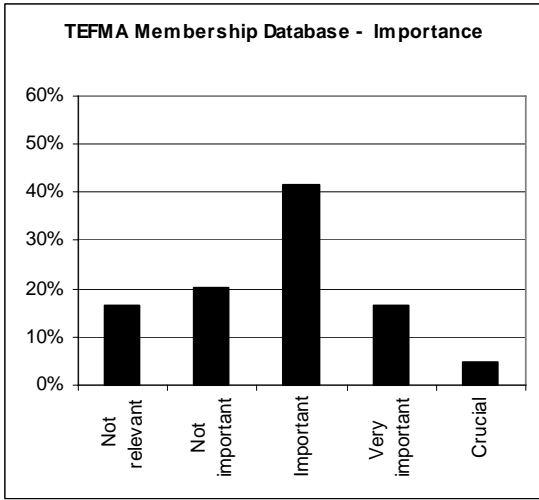
Graph 17.1: Courses importance (109 responses)



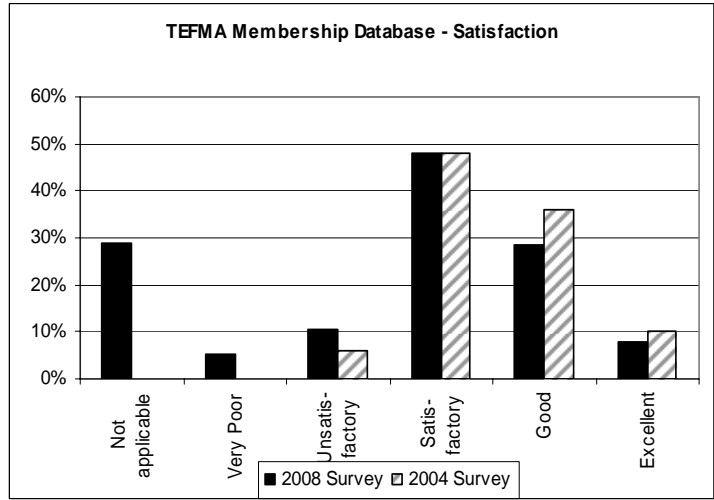
Graph 17.2: Courses satisfaction



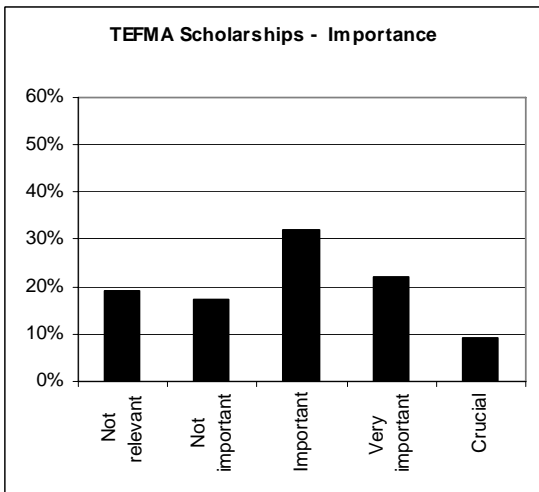
Graph 18.1: Database importance (109 responses)



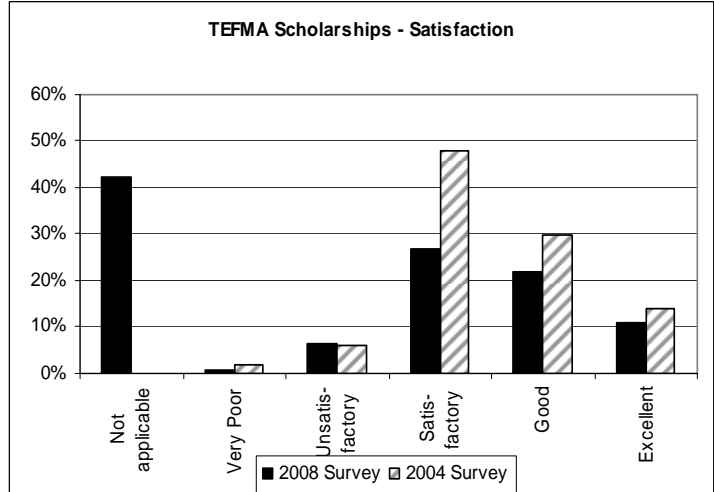
Graph 18.2: Database satisfaction



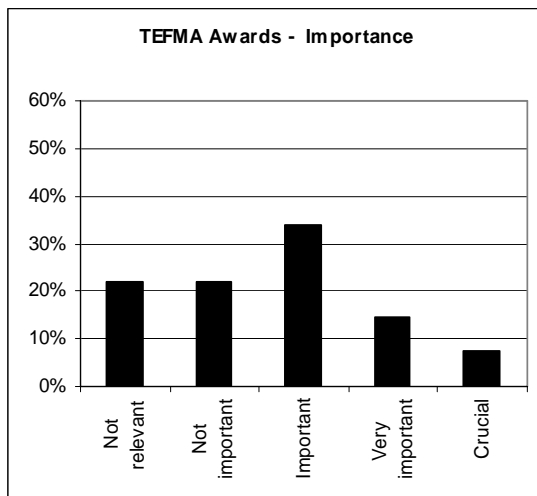
Graph 19.1: Scholarship importance (109 responses)



