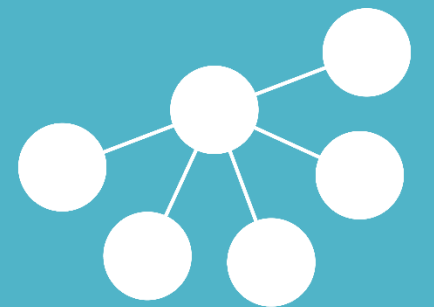


ADEPT member perceptions 2023

Shared Intelligence

25th May 2023

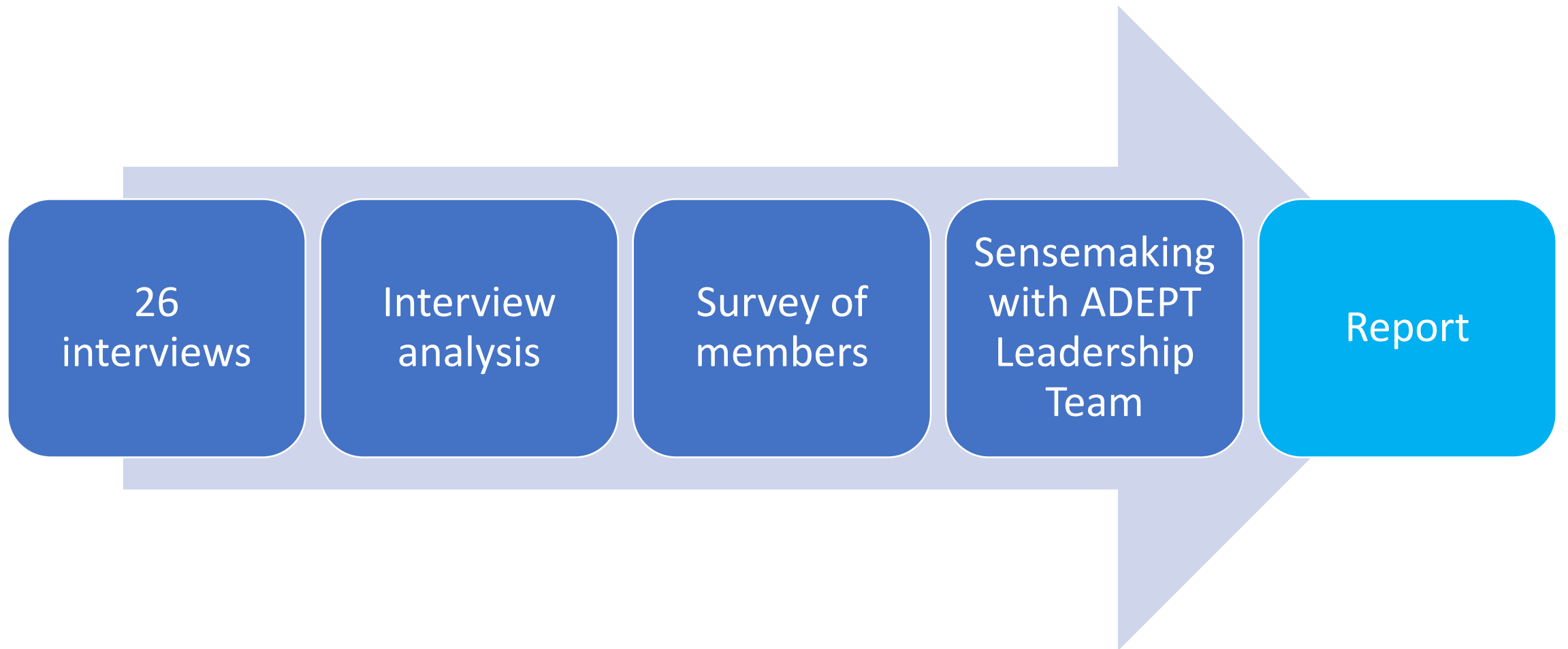


SHARED INTELLIGENCE

Purpose of work and aims

- To understand membership engagement with ADEPT
- To investigate lack of engagement and delegation, especially those in higher tier roles i.e. “place directors”
- To understand the needs of place directors
- To explore changes that could be made to improve engagement?
- To build upon previous work Shared Intelligence completed in 2019 and 2021, around members perceptions

Our process



Findings

ADEPT members value the current offer

- Networking opportunities and access to expertise
- Influencing central government – 80%!

