

2020/2021 DBC Member Survey

*December 3, 2020
Jennifer Seyler, DBC Chair*

SURVEY INFORMATION

- *Two requests to be on Leadership Team*
- *# of participants = 107 – 122, pending the question*
 - Majority of members have been a dietitian, and have been in the field of business, marketing and communications for 20+ years
- *Free Student VW Registration = Eight names*
- *\$150 Incentive = 95 names*
- *Survey open for one week (closed Nov. 13, 2020)*

MEMBER QUOTES

“DBC is the most valuable DPG I have been in and the engaging content and valuable information is great. Thank you for making the DPG valuable!”

“Thank you to the entire DBC team for your work!”

“Thank you for taking input!”

“I love this group. I have been a member of several DPGs over the years, and this has been the most valuable group thus far. Thank you for all that you do!”



SUGGESTED ACTION BASED OFF RESULTS

- *Continue to enhance and promote DBC member benefits with feedback from members and strategic alignment*
 - Members 'Agree' or 'Strongly Agree' that DBC meets their expectations, BUT...
 - Members are more 'Neutral' to 'Agree' when it comes to DBC being essential to their professional success
 - Majority of respondents plan to renew their DBC membership. *Two responses noted not getting enough for the membership and the other not being aware of the benefits.*
- *Continue with the two pilot Masterclass in 2020/2021 term and build Masterclasses into the 2021/2022 term*
 - Majority of member respondents 'approve' of the current updated Strategic Foundation
 - "Masterclasses" received the top "Interest" rating in relation to other proposed DBC member efforts
- *Continue with education levels, networking, grants and FNCE® plan as currently outlined within the 2021/2022 Plan of Work*
 - Members see education and 'marketing' from DBC as the most valuable benefits, followed by networking, grants, then FNCE®
 - Educational Webinars, Virtual Workshops, Education Toolkits and Newsletter CPEU Articles rated as the "Most Valuable" DBC member benefits
 - Members top desired Spheres include 'Communications,' 'Critical Thinking and Decision Making,' Business, Industry, and Product Development and Marketing,' and 'Leadership and Advocacy,' followed by 'Ethics and Professionalism'
 - Members value all FNCE® efforts, with the "Networking Event" topping the chart (*NOTE: This was the week before FNCE® to help differentiate and 'get' members before they were rundown from FNCE®*)
- *Continue evaluating providing a CoT with Virtual Workshops, with the "Tony Simons" VW being a pilot*
 - "CoTs" received the second top "Interest" rating in relation to other proposed DBC member efforts
- *Consider implementing the "Affiliate Speakers Grant" program within 2020/2021 term; if not, make sure it is in the 2021/2022 plan*
 - "Affiliate Speakers Grant" received the third top "Interest" rating in relation to other DBC member efforts
 - Nov/Dec is typically the time for Spring Conference calls for speakers

- *Be prepared to implement “In-Person Networking Grants” as soon as time permits*
 - “In-Person Networking Grants” received the fourth top “Interest” rating in relation to other DBC member efforts
- *Consider developing ‘Mastermind Groups’ within DBC membership → maybe a new or advanced education/networking opportunity*
 - A suggestion as a new potential DBC effort
- *Consider increasing the frequency of Take-5 to every three weeks within the 2020/2021 term*
 - Majority of respondents desire weekly communications from DBC
 - The Take-5 Newsletter is the sixth “Most Valuable” item to members, behind education efforts
- *Consider maintaining a virtual presence at 2021 FNCE®*
 - Majority of respondents didn’t attend FNCE®, but those who did found the Networking and Discussion Sessions to be most valuable as compared to the showcase efforts

SURVEY DATA

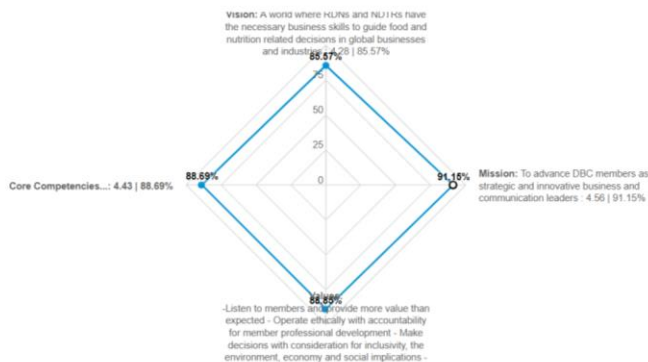
Members ‘Agree’ or ‘Strongly Agree’ that DBC meets their expectations, BUT, members are more ‘Neutral’ to ‘Agree’ when it comes to DBC being essential to their professional success.

