



Part 1

Assessment of the Employer Organization

1.2

EO Assessment Tool 1

Section 1.2:

Employers' Organization membership needs survey



Purpose

Assessing the EO's overall strength and organizational capacity is a necessary step in ascertaining the basic competences, strengths, and weakness of the organization to carry out either assessment or advocacy work. A membership needs survey can provide an EO with invaluable information on how effective or not it is perceived by its members.



How to use this tool

This tool contains a range of possible questions that an EO can use to survey its member firms. It is divided into seven elements: services, representation, current issues, communication, regions, governance and subscriptions, and looking ahead. It is designed in such a fashion that an EO can pick and choose the questions they want and customize them further effectively. By asking survey respondents to identify whether they are male or female, the EO will be able to determine if there are potential gender differences in perceptions of the EO's services, representation of issues, and effectiveness.



PART I: SERVICES

1. Listed below are a number of different “NAME OF EO” services available to your firm.
 - a. indicate whether or not you are aware of “NAME OF EO” providing these services;
If you are aware of that service:
 - b. indicate on a scale of 1 to 5 the importance to you of that service when considering your membership of “NAME OF EO”

(5)	(4)	(3)	(2)	(1)
Very important				Not important at all

- c. Provide a rating (on a scale of 1 to 5) of the performance of “NAME OF EO” in delivering each service (for those services that you are aware of).

Services	Q.1a) Aware of Service?		Q.1b) Importance for your membership of "NAME OF EO"?	Q.1c) Performance of "NAME OF EO" in delivery of Service?
	Yes	No		
Economic & Business Information				
Industrial Relations (includes collective bargaining assistance)				
HR/Employee Relations Information (includes services, such as recruitment, services, pay - salary structures or classification and performance-productivity)				
HR Best Practice				
Management Training and Development				
Legal				
Equality/Diversity				
Health & Safety				
Environment				
Education				
Transport & Infrastructure				
Energy				
Competition/Business Law/Regulatory Issues				
Telecommunications				
Trade promotion				
Science, Innovation & Technology				
HIV/AIDS Management Services				

- 2. Approximately, how often do you or your colleagues use the services listed below?
 - a. Please also indicate in the last column below, the three "NAME OF EO" services which you or your colleagues use most frequently

Services	Q.2) Approximate Frequency of Use					Q.2a) Name 3 services used most frequently
	Very Often	Often	Occasionally	Never	Only when a problem occurs	
	1	2	3	4	5	
Economic & Business Information						
Industrial Relations						
HR/Employee Relations Information						
HR Best Practice						
Management Training and Development						
Legal						
Equality/Diversity						
Health & Safety						
Environment						
Education						
Transport & - Infrastructure						
Energy						
Competition/Business Law/Regulatory Issues						
HIV/AIDS Management Services						
Telecommunications						
Science, Innovation & Technology						

PART II: REPRESENTATION

3. "NAME OF EO" represents business and employer interests at national, regional, and international levels, in many different areas. For each of the areas listed below, we would like you to :
- indicate whether or not you were aware of "NAME OF EO" representation in the areas listed;
If you are aware of that service:
 - indicate on a scale of 1 to 5 the importance to you of that representation when considering your membership of "NAME OF EO"

(5)	(4)	(3)	(2)	(1)
Very important			Not important at all	

- Provide a rating (on a scale of 1 to 5) of the performance of "NAME OF EO" in representing business in this area

Representation	Q.3a) Aware of Service?		Q.3b) Importance for your membership of "NAME OF EO"?	Q.3c) Performance of "NAME OF EO"?
	Yes	No		
Economics & Taxation				
Employee/Trade Union Affairs				
Collective Agreements				
Employment Legislation				
Social Policy				
Health & Safety				
Environment				
Business & Education				
Competition/Business Law & Regulatory Issues				
HIV/AIDS Management Services				
Transport & - Infrastructure				
Energy				
Telecommunications				
Science, Innovation & Technology				
Public/Private Partnership				
Regional Issues				

Equality/Diversity Issues				
North/South Trade				
World Trade/Int. Business Organizations.				
Corruption & good governance				
Red tape & costs on business				
Security				

4. In your view how effective or ineffective do you feel “NAME OF EO” is in representing business and employer interests in the following areas regarding the following “groups”? (Please list three as appropriate)

	Very Effective	Fairly Effective	Not very Effective	Not at all Effective	Don't Know
Government & Parliament majority members					
Opposition Parties					
State Agencies & Government Departments					
Trade Unions					
NGO's- civil society					
General Public					
Regional level					
International level					

5. In terms of constraints that negatively impact on firms, particularly on small firms, do you see “NAME OF EO” as a strong and effective actor working to provide positive solutions?