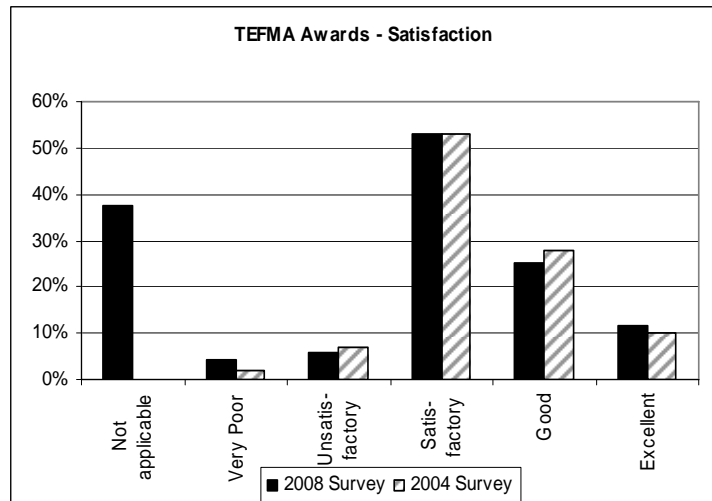
Graph 19.2: Scholarship satisfaction



Graph 20.1: Awards importance
(109 responses)



Graph 20.2: Awards satisfaction



2.5 Comments on Services Provided

Considerable feedback was provided on the services provided by TEFMA with many improvements suggested by respondents. Many members provided general comments regarding the services with others indicating that they have an overall positive or negative view on the service without elaborating further. The feedback is summarised in the following table.

Table 4: Feedback on services provided

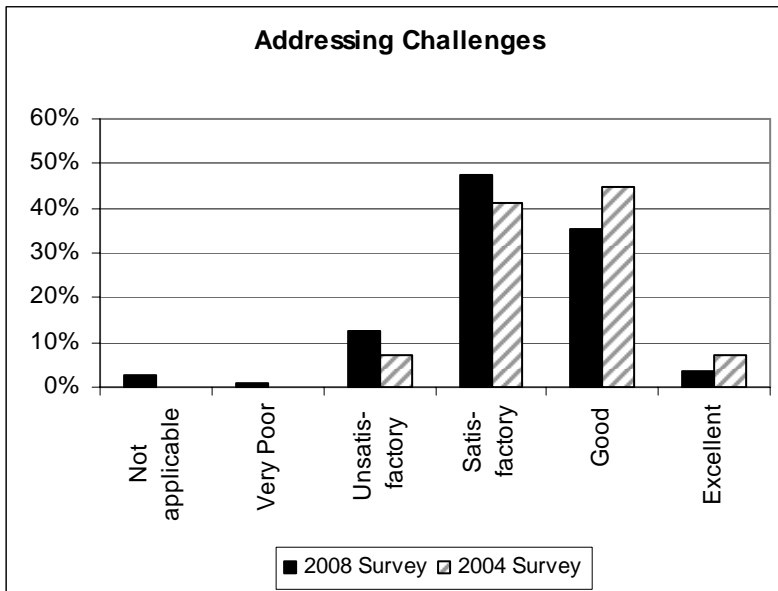
Service Provided	Positive	Negative	Service Not Used	Improvement Suggested	General Comment
Website	7	2	4	18	-
On-line forums	7	5	1	10	1
Newsletter	9	-	2	8	3
Publications	4	3	3	11	1
Benchmark survey	6	1	2	12	8
Workshops	6	1	-	12	4
Conference	3	-	-	9	5
Courses	4	5	4	9	1
Membership database	5	5	8	2	-
Scholarships	5	2	3	4	4
Awards	3	1	5	1	5

In providing feedback one member commented that for all the questions regarding services provided the key is to get involvement from members. If they are involved it will work well, if not, it won't. The respondent was not sure whether it is a reflection on TEFMA or on the staff at universities that some don't work well, probably a bit of both.

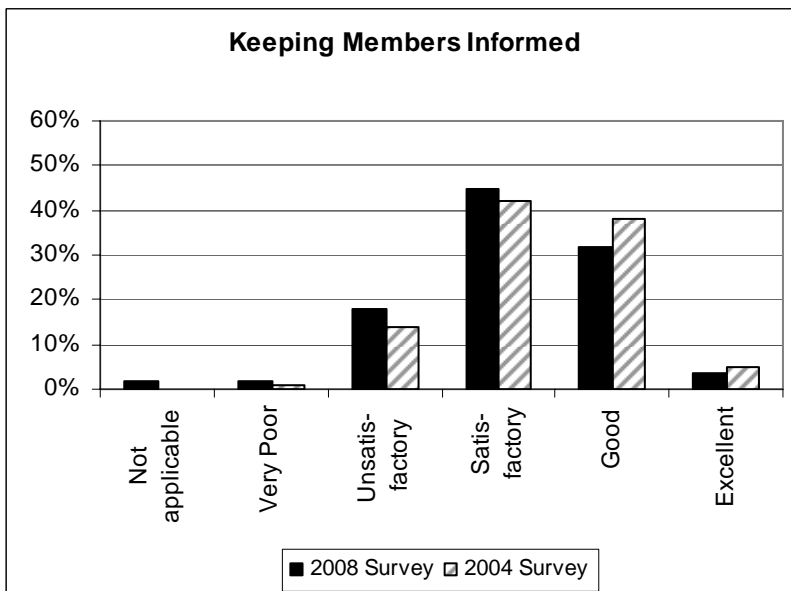
2.6 Meeting needs

Members were asked to assess how well TEFMA meets their need in various aspects of managing facilities in tertiary education facilities. The results are provided in the following graphs, where the 2008 assessment is compared with that provided in 2004.

