

# Member Satisfaction Survey Report

2024

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# 2024 OPC Member Satisfaction Survey Report

## Introduction

The OPC Member Satisfaction Survey Report for 2024 aims to assess and improve the services provided to Members. The survey gathered feedback on various aspects of the OPC's offerings, including reception, membership and OPC benefits, professional development, communications, networking, advocacy and protective services. The 2024 survey was distributed exclusively to OPC Members via the President's Message in late May and was open for two weeks. Members rated their satisfaction on a scale from 1 (not at all satisfied) to 4 (very satisfied), covering the period from July 1, 2023, to the survey's conclusion. This year's report provides a comprehensive overview of Member satisfaction, highlights key findings and identifies areas for improvement, ensuring that the OPC continues to support exemplary leadership for student success in public schools.

## 2024 General Summary

### Key Findings

The survey response rate has remained relatively stable over the years, providing a reliable overview of member satisfaction. The results highlight high satisfaction levels in areas such as reception, professional learning and communications, with notable room for improvement in networking and advocacy efforts. A summary of key findings in this report is below.

#### Overall Satisfaction

- Satisfaction levels were generally high in the areas of reception, professional learning and communications.
- Networking and advocacy efforts were identified as areas needing improvement.

#### Membership and Benefits

- There was mixed feedback on the value of OPC membership, with some Members expressing concern about recent fee increases without corresponding service improvements.
- A notable call was made for the OPC to advocate more strongly for higher salaries and better support for administrators.

#### Professional Learning

- High satisfaction was expressed with professional learning programs and offerings, with Members appreciating the quality and relevance of these programs.

#### Communications

- Effective communication from the OPC was highlighted, with Members valuing the regular updates and information provided through various channels.

#### Networking

- There were mixed reviews on networking opportunities, with some Members finding virtual events beneficial, while others prefer more in-person interactions and find current options lacking.

#### Advocacy

- Significant dissatisfaction was expressed with the effectiveness of OPC's advocacy efforts, particularly regarding workload and compensation issues.
- Members expressed a desire for stronger, more visible advocacy to address the challenges faced by school administrators.

### Protective Services

- Feedback on Protective Services was varied, with some Members appreciating the support received, while others reported issues with responsiveness and follow-up.
- Concerns were raised about the adequacy of legal support and the effectiveness of the OPC's advocacy in critical situations.

### Identity and Inclusivity

- While some Members reported positive experiences related to their identity within the OPC, others highlighted significant challenges and areas needing improvement in terms of inclusivity and support.

