

# IFVP MEMBER SURVEY.

2019

HERE ARE THE  
RESULTS.



International Forum  
of Visual Practitioners

THANKS FOR  
PARTICIPATING.



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# Executive Summary

Hello again – and thank you for participating in the IFVP Member Survey, 2019. Your board is happy to share the final survey results with you.

The IFVP leadership team is committed to serving you and supporting your professional development with a number of member benefits. As we work hard to level up our game and build new services, we wanted to hear your voice and make sure that your needs are front and center.

Here's some more information about this survey.

## Survey objectives

- Understanding what member benefits you care about - including the most valuable aspects and gaps in our portfolio of offered benefits.
- Measuring your level of satisfaction with IFVP membership – including a Net Promoter Score (NPS).

## Methodology

The survey was sent out to the entire IFVP membership using Survey Monkey. With our objective in mind, we used a combination of question types:

- Questions to gather factual information (about member profile)
- Likert scales to quantitatively measure overall satisfaction
- Opinion-based questions to get richer information and insights

The results are presented as frequencies of selected responses and emerging themes.

## Survey results

As you dig into these survey results, you'll see that we have a lot of great insights. At a very high level, here's what we heard you say:

1. **Focus on new member onboarding:** IFVP needs to do a better job with “onboarding” new members, introducing them to the menu of benefits and offering them opportunities to get involved.
2. **Community is our most important asset:** Our professional community is unique and values generosity, openness and sharing. You joined IFVP for the community and you would like us to play a more active role in catalyzing connections, especially at the local level, through local meetups and regional chapters.

3. **Keep focusing on the conference:** The conference is a very valuable benefit and plays an important role in connecting community and fostering learning. We need to keep working on making the conference more accessible.
4. **Be a thought leader:** IFVP needs to be the industry voice of consistency. This includes defining key terminology, practice standards, competencies and a code of ethics.
5. **Focus on education and advocacy:** IFVP needs to play an active role in creating awareness about our work – and clearly articulate the benefits and value visual practitioners provide.
6. **Increase diversity:** Play a more active role in increasing diversity in the field, being especially mindful of diversity in who we consider “experts” and put in positions of power.
7. **“Help me develop my business”:** Explore how IFVP can support members in growing their business. This includes creating support for sales and marketing, and business workflows.
8. **“Help me expand my skill”:** Explore how IFVP can provide knowledge and resources to help grow the skills of its members – for new practitioners as well as established professionals.
9. **Focus on improving the website:** Keep working on removing website glitches and elevating the website functionality.
10. **Provide more tangible value:** Actively explore and execute ideas that provide tangible value to member, beyond just the conference discount.

## Next steps

As your IFVP board enters a new year of work, we will keep these insights front and center. All your ideas will help shape our strategic direction.

Also, more than 60 of you have indicated that you would like to help develop our member benefits. Thank you for that and we’ll be in touch soon.

## Gratitude

Thank you from the bottom of our hearts. We appreciate the fact that it took time for you to fill this in. We also want to thank you for your honest feedback and your notes of support and love, for the work we do as a board. Our profession is at a tipping point, and we’re grateful to be members of this creative, vibrant and generous community, as we move boldly into the future.

