

## 2009 Annual Chapter Survey

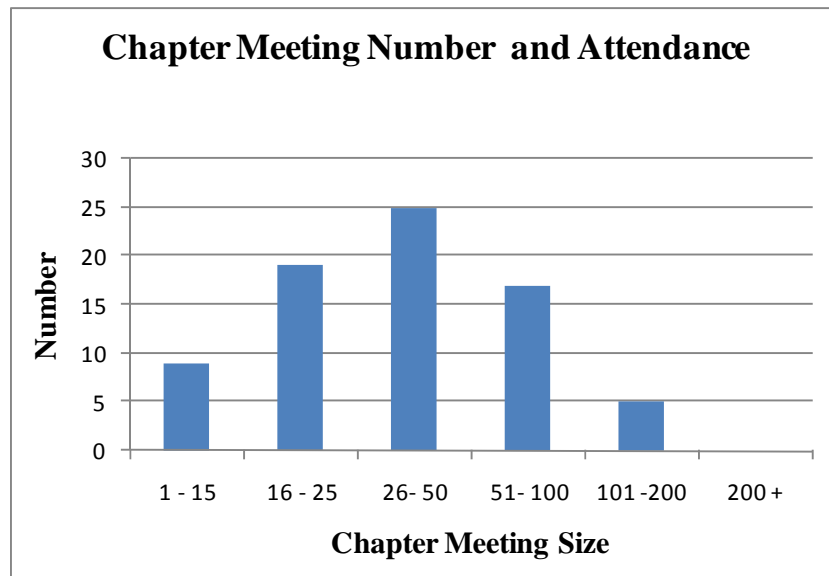
The Chapter Relations Committee decided to shorten the 2009 Chapter Survey from two pages to one page in an effort to improve response. In prior surveys chapters responded to majority of questions on first page, the responses to second questions was significantly poorer. It was difficult making valid conclusions when only 20 % of chapters responded to the second page questions.

The 2009 Annual Chapter Survey was mailed out early in 2010 and responses have come in faster than previous years. Eighty one eight (81) chapters already have responded to the survey and provided rosters compared to hundred three (103) for 2008; most chapters completed the majority of survey fields. The data collected was compiled into five (5) tables located in the Appendix.

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

### I - Chapter Meeting and Meeting Attendance

Survey questions on this topic focused on two topics: chapter meeting size and how chapter newsletters/meeting notices were sent out. See Table A for full details. Chapter meeting size ranged from 13 to 159 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 survey.



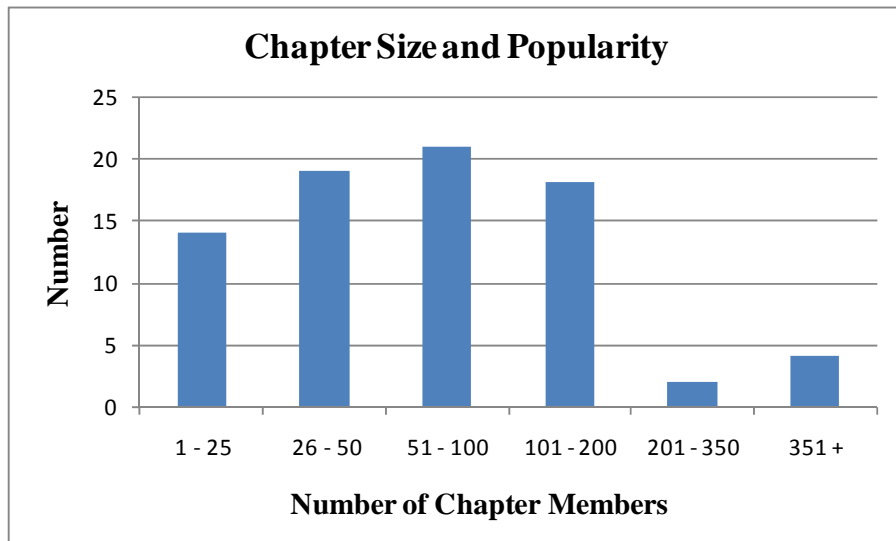
A significant number of chapter utilized both mail and email sending out chapter newsletters/meeting notices; email usage has increased slightly from last year see chart below. Interestingly a few chapters utilize only email to communicate with their members.

