

## 2012 Annual Chapter Survey

The Chapter Relations Committee modified the 2010 survey shortening it to four questions focusing on: Chapter Meeting Activities, Member Retention and Recruitment Activities, Operating Challenges/Chapter Assistance, and Questions, Comments, Recommendations to Chapter Relations Committee.

The 2012 Annual Chapter Survey was mailed out in April 2013, and eighty eight (88) chapters responded to it compared to eighty (80) in 2010, eighty one (81) in 2009 and hundred three (103) in 2008. Chapters completed most of survey fields; the data was compiled in four (4) tables located in appendix. The analysis is based on responses received by September 30, 2013.

The following report is divided into four sections along with a summary & conclusions. Each section analyzed the data from the respective table and key trends were highlighted.

### 1. Chapter Meetings Activities

Section asked four questions: **Most Popular Activity**, does Chapter have **Educational Programs** and what type, **Unique Chapter Activity**, and **Extra Chapter Activities**.

Chapters have a variety of **Popular Activities**; summarized are the top six responses:

Live Programs:	25
Marts:	13
Show & Tell:	12
Socializing	10
Lunch/Dinner/Party	9
Contest/Raffle/Auction	6

77 out of 88 (87%) chapters offered a variety of **educational programs** at meetings; most preferred locally member produced live programs, some responses were generic and identified just “programs or workshops”, but others provided more details. The top five responses were:

Discussions, Lectures, informal workshop:	24
Clock or Watch Repair:	22
Demos or Show & Tell:	14
Videos:	8
Historical Presentations:	8

Chapters noted a variety of **Unique Activities**, here are highlights:

Annual picnic, tailgate, or party:	11
Contests/Raffles/Auctions	11
Field trips to museums or visit members collections:	9
Joint chapter meetings, regionals, or mini regionals	6
Technical activity	5
Maintain public or museum clocks:	5
Supply volunteers to events:	3
Children’s Programs:	2

Committee also asked if chapters **sponsored extra meetings** that provided some interesting responses, and they are summarized as:

Summer picnic/Christmas party	12
Informal meetings both social and repair work:	10
Socializing at member homes	5
1 or 2 day clock repair classes	<b>1</b>
Setup clock display	1

## **2. Membership Retention and Recruitment Activities**

The survey sought responses from chapters for their successful retention and recruitment member methods; **sixty seven (67) chapters** attempted some retention or recruitment program. They provided diverse responses; here is a summary:

Contact new NAWCC members in area from bimonthly list:	11
Good meetings with interesting programs:	11
Direct mail or email blasts:	9
Encourage members to bring friends or guests:	8
Personal contact or telephone call:	8
Word of Mouth:	7
Setup booths at Regionals, State Fair, auctions:	5
Local clock repair class:	3
Being friendly, welcoming, nurturing new members:	3
Free admission to initial chapter meeting(s):	3
Sponsor flea market open to public:	1
Clock exhibit at local library:	1

### 3. Operating Challenges and Chapter Assistance

The question had four parts: is chapter aware of **National Services**, does it receive **bimonthly membership updates**, does it need any **assistance**, and describe **assistance**.

**Sixteen (16)** chapters responded that they were either **unaware of National Services** and/or **did not receive bimonthly membership updates**. Those thirteen chapters were immediately contacted by email and new President letter created by Pam Lindenberger was sent along with key National contact information. Pam was also notified about any chapter unaware of National Services and followed up. Chapter officer turnover was possibly the cause for some chapters being unaware of National Services and membership updates.

**Thirty one (31) chapters** responded **Yes** to “**does chapter need help?**”. When asked to describe help, some provided a response and other did not, however, other chapters inserted a response so **thirty one (31) responses were received**, see response summary below:

Getting new members or increasing membership	7
Ideas for new programs	4
High National dues is hurting member retention and recruitment	3
Speakers list out of date, difficulty getting speakers	3
Finding new officers, leadership, and make meetings more interesting	2
Population is aging and losing interest, can not get current membership to attend meetings	2
Stronger chapter membership promotion and publicity by National	2
An organization assessment	1
What can you offer	1
Someway to advertise to other members about wooden movement	1
Easier access to e-mart, difficult to access information from website	1
Convention	1

### 4. Questions, Comments, Recommendations for Chapter Relations Committee

The final survey question was a free form request for **questions, comments, recommendations for Chapter Relations Committee**. Chapters provided **twenty five (27) responses** and they are summarized below:

Chapter Relations Committee is very helpful and willing to give assistance

Are there any updates for Speakers Handbook? How to get them?