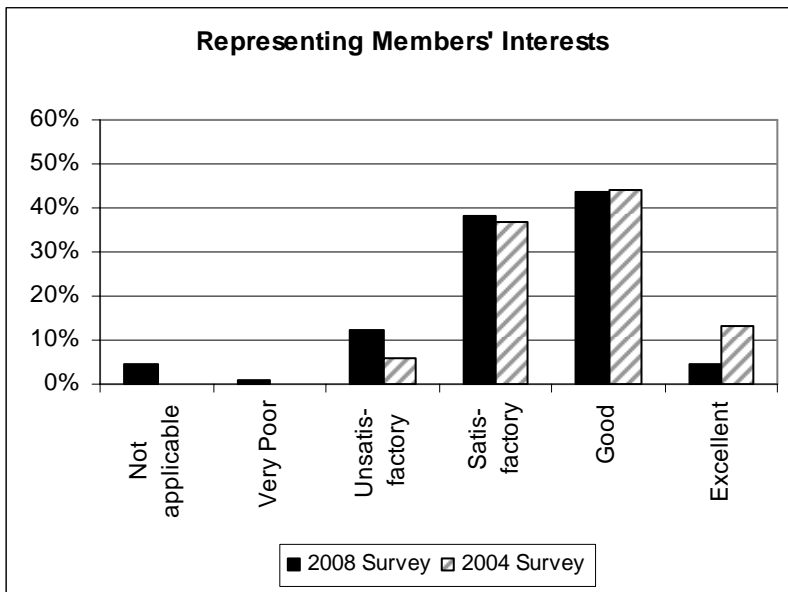
Graph 21: Addressing challenges
(113 responses)



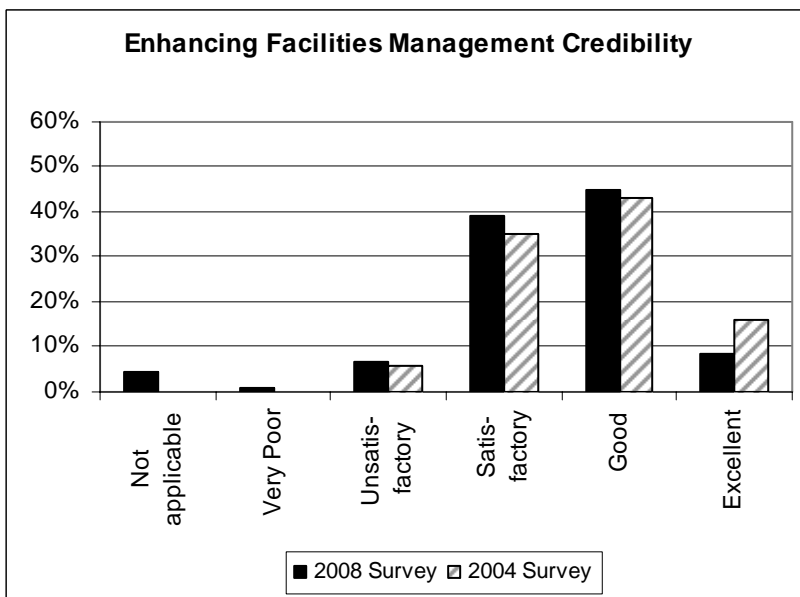
Graph 22: Keeping members informed
(109 responses)



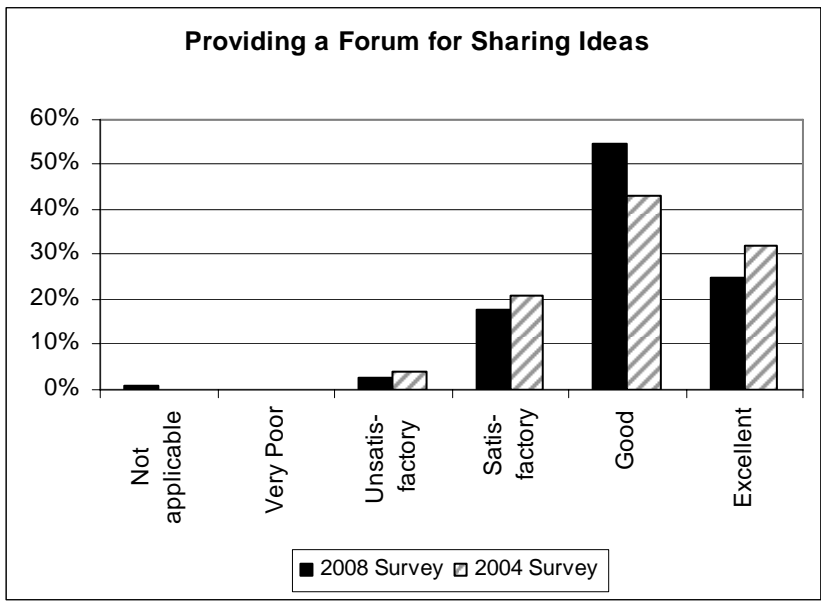
Graph 23: Representing members' interests
(110 responses)



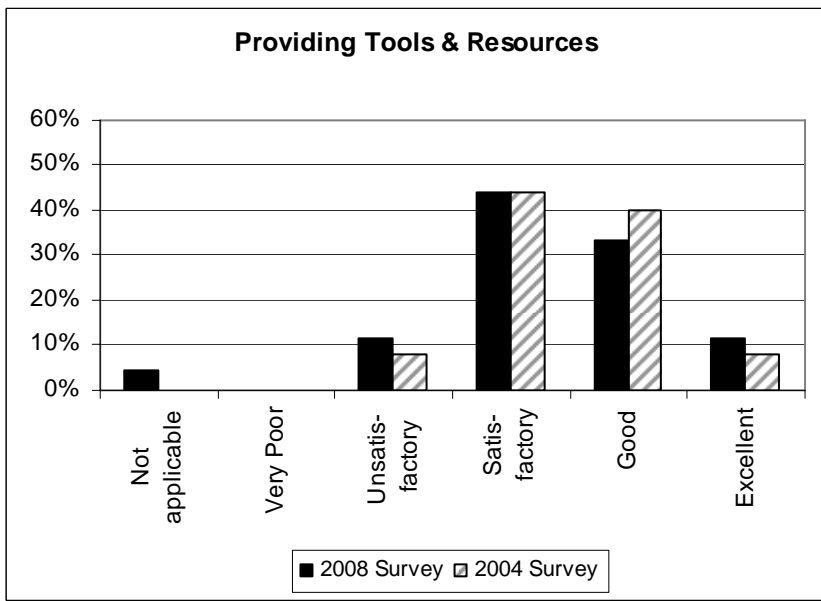
Graph 24: Enhancing facilities management credibility
(110 responses)