Number of Newsletters Sent Out			
Mail Only	25		
Both Mail and eMail		40	
eMail Only			5

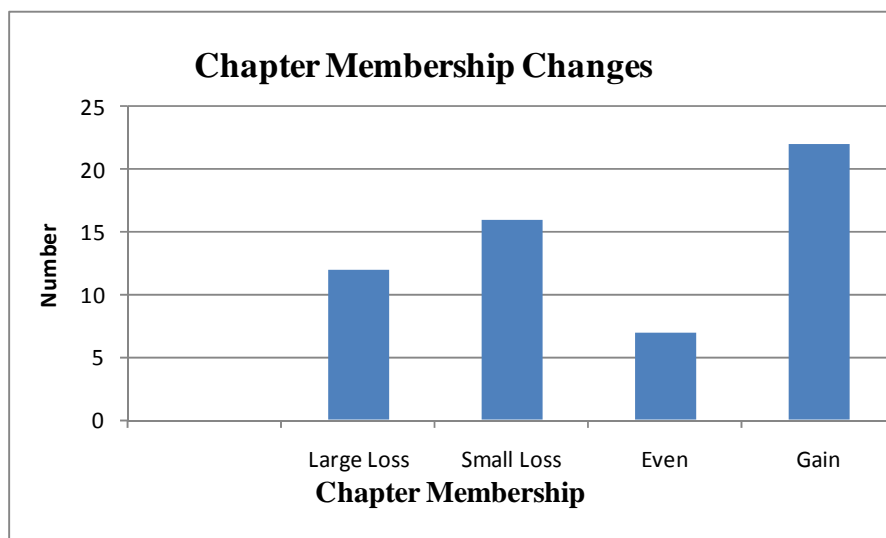
## II - Member Recruiting and Retention, Operating Challenges & Chapter Assistance

This section contained five questions: number of members on the chapter roster, submit a copy of chapter roster, chapter membership losses/gains in 2009, efforts to attract new members and retain existing members, and chapter operating challenges and chapter assistance. See Table B for full details.

When graphing the chapter size data the chapter size exhibited a bell shaped curve distribution similar to chapter meeting attendance except higher end drops off; the median chapter size is 51-100 members see graph below.



Chapters reported the number of members lost/gained in 2009, unfortunately not all chapters provided information (none or incomplete). Twenty eight (28) chapters reported losses (roughly categorized as either small or large) compared with seven (7) chapters reported even (no net loss/gain) and twenty two (22) chapters reported gains. Many of the membership gains were small. It was encouraging some chapters were experiencing membership gains.



## **Efforts to attract new members and retain existing members**

Chapters reported a variety of methods to attract new members, see selected responses below

### **Efforts to attract new members:**

Chapter 2 - if a chapter member recruits 3 or more new NAWCC members. Chapter will pay his/her membership for a year

Chapter 21 - Advertised on "Craig's List"

Chapter 23 - "Be our guest" program encourage members to bring guest to meeting. Assign mentor at chapter meetings to greet guests

Chapter 35 - Annual Spring picnic - chapter supplies food and members are encouraged to bring family, friends, anyone with an interest in horology

Several Chapters - Personal contact and invitations for recruiting new members.

Several Chapters - Good programs

Numerous Chapters - send out mailings or emails to new NAWCC members

Chapter 135 - Main a booth at State Fair distributing information

Chapter 136 - Notice in local newspaper

Chapter 159 - Setup table at Regionals & National

Chapter 124 - Pam Tischler commented 9 of 11 the current board members joined the chapter through its educational program! It strongly supports the importance of educational programs.

A number of chapter commented that they tried a variety of methods to attract new members with little success and were frustrated and unhappy. They commented National was not assisting chapters recruiting new members and suggested it needs to do more advertising/publicizing the organization.

### **Operating Challenges & Chapter Assistance:**

Chapters offered a variety of individual responses, however the general theme is: chapter membership and leadership is aging, and it is difficult finding new members and/or volunteers for chapter officers

Chapter Officers have served for many years and are becoming burned out and having difficult time coming up with new ideas for programs and chapter activities

Educate non-members about horology hobby in order capture their interest and join NAWCC

Finding speakers and quality programs

Getting word out to the public about organization and meetings

Need quality videos (20-30 minutes in length) for chapter meeting - many video available from National are either poor quality or too long for chapter

Reduce dues for more member affordability

More promotion and advertisement needed from National for NAWCC to recruit new members

Finding affordable meeting locations

### **III - Chapter Organizational Structure**

One question was asked - did Chapters update their Bylaws or governance documents in 2009? Only seven (7) chapters updated their governance documents. Data compiled in Table C.

### **IV – Chapter Educational Activities**

Section contained a single question - describe a unique chapter or educational activity, see Table D for all responses. Many chapter have developed some unique and interesting activities see below.

#### **Some unique responses:**

Chapter 8 - Annual meeting & presentations at Willard Museum

Chapter 17 - Spouses Programs

Chapter 23 - Have "Ask the Expert" resources on hand at each chapter meeting. Hold clock restoration project among members.