### Additional Feedback

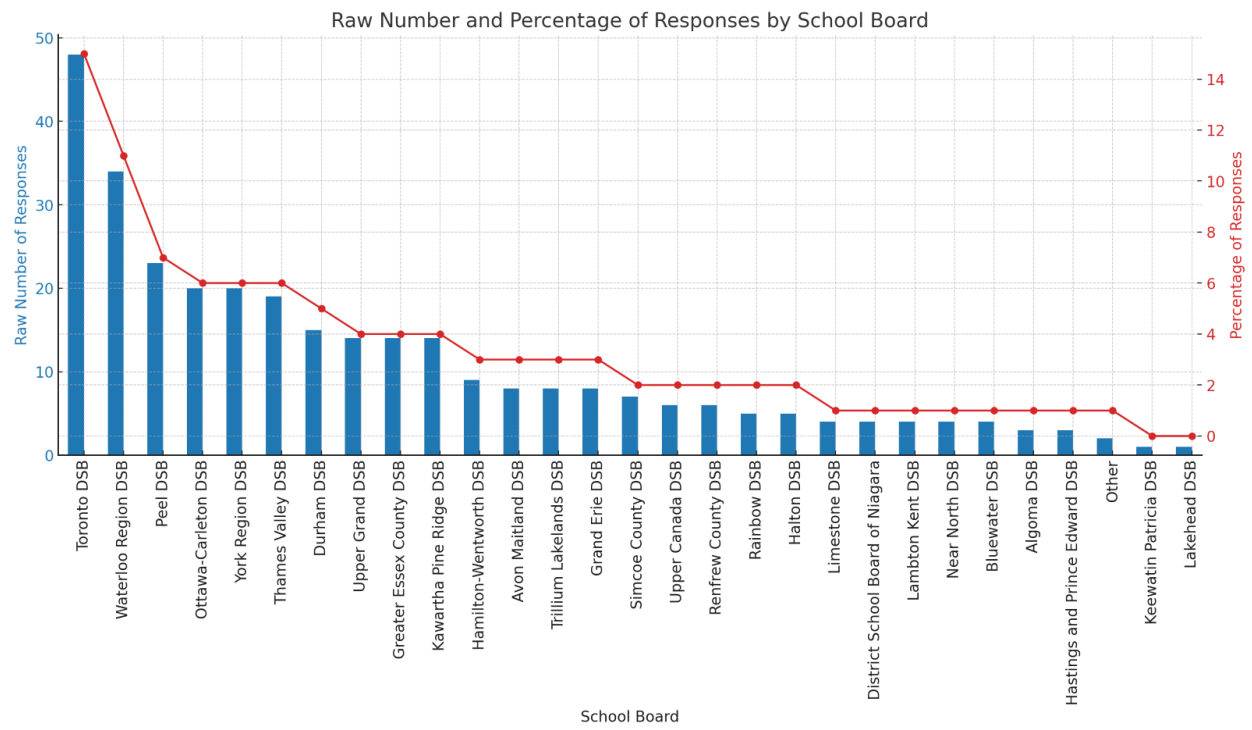
- There were calls for the OPC to unionize for better bargaining power.
- Requests were made for improved legal support, better communication and more focus on key Member concerns.

These key findings provide a comprehensive overview of the current state of Member satisfaction and highlight areas for ongoing improvement and strategic focus.

### Response Rate

Years	2024	2017	2016	2015
Responses	313	273	327	356

## District School Board Summary



## Overall Satisfaction Ratings

**How would you rate your level of satisfaction?** \* Scale of 1 (not at all satisfied) to 4 (very satisfied)

*\*Percentages for 1 through 4 are calculated after N/A numbers are removed.*

Area of Service	4	3	2	1	N/A
Reception	52%	29%	13%	5%	34%
Membership & Benefits	35%	47%	13%	6%	9%
PL AQs	57%	29%	8%	6%	56%
PL Offerings	44%	40%	11%	6%	45%
Communications	55%	36%	6.7%	2.6%	N/A
Register Magazine	23%	38%	23%	16%	N/A
Networking	25%	40%	23%	12%	44%
Advocacy	22%	38%	20%	20%	6%
Protective Services Intake	47%	29%	14%	10%	64%
Protective Services Consultants	43%	20%	17%	20%	58%

## Accrued Results 2015 – 2024

The annual membership survey was not conducted between 2018 and 2023. It resumed in 2024 and will now continue yearly as we strive for continuous improvement.

**How would you rate your level of satisfaction?** Scale of 1 (not at all satisfied) to 4 (very satisfied)\*

*\*Percentages for 1 through 4 are calculated after N/A numbers are removed throughout the report.*

### Reception

This service area was not previously evaluated so there is no past data to present. Current ratings are available in the [Overall Satisfaction Ratings Section](#).

**Please share any information to explain the rating you have given for Reception.**

### AI Generated Summary – ChatGPT

Based on the feedback (97 responses) provided regarding Reception at the OPC, here is a summarized overview:

Overall, the feedback on Reception is mixed. Many individuals appreciate the promptness of replies and responsiveness, especially for professional development inquiries. However, there are concerns about inconsistent response times, difficulties in reaching the right person directly and instances where calls or emails were not returned promptly or at all. Some respondents also expressed frustration with the referral process and perceived delays in receiving support, particularly in time-sensitive situations.