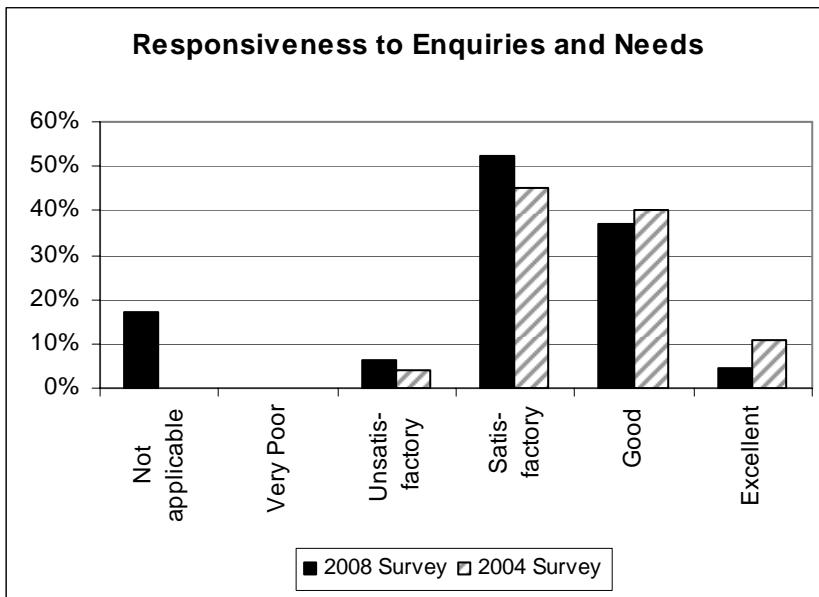
Graph 25: Providing a forum for sharing ideas
(114 responses)



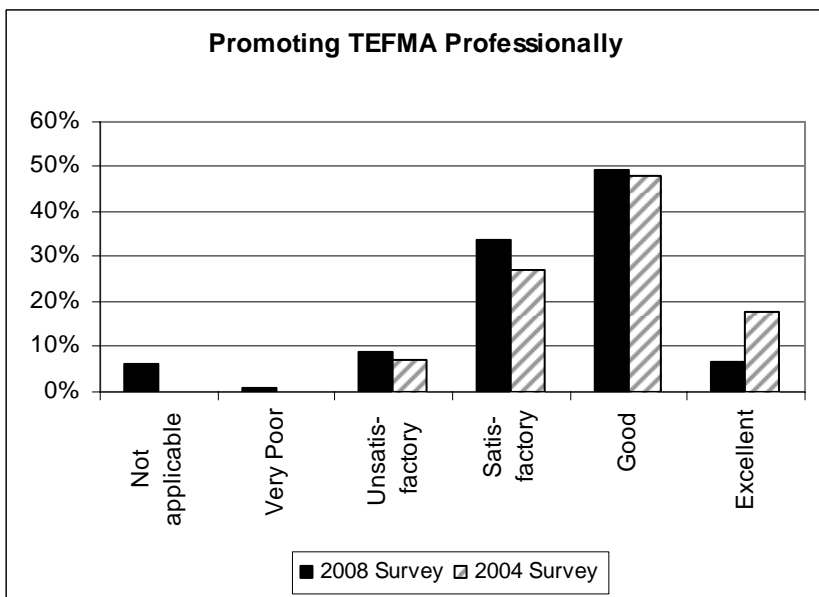
Graph 26: Providing tools and resources
(110 responses)



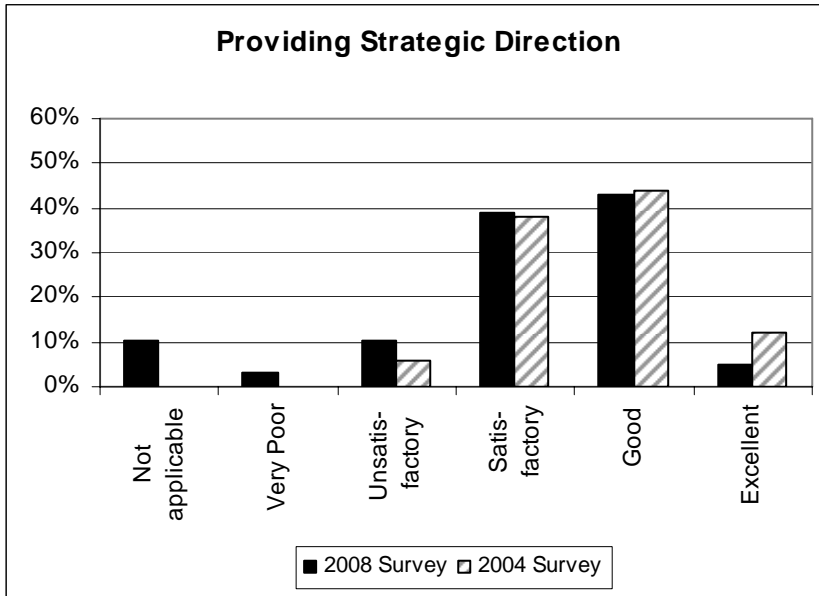
Graph 27: Responsiveness to enquiries and needs (111 responses)