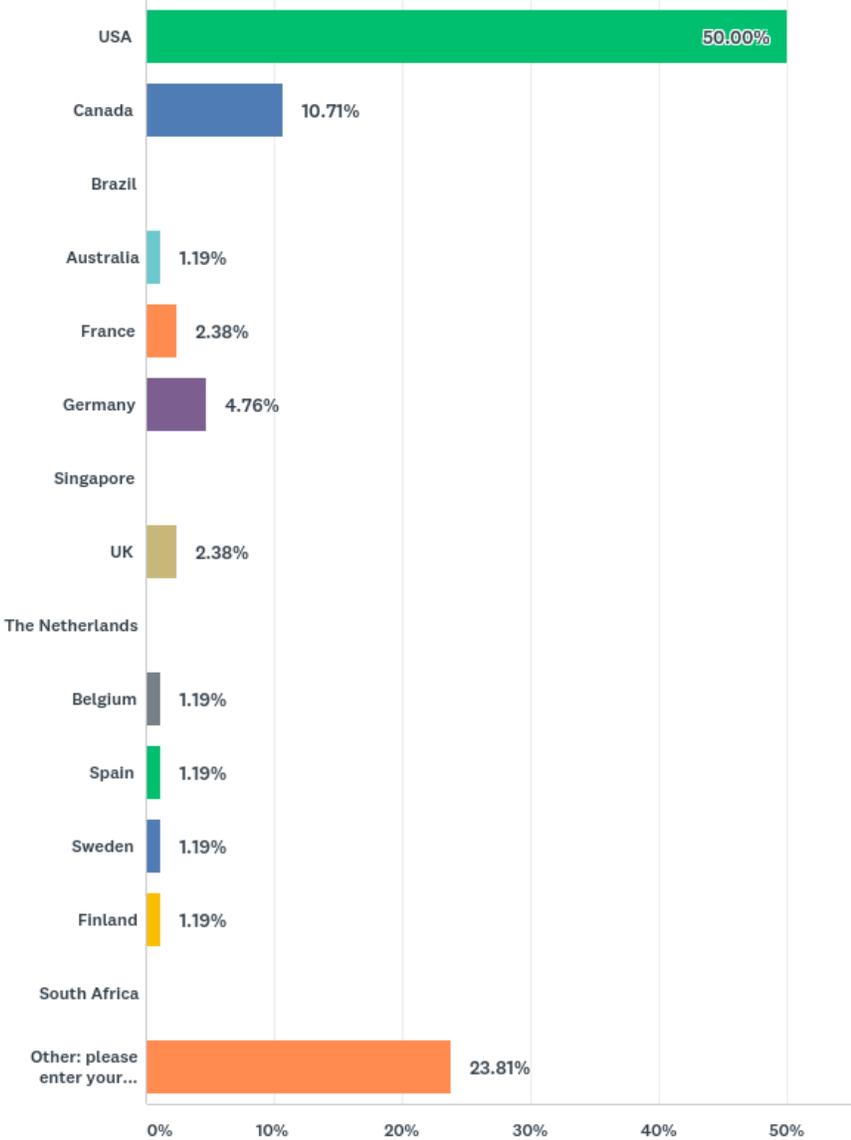
**Nitya Wakhlu, on behalf of your Board of Directors | International Forum of Visual Practitioners**

# IFVP Member Survey 2019

Total member respondents: 99

## Membership: Geographic distribution

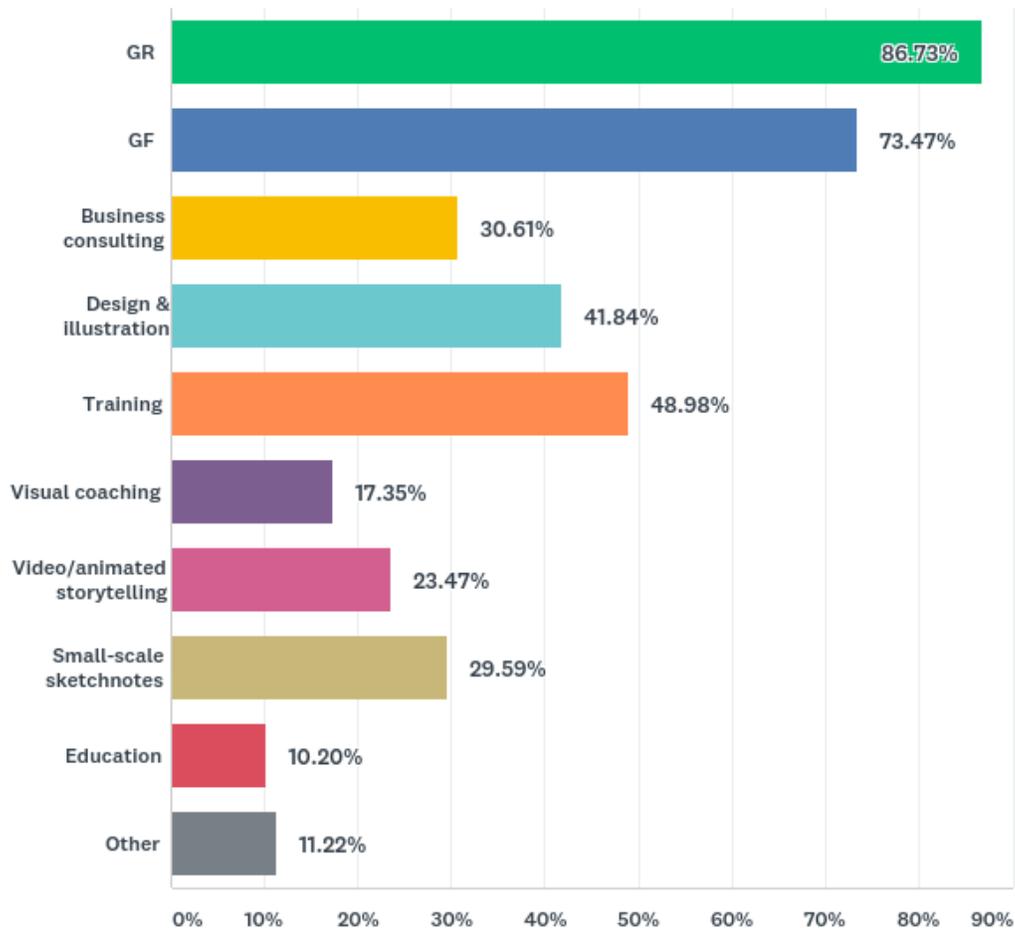
Q16 What country are you based in?



