

## 2008 Annual Chapter Survey Summary

The Chapter Relations Committee (CRC) developed the 2008 survey; it contained twelve sections requesting information on: Chapter Officers, Demographic Information, Chapter Roster Information, Chapter Organization Structure, Educational Programs, Internet Activities, Chapter Membership Retention and Recruiting, Reporting, Operating Challenges / Chapter Assistance, Use of National Service, and Additional Comments and Recommendations.

The Chapter Survey was emailed out in early January 2009 to Chapter Presidents and Secretaries; completed surveys were requested to be returned by March 15th, however they came in very slowly and required additional emails and follow up telephone calls to Chapter officers.

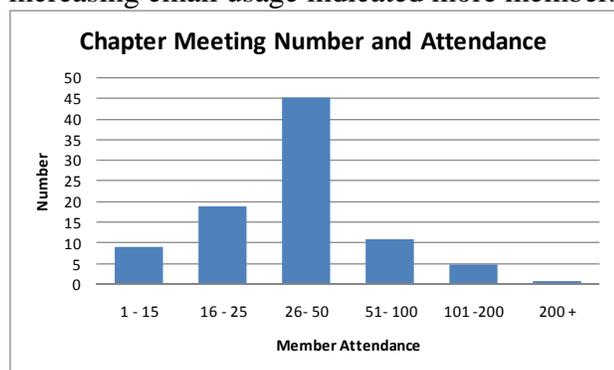
One hundred two (102) chapters eventually responded to the 2008 Annual Chapter Survey compared to seventy five (75) for 2007; some chapters completed most of survey fields while other left many blank. The collected data was compiled into eight tables which are available upon request or viewable online.

The following report is divided into eight sections. Each section analyzed the data from a respective table – highlighting key trends. Some results were graphed for emphasis.

### I - Chapter Meeting and Meeting Attendance

Almost all Chapters reported having a full complement of officers (president, vice-president, secretary, and treasurer).

A new survey question was included: Chapter Meeting Day and Time. Weekends were the most popular meeting time particularly Sunday morning (36), Sunday afternoon (26), and Saturday morning (16). The most numerous chapter meeting size was 26 -50 members this includes both spouses and guests. Chapter meeting attendance was higher than prior years when the most popular size was 16 - 25 members (see the Chapter Meeting Attendance graph). 92 out of 102 chapters sent out newsletters by mail and 45 chapters sent out newsletters by a combination of mail and email. The increasing email usage indicated more members used the Internet. See Table A for full details.



### II - Membership Retention, Member Recruiting, and Operating Difficulties

33 Chapters reported membership gains in 2008, 38 Chapters reported membership losses, and 5 Chapters reported stable membership. Some the membership losses were significant, however a number of losses were slightly higher than gains (typical gain 5 members lose 7 members). It was positive that some chapters had membership's gains. The count did not equal 102, because not all Chapters

completed the section. Chapters provided responses to Member Retention and Recruitment and Operating Challenges; some of the key responses are noted. See Table B for full details.

**Effective Actions for Membership Recruitment:**

Use National list to contact new members by newsletter, email, and personal contact  
Encourage members to bring guests and friends to meetings  
Hand out “You are Invited” business cards to friends and acquaintances for meetings  
Have annual “Bring a Friend” meeting  
Welcome guests at meeting  
Word of mouth  
Road Show

**Effective Actions for Membership Retention:**

Good Newsletters, Quality Programs & Educational Workshops

**Operating Challenges:**

The general theme is: chapter membership and leadership is aging, and it is difficult finding new members and/or volunteers for chapter offices.