Chapter 28 - Annual Mini Road Show at Cleveland Historical Museum

Chapter 36 - Clock Restoration Project/Contest and prizes are awarded

Chapter 40 - Restored ship's clock on US Slater DE776

Chapter 43 - Each meeting a member gives an example of movement identification or repair

Chapter 55 - A series "How to repair lectures" at chapter meetings

Chapter 77 - Annual picnic & chapter fund raising, annual informal Christmas party

Chapter 69 - Each meeting have a 10 minutes "Beginner's Corner" Presentation

Chapter 92 - Hold two one day Watch Repair Courses

Chapter 106 - Hands on clock repair classes

Chapter 111 - Hold annual spring clock repair course. Have workshops before chapter meeting.

Chapter 124 - Offers 26 different clock and watch repair courses for chapter members

Chapter 136 - Professional antique restorer presented two programs at chapter meeting

Chapter 159 - Hold a "Tool Time" education program at each chapter meeting

Chapter 162 - Presented clock collecting and assessment days at Wm King Museum exhibit

Chapter 171 - Set up an exhibit on Time and Timekeeping at DeForest Area Historical Gallery.

Chapter 190 - Held six FSW workshops and two Sherline lathe workshops

Chapter 191 - Hands on training on watches and clocks

Several Chapters noted clock and watch repair classes were effective tool recruiting new members.

Chapters have commented that good chapter programs were important for maintaining members, although marts were really the major draw for many chapter meetings.

Chapter 17 was only chapter that offered "Spouses Programs"

## V – Additional Comments & Recommendations

The final section was open field to solicit any additional comments or recommendations from chapters. Thirty four (35) chapters provided a wide variety of positive and negative comments, voiced their concerns to issues, and offered some suggestions. See Table E for compiled response. The comments were broken down into four categories: compliments, criticisms, comments, and recommendations.

### **Compliments:**

Improvement in online communication by NAWCC has been welcome.

National headquarters has been very co-operative and responsive maintaining website and distributing newsletters. Feedback on delivery problems has been helpful.

Appreciate efforts of Nancy Dyer and Al Dotson. Al helps with "Tool Time"

We appreciate the help you gave us!!

### **Criticisms:**

National spends too much money on events in Columbia and Library that are totally wasted for members in the West.

National does not assist chapters publicizing their meetings, little effort to advertise to general public about NAWCC.

Florida members are upset with changes in NAWCC structure and have dropped out. Many members across Florida are also upset that the National has disowned Florida Council that operated Mid Winter Regional

Younger adults are interested in wrist watches rather than clocks and pocket watches - what is NAWCC doing to attract these new members who are more technology knowledgeable than our older members?

Three chapters commented about issues filling out the survey

Videos borrowed from library have both poor video and sound quality

### **Comments:**

Internet appears to be hurting NAWCC along with other organizations

Trying to come up with new activities to improve chapter meeting attendance

**Group is too exclusive and not inclusive.**

**We have some members who are not computer users - we cannot forget them!**

### **Recommendations:**

Avoid dues increases in foreseeable future; membership dues cost is occasional discussion topic.

**1st Suitcase course should be offered to members and non-members at significantly reduced rate in order to encourage interest in the courses and organization.**

**Allow chapters to issue temporary memberships for one year which would not require NAWCC membership. We believe that the benefits of NAWCC membership would be apparent in that time.**

Schedule Regionals on weekends so younger working members can more easily attend.

Do not schedule holding Chapter meetings on Sunday so people will not have to choose between church or chapter meetings

Short concise programs between 25-45 minutes would be appreciated

Provide services free of charge such as mailings

Could there be a branch of horological school in the west - warm weather and lots of students?

Need demographic lists of members in the chapter areas

## 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).

Chapter survey may favor geographic over special interest chapters, because special interest chapters communicate more with newsletters and meet on more limited basis.

The shorter survey raised much fewer complaints than prior years (we supplied same information as last year, etc.); three chapter reported problems inputting data into certain fields that needs to be corrected for next year's survey.

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.

### **Chapters commented strongly on four concerns:**

Aging membership

Few new members

Lack of volunteers stepping forward to assuming chapter officers roles

Many chapter officers have served in same role many years are getting tired, finding it difficult to come up with new programs along with managing all activities to make a chapter successful

Does Chapter Relations Committee and National Board of Directors need to develop a program(s) to identify and to assist struggling chapters? Are there route(s) to interact more with chapters and encourage chapters to ask for help?

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

There appears to be disconnects between some chapters and National on what chapters expect National can/should do regarding recruiting new members and what services National can offer Chapters for free or for some fee?

What are possible routes to improve communication with chapters in order to address issues?