**Others:** Hungary (1), Colombia (2), Denmark (2), Portugal (1), Czech Republic (1), China (1), Preu (2) Switzerland (1), South Africa (1), Argentina (1), Chile (1).

# Q1. Membership: Service Categories

## Q1 What do you do?



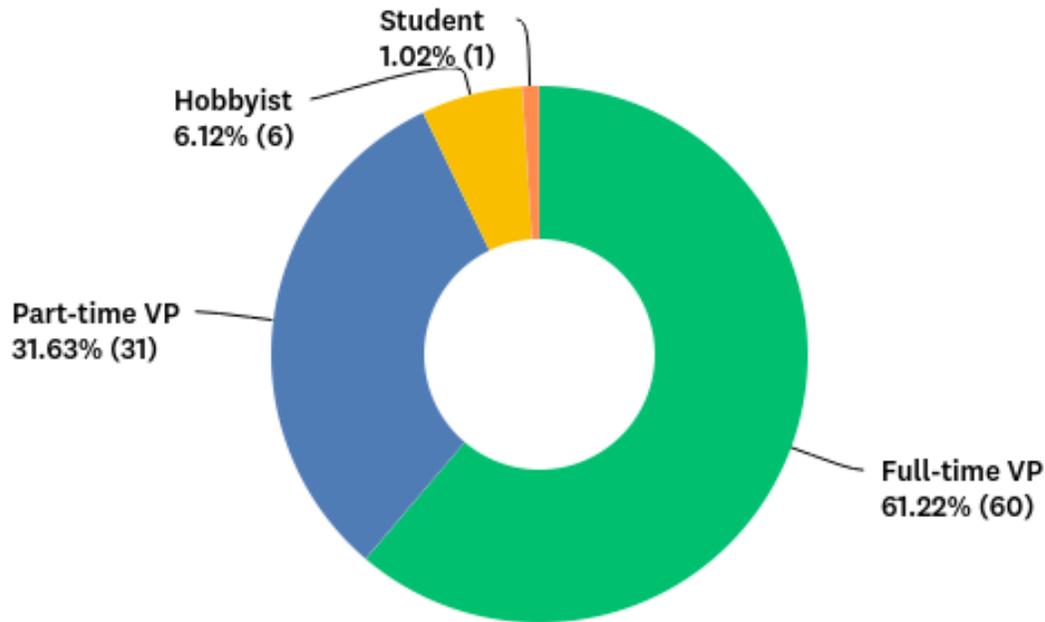
### Key:

- GR = Graphic recording - capturing ideas visually in real time to highlight meaning.
- GF = Graphic facilitation - process design and facilitation using visual tools, with primary ownership of the outcome.
- Education = teaching students in high school and higher ed incorporating visual tools.
- Training = teaching Visual thinking workshops, webinars etc.

**“Other” includes:** Lettering, Visualization of Strategy/Stories for Depts/Initiatives/Projects, Service design and UX, Developing leaders using visual notes, Agile Coaching & Training, Design thinking, Innovation facilitation.

## Q2. Membership: Professional status

Q2 Which of these best describes you currently?

