

2010 Annual Chapter Survey

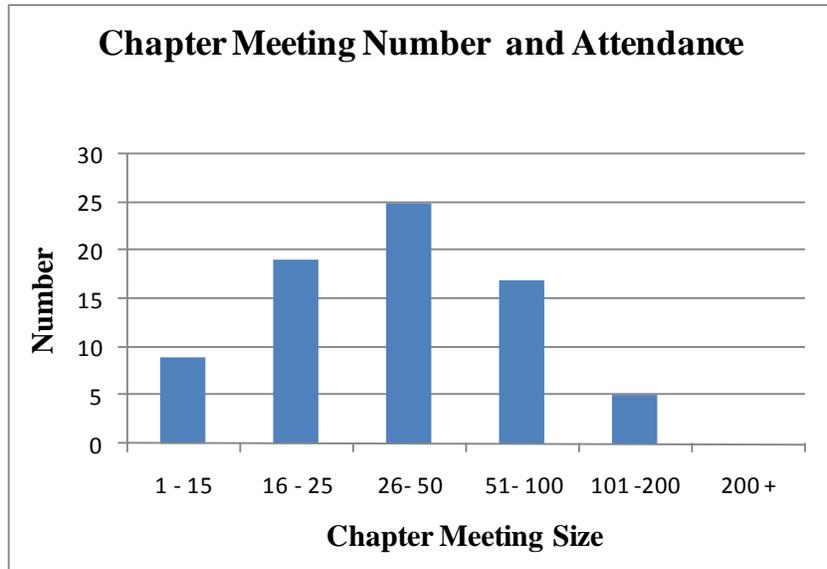
The Chapter Relations Committee modified the 2009 survey making it more generic not favoring geographic over special interest chapters. The survey had eight (8) questions: Chapter Name, Demographic Info, Chapter Member Roster, Chapter Meeting/Events, Chapter Member Retention and Recruitment Activities, Operating Challenges/Chapter Assistance, and Questions / Comments / Recommendations to Chapter Relations Committee.

The 2010 Annual Chapter Survey was mailed out early in 2011; eighty (80) chapters responded to the survey compared to eighty one (81) in 2009 and hundred three (103) in 2008. Most chapters completed many of survey fields. The data was compiled in six (6) tables located in the Appendix.

The following report is divided into five sections and summary & conclusions. Each section analyzed the data from the respective table and key trends was highlighted, and some results were graphed for emphasis.

I - Demographic Info

Survey questions focused on two aspects: chapter meeting size and how chapter newsletters/meeting notices were sent out. See Table A for full details. Chapter meeting size ranged from 11 to 135 attendees including members, spouses, and guests. When graphing the chapter meeting data the chapter meeting size exhibited a normal bell shape curve distribution with a median attendance of 25-50 see graph below. These results were very similar to the 2008 and 2009 surveys.



A significant number of chapter utilized both mail and email sending out chapter newsletters/meeting notices; email only has increased to eleven (11) from five (5) last year. See chart below.

Number of Newsletters send		
Mail Only	29	
Email Only		11
Both Mail & Email		38

II - Chapter Meetings/Events

This section focused on: meeting structure, popular meeting activities, distance members would drive to attend a meeting, social aspects, educational programs and activities, and any particular unique chapter activity. See Table B and C for details.

Popular Activities noted: Mart, Programs, Workshops, Show & Tell, Auctions, and Parties

Observations:

Meetings contain a wide variety of **mostly** member programs and most members appear to value them
66 out of 80 chapters have some type of clock and/or watch educational programs

More likely to borrow DVD from National than use speaker's bureau

46 out of 80 Chapters have a holiday party and/or summer picnic

Members are willing to drive many miles (often > 100 miles) to attend a chapter meeting

40 chapters provided information on interesting/unique chapter meetings activities & topics

Unique chapter meeting activities noted:

Hold watch & clock contests and winners receive "mart dollars" that they can spend for chapter activities at each meeting
annual Willard House workshop and biannual symposium
mini Road Show
restoration contest
Saturday clock repair classes
spring picnic
donated item auction at annual picnic - proceeds to chapter treasury
Information open house with local historical society
Allow time for members to talk to each other, have cake and coffee
Clock displays at local historical societies events
Christmas party and picnic, one day meeting with auction and short educational presentation
Clock and watch exhibit with hands on activities for children at Idaho Historical Museum. 3 members teach Community Education Program on Watch & Clock collecting
of donated items and baked goods proceeds to support chapter projects
AHS tours
door prize drawings

III - Chapter Membership Retention and Recruitment Activities

This section contained three questions: chapter membership losses/gains in 2010, what were successful efforts to retain existing members and attract new members. Twenty three (23) out of eighty (80) chapters reported either membership gains or no membership losses. A number of chapter cited interesting membership retention and recruitment activities. Table D for full details.

Chapter Membership:

12 reported membership gains

11 reported no membership loss/gain

Other chapters reported membership loses

Unique retention and recruitment activities noted:

Direct mailing from NAWCC new member list and personal contacts
Increased focus on a wide variety of Chapter activities including workshops, programs, and annual social
Interesting programs, extensive chapter newsletter, suitcase courses, socializing at meetings, word of mouth, Tuesday night class
Good communicating
Try to find interesting programs
Contact non-chapter members to join chapter, followup with personal contact, and encourage attendance of non-members at chapter educational programs.
Personal contact or phone calls, updated e-newsletter
Encourage members to recruit at least one new member, deduct \$ 8 from dues for each new member recruited
FSW courses, informational open house, hands on sessions
Educational clock and watch repair classes - excellent and reasonably priced
"Be Our Guest" encourage members to bring a guest. A mentor is assigned each meeting to greet guests. Offer educational scholarships annually to assist member pursuing horological studies. Bi-monthly newsletter to highlight individual member skills, expertise, and contributions to the chapter
Word of mouth
Member bring a guest
Personal contact or phone calls, updated e-newsletter

IV- Operating Challenges/Chapter Assistance

This section was designed to identify what areas were important chapter operating challenges (recruiting new officers, finding speakers, or finding Programs) and possible chapter assistance. Overwhelming chapter reported recruiting new officers was most important challenge (59 out 80 chapters).. See Table E for full details

Operating Challenges:

Recruiting new officers: 59

Finding speakers: 16

Finding new programs: 17

Comments:

Stress to members the need to take active role in chapter functions and move into executives roles

Identifying and sharing successful programs with other chapters

Provide resources/services to chapters either free or low cost

Effective educational programs are important retaining and recruiting members

Where to send chapter newsletters?

More support for FSW programs

V - Questions, Comments, or Recommendations for Chapter Relations Committee

Last section provided area for chapters to ask questions, make comments or recommendations, and twenty eight (28) provided comments to chapter assistance question, and many replies were very well thought out. Summaries of key comments are in paragraph below. See Table F for full details.

Summaries of Key Comments:

High membership dues and high regional and national fees are a problem
Western and International chapters feel isolated from National Headquarters
Difficult to obtain programs from Headquarters on timely basis for meetings
Develop a process for sharing chapter educational programs
Do not see any response to or addressing issues raised in previous surveys
Seeking issues or programs for attracting new members
Appreciate assistance from Markus Harris

Summary and Conclusions

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

Changing the questions slightly and the shorter survey raised much fewer complaints than prior years (we supplied same information as last year, etc.). Response rate to both 2009 and 2010 surveys were very similar in numbers.

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.

Three Chapters: Chapter 8 (New England), Chapter 23 (Southern Ohio), and Chapter 124 (Lone Star) are good examples of chapters “doing well” and have excellent chapter meetings, educational programs, and work hard recruiting new members and maintaining existing members. Other chapters are doing well, but those three chapters stand out in their activities.

Chapter concerns and responses to questions do not change significantly year to year that it might be more beneficial sending out chapter survey biannually.

Possible Issues for Chapter Relation Committee Focus

Develop program/training for members who wish to be chapter officers, but do not feel they have the skills for the jobs?

Improve communication with chapters in order to address issues?