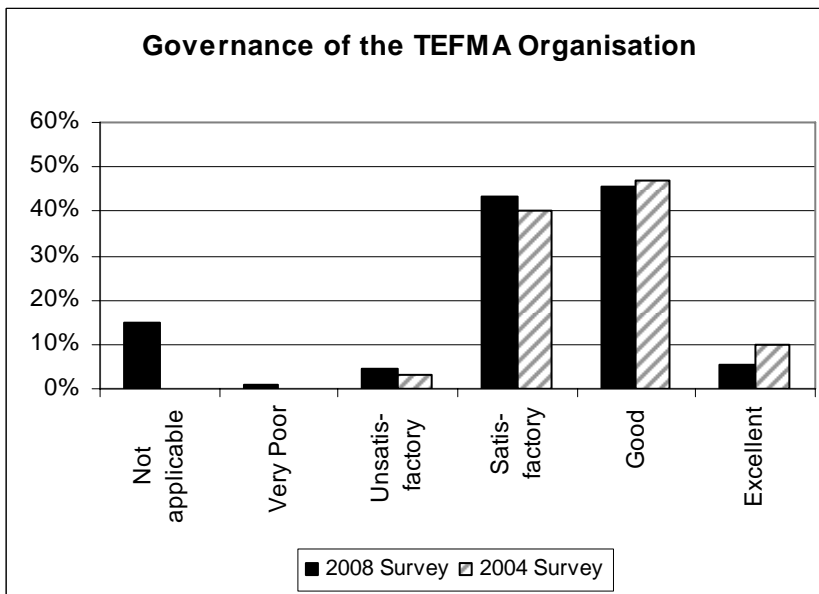
Graph 28: Promoting TEFMA professionally (110 responses)



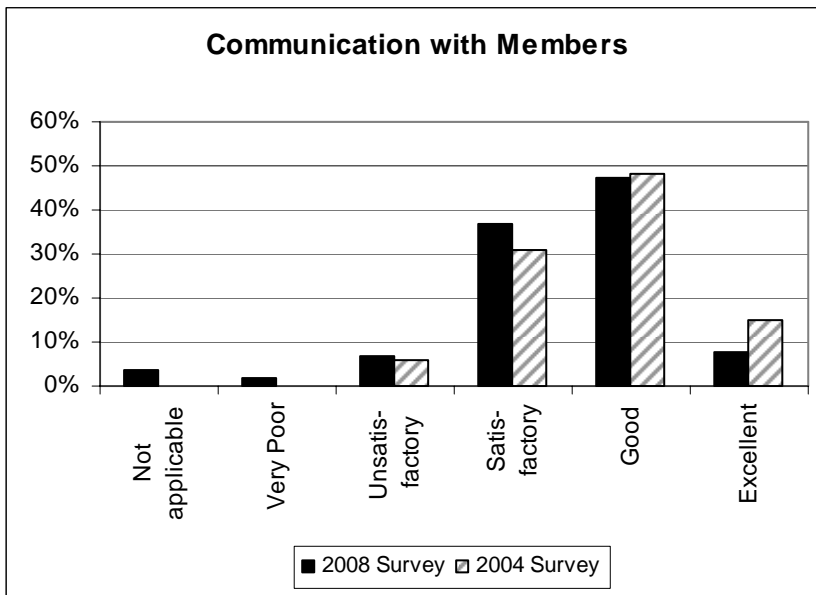
Graph 29: Providing strategic direction
(109 responses)



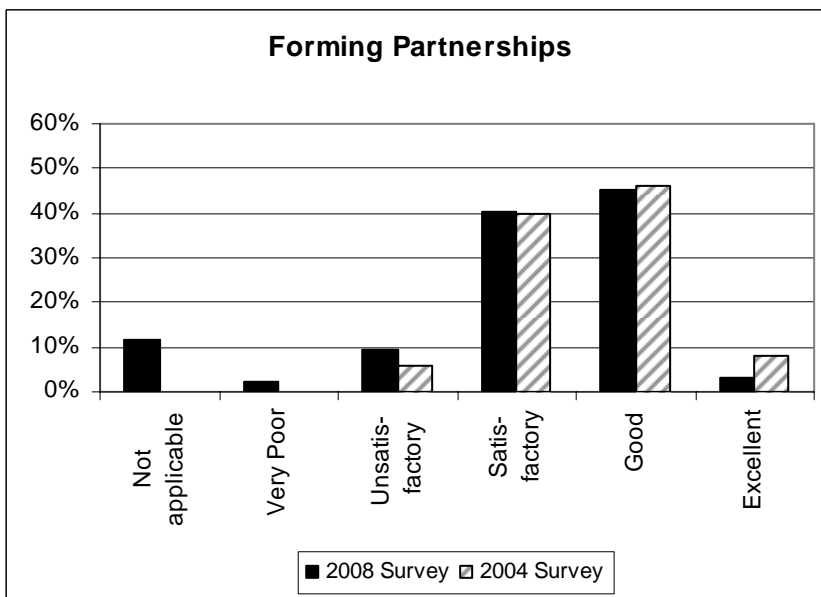
Graph 30: Governance of the TEFMA Organisation
(108 responses)



Graph 31: Communication with members
(110 responses)



Graph 32: Forming partnerships
(110 responses)