In summary, while there are positive experiences highlighted in terms of promptness and helpfulness, there is room for improvement in ensuring consistent and timely responses, as well as clarity in the communication process to meet Members' needs effectively.



## Membership and OPC Benefits

This service area was not previously evaluated so there is no past date to present. Current ratings are available in the [Overall Satisfaction Ratings Section](#).

**Please share any information to explain the rating you have given for Membership and Benefits (LTD, life insurance).**

### AI Generated Summary – ChatGPT

Based on the feedback (54 responses) provided, here's a summary of the main points regarding Membership and Benefits (specifically LTD and life insurance):

**LTD and Life Insurance Understanding:** Some Members still don't understand LTD (Long Term Disability) and life insurance, despite updates. Confusion persists about changes to LTD benefits and uncertainty if there are further changes coming.

**Information Clarity and Frequency:** Updates from the OPC are generally clear and frequent. Timely information is appreciated for annual budget planning.

**Mixed Satisfaction with Benefits:** Complaints were expressed about high costs relative to perceived benefit quality. There were issues with clarity and changes in benefits, which some find confusing. Disappointment was expressed over perceived deterioration in benefit quality compared to other professions.

**Customer Support Experience:** There were varied experiences with customer service; some find it helpful while others report issues like delayed responses. Positive feedback was expressed regarding support during LTD processes from specific individuals.

**Communication Preferences:** There were requests for more concise communication formats with links to detailed information. Concerns were expressed about the volume and complexity of information, particularly when changes occur frequently.

**Specific Issues Raised:** Concerns were expressed over limitations in spending allocated in ONE-T benefit amounts. Some expressed frustration over differences in benefit plans and costs among different boards.

**General Feedback:** There were calls for better legal support and clearer terms and conditions, and mixed feelings about the value of membership fees relative to services received.

Overall, while some Members appreciate timely and comprehensive communication from the OPC, there are significant concerns regarding the clarity, cost-effectiveness and quality of benefits, particularly regarding LTD and life insurance.

## Professional Learning

### OPC's Additional Qualification Programs<sup>1</sup>

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	57%	60%	65%	68%
3	29%	26%	28%	19%
2	8%	13%	8%	9%
1	6%	1%	0%	4%
N/A	56%	59%	52%	53%

### Professional Learning offerings<sup>1</sup>

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	44%	42%	51%	40%
3	40%	40%	29%	40%
2	11%	14%	12%	15%
1	6%	4%	7%	5%
N/A	45%	39%	30%	33%

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<sup>1</sup> The annual membership survey was not conducted from 2018 to 2023. It resumed in 2024 and will now be conducted yearly to support continuous improvement.

**If you haven't engaged in Professional Learning in the past year, please indicate why not.**

## AI Generated Summary - ChatGPT

The feedback (136 responses) provided indicates a variety of reasons for not engaging in professional learning:

**Time Constraints:** Many respondents cited being too busy with job demands, family commitments and workload stress.

**Cost Concerns:** Some mentioned that PD fees were perceived as too high, considering their financial circumstances.

**Relevance and Interest:** Several felt that the PD sessions offered either didn't align with their needs or weren't of interest to them.

**Scheduling Issues:** Timing of PD sessions, often in the evenings or during busy work periods, was a barrier for many.

Overall, the primary barriers identified were time constraints due to workload and personal commitments, cost considerations, perceived lack of relevance in offered PD topics and scheduling conflicts with existing job responsibilities.

**Please share any information to explain the rating you have given for Professional Learning.**

## AI Generated Summary – ChatGPT

Here's a summary of the feedback (65 responses) provided:

**Positive Experiences:** Some respondents found the Professional Learning to be relevant, timely and valuable. They appreciated the flexibility offered by the OPC and highlighted grants that supported their continued learning.

**Mixed Experiences:** Others had mixed experiences. While some courses were informative and enjoyable, specific criticisms included unprepared instructors, courses not meeting expectations and issues with course content alignment or representation.