How much do you agree with the following statements about DBC?

Question	Count	Score	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
DBC meets my expectations	122	4.06					
DBC is essential to my professional success	122	3.51					

Members are ‘Satisfied’ or ‘Very Satisfied’ with the revised Strategic Foundation

Based on member feedback and additional extensive research, DBC recently updated its vision, mission, values, and core competencies. Please rate your satisfaction level as to how well the outcome represents your expectations for DBC to be as an organization.

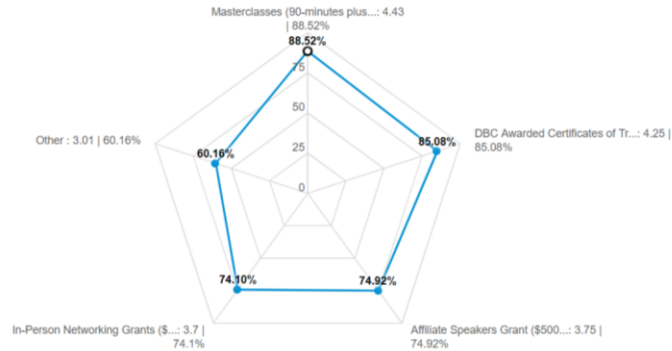


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Question	Count	Score	Very Dissatisfied	Not Satisfied	Neutral	Satisfied	Very Satisfied
Vision: A world where RDNs and NDRs have the necessary business skills to guide food and nutrition related decisions in global businesses and industries	122	4.28					
Mission: To advance DBC members as strategic and innovative business and communication leaders	122	4.56					
Values: - Listen to members and provide more value than expected - Operate ethically with accountability for member professional development - Make decisions with consideration for inclusivity, the environment, economy and social implications - Look to the future to guide business decisions	122	4.44					
Core Competencies - Insights into Action (Research, Analysis & Application) - Communications & Transparency - Collaboration & Strategy - Business Acumen & Leadership	122	4.43					

Members are 'Somewhat' to 'Very Interested' in all potential new member benefits → Additional ideas include Mastermind Groups

DBC continues to evolve to meet its members needs. Please mark your interest in the following potential new member benefits.



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Question	Count	Score	Very Uninterested	Somewhat Uninterested	Neutral	Somewhat Interested	Very Interested
Masterclasses (90-minutes plus pre- and post-work; 2 CPEUs)	122	4.43					
DBC Awarded Certificates of Training (240-minutes plus pre- and post-work; 4 to 6 CPEUs)	122	4.25					
Affiliate Speakers Grant (\$500 to three DBC members who present at an Affiliate meeting and promote DBC)	122	3.75					
In-Person Networking Grants (\$200 to four DBCs who apply to host a networking event)	122	3.7					
Other	122	3.01					

Please describe the "Other" member benefit desired.