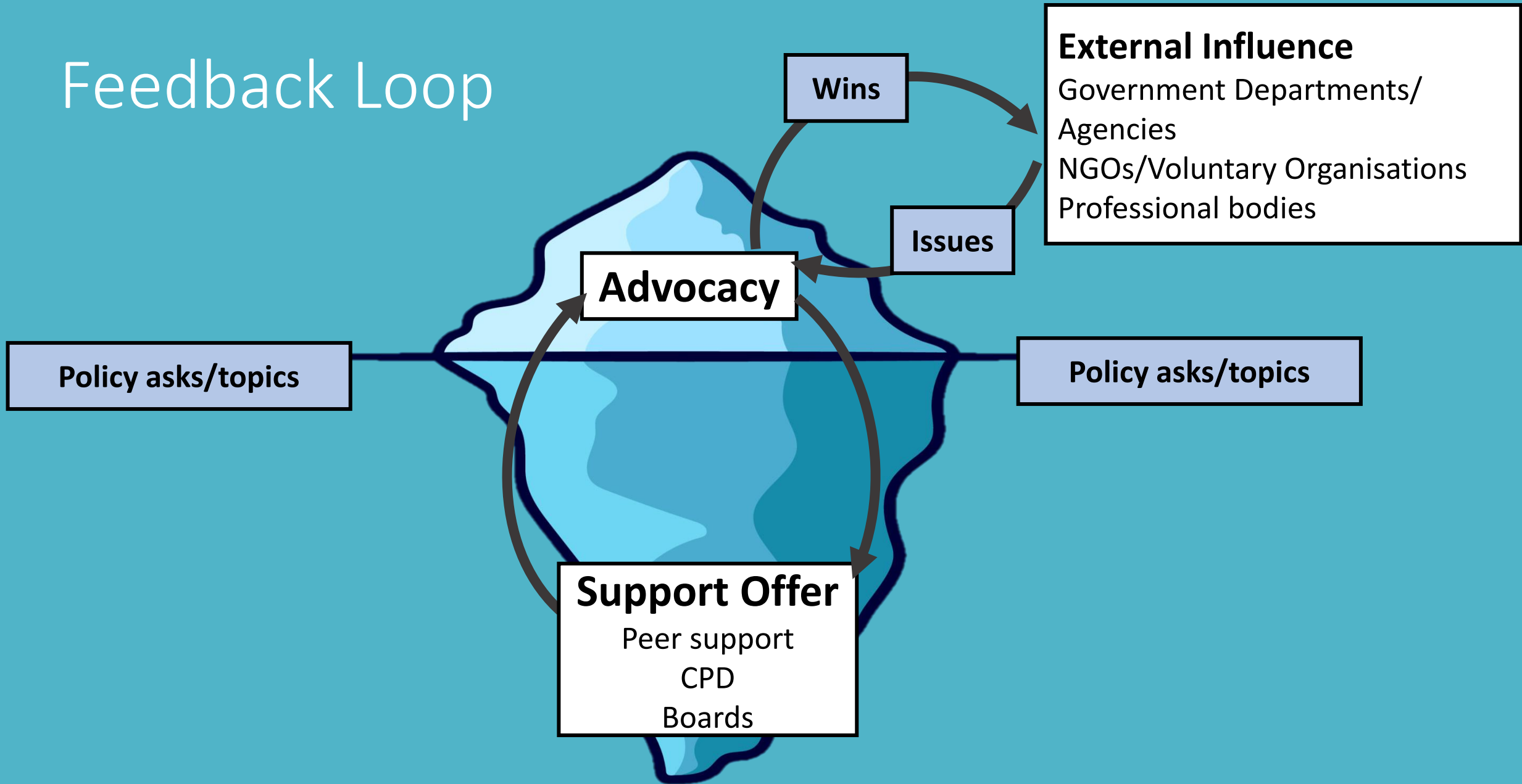
Place directors are more often delegating to lower tiers of management

- Delegation is not necessarily a bad thing!
- This is mainly due to time and capacity
- It is not an exclusive issue for ADEPT

Current comms approach did not effectively keep all members in the loop

- Place directors are missing initial announcements
- Strong desire for tailored newsletter

Feedback Loop



Recommendations

1 Be explicit and set the boundaries about seniority and engagement – to address delegation.

2 Clearly describe what ADEPT does for its members – to address the helicopter view.

3 Introduce a formal communication plan – to address the communications gap.

4 Formalise internal communication paths – to address the communication gap.

5 Tailored newsletters based on different areas of interest – to address the communications gap.

Recommendations

6 Keep a general newsletter but keep the information brief and high-level – to address the communication gap.

7 Create a formal induction process for new members – for regular contact with members and understanding their perceptions.

8 Routine check-ins or courtesy calls with existing – for regular contact with members and understanding their perceptions.

9 Consider a membership engagement role – for regular contact with members and understanding their perceptions.

10 Communicate the benefits of convening the joint presidents group.

Any questions or comments?

Possible discussion points:

- Which of our recommendations could have the largest impact on encouraging membership engagement?
- What is the role of the leadership team, subject/regional boards and wider membership in encouraging membership engagement going forward?
 - What should ADEPT next steps be?