**Specific Course Feedback:** Feedback ranged from specific praise for certain instructors or courses (e.g., SOQP, Ed Law) to disappointment with others (e.g., Spec Ed for Admin, ELQP).

**Format Preferences:** Many expressed a preference for face-to-face learning over online, suggesting improvements such as shorter, more spaced-out sessions, and more interactive opportunities like expanded breakout group time.

Overall, the feedback highlighted a range of experiences from highly positive to critical, with suggestions for improvement in course structure and delivery format.



## Communications

**Timeliness and quality (such as the President's Message, Professional Learning Opportunities, periodic update emails from the president or local Councillors)<sup>2</sup>**

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	55%	58%	59%	57%
3	36%	31%	26%	27%
2	7%	11%	11%	11%
1	3%	1%	3%	5%

**Usefulness of the information from OPC via *The Register Magazine*<sup>2</sup>**

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	25%	30%	32%	36%
3	40%	47%	46%	37%
2	23%	17%	17%	21%
1	12%	5%	5%	5%

**Please share any information to explain the rating you have given for Communications.**

### AI Generated Summary – ChatGPT

The feedback (87 responses) regarding Communications can be summarized as follows:

**Magazine Delivery Issues:** Many Members report not receiving the magazine, preferring emails instead due to cost and environmental concerns. Some miss the print version for ease of reading.

**Content Relevance:** There are mixed feelings about the relevance of the content, with some finding it useful and others feeling it doesn't address current issues like negotiations or workload effectively.

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<sup>2</sup> The annual membership survey was not conducted from 2018 to 2023. It resumed in 2024 and will now be conducted yearly to support continuous improvement.

**Email Preferences:** Emails are generally appreciated for their timeliness and updates, though some feel there are too many or they arrive at inconvenient times (like overnight).

**President's Advocacy:** Positive feedback on President's advocacy efforts and town halls, but concerns about the perceived effectiveness of the OPC's actions on issues like Bill 124 and administrative assignments.

**Format Preferences:** There's a preference among some Members for shorter, more frequent updates rather than longer publications like the magazine.

**Print vs. Online:** Mixed preferences regarding the format (print vs. online) of *The Register*, with some advocating strongly for a return to print due to ease of access and preference for physical copies.

Overall, the feedback highlights a need for clearer communication about negotiations and more tailored content that directly addresses Members' concerns and realities in their roles. There's also a divide on format preferences, indicating a challenge in meeting the diverse needs of Members regarding communication channels and content delivery.

In addition to the data collected through the Member Satisfaction, the information received through *The Register* readership survey will be used by the Communications Team for planning purposes.

## Networking

Networking with colleagues through OPC Town Halls, workshops/learning sessions and/or meetings<sup>3</sup>

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	25%	25%	30%	23%
3	40%	42%	37%	40%
2	23%	22%	20%	25%
1	12%	11%	13%	12%
N/A	58%	42%	40%	35%

Please share any information to explain the rating you have given for Networking.

### AI Generated Summary – ChatGPT

The feedback (69 responses) regarding Networking can be summarized as follows:

**Attendance Challenges:** Many Members cite time constraints due to their job demanding nature, family commitments and lack of release time like teachers for attending meetings. Some expressed difficulty with the timing of events, especially during religious observances like Ramadan.

**Perceived Effectiveness:** There was mixed opinions on the effectiveness of virtual networking opportunities such as webinars and town halls. Some find them valuable for learning and connection, while others feel they lack genuine interaction or fail to address local issues adequately.

**Local vs. Provincial Engagement:** There was positive feedback on local meetings and events, with some feeling more connected and supported at the local level compared to provincial engagements. There's a desire for more in-person opportunities and fewer online options to build community.

**Barriers to Participation:** Concerns were expressed about the relevance and accessibility of networking events, particularly in rural areas where travel is lengthy. Some express a need for

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<sup>3</sup> The annual membership survey was not conducted from 2018 to 2023. It resumed in 2024 and will now be conducted yearly to support continuous improvement.

designated time during work hours to attend OPC conferences and networking sessions without feeling guilty about leaving their school.