11/13/2020 88849413 Resources for sale

11/13/2020 88816223 NA

11/05/2020 87611699 Unknown at this time

11/04/2020 87499819 Mastermind groups

11/04/2020 87492805 More region gatherings

11/04/2020 87485167 Communications workshops pre-FNCE

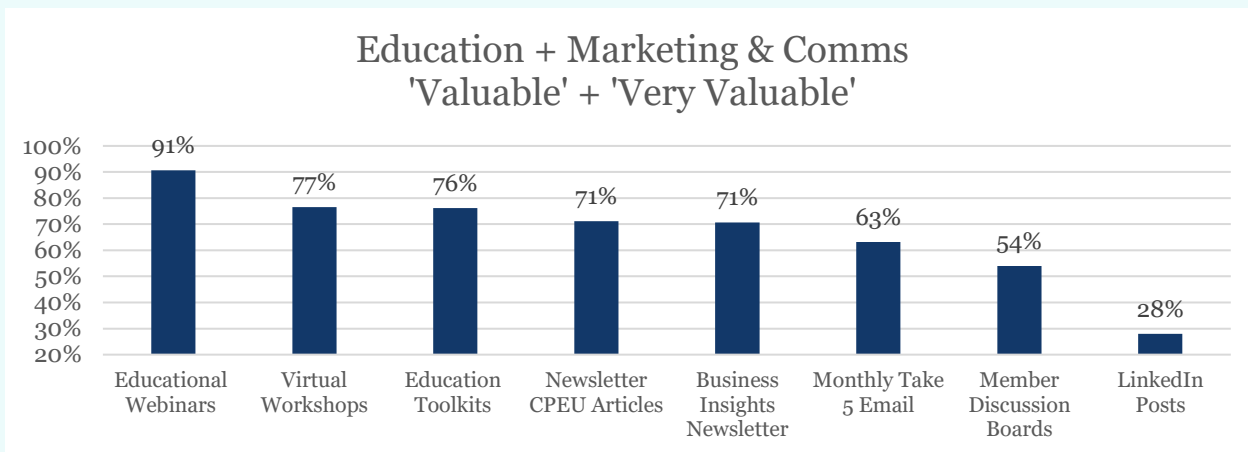
11/04/2020 87455382 N/A- marked by mistake

11/04/2020 87453474 Networking, training, and mentoring with professionals outside of dietetics.

11/04/2020 87453225 Grants for additional collaborations TBD

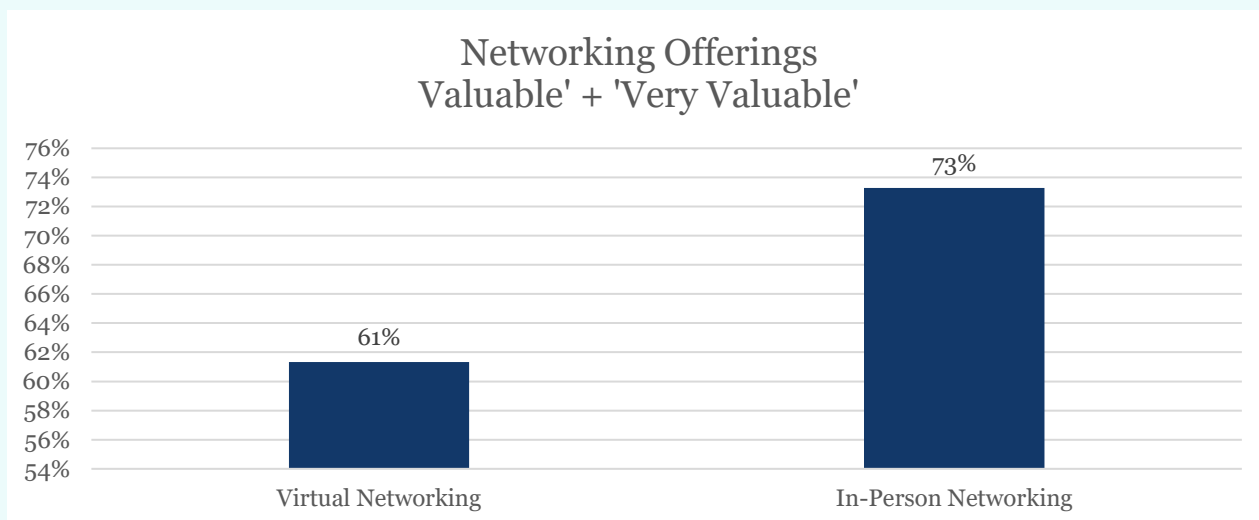
11/04/2020 87451272 student engagement

Members see the education and ‘marketing’ from DBC as the most valuable benefits, as compared to networking, grants and FNCE®