Strongly agree (1)	fairly strongly agree (2)	Do not agree (3)	do not agree at all (4)	don't know/can't say (5)

6. Please indicate how much you agree or disagree with each of the following statements about “NAME OF EO” in relation to their service to your organization? (Please list three as appropriate)

	Strongly Agree	Tend to Agree	Neither Agree Nor Disagree	Tend to Disagree	Strongly Disagree

Range of services provided, covers our business needs					
"NAME OF EO" understands our business and its needs					
We receive a professional and courteous service					
We receive a fast and effective response to queries/problems					
"NAME OF EO" responds promptly and effectively to policy issues					
"NAME OF EO" anticipates and initiates effective action on relevant policy issues					
We receive good value for money					
"NAME OF EO" displays leadership in business policy formation					
"NAME OF EO" works with us to improve the efficiency and effectiveness of our business					
"NAME OF EO" supports and understands small business					
I am appropriately consulted on policies that affect my firm					

PART III: CURRENT ISSUES IMPACTING ON FIRMS

7. What are the top three issues that affect your firm?

1.
2.
3.

8. Do you have a positive perception of "NAME OF EO"'s current public stance on these issues?

Positive (1)	generally positive (2)	neutral (3)	Negative (4)	don't know/can't say (5)

9. If "NAME OF EO" has provided your firm with any direct advice or guidance (on these issues) how useful or not have you found this?

Very useful (1)	useful (2)	not useful (3)	not relevant (4)	don't know/can't say (5)

PART IV: COMMUNICATION

10. Through reports in newspapers, television, internet, and radio, is it your impression that "NAME OF EO" is an effective organization at the national level in debates concerning business and the economy?

Strongly agree (1)	Fairly strongly agree (2)	Do not agree (3)	Do not agree at all (4)	don't know/can't say (5)

11. Are you regularly informed of what "NAME OF EO" is doing for business nationally?

Very regularly informed (1)	Regularly informed (2)	Information is a bit ad hoc (3)	Not informed sufficiently (4)	Never or almost never informed (5)

12. What is the quality of information on the policy work and related activities of "NAME OF EO"?

High quality (1)	Mostly of high quality (2)	Can be of sufficient quality (3)	Mostly low quality (4)	Don't know/can't say (5)

13. Are you aware of information, services, and other activities "NAME OF EO" has available for firms?

very aware and I've utilised them regularly in the past (1)	Aware of some and I have utilised some in the past (2)	Aware (3)	(4) Not aware	Don't know/can't say (5)

PART V: REGIONS

14. How important are the "NAME OF EO" regional offices to your membership of the organization?

Very important	(5)	(4)	(3)	(2)	(1)	Not important at all
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15. List in order of preference the three services that you would use the most from your Regional office.

1.
2.
3.

PART VI: GOVERNANCE & SUBSCRIPTIONS

16. Do you have a positive perception of the professionalism of "NAME OF EO" Secretariat and their ability to effectively carry out the work of the organization?

Positive (1)	Generally positive (2)	Neutral (3)	Negative (4)	Do not know/can't say (5)

17. Do you have a positive perception of the current leadership of "NAME OF EO" and feel it accurately and professionally represents your interests?

Positive (1)	Generally positive (2)	Neutral (3)	Negative (4)	Do not know/can't say (5)

18. Do you have a positive perception of "NAME OF EO" governance structures (Organizational structure, Role of President and Chief Executive, Constitution, etc.)?

Positive (1)	Generally positive (2)	Neutral (3)	Negative (4)	Do not know/can't say (5)

19. Do you feel that the subscription you currently pay to “NAME OF EO” is good value for money?

Strongly agree (1)	Agree (2)	Do not agree (3)	Do not agree at all (4)	Don't know/can't say (5)

20. Are you happy with the current membership subscription structure or would you like to see changes?

Very happy with current structure (1)	Reasonably happy with current structure (2)	Would like to see some changes (3)	Dissatisfied with current structure and would like to see immediate changes (4)	Don't know/can't say (5)

PART VII: LOOKING AHEAD

21. Finally, if you were to recommend or suggest three things to “NAME OF EO” in order to better serve its members, what would you consider to be most important?

1.
2.
3.

FIRM INFORMATION

Respondent's information

Name of enterprise

.....

Nature of business

.....

Type of respondent (owner, manager, worker)

.....

Respondent is: Male Female

.....

No. of full time employees Total: Percentage male: Percentage female:

.....

No. of daily paid or temporary employees Total: Percentage male: Percentage female:

.....

Location of business

.....

Age of business (year established)

.....

Estimated annual turnover

.....

Membership Category/Sector

.....

Member of any Committee/Board/Council

.....

Year of Membership of EO

.....

Enumerator's name

.....

Date

.....