**Positive Experiences:** Despite challenges, there are Members who have found networking beneficial, particularly through affinity groups, EDI meetings and specific gatherings like the Northern Collective.

Overall, the feedback highlights a need for more flexible and accessible networking opportunities that better accommodate the diverse schedules and needs of Members, especially those in demanding roles or remote locations.

## Advocacy

**Advocacy efforts\* by the OPC with education stakeholders and the Ministry of Education (public statements, meetings, social media posts, Principal Profile campaign etc)<sup>4</sup>**

Ranking	2024 (313)	2017 (273)	2016 (327)	2015 (356)
4	22%	21%	23%	20%
3	38%	42%	37%	33%
2	20%	25%	23%	24%
1	20%	12%	17%	23%

*\*in 2024, 6% indicated being unsure (the unsure option was not available in previous years)*

**Please share any information to explain the rating you have given for Advocacy.**

## AI Generated Summary – ChatGPT

The feedback (112 responses) provided highlights several key points regarding the Advocacy efforts of the OPC:

**Mixed Feelings on Advocacy Effectiveness:** There is a sense of dissatisfaction and frustration among Members regarding the effectiveness of the OPC's advocacy. Many feel that while advocacy efforts are acknowledged, they often lack tangible results or impact.

**Concerns Over Workload and Compensation:** There is a strong sentiment that principals and vice-principals face significant workload pressures and are not adequately compensated compared to other educational roles, such as teachers. Members express frustration over salary disparities and the increasing demands of their roles.

<sup>4</sup> The annual membership survey was not conducted from 2018 to 2023. It resumed in 2024 and will now be conducted yearly to support continuous improvement.



**Call for Stronger Advocacy and Visibility:** Members desire stronger, more direct advocacy efforts from the OPC, particularly in negotiating better working conditions, pay equity and addressing workload issues. There is also a desire for more public-facing advocacy to raise awareness about the challenges administrators face.

**Lack of Collective Bargaining Power:** Many Members feel the OPC lacks the necessary leverage, such as collective bargaining rights, to effectively negotiate with the Ministry of Education and other stakeholders. This perceived lack of power contributes to feelings of being undervalued and unheard.

**Disappointment with Progress and Communication:** There is frustration over the perceived slow progress in achieving meaningful outcomes, such as pay equity and workload adjustments. Members also expressed dissatisfaction with the clarity and frequency of communication from the OPC regarding advocacy efforts and outcomes.

In summary, while there is appreciation for the efforts made by OPC, the overall sentiment is one of dissatisfaction, with the perceived lack of tangible results and the ongoing challenges faced by principals and vice-principals in Ontario's education system. There is a clear call for stronger, more effective advocacy that addresses the pressing issues affecting school administrators.

## Protective Services

### Support from Intake Officers and Protective Services Consultants<sup>5</sup>

Ranking	2024 (313)		2017 (273)	2016 (327)	2015 (356)
	Intake	Consultant			
4	47%	43%	52%	51%	50%
3	29%	20%	28%	28%	28%
2	14%	17%	16%	11%	15%
1	10%	20%	4%	10%	7%
N/A	64%	58%	52%	39%	32%

Please share any information to explain the rating you have given for Protective Services.

### AI Generated Summary – ChatGPT

The feedback (82 responses) provided about Protective Services Team (PST) is quite varied and highlights several key points:

**Mixed Reviews:** There are instances where Members felt very supported and valued the timely advice provided by PST consultants. However, there are also numerous complaints about poor responsiveness, lack of follow-up and feeling unsupported during critical incidents.

**Communication Issues:** Many Members reported difficulties in getting through to the PST, needing to leave voicemails and experiencing delays in responses. Some mentioned consultants not returning calls or emails, which led to frustration and a sense of abandonment.