What the NAWCC does offer, however, is a central repository for a lot of important horological information. Open it to those interested in the subject, and watch your membership grow.

The public should be invited to all our events

Allow chapters to recruit members not belonging to NAWCC, local membership will lead to National membership

Appreciate assistance from National for Southern Regional. Older members do not appreciate and understand availability on NAWCC website

Recruiting new officers may become a problem in the future

Chapter growth is a primary concern. It's difficult to find new members. Any ideas for growing the NAWCC would be most beneficial

Increasing dues is contributing to declining membership.

We would like to have any relationship with NAWCC. Lessons we have learned recently have turned many of our members off to NAWCC leadership. They seem unable to change and grow.

Space and vary regionals on a two year cycle to make us hungry for a clock show. Spread exiting over two years and give 20% of regional profits to National for support

Notify new members of NAWCC that local chapters exist in their region and provide contact information to the new members so that local chapters do not have to initiate the joining process.

1. An ad for the Chapter newsletter to promote the National Convention.
2. A Development Coordinator who would travel to all of the Chapters over a two year period to assess the health of each Chapter and provide technical expertise to solve Chapter problems.
3. Bullet points on how to encourage membership in NAWCC.
4. A strategy to better market Watch and Clock Collecting.

Please re-think the need for this survey

Dues increase has hurt our membership. Forcing the Florida Council to disband caused much harm.

We have many potential new members that are turned away by the National dues being out of control

Yes. Two years ago I received a notification that we had not sent in our survey. We did and it was later acknowledged. Last year we received another notification and I had not received an initial request. Apparently the notice was sent to our President who is presently inactive and does not respond. rosters that HQ has and I have received are so bad that they defy simple correction and problems have gotten worse.

We are slowly growing in membership through the efforts our current membership

I think more educational opportunities for members such as webinars and online videos will help build membership. Proactive reaching out into the public with open public workshops will bring in new members.

Since we are a special interest Chapter it is more difficult for us to recruit new members. Would there be some way in the Bulletin to showcase the special interest Chapters? Perhaps a short article listing these Chapters along with a detailed description of their focus would be possible?

## **Summary and Conclusions**

Committee received survey responses from eighty eight (88) chapters.

### **Chapter Meeting Activities**

Most chapters offer educational programs for their meetings (discussions, lectures, informal workshops along with Show & Tell) and prefer live locally prepared programs. Chapters like to include socializing, meals, picnics or parties as part of the meeting.

Some chapters arrange special activities: undertake public service projects, advertise at local antique shows, museums, and state fairs, arrange tours, visit member homes & collections, hold clock or watch repair classes or informal meetings.

### **Membership Retention and Recruitment**

Chapters utilize many routes to retain existing members and recruit new member, and noted the following important ones: good programs and well run meetings, bimonthly membership updates, encourage members to bring guests and friends to meetings, use mail, email, and telephone to reach chapter members, setup booths at various public events, word of mouth, local clock repair classes, being friendly and helpful to guests and new members.

### **Operating Challenges and Chapter Assistance**

Good communication between chapters and National is very important; some chapters are slow sending in officer changeover notifications and there is possibly marginal officer transition between retiring and new officers that causes communication problems.

Many chapters are struggling to survive with the combination of aging members, declining membership, and fewer new members. A number of chapters commented that dues increases is hurting both member retention and recruitment.

### **Questions, Comments, Recommendations for Chapter Relations Committee**

Some chapters provided some insightful suggestions: good communication between National and Chapters is important (many communication issues were noted).

Can National provide new members Chapter contacts? Dues increases is hampering membership retention and recruiting. Officer recruitment is becoming an issue. Officers with limited computer skills may be hampered accessing information on the NAWCC website. Are there possibilities for more online programs like webinars? Can Special Interest Chapters insert notices to raise member awareness?