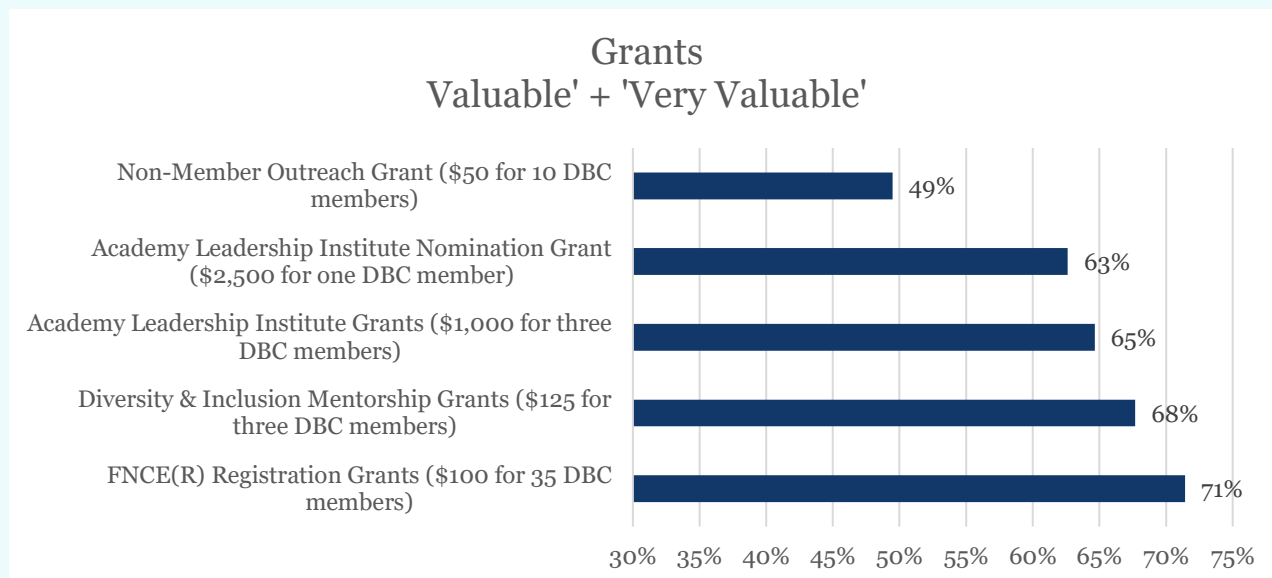


About a quarter of respondents marked "LinkedIn Posts," and "Mentor Me Program" as Not Applicable. Suggests they don't leverage that channel and program. *Note: 'Valuable' + 'Very Valuable' was at 51% for the Mentor Me Program.*

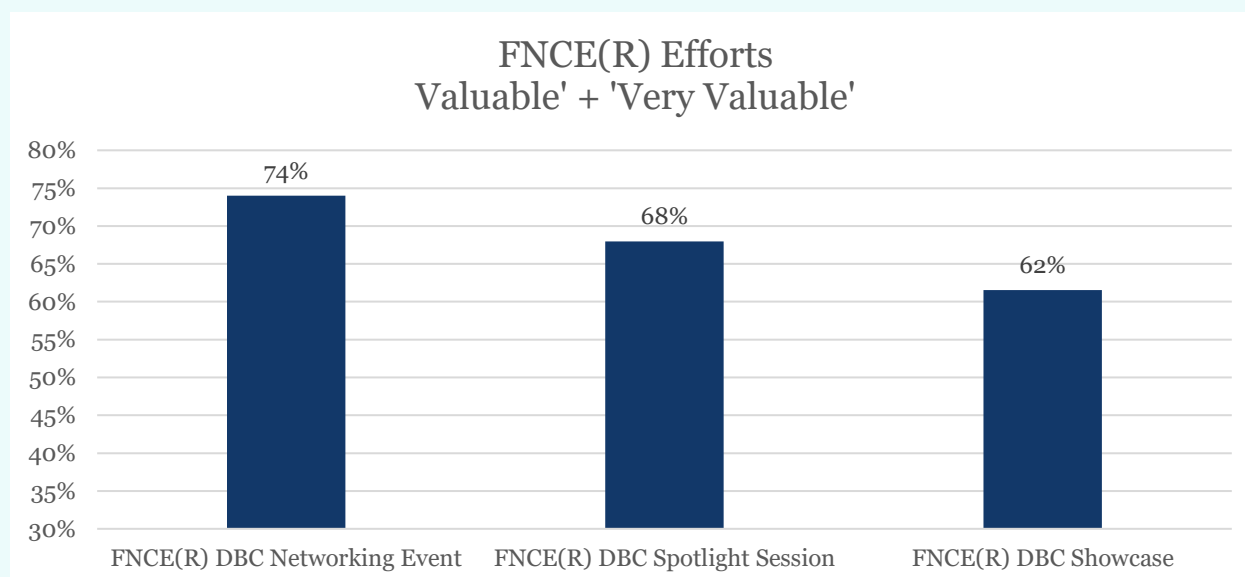
Members value both networking options, but “In-Person Networking” more than “Virtual”



