

## 2015 NWA Membership Survey

We had a very successful survey with an overwhelming response. We asked you what you thought and you responded with an overall positive endorsement of NWA programs and activities. More importantly, you submitted over 375 individual comments to our 9 questions. Some questions had 70+ comments, averaging out to be 42 comments per question. They consisted of both complimentary and constructive suggestions. You were very honest in telling us what we were doing right and where we needed to improve.

We created a Survey Analysis Team consisting of Wally Carpenter (*NWA Vice President*), Wayne Distin (*LCOC*), Tom Moran & George Rutledge (*Education*), Dave Mobley (*Steering Committee*), John Olenik (*Showcase*) and Peter Lofrumento (*Membership*).

The team has categorized the 375+ comments into 5 subject areas:

- Communications (Newsletter/News Blasts)

- Showcase

- Education

- Membership/Social

- LCOC (*Learning Center Operating Committee*): Team charged with shop procedures and maintaining all the equipment at the Herm Finkbeiner Education Center (*Solar Drive Workshop*).

The responses that expressed a desire for change fell into two types of categories. Some revealed misconceptions about NWA policies and procedures, other responses offered specific ideas for improvement.

### **The Team had a Twofold Objective:**

**First** -- To clear up the misconceptions by addressing specific comments and clarifying the reasoning why NWA has established its policies and procedures.

**Second** -- Make specific suggestions to the 5 areas mentioned above where our services can be improved

### **The Initial Deliverable:**

The team is reporting back to the membership at its January 14, 2016 Membership Meeting at the Shaker Heritage and will post both its report and the results of the survey on our website.

Subsequent actions will occur over the next weeks and months as appropriate. We thank those of you who took the time to participate in the survey and invite those of you who didn't to take the opportunity to participate in our next annual survey!

Thank you for being an active NWA Member!

# Survey Summary

## Newsletter / News blasts - Susan McDermott, Dave Mobley, Wally Carpenter

### **Need more broad base articles from SIG's Social events, etc.:**

Susan has already reached out to SIG's to schedule articles on a rotation through the calendar year. Additionally, Susan is planning to start a "Past Presidents" article each month again on a rotation schedule. As a reminder, anyone can submit an article to Susan and she will gladly work with you to assist you if needed.

### **Bring back Ron's wood articles and / or more Technical articles by members:**

Charlie has already made contact with Ron's wife to gain access to articles we no longer have in our records. Susan is combing past newsletters to begin recycling select articles.

### **Return the Hardcopy newsletter:**

Sadly, this will not happen. The cost of producing the hardcopy newsletter was in excess of \$1,000 per month. These funds were reallocated and will not be redirected back to hardcopies. Susan makes a dozen hardcopies each month to pass out at the monthly meeting for those without access. Mid-Hudson and the Sacandaga Chapters are also printing limited copies of the newsletters and distributing them to the members at their meetings.

### **Reformat for on line reading (i.e., continuous article and not "continued on page 6"):**

Susan is currently investigating this action. The current layout is conducive to making PDF hardcopies for those who are printing copies for friends and members without internet access.

### **Oversaturation of News blasts:**

First, in this area in particular, there was an overwhelming endorsement that our email announcements are valuable. (One caveat: the survey was communicated by email, so, naturally, people who don't read email announcements wouldn't have responded. The results should be regarded as skewed.)

The one concern - oversaturation - can be addressed pretty easily: remind everyone who prepares announcements that it's possible to go overboard. We just need to show a little restraint when advertising any single event.

## Showcase - John Olenik

All the following items will be addressed in an article authored by John Olenik in the next newsletter:

- Intimidation saying their work isn't good enough.

- Clarification of what judges are looking for.

- Complication of bringing pieces in and getting them out of gallery.

- Misconceptions of the facets of the gallery show (e.g., everything is judged)

## Education - Tom Moran, George Rutledge

### **How the courses are announced and how they get filled up so quickly:**

All courses are announced via Constant Contact just after midnight approx. 30 days prior to the class start date. It is not the practice of the Education committee to register anyone before the announcement. People are registered 1<sup>st</sup> come 1<sup>st</sup> registered. Popular classes fill up very quickly (sometimes the same day) and most classes are filled up within 1 week of the announcement. Occasionally a second announcement will be sent out if there is not enough registrants to fill the class in a reasonable time. We do place people on a waiting list if a class becomes full. If a class is to be offered again in the same year an announcement will be sent to the people on the waiting list first.

### **Scheduling of the days & times of the courses**

Scheduling is restricted to 3 Tuesday evenings a month, Friday evenings, Saturdays afternoon, and Sundays. This is due to the various SIG group meetings. Any remaining time available is during working hours which excludes a lot of members. Scheduling is also dependent on the instructors' availability.

### **Distance – make the courses more local**

The only courses the Education Committee is equipped to offer are at the Solar Drive Shop. The other chapters are free to offer whatever local courses they find their members request.

### **Reoccurring Course topics:**

Topics are usually suggested by the Instructor who will teach them. We try to rotate topics enough so everyone gets a chance to attend but do not become boring.

### **More Basic courses...Finishing/Refinishing & Repair/Hand Tool/using Power Tools**

Most of these courses have been offered at least once in each of the past education years.

## Membership - Peter Lofrumento

### **New and existing members find it hard to break into the club member mix:**

- The Membership Committee will work with the chapters and SIGs to encourage all our members to wear their Member Badges to all NWA events and SIG meetings
- The Membership Committee will inform the chapters and SIGs with the contact information of every new member who resides in a certain chapter or designates an interest in a specific SIG discipline and ask the chapters/SIGs to contact each new member and invite them to their next meeting/work session.
- As part of the features of the new online Multimedia Messaging Service (MMS), the Membership Committee will develop:
  - A *"Buddy List"* for members to reference for rides to NWA events
  - A Member *"Expertise List"* consisting of members who have experience in certain areas of woodworking and are willing to be a resource to other members who have questions or need help on a woodworking project.

## LCOC - Wayne Distin

Due to the complexity of these comments, all the following items will be addressed in an article authored by Wayne Distin in the next newsletter to ensure clarity:

Clarification of qualifying power tool classes.

More charitable projects to do training.

More machine qualified teachers available.

Open shop concept? - Perception it's open only to a special group.

Inconsistency of rules applications.

Again, our sincerest thanks to all who participated in making this a valuable tool for us to improve our organization!