

## **Chapter 47 Survey Results**

### **Introduction**

A survey was distributed to members of Chapter 47 during the November 2009 meeting, and also accompanied the newsletter preceding the November 2009 meeting. The survey was prepared in response to comments from members following the September 2009 meeting, and is part of a broader effort to improve communications within the chapter and to improve the quality of what the chapter offers to members. The specific goals of the survey were: 1) To poll the membership on how the current chapter activities are meeting member needs and expectations, 2) To identify member interests, so future programs can better match expectations, 3) To solicit input on possible improvements, and 4) to gather information on the general makeup of our membership.

Response to the survey was moderate. Current paid membership stands at 110, and 42 completed surveys were received, which is a response rate of 38 percent. The board appreciates the time members took in completing the survey. This is your chapter, and improvements can only be made if members are willing to express their opinions and ideas.

### **Overview of Survey Results**

This document provides a brief overview of the survey results. To interpret the results, the survey questions were divided into the following broad categories:

- Member needs and expectations
- Communications
- Chapter meeting structure
- Education and interests
- Social
- General member information

The survey results were compiled by summing the number of responses for each grade given for a specific question. A bar chart was then prepared to show the number of responses each grade received. The percentage of responses for each grade was also calculated by dividing the number of responses for a grade by the total number of responses. An example of how the data was compiled is provided with the first question listed below. For brevity, the compiled results are provided for the remaining questions. In some instances, pie charts were used instead of bar charts to express the results. Some surveys had questions that were unanswered, so the number of responses varies from question to question.

## Member Needs and Expectations

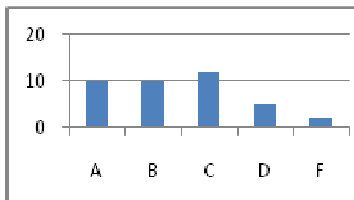
The first two questions asked members to grade how the chapter meets their expectations and needs, with “A” being the most agreeable and “F” being the least agreeable.

The first question was: “Does this chapter meet your expectations?”

A total of 39 responses were received for this question, distributed as follows

Grade	Number of Responses
A	10
B	10
C	12
D	5
F	2

These responses were then plotted on a bar graph, with the grades on the horizontal axis and the number of responses on the vertical axis:

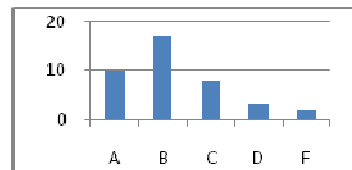


Finally, the percentage of responses was computed for each grade. For example, 10 of the surveys gave a grade of “A” to this question. With a total of 39 responses, 26 percent of the surveys graded this question with an “A”. The following table provides a summary of the percentage of responses for each grade:

Grade	Number of Responses	Percentage
A	10	26 %
B	10	26 %
C	12	31 %
D	5	13 %
F	2	5 %

*Question – “Did you consider this chapter valuable to your specific needs?”*

Grade	Number of Responses	Percentage
A	10	25 %
B	17	43 %
C	8	20 %
D	3	8 %
F	2	5 %

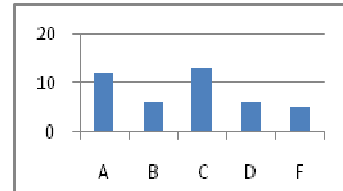


## Communications

Several questions addressed the topic of communication. These questions were asked to better understand how the board can improve communications with the members and how our chapter newsletter and website are viewed.

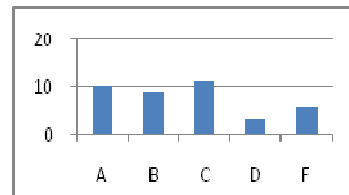
*Question – “Do you receive the newsletter in a reasonable time and is it informative?”*

Grade	Number of Responses	Percentage
A	12	29 %
B	6	14 %
C	13	31 %
D	6	14%
F	5	12%



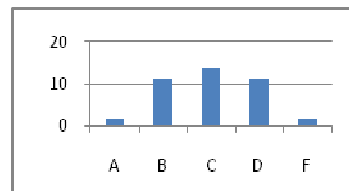
*Question – “How important is the chapter web site?”*

Grade	Number of Responses	Percentage
A	10	26%
B	9	23 %
C	11	28 %
D	3	8%
F	6	15%



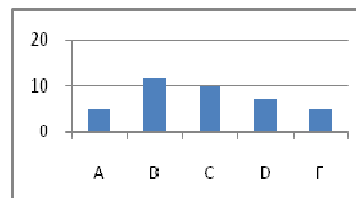
*Question – “How important is the ‘News from Headquarters’ of the NAWCC”*

Grade	Number of Responses	Percentage
A	2	5%
B	11	28 %
C	14	35 %
D	11	28%
F	2	5%



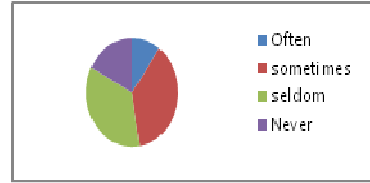
*Question – “Do the Chapter 47 board members communicate effectively with the membership?”*

Grade	Number of Responses	Percentage
A	5	13%
B	12	31 %
C	10	26 %
D	7	18%
F	5	13%



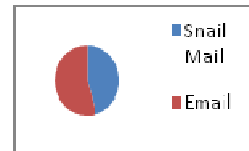
Question – “Do you visit the Chapter 47 internet site?”