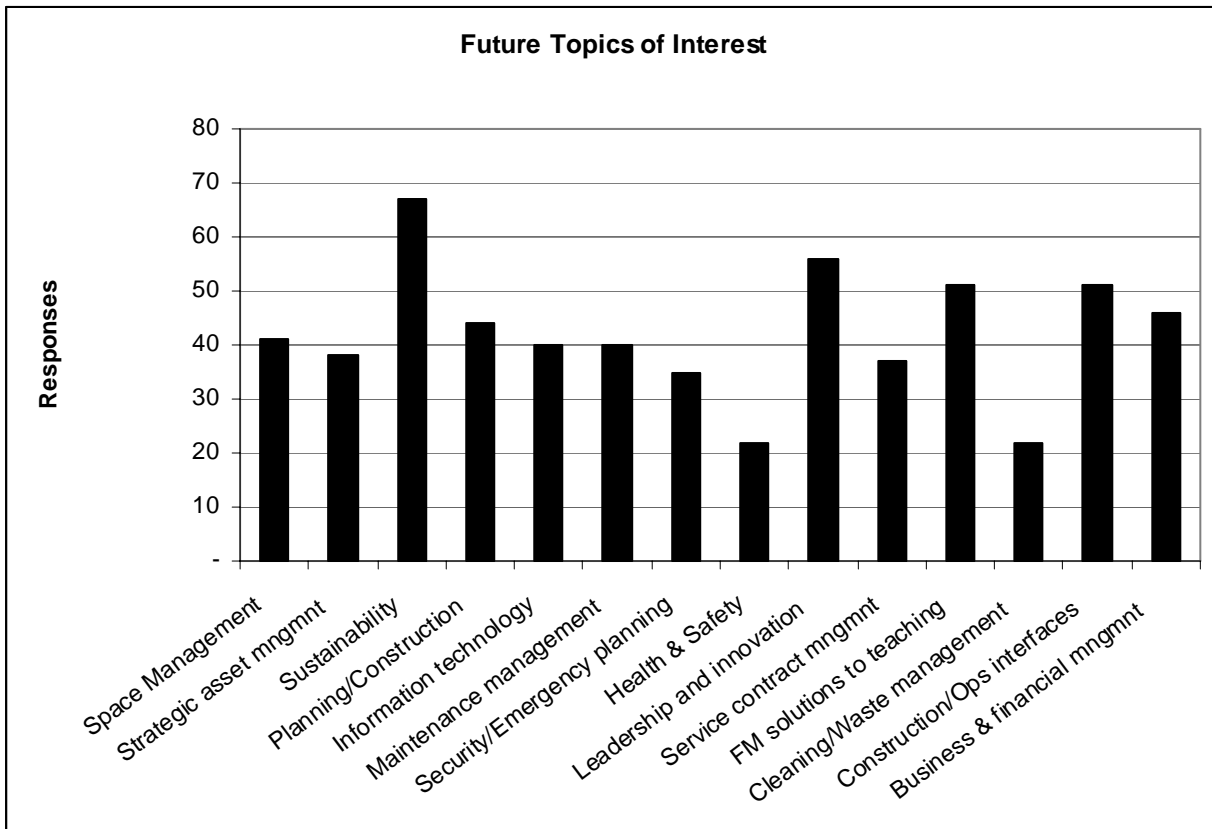
2.7 Topics of interest

Members were asked to select a maximum of five topics for future workshops and courses from a list with the results provided in table 5 and illustrated in graph 33:

Table 5: Topics of interest
(590 responses. N.B. each respondent was asked to select up to 5 topics)

Topics of Interest	Responses
Space Management	41
Strategic asset management	38
Sustainability/Carbon neutrality/ESD	67
Planning/Design/Construction	44
Information technology applications for Facilities Managers	40
Maintenance management	40
Security/Emergency planning/Fire safety/Critical incidents	35
Occupational Health & Safety	22
Leadership and innovation in facilities management	56
Outsourcing/Service contract management	37
Facilities management solutions to future teaching & research needs	51
Cleaning/Waste management	22
Construction/Operation interfaces and handover issues	51
Business and financial management in Facilities Management	46

Graph 33: Topics of interest for future workshops and courses



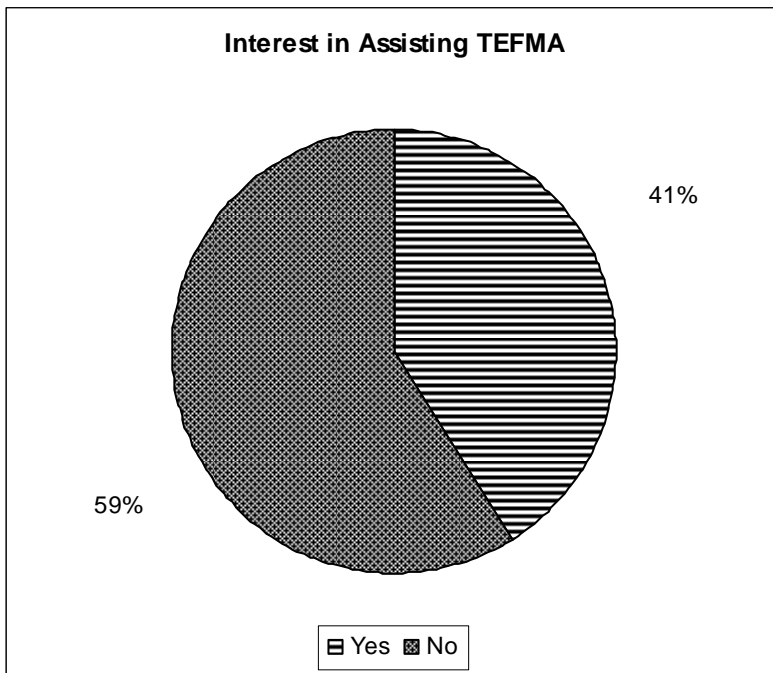
Further topics of interest are provided in the local forums section.

