



ACTO Member Survey 2014 Executive Summary

This year's focus for ACTO is to provide relevance and value to the membership. Specifically, we are looking at how ACTO can support its members to continuously improve capacity to teach and train students with mastery and effectiveness. To that end the ACTO leadership sent a survey to all current members asking about the *State of ACTO*. This report summarizes the results from that survey. Of the 149 surveys sent, 37 responded – about 25% responses which is a good rate for survey responses.

Included in this summary are the top three categories of responses for each question. Next to the category title is the number of people whose answers fit in the category.

1. *Would you recommend ACTO to a colleague or other coaching organization? Why or why not?*

Top Responses:

Yes:

Community 7

Learning and growth opportunities 7

Collaboration 6

30 respondents said that they would recommend ACTO to a colleague or other coaching organization. Connection with other coaching organizations and coaches is the largest reason why an individual would recommend ACTO. The second most common reason was the community or collaboration that they find in ACTO. Six people said that they were unsure if they would recommend ACTO.

Conference:

2. *If you were designing the ACTO Conference, what would make it a “have to attend” event for you?*

Top Responses:

ICF updates/education/discussion 5

Trainer education/tools/techniques 4

Top Leaders 4

ICF updates showed up as a request in responses to other questions as well.

3. *What are two content areas you would like to see included at the next ACTO Conference?*

Top Responses:

Future of Coaching 4

Core Competencies 3

Mentor Coaching 3

ICF Updates 3

Core Competencies is another theme that repeats when looking at the entire survey. Both in this question and the next two questions, Core Competencies come up as a desired focus.

4. *We are adding a train the trainer as a pre conference option.*

What topics/themes would you like included?

Would you be interested in presenting?

Top Responses:

Core competencies 5

Ethics 3

Certification process 2

Best training practices 2

Education

5. *As a coach training organization what would you like to learn more about?*

- Integrating cultural competency into curriculum 54.55%
- Teaching ICF Core Competencies 59.09%
- ICF Core Competency PCC Markers 86.36%
- Other (Please specify)

Communication

6. *ACTO has Face Book and LinkedIn pages. How often do you visit one or both of them?*

- a. Daily 0%
- b. Weekly 3.57%
- c. Monthly 7.14%
- d. Several times a year 35.71%
- e. Never 53.57%

This presents a great opportunity for growing ACTO's social media presence, and it a platform to increase collaboration and community among ACTO members.

Conclusion:

In addition to the collaboration and community ACTO provides its members, there is great in the ICF updates and specifically the ICF Core Competency PCC markers. Further, many responded by stating that they want more opportunities to learn and grow with regard to the ICF's Core Competencies.

This survey has given the ACTO Board an important platform upon which to design the programs for the upcoming year. You will notice that the monthly forum calls, which begin in September, are designed to support coach teachers and trainers gain more competence in teaching the core competencies. And the 2015 Conference is all about improving our mastery, taking time to collaborate among members, and learn important new skills as we continue to grow with the profession.