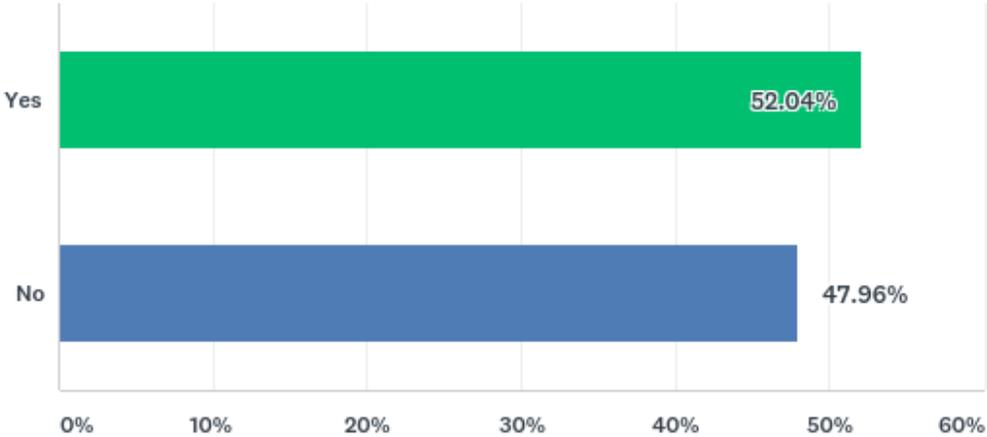


**Key:**

ANSWER CHOICES	RESPONSES
Full-time professional visual practitioner: "This work is my main professional focus. I earn my living doing this"	61.22% 60
Part-time professional visual practitioner: "This is part time work for me and a partial source of income"	31.63% 31
Hobbyist: "I am interested in this work - and mainly contribute work pro bono. I'm not reliant on it for income"	6.12% 6
Retired professional visual practitioner: "I am still interested in this work but am no longer reliant on it for income."	0.00% 0
Student: "I'm going to school - and I'm interested in exploring the world of visual thinking"	1.02% 1
<b>TOTAL</b>	<b>98</b>

# Q3 and Q4. Member involvement

Q3 Have you ever been actively involved with IFVP?



**Member involvement includes:**

- Co-founding IFVP
- Serving on the IFVP board and the IFVP Institute board
- Helping to create the first regional chapter with EVP
- Volunteering on the IFVP social media team
- Member of an IFVP committee
- Graphic recording at IFVP board meetings
- Logo development, illustration and graphic design support for IFVP
- Newsletter editing support
- Contributing to the IFVP newsletters
- Members of the conference organizing and volunteer teams
- Presenting at IFVP conferences and pre-con workshops
- Attending conferences and local meetups

# Q5. What motivated you to become and stay an IFVP member?

## 1. To connect with the “Community” – (by far the biggest theme) 39% of all the responses

- Connection, connection, connection with my peers and mentors! And learning. But mostly connection.
- Stay connected with a group of fantastic people!
- Social and professional networking.
- I feel isolated as a graphic recorder and rely on IFVP to stay connected to the VP community.
- Building and maintaining relationships.
- Being part of a global network.
- The generosity, values and vibrancy of the community – IFVP a group of enthusiastic visual practitioners happy to share what they know to whoever might need it.

## 2. Professional development and learning - 27% of all the responses

- **Peer to peer learning:**
  - I'm just starting out on my visual notetaking journey; wanted a community that can help me grow my practice via resource-sharing, modeling, etc.
  - I'd love it if we can share best practices with each other.
- **Access to information, tools and resources:**
  - Resources for skill building and business support.
  - I want to always keep up with the latest in my field.

## 3. The IFVP annual conference - 15% of all the responses

- Trigger to join – discounted conference fee.
- Conference experience – connecting with community, learning, feeling re-energized.

## 4. Professional credibility and image – 6% of all the responses

- It lends an element of credibility to a unique profession.
- Proof of trust for my clients and outreach to the world with my ifvp profile page.
- It's important to be a part of a professional org.

## 5. Desire to contribute and give back – 4.5% of all the responses

- I want to support the field.
- I want to give back.