3.0 Other information

3.1 Interest in assisting TEFMA

44 members advised that they would be interested in assisting TEFMA with the delivery of services, 41% of the 107 respondents to this question. Of the 44, 36 provided contact details with the remainder advising that they were interested but currently unavailable due to insufficient time.

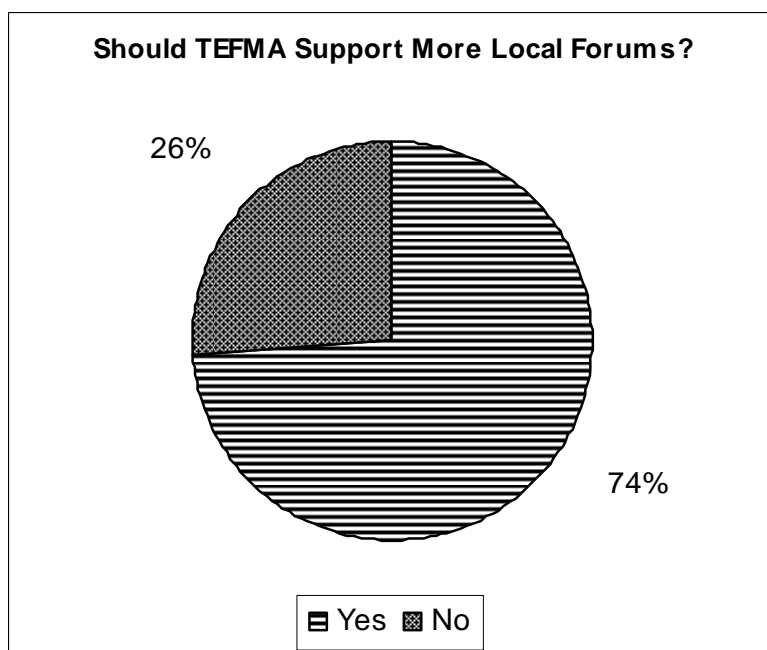
Graph 34: Interest in assisting TEFMA
(107 responses)



3.2 Local forums

The question was asked whether more locally (state/region) based forums should be provided to complement the national workshops, courses and conferences. There was considerable support for this as can be seen in graph 35.

Graph 35: Should TEFMA support more local forums
(111 responses)



Topics of interest to be covered in local forums suggested by members are as follows:

Table 6: Topics of interest for local forums

Sustainability
<ul style="list-style-type: none"> • Environmental impact • Energy management • Water conservation • Sustainable operations • Emissions trading • Fleet management, alternative fuels • Greening the campus buildings • Waste management
Compliance
<ul style="list-style-type: none"> • Legislative requirements (differ by State, Country) • Cost of compliance • Occupational health and safety • Resource Management Act (New Zealand)
Asset Management Planning
<ul style="list-style-type: none"> • Preparation of strategic asset management plans • Systems to store and manipulate data • Condition reporting • Strategic budgeting
Operational
<ul style="list-style-type: none"> • Maintenance • Security • Emergency management • Standard operating procedures • Transport, traffic, parking, cycle infrastructure • Cleaning • Contract management • Combining sites for utility supply tendering • Risk management
Space Planning
<ul style="list-style-type: none"> • Relevant software • How best to use older facilities • Database management
Projects
<ul style="list-style-type: none"> • Project finalisation and handover • The provision of flexible user spaces • Prioritisation

Tyranny of distance
<ul style="list-style-type: none"> • Challenges facing management of facilities in regional campuses • Local problems. Include other organisations managing large facilities in the same location such as hospitals and hotels • Recruitment in non-metropolitan areas • Outsourcing services in rural areas
Human Resources
<ul style="list-style-type: none"> • Recruitment in non-metropolitan areas • Equal Employment Opportunities – what is it reasonable for an employer to provide

Delivery methods suggested
<ul style="list-style-type: none"> • Small seminars, 2 -3 hours, led by a travelling specialist on specific and emerging topics • Lunches in each state, territory for members to meet and have a guest speaker, possibly every 3 months • Segmented based on like-minded institutions rather than regionally based

Many of the topics listed in the future topics of interest listed earlier in the report would also be suitable for local forums and other topics may follow on from TEFMA workshops, conferences and courses to give those who could not attend the opportunity to access some of the information and learning.

The comment was made that local forums should not be at the expense of the national focus.

3.3 3-year objectives

The following objectives that should be achieved by TEFMA over the next 3 years were identified through the survey:

Table 7: 3-year objectives

Increase participation
<ul style="list-style-type: none"> • Encourage participation of facilities directors and managers who do not currently actively participate in TEFMA activities • Encompass the needs of all members • Identify relevant of TEFMA to members • Widen involvement of associate members, including giving them voting rights • Increase forum and membership involvement to point where each member commits to one hour per fortnight to their interest in TEMFA

Alliances & awareness
<ul style="list-style-type: none"> • Develop strategic alliances and greater integration with other organisations • Increase awareness of facilities management with Governments, Universities Australia, Australian Vice Chancellors Committee, New Zealand Vice Chancellors Committee and other governing bodies of tertiary education institutions • Improve relevance within the higher education sector • Engagement with business sector
Development of profession
<ul style="list-style-type: none"> • Promote Facilities Management as a credible profession • Develop professional development opportunities for members • TEFMA should become a accredited training provider • Provide local forums • Youth policy and initiatives • Improve institution participation in scholarships • Grow from being a professional body to a body of professionals • Leadership in sustainable management practices
Benchmarking and guidelines
<ul style="list-style-type: none"> • Continue to raise the profile of the benchmark survey • Develop authoritative position on benchmarking • Sharing of best practice and innovation • Provision of more guidelines and tools • Facilities solutions to teaching and research issues • Space standards • Sustainability and environmental guidelines • High quality, practical assistance to managers of facilities
Information repository
<ul style="list-style-type: none"> • Central repository of documents and publications relating to key issues (similar to AUDE website) • Provide a data base or register of materials including comparative rating with competitors for quality, longevity, cost and environmental sustainability
Other
<ul style="list-style-type: none"> • Develop view on Education Investment Fund (EIF). Should it be competitively distributed or based on sector percentage