**Resource Constraints:** Several comments pointed out that PST consultants seem overworked and understaffed, leading to delays in response times and forgetting action items. Members expressed a need for the OPC to hire more consultants to improve service quality.

**Inconsistency in Support:** There were instances where Members felt their issues were not adequately addressed or that PST did not provide the expected level of support, especially during critical incidents like student medication situations or HR meetings.

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<sup>5</sup> The annual membership survey was not conducted from 2018 to 2023. It resumed in 2024 and will now be conducted yearly to support continuous improvement.

**Advocacy and Representation:** Some Members felt that PST did not effectively advocate for them or provide necessary legal support during challenging situations, such as forced vaccinations or adverse school events.

**Dissatisfaction with Communication:** Lack of proactive communication and inadequate follow-through on promises (like meetings or support during investigations) were recurring themes, leading to diminished trust in PST services.

Overall, while there were positive experiences noted, the predominant feedback suggests a need for the OPC to address issues such as responsiveness, staffing levels and the quality of support provided by Protective Services to better meet the needs and expectations of its Members.

## Identity

**Do you feel that any of your experiences with the OPC have been impacted by aspects of your identity? Please provide details.**

### AI Generated Summary – ChatGPT

The feedback (154 responses with 101 of those indicating N/A or No) regarding whether experiences with the OPC have been impacted by aspects of identity varied:

**Minimal Impact:** Several respondents felt their identity had little to no impact on their interactions with the OPC, viewing it as performative or experiencing no issues related to identity.

**Positive Experiences:** Some individuals mentioned positive experiences linked to their identity, such as support from affinity groups or feeling welcomed and included.

**Discrimination Concerns:** Others expressed concerns about discrimination based on identity, including issues related to systemic discrimination, lack of understanding of specific identities and perceived biases.

**Specific Concerns:** There were mentions of issues such as differential treatment based on gender, challenges for racialized individuals and a need for better support or representation from the OPC in addressing these concerns.

Overall, while some Members reported positive experiences related to their identity, others highlighted significant challenges and areas needing improvement in terms of inclusivity, support and addressing discrimination.

## Additional Feedback for Services

Please share any additional feedback regarding any aspect of the services provided by the OPC.

### AI Generated Summary – Chat GPT

The feedback (44 responses) regarding any aspect of the services provided by the OPC is summarized as follows:

**Effectiveness and Authority:** Some Members feel the OPC lacks real authority and is ineffectual in advocating for its Members' interests.

**Value for Money:** There are concerns about the value of OPC membership, with some considering withdrawing due to perceived lack of responsiveness and performative actions.

**Fee Increases:** Members are unhappy with recent fee increases, especially without corresponding improvements in services provided.

**Advocacy and Salary:** There is a strong sentiment that the OPC needs to advocate more forcefully for higher salaries, as administrators feel undervalued compared to teachers.

**Support and Trust:** Mixed feelings were expressed about the support received during incidents, with some expressing distrust in the OPC's ability to support them in the future.

**Unionization:** There were calls for the OPC to unionize to gain more bargaining power and protect Members' interests effectively.

**Communication and Advocacy:** Requests were made for more aggressive advocacy from the OPC on issues like workload, salary disparities and professional challenges.

**Services and Support:** Requests for improved legal support, better communication and more focused efforts on key Member concerns like protective services and legal issues were expressed.

**EDI (Equity, Diversity, and Inclusion):** There were concerns about the focus on EDI topics overshadowing other critical Member needs.

**Print Publications:** Requests were made to bring back the *OPC Register* in print form for better accessibility.

**Overall Perception:** There was a perception that the OPC's influence and visibility have diminished, with calls for a more proactive and assertive stance on behalf of its Members.

## Recommendations

Reports were shared with the teams responsible for each area of service and these findings will inform departmental goals and strategic planning for the 2024-25 fiscal year. The practice of distributing an annual survey to Members will continue and the next survey will be shared in May 2025.