6. **Membership was recommended by someone I trust – 4.5% of all responses**

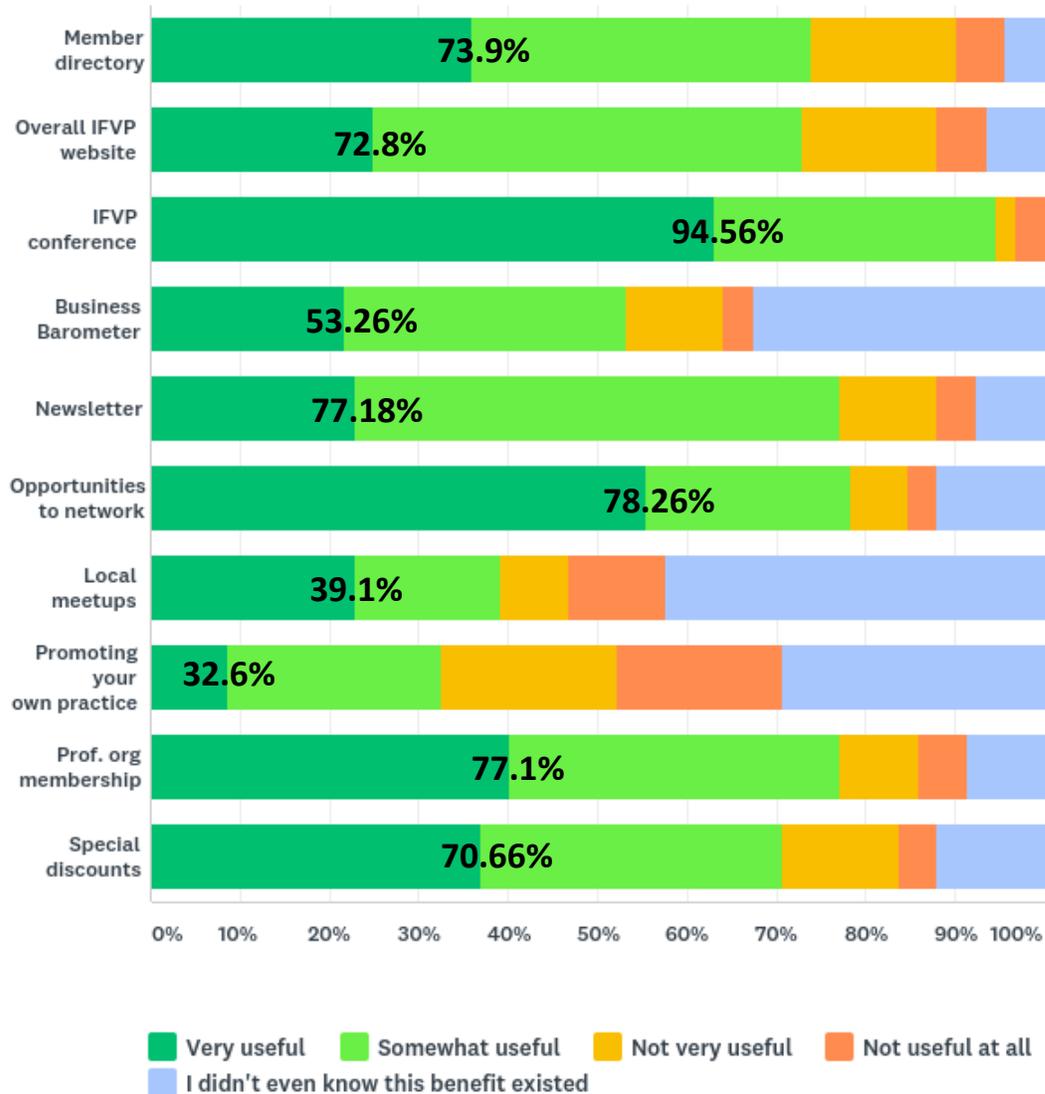
- Recommendations from mentors, seasoned practitioners and other active colleagues.
- Word of mouth at local meetups etc.

7. **The IFVP website directory listing – 3.75% of all responses**

- I hoped that my presence on the IFVP website would be a source of referrals to me.
- Business leads from the directory.

## Q6. Measuring the quality of member benefits

Q6 How useful are these IFVP Member Benefits are to you?



