

Mission and Values Survey - Summary and Report:
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MonkeyLearn.com, Word Cloud (most frequent and relevant words)

Introduction

In April 2021 a four-part survey was sent to members of the ACCT. The survey assessed the members opinions and ideas with respect to the following: 1) Vision Statement; 2) Mission Statement; 3) Logo; and 4) Other Thoughts. Of the roughly 700 members of the ACCT there were 27 respondents. This is a < 1% response rate. Low response rates can mean many things; however, they are not uncommon, and to put things in perspective, many qualitative surveyors are happy with a 10% – 15% response rate. A greater survey participation can sometimes have a minimal influence on the conclusions of the survey, as recent literature shows that answers to survey items may not differ substantially between responders and non-responders. However, there may also be value in seeking non-responders and “finding out why they “opted out” of providing data for the survey and use their feedback to minimize harm or barriers in future data collection processes.”¹ The survey may have been limited in scope; sent questions that were too narrow, open ended, broad; or not been reflective of the needs or desired input of all members. All this said, some valuable data was gleaned from the survey and the results of a word frequency and word relevance analysis, in addition to a quick thematic analysis, provide some direction for the board.

¹ <https://assets.aecf.org/m/resourcedoc/aisp-atoolkitforcenteringracialequity-2020.pdf>

The Respondents

The 27 (anonymous to me) respondents noted appreciation for the work of the ACCT, and among the positives were, recognition of members, volunteers, and staff; a sense of feeling valued and supported; foundations of excellence and competency within the ACCT; and access to a regulatory body through an organization with a client-centered view of professional practice. The responding members overall felt that the ACCT offered a strong community of members with opportunities for connection, collaboration, cooperation, and a focus on growth: *“This organization can bring counsellors together in a collaborative way that helps strengthen everyone as a family.”*

The members noted that some elements of belonging to a co-operative were key: *transparency, accountability, inclusion, access to quality supervision, mutual respect, professionalism, and goals that aligned within a social justice framework*; to name a few.

Some concerns that were highlighted, included that the organization, as a whole, could benefit from increased advocacy, professional development for members, and more of a presence nationally for members and non-members. The members want to come together somehow, around some of these *“common goals”*.

Of note, were that *diversity, an inclusive atmosphere, and an environment that nourished “human dignity”* be a priority. Our members want to continue to enjoy the benefits of belonging to an organization that honours and values their (and their clients) *quality of life, high ethical and professional standards for counselling, education, self-care, and equality; and an overall adherence to foundational and wholesome values*. Our members take pride in and want to continue to take pride in the organization as it works diligently to meet the growing and changing mental health needs in diverse Canadian communities.

Communication was a strong theme, and there were pros and cons, as some members felt that they were responded to promptly: *I was impressed with how “immediately and courteously I always receive help any time I have a question.”* While others felt they had been dismissed or ignored: *“a number of my emails and calls have gone unanswered and other ACCT counsellors I know have had the same issue.”* There seemed to be some inconsistencies with members feelings of belonging as well: as some felt *honored, valued and respected*; and others felt unheard, with respect to the direction of some initiatives, *“I don’t see myself in clinical languaging.”*

Moving forward, there were some fears, concerns and worries around regulation and the organization and its relationship with colleges and members: *“I want make sure that what I offer is respected and supported”*; *“I don’t know what level being part of college of counsellor will benefit me or my clients.”*; *“As it is, there are still many insurance companies, even those on the list, that do not cover my service.”*

Summary

To summarize the data, I have provided two wordles and a list of recommendations from the survey’s top comments. In addition, I have provided a list of most frequent and relevant words as seen through a raw analysis including word counts and word trees, provided by data analysis software.

****See Conclusions on p. 5 below diagrams.***

Vision Statement Summary:



Recommendations from ‘Vision Statement’ Questions, Based on top Themes and Directly from Data:

1. On-going Transparency
2. Invitations for members to connect
3. Professional development
4. Inclusive environment (belonging for all members, disciplines, practices, people)
5. Align our goals within a social justice framework.
6. Harness the power (skills and competencies) of our diverse membership
7. Create a list of recommended quality supervisors

Mission Statement Summary:



Recommendations from ‘Mission Statement’ Questions, Based on top Themes and Directly from Data:

1. More succinct mission statement
2. More presence across Canada
3. Create public awareness of ACCT
4. Consistency in service to members (phone calls, emails, etc.)
5. Vying for more recognition via insurance providers
6. Support members with the knowledge that there is high stress, fears, concerns, and an ever-growing demand for MH
7. Looking at what might be missing from values and mission statements

“I do hope that the organization becomes more inclusive and more open to feedback which helps it to grow”

From Word Count:

Frequency & Relevance *number = number of times the word appeared.	Of Note:
1. Support 50 2. Competency 45 based other criteria 21 3. Community 37 4. Value 21 5. Excellence 19 6. Client 18 7. Regulations 16 (counselling regulations 6) 8. Cooperation 10 9. Accountability 9 10. Professionalism 8 11. Professional Development 7 12. Insurance 5	1. Quality of life 2. Social responsibility 3. High standard 4. Quality supervision 5. Self-care

Conclusions

I separated the data from the “Logo” questions and “Other” questions as they specifically spoke to either the pros and cons of the logo and branding, and or highlights of what the ACCT offers. To summarize, 50% of the community felt that the logo was a strong representation of the ACCT and our values of growth, nurturance, equality, simplicity, synergy, and strength were represented clearly; 50% felt the logo was not a good representation of togetherness, caring, support, or modern visual representations of inclusivity or community. In the category of “Other,” data responses queried about the lost member directory, which was important to members, and noted that a complete re-working of the vision and mission statement would be welcomed (re-design and re-brand: more succinct and clearer). Overall, the members appreciate the board, volunteers, and staff who support the organization and they want to see the ACCT flourish.