3.4 Business and financial concerns

The most important business or financial concerns facing respondents are as follows:

Table 8: Business and financial concerns

Budget constraints
<ul style="list-style-type: none"> • Lack of resources and budget to keep facilities at an accepted standard, with staffing and material costs increasing at a greater rate than budgets • Lack of funding for maintenance and capital projects with demand for upgrades exceeding available resources • Increasing deferred maintenance and the funding of backlog maintenance work • Continuous improvement hindered • Uncertainty about future, changes to tertiary funding systems
Cost of compliance and energy
<ul style="list-style-type: none"> • Environmental legislative requirements • Impact of carbon trading and management of carbon emissions • Age of existing buildings • Water management • Waste management
Labour market
<ul style="list-style-type: none"> • Aging workforce in facilities management occupations • Need for more highly skilled staff and their scarcity in the labour market • Need to operate on a business footing therefore need business operation training • Outsourcing versus in-house
Fit for purpose of current facilities
<ul style="list-style-type: none"> • Changing teaching and learning led by new educational technologies and pedagogies • Changing expectations of students, keeping up with IT technology • Resistance to introduction of innovations • Utilisation of significant assets and strategic asset management planning
Systems and communication
<ul style="list-style-type: none"> • Systems required to assist management and decision making • Ability to communicate significant FM organisational issues in manner that can be understood and supported by non-FM executives • Systems to support multi-campus environment

3.5 Expectations of TEFMA

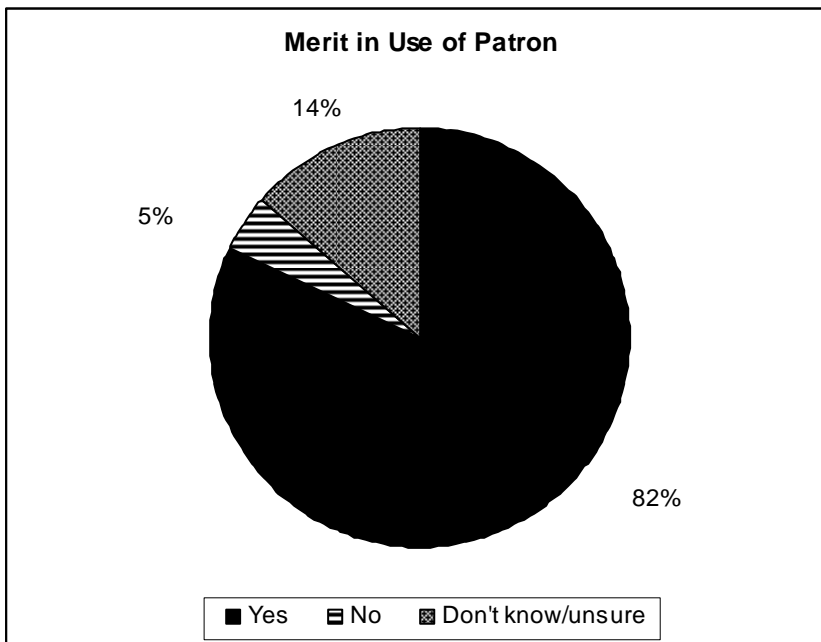
Many of the expectations members have of TEFMA that are not currently provided have been identified earlier in this report. The following are the points made in addition to those previously noted:

- Encourage all tertiary education institutions to value and include the facilities and asset managers' perspectives in their planning.
- More hands-on guidance and networking.
- More workshops, scholarships, face-to-face forums.
- Getting closer to individuals by becoming more relevant to each person and more connection with practitioners in the stated areas.
- Greater sourcing and dissemination of emerging trends, acting as researcher and filter of information with this facility available on the website. More outward looking than inward focused.
- Greater consultation and courses that assist staff achieve their objectives and perform better.

3.6 Use of TEFMA Patron

82% of the 44 members who responded to the question regarding whether they saw merit in using TEFMA's Patron to assist in raising relevant management issues with Universities Australia, University Chancellors Council (Australia) or the New Zealand Vice Chancellors Council with one person responding that the scope should be wider to include all governing bodies of all tertiary education institutions to provide equity for all the membership if this is the desired direction

Graph 36: Merit in use of Patron
(44 responses)



Topics that it was envisaged that the Patron could raise with the various governing bodies are summarised as follows:

- Enhancing the profile of facilities management and the strategic importance to institutions, and the services and information that TEFMA can provide.
- Long range academic planning and strategic direction and the engagement of Facilities Managers in strategic discussions to recognise the impact of infrastructure on service delivery.
- Sustainable environmental practices as the operation of facilities will become a major issue within the carbon conscious environment. A better understanding of sustainability and its effect on the industry.
- Infrastructure funding, funding for implementing efficiency savings and financial systems that put funds back into these.
- Strategic asset management including deferred maintenance and its impact on the fabric of buildings and other assets, and the age of buildings and the need for capital renewal programmes and funding.
- Space planning and management due to the changing face of teaching and research needs and changing student numbers, including the possibility of virtual universities and increasing support for distance-learning students at their homes, workplaces or residential schools.
- Moving tertiary education institutions into the 21st century. Poor facilities provide poor environments and therefore poor results in teaching, research and marketability.