Members value all provided grants, with the FNCE® Registration ranking 1st

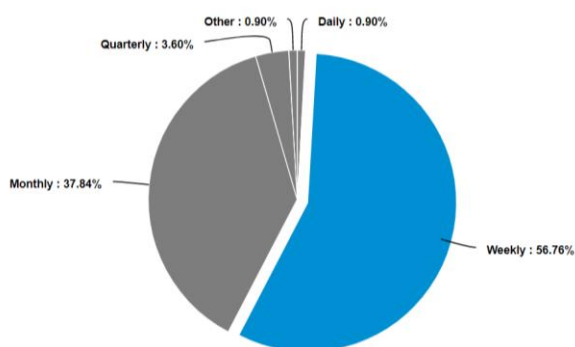


Members value all FNCE® efforts, with the “Networking Event” topping the chart



Members desire weekly communications from DBC → *this was also seen in the past two member survey results*

How frequently would you like to receive email communication from DBC, such as the Take 5 email and other messages from the Leadership Team.



Members top desired Spheres include ‘Communications,’ ‘Critical Thinking and Decision Making,’ Business, Industry, and Product Development and Marketing,’ and ‘Leadership and Advocacy,’ followed by ‘Ethics and Professionalism’

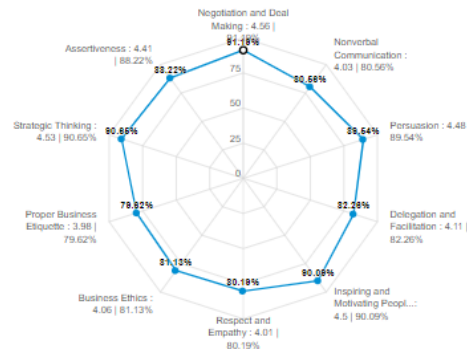
Please rank the following Performance Indicator Spheres in order of interest. In other words, when DBC provides education to its members, which Performance Indicators Spheres would you like to see the topics cover or address? To learn more about Performance Indicator Spheres, click here.

	Average Rank	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Sphere 2: Communications	3.14														
Sphere 4: Critical Thinking and Decision Making	4.42														
Sphere 11: Business, Industry and Product Development and Marketing	4.75														
Sphere 3: Leadership and Advocacy	5.14														
Sphere 1: Ethics and Professionalism	6.93														
Sphere 6: Research, Evidence-Informed Practice and Quality Improvement	6.94														
Sphere 8: Food, Nutrition and Dietetics and Physical Activity	7.59														
Sphere 14: Organization Management	7.85														
Sphere 12: Community and Population Health	7.86														
Sphere 9: Education and Counseling	8.43														
Sphere 5: Informatics	8.62														
Sphere 7: Safety and Risk Management	10.12														
Sphere 13: Foodservice Management	10.69														
Sphere 10: Clinical Care	11.53														

Members shared that they are either ‘Somewhat’ to ‘Very Interested’ in learning more about all mentioned soft skills

Soft skills are the interpersonal attributes needed to succeed in the workplace. They are how you work with and relate to others—in other words, people skills. Mark how interested you are in DBC providing opportunities for you to enhance the following soft skills.

