

2014 CHAPTER SURVEY RESULTS

The NAWCC Board of Directions requests that the Chapter Relations Committee conduct a chapter survey every two years. For the 2014 survey, the survey comprised four categories, each with additional areas for input. The categories focused 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 and eighty-one (81) chapters responded to the survey compared to eighty-eight (88) in 2012 and eighty (80) in 2010.

The responses were very similar to the 2012 survey which can be found in the May 2015 Chapter Relation Committee newsletter. On the 2014 Survey, many Chapters provided helpful suggestions that can be leveraged by other groups. Many of these suggestions are included in the following summary of responses:

Chapter Meeting Activities

Eighty-nine percent (89%) of the chapters offer educational programs for their meetings and prefer live, interactive programs. Chapters include socializing and food as part of each meeting, or as a seasonal activity.

Some chapters arrange special internal activities such as seasonal parties, joint meetings with other Chapters, member visits, and clock or watch repair classes. External activities include public service projects; advertising, programs or displays at local antique shows, museums, state fairs and local Maker Faire events; joint meetings with other groups that focus on similar topics; and one-day programs.

Membership Retention and Recruitment

Chapters utilize different methods to retain existing members and recruit new members. One half of the responses indicate that word of mouth and members bringing friends are extremely important for new member recruitment. Other successful methods were: up-to-date websites and contact/follow-up through direct mail, email blasts, craigslist, or newspaper ads; good programs and well run meetings; booths at various public events; local repair classes; being friendly and helpful to guests and new members; mentoring is also beneficial. Interesting websites, journals or newsletters are successful methods for both local and Special Interest Chapters.

Operating Challenges and Chapter Assistance

Good communication between chapters and National is very important; the Chapter Relations Newsletter was mentioned as a beneficial source of information. Some Chapters noted a lack of knowledge transfer or preparation for new Chapter officers. A vehicle for Chapter officers from across the country to meet together and share ideas was also requested.

Many chapters continue to see declining membership as well as individuals willing to serve as officers, or to prepare and present programs. There were requests for additional programs and speakers to present locally.

Questions, Comments, Recommendations for Chapter Relations Committee

Some chapters provided insightful comments and suggestions: good communication between National and Chapters is important. Some communication issues were noted, often related to limited computer access or experience. Chapters were very appreciative of the support from the staff in Columbia. Chapters would like to see National provide Chapter information to all new NAWCC members. This would include both local Chapter contacts and a brief description of Special Interest Chapters' focus and contact information.