Response	Number of Responses	Percentage
Often	4	10%
Sometimes	15	38 %
Seldom	14	35 %
Never	7	18%



Question – “How do you prefer your meeting notice?”

Response	Number of Responses	Percentage
Snail mail	21	46%
Email	25	54 %

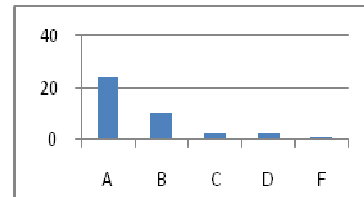


### Chapter Meeting Structure

The board periodically gets requests to vary the ways meetings are conducted, such as holding meetings on alternate days. Comments are also received regarding the mart and how the perceived quality of the mart has changed over time. The survey included questions to better quantify how members view these matters.

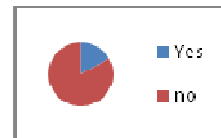
Question – “How important is the Mart?”

Grade	Number of Responses	Percentage
A	24	62%
B	10	26 %
C	2	5 %
D	2	5%
F	1	3%



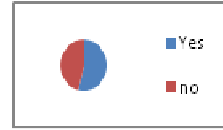
Question – “Would you like to see the chapter meeting start on Sunday afternoons instead of mornings?”

Response	Number of Responses	Percentage
Yes	7	17%
No	34	83 %



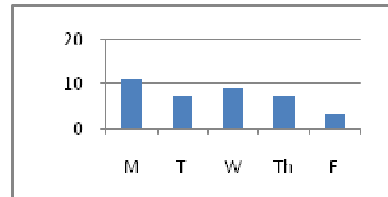
Question – “Would you attend a chapter meeting if it were held on a week night instead of Sunday?”

Response	Number of Responses	Percentage
Yes	21	54%
No	18	46 %



Question – “If you answered ‘yes’ to the last question, what night of the week would you like?”

Response	Number of Responses	Percentage
Monday	11	30%
Tuesday	7	19 %
Wednesday	9	24%
Thursday	7	19%
Friday	3	8%

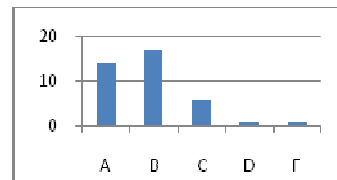


### Education and Interests

Education is one of the focuses of the chapter and the national organization. Several questions were included to better understand how members view education and if there are any areas of specific interest for the membership. This will allow the chapter to better tailor programs.

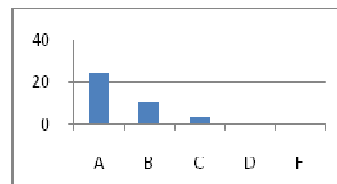
Question – “Are our educational programs appropriate for the chapter?”

Grade	Number of Responses	Percentage
A	14	36%
B	17	44 %
C	6	15%
D	1	3%
F	1	3%



Question – “Are the lecturer’s knowledgeable of the program material?”

Grade	Number of Responses	Percentage
A	24	63%
B	10	26 %
C	4	11%
D	0	0%
F	0	0%

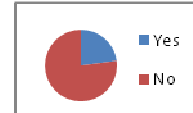


Question – “What kind of programs would you like to see?”

Response	Number of Responses	Percentage
Technical	36	86%
Historical	19	45 %
Demonstrations	28	67%

Question – “Would you be willing to put on a program for the chapter?”

Response	Number of Responses	Percentage
Yes	8	23%
No	27	77 %



Question – “Circle your membership interests”

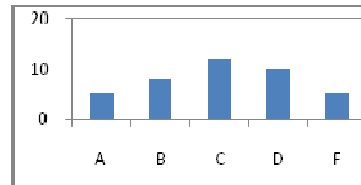
Response	Number of Responses	Percentage
Watches	23	55%
Clocks	40	95 %
Tools	28	67%
Education	30	71%
Social	23	55%

### Social

Getting together with friends to talk about watches and clocks is one of the attractions of a physical chapter over a web-based special interest chapter. As shown in the response to the last question above, 55 percent of the chapter membership included ‘social’ as a membership interest. Several questions were posed to gauge member interest in a variety of the social opportunities offered by the chapter.