**\*\* Percentage labels displayed = sum of [very useful] + [somewhat useful]**

Complete menu of benefits:

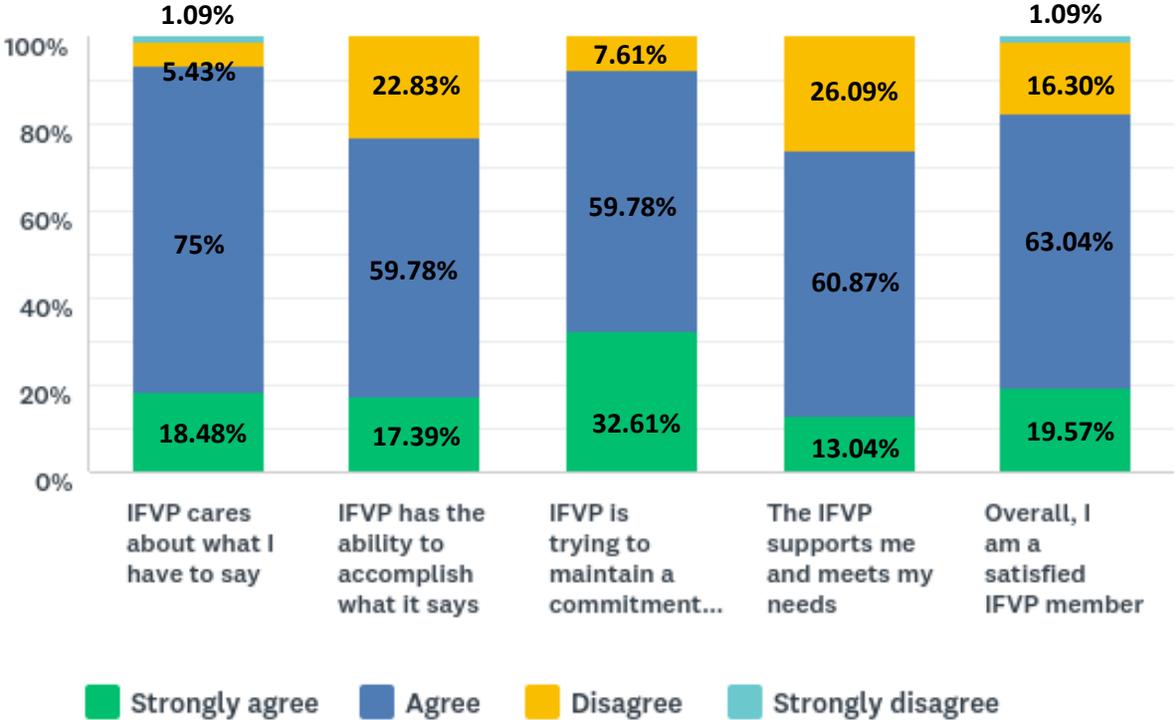
- IFVP member directory on the website
- Overall IFVP website: information, tools, connection to 300+ practitioners
- Annual IFVP conference
- Business Barometer Survey - access to our industry report

- Content-rich IFVP newsletter
- Opportunities to network with and learn from colleagues
- Local meetups
- Promoting your own practice-related events and training at the IFVP website
- Being part of the leading professional organization in your field
- Special discounts (Conference discounts, etc.)

**Insight: A large portion of the membership doesn't know that benefits like the "Business Barometer" and "Local Meetups" exist. IFVP needs to increase frequency/channels used to communicate about benefits and improve their new member onboarding.**

# Q7. Measuring the relationship quality of members with IFVP

Q7 Your level of agreement with these statements...



**Key:**

- IFVP cares about what I have to say
- This organization has the ability to accomplish what it says it will do
- I feel that this organization is trying to maintain a long-term commitment to people like me
- The IFVP supports me in my work and meets my needs as a member
- Overall, I am a satisfied IFVP member

# Q8. Member Satisfaction Scores: What can we do to improve them?

## 1. Provide more tangible value – 33.3% of all the responses

- Improve the real practical benefits for members. We pay a fee to join but there is very little practical benefit that I get.
- I currently do not receive value from IFVP membership comparable to other visualization resources available online.