Finding speakers and quality programs

Finding affordable meeting locations with good accessibility for older members

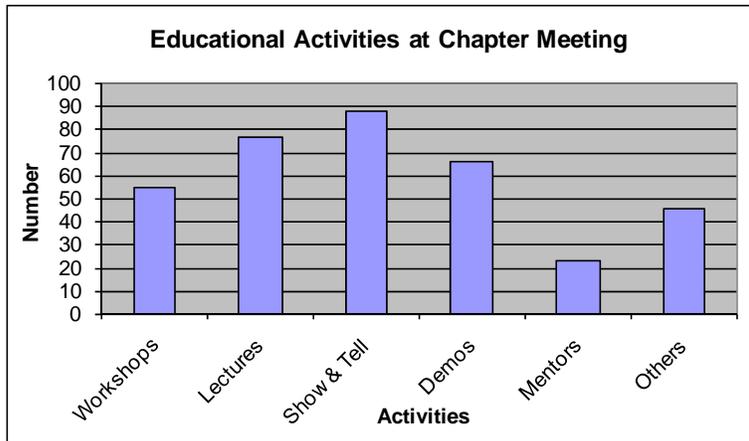
**III - Chapter Organizational Structure**

Section sought information on: chapter incorporation status, 501C3 status, and recent review of chapter governance documents. Most Chapters replied to these questions: 38 chapters reported they were incorporated, 37 reported they had 501C3 status, only 8 reported reviewing and updating governance documents. Some chapters appeared confused with the questions replying “Unsure”. See Table C in appendix for details.

**IV – Chapter Educational Activities**

Chapters reported positively on a variety of educational programs offered at Chapter meetings particularly the number providing mentors. Show & Tell, Lectures, and Demos were popular activities (see graph below). "Other" is broken down in a list; see Table D in appendix for details. Some chapters have developed some innovative programs to help encourage new member participation in chapter activities. Some of the activities listed under "Other" were:

Field Suitcase Courses  
Watch & Clock Repair classes (beginner & advanced)  
Public Clock Repair Project  
Educational/Technical Articles in Newsletter  
Chapter Library  
"Ugly" Clock and Watch Contests



## V – Comments to Chapter Relations Committee & General Chapter Concerns

CRC created a section providing Chapters an opportunity to respond directly to CRC and also share their general Chapter concerns. This section generated responses from 25 - 30 chapters. See Table E for responses.

### Comments to CRC

Seven chapters commented the annual survey was an annoyance and excessive work that did not benefit the chapters. Several chapters commented that they did not know and understand what CRC does. Several were critical of the new Chapter Charter Process and felt "it was rammed down their throats". Some commented on items beyond CRC's control or responsibility.

Several chapters inquired if CRC could help provide local or national publicity for Chapters and NAWCC in order to attract new members.

### General Chapter Concerns

#### General concerns voiced by Chapters:

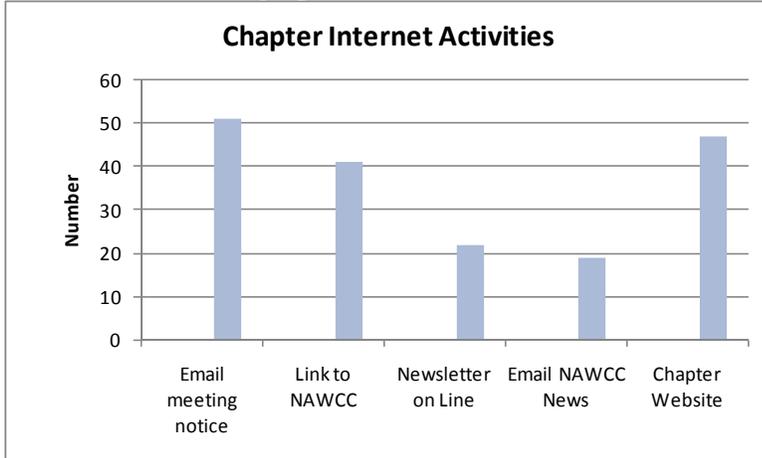
Western chapters "feel out of touch" with National due to distance  
 To many rules & regulations for small hobbyist/educational organization  
 NAWCC requirements are understandable, but are a burden to a small chapter  
 Large distrust with National by members possibly out of ignorance or lack of understanding  
 Continued dues increases - noted in several responses

#### General Requests for assistance:

Ideas to attract new members  
 More publicity to make people aware of NAWCC  
 Recruitment - National encourage new members to join chapters  
 More quality programs  
 Need assistance publishing newsletter and organizing workshops  
 Training for Chapter Officers

## VI – Chapter Internet Activities

47 Chapters reported that they had websites, 51 chapters emailed meeting notices, 41 had links to the NAWCC website, and 21 had their newsletters on line. Several chapters that did not have websites communicated to members by email. A smaller number emailed out NAWCC News and very few had mentoring on their website. This indicates Chapters are utilizing the Internet to communicate with their members. See graph below and Table F for details.

