

2014 Annual Chapter Survey

The Chapter Relations Committee modified the 2012 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 2014 Annual Chapter Survey was mailed out April 15, 2015. To date, eighty-one (81) chapters have responded compared to eighty-eight (88) in 2012, eighty (80) in 2010, eighty-one (81) in 2009 and one hundred three (103) in 2008. Chapters completed most of survey fields; the data was compiled in a table located in the appendix.

The following report is divided into four sections that address each of the questions, along with a summary & conclusions. Each section analyzes the data from the corresponding section of the table, and key trends are highlighted.

1. Chapter Meetings Activities

Section 1 asked four questions: **Most Popular Activity**, does Chapter have an **Educational Program at meetings** and if so, is any particular program better than others, **Unique Chapter Activity**, **Extra Internal Chapter Activities** and **Extra External Chapter Activities**.

Question 1.a.

The question asked respondents to select the most popular chapter meeting activity from **five (5)** options, however of the **eighty-one (81)** responses, **thirty-one (31)** selected more than one response and **eleven (11)** selected **three (3)** or more. The total number of responses shows that chapters have a variety of **Popular Activities**:

Response	Total
Educational Program	58
Show and Tell	32
Members Selling Horological Items	21
Auctions	7
Other	4
No response*	9

*Primarily from special interest chapters who are Internet or newsletter-only chapters.

Question 1.b.

Seventy-two (72) out of **eighty-one (81) (89%)** chapters offered a variety of **educational programs** at meetings, up **2%** from the previous survey; **thirty-nine (39)** of the **seventy-two (72)** responded that one particular program was better than others. Most preferred locally member-produced, live, interactive programs, some responses were generic and identified just “programs or workshops.” Others provided more details. Most of the responses fell into two main categories: live discussions, presentations, informal how-to programs (24) and demos or show and tell sessions (13).

Question 1.c.

Chapters noted a variety of **Unique Activities** that they would like others to know about; **forty-four (44)** chapters described their unique activities. Here are the highlights.

Response	Total
Joint chapter meetings, regionals, or mini regionals	7
Annual picnic, tailgate, or party	6
Technical activity	6
Maintain public or museum clocks; display or donate items at museums	6
Special interest chapter programs/newsletters that focus on their interest	6
Contests/Raffles/Auctions/Sales	5
Public clock day where clocks and watches are evaluated or sold	3
Children’s Programs	2
Travel to museums or visit members’ collections	2
Display booths at events; answer questions	1
Cuckoo Tweet feature – presentation in words and pictures	1

Question 1.d.

The Committee asked if chapters **sponsored extra internal activities**. Some chapters reported more than one activity. The responses from **thirty (30)** chapters are summarized below.

Response	Total
Summer picnic/Christmas party	18
Joint meetings	3
1 or 2 day clock repair classes	3
Outing; tour of museum or member’s home	3
Informal meetings both social and repair work:	2
Organize seminars or special displays	2
Socializing at member homes	1
Publish a journal	1

Question 1.e.

The Committee also asked if chapters **sponsored extra external activities**. **Thirty-six (36)** chapters sponsored external activities, summarized as follows.

Response	Total
Sponsor or co-sponsor mini-regional, regional or national events and travel	13
Set up, give talks or maintain clocks at Fairs, libraries or museums	10
Field trip	6
1 or 2 day clock repair classes	3
Meetings with other groups with focus on horological topics	2
Assist school horologically-related projects	1
Weekly hands on learning	1

2. Membership Retention and Recruitment Activities

The survey sought responses from chapters for their successful retention and recruitment member methods; **sixty-six (66)** chapters provided input related to retention or recruitment activities. Following is a summary of the responses.

Question 2.a.

This question requested input on the most successful method of **new member recruitment**. **Seventy-six (76)** chapters provided responses. **Five (5)** chapters did not provide a response. **Eight (8)** of the **seventy-six (76)** responses indicated that they don't have a successful method. Many of the successful methods center around personal contact or word of mouth, and the responses are summarized below.