### *Proposed ideas:*

- **IFVP Board – prioritize better:**
  - It's better to have fewer initiatives that are well executed, instead of many big ideas.
  - The Board seem to be big on ideas but low on ability to execute.
- **Bring on a full-time executive director:**
  - I do think the organization has a way to go in being able to accomplish what it wants to do, mainly because except for Launa, it relies on volunteers to do everything, and everyone is busy. It would be immensely helpful to have a full-time staff person - but it's always the same question: how do we raise the money to do that? I don't have any answers.
- **Suggestions for resources and support IFVP can provide:**
  - Templates for contracting
  - Templates for facilitators
  - You have a network of some very experienced experts in the field, it would be great if the leaders in the field were part of a monthly con call, sharing practical tips for members.
  - Host frequent online learning sessions as an extension to the annual conference.

## 2. Improve the website – 28% of all the responses

### *What we heard you say:*

- Please improve website - I have so many problems with broken links and membership status.
- I've had lots of problems signing in.
- Make the website user-friendly—for us as members and for potential clients.
- I find it difficult to locate and connect with others on the website.

### *Proposed ideas:*

- **Hire a professional to run the website.**
- **Better focus on local links and localized content**

- Better visible links to EUviz and UK Viz. membership with content tailored to individual interests, location etc.
- Would be nice for the website to have more visibility for possible clients in LATAM. Most of them don't know it exists.
- **Search criteria, beyond location:**
  - For externals finding a visual practitioner it is still purely by location - this is deeply inadequate. I have had no connections from the website. I would also find it impossible to find people by what they do, experience, length of time in IFVP or any other search criteria.
  - When sending job opportunities there must be an obligatory field for the clients to fill language, specific place where they want the practitioner being from, etc. So the search could be more accurate.
- **Build the habit – training members to visit the website:**
  - The biggest challenge is creating a habit for members to go regularly on the platform, to talk, read and exchange on topics. Numbers on current actual usage/traffic on the website by members (and non-members) would be super relevant to see where to invest time and effort.

### 3. Onboard new members proactively – 7.6%

#### *What we heard you say:*

- Somehow welcoming new members and introducing how they can get involved would be helpful.

#### *Proposed ideas:*

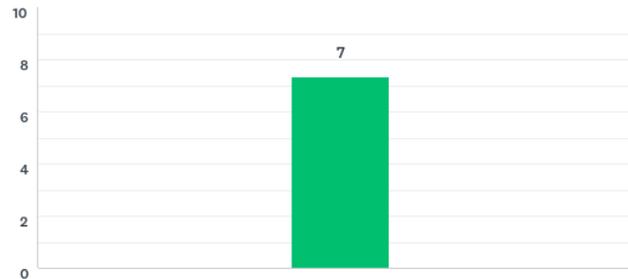
- **More robust onboarding:** welcoming new members and introducing how they can get involved would be helpful.
- I wish there was a small practical starter kit for newbies (recommended big board and sketch noting markers, getting started pro tips, recommended foam board and paper, etc.)

### 4. Other themes:

- **IFVP conference:**
  - Even more opportunities for a lower cost conferences and regional conference, in non-US locations.
  - Interest in having the conference in **Western Canada**.
- **International focus:**
  - The organization still feels very North America focused.
  - Organize more meetups and activities for connection in regions that are more isolating for visual practitioners (e.g. China, parts of Australia)

## Q9. IFVP: Our Net Promoter Score (7/10)

Q9 Considering your complete experience with IFVP, how likely would you be to recommend us to a friend or colleague on a scale from 1 to 10?



## Q10. Reasons for the score above.

### **Plus!**

- It's THE professional association! This is the only serious professional association for practitioners.
- Huge value in being part of a global professional community.
- I've met visual practitioners from all over the world and built relationships, referred business to some of them and got referrals, learned, taught and got clients via IFVP website several times.
- IFVP is good for your professional and personal development.

### **Delta!**

- For the fee, not enough tangible value provided, beyond the conference.
- Does not feel international enough.

# Q 11. What are the biggest pain points in your work, that you'd love support with?

## Theme 1: Help with Business Development and Marketing - 40.7% of responses

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- **Client acquisition and retention:**
  - How to have a steadier stream of clients.
  - How to get repeat business, instead of “one and done”!
- **Articulating value**
  - How to talk about the value of the visual practice.
  - Showcasing the unique value I personally bring.
- **Setting rates**

## Theme 2: Guidance on the Business Workflow – 14.8% of all responses

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- Contracting process and templates.
- Logistics workflow: getting all the supplies set up on location.
- Working with virtual administrators.
- How to balance periods of “feast and famine”.