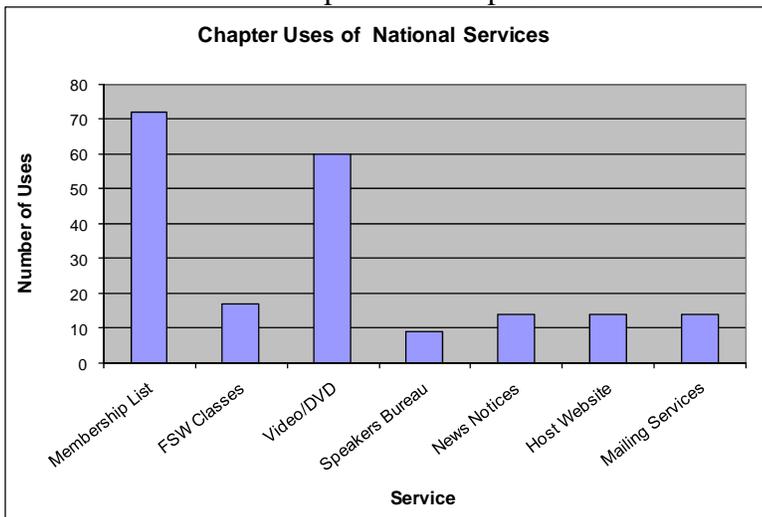


## VII – Reporting Activities

54 Chapters are insured (43 privately and 11 through NAWCC), 56 Chapters are Regional co-hosts, and 63 hold marts. See Table G for details.

## VIII – Use of National Services

Chapters were asked what National services they utilized. Chapters actively used two National services: membership list for recruitment and borrowing videos/DVD from the library for chapter meetings. Other National services (Field Suitcase Workshops, News Notices, Speakers Bureau, Mailing Service and Website Hosting) were used by smaller number of chapters. See graph below & Table H for details. Is it possible Chapters are unaware of NAWCC National services?



## **Conclusions**

The Chapter replies to survey questions varied widely from almost complete answers to minimal or no information; responses to questions on Page 1 were much better than Page 2. Many chapters made little effort to complete sections that required anything besides putting a check in the box or supplying numbers.

The number of chapter responses to the 2007 (75) & 2008 (102) surveys are lower than prior surveys 2004 (140) and 2005 (125), because chapters completed the surveys raising issues and perceive no response to these issues and nothing appears to change. Unfortunately chapter officers appear to have low value for these surveys.

Chapters exhibit a wide diversity in size, chapter activities, and membership participation. Chapters also cover a varying geographical areas (physical area and urban vs. rural).

Based on the survey comments the chapters can be roughly grouped: 1.) "Doing well" and appear to have many active programs with membership participation, 2.) "Just maintaining" and are being held together by a few members, and 3.) "Beginning to decline" due to aging membership and chapter leadership.

Chapter issues and concerns noted in 2008 were very similar to 2007. Four key chapter concerns are:

Chapter Leadership membership is aging  
Fewer new members are joining or staying in the organization,  
Members are not volunteering to take chapter leadership positions  
Chapters have tried various methods recruiting new members or encouraging member to attend chapter meeting with little success and are frustrated.

## **Pathforward**

Improve potential response to upcoming 2009 Survey- shorten to one page.

What are projects or activities can CRC focus on for 2010? Suggestions:

Identify and develop routes to assist struggling Chapters

Obtain suggestions or assistance from "strong successful" Chapters to pass onto struggling Chapters.

Identify a neighboring chapter or chapter individuals that might be able to work with struggling chapter.

Could a training package or program be developed for new chapter officers - 2 hour seminar for presentation at a Regional or National "Chapter Officer Boot Camp"?