Response	Total
Word of Mouth, members inviting and bringing friends	38
Websites (Chapter or NAWCC)	9
Regionals; National Convention	7
Direct mail or email blasts	5
Craig's List; newspaper ad	4
Booths or contacts flea markets, sales, antiques shows, auctions, Maker Faire	3
Local clock repair class/school	3
Contact new NAWCC members in area from bimonthly or membership list	3
Journal or newsletter distribution	3
Good meetings with interesting programs	1
Sponsor watch/clock show open to public	1
Newspaper write-ups of chapter event	1
Posters at local tech businesses	1
NAWCC message board	1

Question 2.b.

The most successful methods of **retaining current members** are summarized below. **Seventy (70)** chapters provided responses. Many of the successful methods center around good, interesting programs, staying in touch with members and getting them involved. The responses are summarized below.

Response	Total
Good, regularly scheduled meetings with interesting programs and marts	35
Get members involved and mentor them	10
Staying in contact with members; send reminders of meetings and dues	8
Interesting newsletter or Journal	6
Provide food	5
Low dues	3
Show value of other NAWCC resources – Bulletin articles, message board, etc.	3
Friendly environment where are all treated equally	4

3. Operating Challenges and Chapter Assistance

The question had eight parts: does chapter receive **bimonthly membership updates**, does chapter have difficulty in **finding chapter officers, recruiting new members, finding speakers or developing new programs**; is the chapter aware of **National Services**, does it need any **assistance**, and describe **assistance**. The responses are tabulated below.

Question	Yes	No	No response
3.a. Receive bimonthly membership updates	52	21	8
3.b. Difficulty finding Chapter officers	48	31	2
3.c. Difficulty recruiting new members	60	18	3
3.d. Difficulty finding speakers	31	48	2
3.e. Problems developing new Chapter programs	38	39	4
3.f. Aware of chapter services from National office	49	29	3
3.g. Does your Chapter need help in any way	29	47	5

Twenty-nine (29) chapters responded **Yes** to question 3.G.: “**does chapter need help?**”. When asked to describe help, some provided multiple responses and others did not; however, **two (2) chapters** that responded **No** added a response so **thirty-one (31) responses were received**, see the response summary below. Additionally, there are items included in response to question 4 that indicate some similar concerns.

Question 3.g. - Area of help	Responses
Getting new or younger members; increasing membership	10
Finding speakers and programs	5
Finding new officers and volunteers	3
Raising awareness of and promoting chapters, including special interest chapters	3
Provide guidance for new chapter officers; handbook and ideas	2
More NAWCC exposure through ads	2
Members who drop NAWCC membership but still want to attend chapter meetings	2
Praise for assistance from National	1
Dues are too high	1
Disband and just meet with other clock-related groups	1
Email blast for area NAWCC members who are not chapter members	1
Members not receiving membership pins on the designated date	1
Including phone numbers on membership lists and updates	1
Increasing members’ awareness of how to use the NAWCC website	1
Increased communication between National and chapters	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 (25) responses** as listed below:

- Have chapter presidents meet twice a year to discuss what is working and not working with their chapters. It would be helpful to have an open dialogue about our chapters and enlist the help of each other (Chapter officers.)
- Continue updating chapters on new offerings such as webinars and online courses, as well as best methods of reaching out to potential members.
- Pam Lindenberger does a great job! Thanks for your patience; we just ended our Regional this past Sunday.
- There really needs to be a focus on updating the programs held in the Library. There are great topics which have been presented at the Symposiums and Conventions, however the recording quality and methods make the recordings not very enjoyable for use in Chapter meetings. Also, there are great programs which could benefit from video enhancement to upgrade the image quality for future use. In the future, be sure to send out the survey in a user-friendly format for saving and editing when the recipient has the option for email return.
- 1. Do more chapter outreach by attending chapter meetings.
 2. Publish the Chapter Relations Newsletter more frequently. It is a source of good information.
 3. Provide more guidance to chapter officers as to their duties, responsibilities, and leadership roles (especially new officers). An example is to stress the importance of officer strategy and planning meetings (outside the normal members' meetings.)
- Our members enjoy the personal interactive conversation during our pot luck luncheons.
- An information packet to new officers (Chapter) of services and support would be valuable
- Regarding National Office Elections: We would like to suggest that new office candidates be given more opportunity and time than they now have to convey their credentials, objectives and goals for enhanced operations when they express interest in running for office. Suggestions for better exposure for all candidates in what we seek so that incumbents don't have any overt advantage in that respect.
- All new members should be required to give a phone number whether it be home, office or cell.
- Once again, I'm asking that National waive annual membership fees for chapter officers. That one benefit may improve selecting new officers.