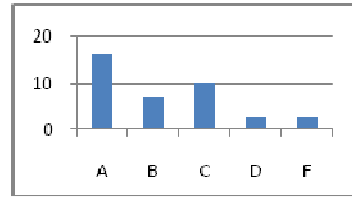
Question – “How important is the Christmas Party/Picnic?”

Grade	Number of Responses	Percentage
A	5	13%
B	8	20 %
C	12	30%
D	10	25%
F	5	13%



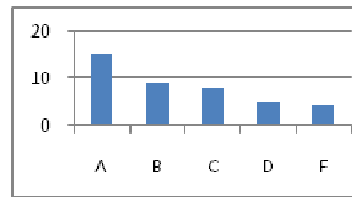
Question – “Would you be willing to pay the full cost /additional cost of attending these events?”

Grade	Number of Responses	Percentage
A	16	41%
B	7	18 %
C	10	26%
D	3	8%
F	3	8%



Question – “How important is the coffee/donuts?”

Grade	Number of Responses	Percentage
A	15	37%
B	9	22 %
C	8	20%
D	5	12%
F	4	10%

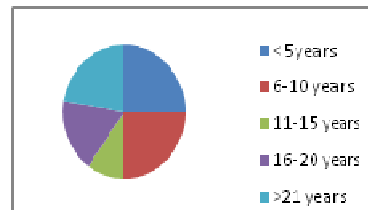


### General Member Information

Finally, several questions were posed to better understand the overall makeup of the chapter membership.

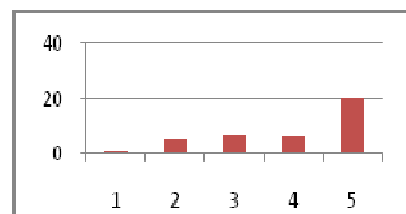
Question – “Length of time you’ve been a chapter 47 member?”

Response	Number of Responses	Percentage
< 5 years	10	25%
6-10 years	10	25 %
11-15 years	4	10%
16-20 years	7	18%
>21 years	9	23%



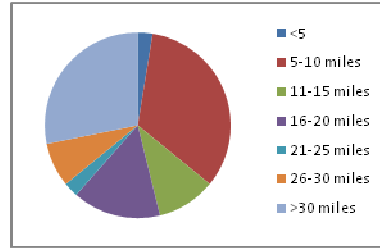
Question – “How many meetings do you attend each year?”

Response	Number of Responses	Percentage
1	1	3%
2	5	13 %
3	7	18%
4	6	15%
5	10	51%



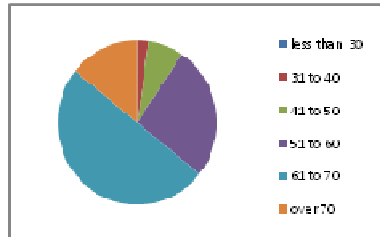
Question – “How far do you travel to attend a meeting?”

Response	Number of Responses	Percentage
< 5 miles	1	3%
5-10 miles	13	33%
11-15 miles	4	10%
16-20 miles	6	15%
21-25 miles	1	3%
26-30 miles	3	8%
>30 miles	11	28%



Question – “Circle your own age group”

Response	Number of Responses	Percentage
<30	0	0%
31 to 40	1	2 %
41 to 50	3	7%
51 to 60	11	26%
61 to 70	21	50%
>70	6	14%



## Conclusions

The board appreciates the time members took to provide their opinions. As stated earlier, the chapter belongs to all the members, and the chapter can only be improved if we are all willing to offer our suggestions and efforts. The board plans to use the results of the survey and the comments/suggestions that were provided to make improvements. In the short term, changes that are under consideration or underway include:

- Offering of free mart tables for 2010, based on the strong support for the mart noted in the survey.
- Developing additional content to make the chapter website more useful to current members and more attractive to potential new members.
- Posting board minutes and chapter financial reports on the website to improve communications and keep members updated on the chapter’s financial health.
- Improve long-range planning of programs, to provide more advanced notice on what programs will be offered.
- Soliciting volunteers to provide meeting programs.

It is noted that 71 percent of the members consider education as one of their interests. However, only 23 percent of respondents indicated a willingness to prepare a program. In 2009, the chapter was fairly successful at soliciting volunteer speakers, with four different members provided programs. A diversity of speakers provides a greater variety of program topics, as each member has his/her own area of knowledge. We strongly encourage members to consider volunteering to provide a program.

This summary makes no attempt to develop specific conclusions regarding the survey results. As the saying goes, "There are lies, damn lies, and statistics!" In any survey, results can be interpreted in a number of ways, depending on how the data is analyzed and how one views the question being asked. This author leaves the interpretation of the results to the members.