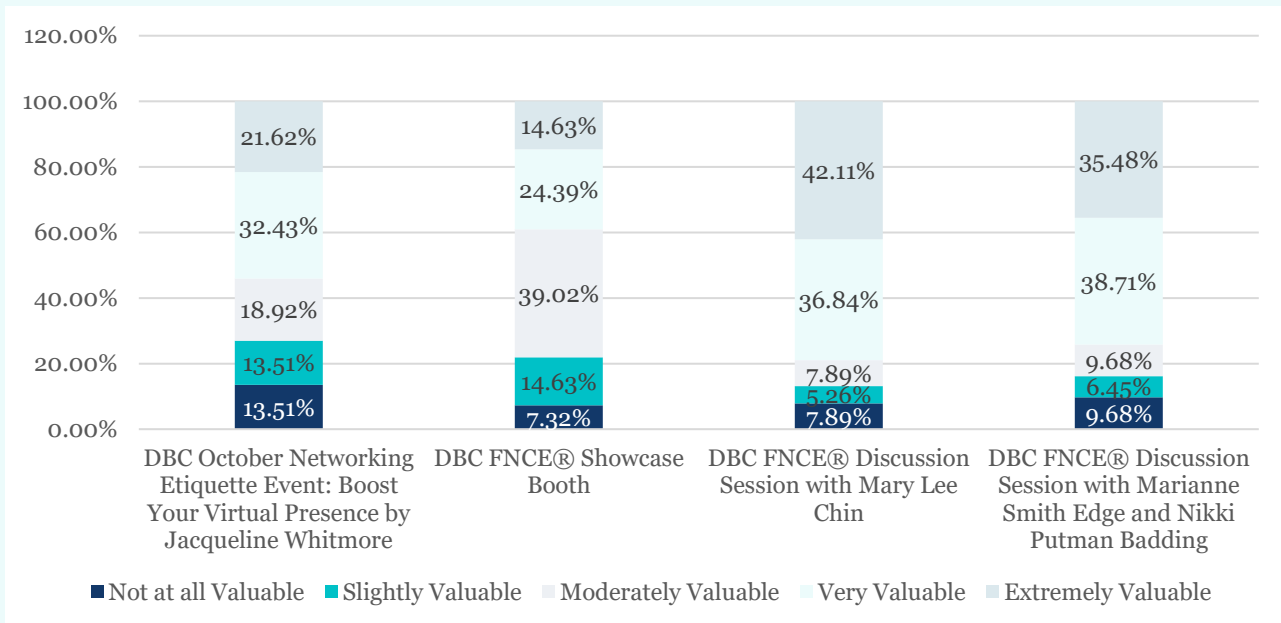
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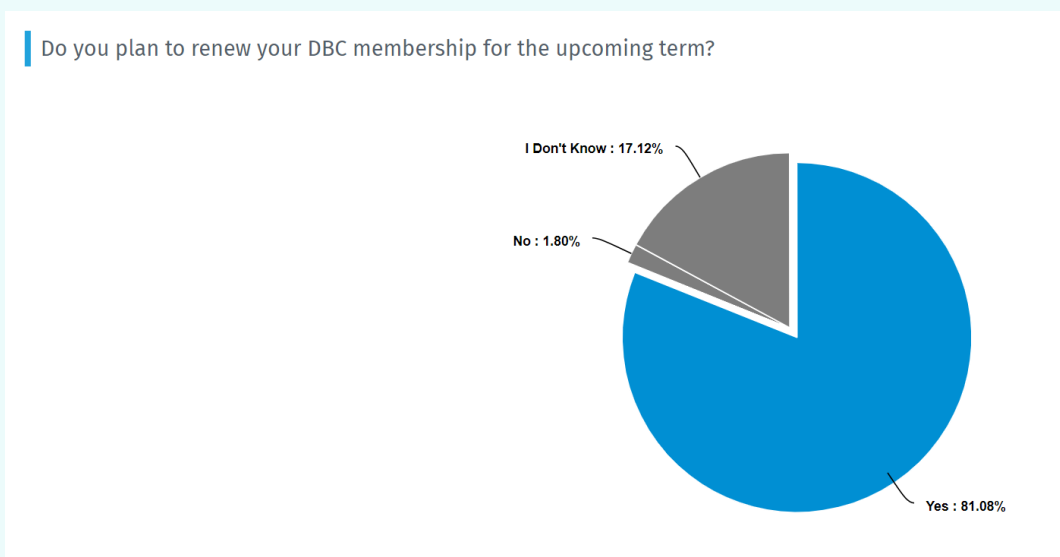
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Question	Count	Score	Very Uninterested	Somewhat Uninterested	Neutral	Somewhat Interested	Very Interested
Effective Listening and Responding	108	4.12					
Negotiation and Deal Making	109	4.56					
Nonverbal Communication	108	4.03					
Persuasion	109	4.48					
Visual Communication	108	4.32					
Adaptability	108	4.13					
Critical Thinking and Problem Solving	108	4.4					
Resourcefulness	108	4.14					
Tolerance of Change and Uncertainty	107	4.15					
Conflict Management and Resolution	108	4.18					
Delegation and Facilitation	106	4.11					
Constructive Feedback	107	4.22					
Inspiring and Motivating People	107	4.5					
Resolving Issues	107	4.21					
Emotional and Social Intelligence	106	4.33					
Respect and Empathy	107	4.01					
Collaboration and Team Building	107	4.21					
Establishing Interpersonal Relationships	107	4.11					
Dealing with Difficult Personalities	107	4.33					
Business Ethics	106	4.06					
Proper Business Etiquette	106	3.98					
Resilience	108	4.19					
Strategic Thinking	107	4.53					
Assertiveness	107	4.41					