- See attached sheet of member comments:
 - 1) People at top of NAWCC need to re-think the dues structure. Maybe let people over 60 in at reduced rates.
 - 2) Let former long-time members into chapters. At least let them attend chapter meetings.
 - 3) Publications don't mean that much to a lot of members. Offer a membership without publications at more a reduction than \$10 a year.
 - 4) We have several older members who are staying active with NAWCC after the Louisville National Convention, because it's close and they want to go. They will drop NAWCC membership after 2016. Are we going to tell them they can't come to chapter meetings then?
 - 5) If we can let the public into Regional Mart rooms, I don't see why we can't let them into chapter meetings, at least as non-voting members.
- Would appreciate any suggestions on activities to grow our membership.
- Less restrictions on open-house membership drives.
- I would be interested in receiving updates of NAWCC members in our state who are not already Chapter 89 members.
- Make this form work so that I can type my answer using my computer.
- We have many long-time, active, highly-esteemed members who qualify to be Fellows. In the past, we have not had much success when we have submitted the paperwork to recommend them. We would appreciate more support from National in getting these members acknowledged.
- We do not publish a newsletter as a normal meeting only has 15 to 20 attendees.
- We are a geographically challenged group.
- How can we get help and new ideas?
- This Chapter suffers from apathy and lack of interest. It mainly consists of about 15 core members and no one wants to be an officer so the current staff has stagnated to be myself as chief cook and bottle washer. Some prime members opted out of the NAWCC on the last years and have stopped attending meetings.
- Feel the bimonthly notification of changes to the NAWCC membership is not user friendly. There has to be a better format/way to present this information.
- This questionnaire does not address newsletter only chapters at all.
- No, except the same old problem of the membership data program at HQ not in any way synched to what the Chapter has
- We are in the process of finding another HOME for the museum - currently dealing with an entity in Vista, CA
- I believe our Chapter is fairly healthy because we focus on one subject area. This keeps the level of interest high amongst nearly all of the members. However, our membership is not "local" as it is with many other Chapters. Our members come from all over the U.S., several provinces in Canada and the U.K. The geographic "penalty" means that the meetings are not easily accessible to all of the members. This is overcome somewhat by having a yearly Cog Counter's Journal where information is provided to the membership outside of the meetings. This has worked well for over 45 years.

Summary and Conclusions

The Committee received survey responses from **eighty-one (81)** chapters.

Chapter Meeting Activities

Most chapters offer educational programs for their meetings and prefer live locally prepared programs. Show and Tell, and buying/selling opportunities are also very popular. Chapters like to include socializing, meals, picnics or parties during the year.

Some chapters arrange special activities: advertising at local antique shows, museums, and state fairs, have tours, do member visits, hold clock or watch repair classes or informal meetings.

Membership Retention and Recruitment

Chapters utilize many routes to retain existing members and recruit new members, and noted the following important ones: bimonthly membership updates, word of mouth and bringing guests and friends to meetings are highly effective in recruiting new members. Good programs that include a wide variety of historical and repair topics, buying and selling opportunities, staying in touch, getting members involved and providing a friendly helpful atmosphere are key to retaining members.

Operating Challenges and Chapter Assistance

Good communication between chapters and National is very important; chapters would like to see a packet or other form of guidance for new officers as well as a time for chapter officers from across the country to meet together and share ideas.

Chapters reported issues recruiting new, younger members and finding members willing to be officers. Chapters also requested additional programs and speakers to present locally.

Questions, Comments, Recommendations for Chapter Relations Committee

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

Chapters would like to see National provide Chapter contacts to new members. Special interest chapters would like to see brief descriptions of their Chapter focus and contact information in national publication. Individuals who are no longer NAWCC members would like to continue to attend meetings and functions. Officer recruitment is becoming an issue. Officers with limited computer skills may be hampered accessing information on the NAWCC website.