## Theme 3: GR 101 - Skill Building – 18.5% of all responses

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- Learning to work with mixed media.
- Listening well and synthesis.
- Icons, visual vocabulary.
- Lettering tips.
- Assessments: help me understand the benchmarks for success as a visual practitioner.

## Other themes:

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- **Mentoring and job shadowing:** Connect me with people at a local level, so I can shadow them on the job to help me grow my skills.
- **Lack of diversity:** Racial diversity and diversity in visual style.

- **Local Meetups:** greater connection with my local visual community.
- **Health insurance support:** explore group insurance packages.

## Q 12. What gaps do you see in our field? What do you see as IFVP's role in filling these gaps?

### Theme 1: Be the thought leaders and define the North Stars - 24.5% of responses

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- **Create consistent terminology:** standardized descriptions of the work we do (Graphic recording, facilitation, listening etc.)
- **Create standards:** Standards of practice, Competencies and Code of ethics.
- **Certification:** Explore creating this.
  - How to get repeat business, instead of “one and done”!
- **Publish research:** Evidence of value of the visual practice.
- **Lead community projects:** Support projects for non-profits or local communities, supporting education and showing how to leverage our work in business environment.

### Theme 2: Focus on education and advocacy to grow the pie - 24.5% of responses

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- IFVP needs to amplify the voice of visual practitioners with clients.
- Increase awareness among the general public and educate the potential client base.
- Increase awareness among allied professional communities (PMI, ATD etc.)

### Theme 3: Catalyze local community - 22.6% of responses

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- IFVP support of **local communities** would be super. With money, beer, markers or spreading the events or something else :)
- Creating more local **meet-up** opportunities.
- Encourage more **Regional chapters** (like EVP) - thank you!

## Theme 4: Create more opportunity for Diversity – 5.5% of responses

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- There's a lack of diversity in the work - what it looks like, what "experts" we continue to rely on as thought leaders. We need fresh and challenging voices and styles.
- IFVP needs to play a role in nurturing and offering more benefits and outreach to people of color.
- Increase diversity in facilitators (not a ton of people of color, that I've witnessed); providing scholarships for people of color who are interested to attend IFVP annual conference.

## Theme 5: Support us in Professional Development – 18.8% of responses

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- **Graphic Recording Skills:** Learning and growing the craft.
- **Business development support:** "Business in a box" support, support with marketing and growing the business.

# Q 13. What do you appreciate the most about IFVP?

## Theme 1: The community – 46.87% of all responses

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- A fabulous network of engaged and welcoming people.
- A fabulous network of supportive colleagues, many of whom have become dear friends over the years.
- Meeting the people that are part of the organization and part of the field.
- Hearing and learning from each other.
- Belonging to this professional network.
- The professional quality of memberships – and information sharing.

## Theme 2: The values - warmth, openness and generosity – 12.5% of all responses

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- Enthusiasm for the field.
- Responsiveness and friendliness. We are a kind and accessible bunch.
- Humanity and generosity.
- Comradery and inclusiveness.
- I appreciate how kind and welcoming everyone is.
- Our commitment to helping others.

## Theme 3: The board of directors – 7.8% of all responses

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- **Sunny! Sunny's awesome.** I really dig my fellow social media committee teammates. The 2018 EuViz conference blew my mind and I'm a changed person because of it, I'll never forget it.
- I appreciate the immense amount of work all of the directors are doing, in addition to running your own businesses. You are holding a vision and helping to bring that to reality, and I am grateful to you for the long hours of planning, discussion, and just plain hard work it takes to create a vibrant IFVP.
- The energy of the board - I see the organization really trying to improve value to its members. I appreciate this!
- The friendship of **José Luis Anzizar** and his good information and desire of helping other members and resolving issues.
- Really appreciate the push for improvement, updated website, updated vision/values/logo, and professionalism.

## Theme 4: The global platform – 6% of all responses

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- A platform to connect me with the rest of the world.

- Gives members a platform to post their training and local activities.
- A platform for information sharing.
- A shift in IFVP from US centric to an actual international forum.

## Theme 5: The Business Barometer – 5% of all responses

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- The business barometer is tremendously helpful – especially in getting a read on rates across different countries.