Majority of respondents didn't attend FNCE®, but those who did found the Discussion Sessions to provide the most value



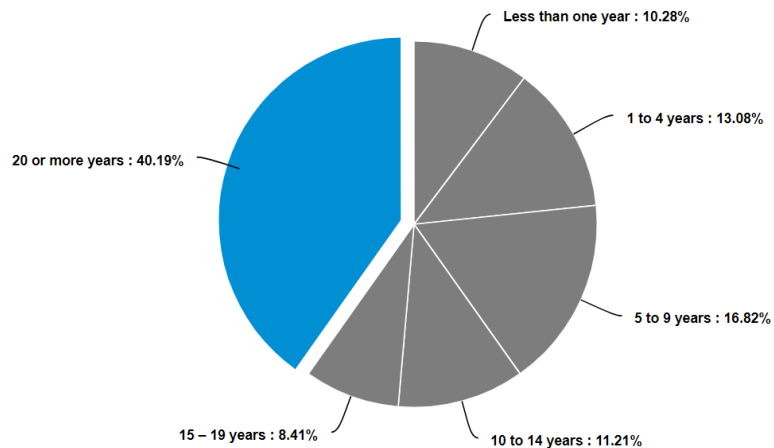
Majority of respondents plan to renew their DBC membership



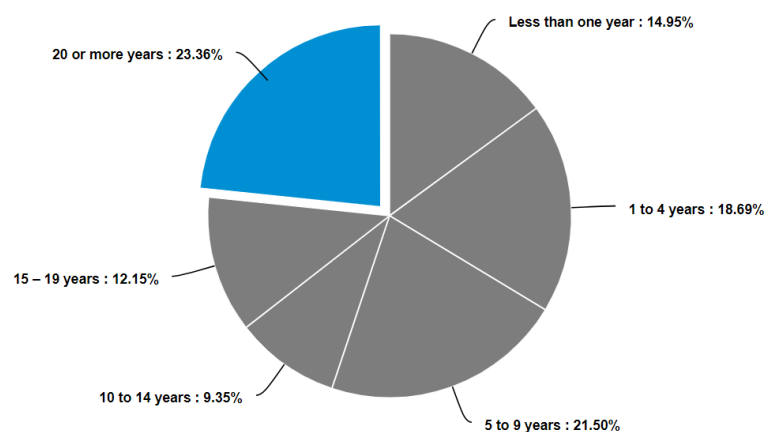
Two responses noted not getting enough for the membership and the other not being aware of the benefits.

Majority of members have been a dietitian, and have been in the field of business, marketing and communications for 20+ years

As a Dietitian



Within the Field of Business, Marketing, and Communications



The larger DBC member group that completed the survey, are 1st year members, followed by those who have been members between 1 and 4 years

As a DBC Member

