

Emerald Coast Chapter of ASTD
Annual Member Survey Results - July 2008

DEMOGRAPHICS		
A. What is your position? (respondents picked more than 1 on some occasions)	Trainer	12
	Educator	2
	Manager	15
	Consultant	4
	Other: Admin Asst x 2, HR Generalist x 2, Training and Development, Director	7
B. What is your industry?	Education	6
	Government	5
	Manufacturing	1
	Retail	0
	Medical	1
	Self-employed	2
Other: Engineering, Behavior Health, Outsourcing, Financial x 3, Technology, Utility x 6, Communications	15	
C. What is the source of training in your organization?	% In-house	76%
	% External	24%
D. What is your usual training delivery method?	% Video	11%
	% CBT	19%
	% Audio	1%
	% Book	7%
	% Class	56%
	% Other: Mentor Training, E-Training, OJT x 2	6%

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MEMBERSHIP		
A. Rank the importance of these reasons for becoming a member of the Emerald Coast Chapter of the ASTD. (Scale - Very Important 5 4 3 2 1 Not Important)	Network Opportunities	4.20
	Programs/Educational Opportunities	4.60
	Professional Development	4.63
	Leadership Development	4.34
	Resume Building	2.45
	Requirement of Present Job	2.07
	Social Aspects	3.14
	Assistance in Job Search	1.86
	Civic Reasons	2.54
	Mentoring Opportunities	2.64
	Other	0
B. If you joined the Chapter in the last 12 months, how did you find out about the Chapter?	Another ASTD Member	12
	Local ASTD Website	0
	National ASTD Website	2
	Friend	2
	Co-worker	5
	E-mail	7
	Newsletter	1
	Other: Speaker was an acquaintance and invited me; SHRM	2
C. How long have you been a member of the Chapter?	Less than 6 months	12
	6 month-1 year	5
	1-2 years	3
	2-4 years	5
	4-6 years	4
	6 years (Charter Member)	1
D. Do you plan on renewing your Chapter membership next year (2009)?	Yes	32
	No	1

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MEMBERSHIP (continued)

E. What is the best way for our chapter to increase its membership?

*Members to tell others of the benefits of being a member.

*Word of mouth. X 2

*Word of mouth; advertising; quality of speaker and subject.

*Programs offered.

*Make a presentation at the chamber of commerce monthly meetings-Crestview holds its meeting the first Thursday of each month.

*By having great programs.

*More publicity; word of mouth.

*Monthly change site locations and hours. Probably try allowing different companies host the monthly meetings.

*Get the word out about the meetings/programs/etc.

*Become more involved in the community, maybe get chapter to volunteer for fundraisers in the community or join organizations like Goodwill and help them raise money.

*Have a meeting time that minimizes impact on the work day. Those who are at the "school houses" at Hurlburt, for instance, are not in a position to take the hour roundtrip commute and the meeting time of their class/office schedules. I'm sure that is generally true for the hospitality folks in Destin as well.

*I feel a lot of training professionals in this area would benefit from having a Training Conference. We need to have a larger outside view of what types of training software is available to us. Training workshops that teach us new ways to train or develop training. The training industry is changing and some of us are still using books and paper test to train our employees. We need more options that we have now.

*Unsure at this point.

*Open house and training for general public.

*Network and participation in other related professional organizations.

*Strong programs with publicity.

*Articles in local papers, have never seen anything about the ASTD in the Walton Sun.

*Word of mouth and invitations to meeting via email (offer "free" first visit).

*Provide good presentations during meeting (current schedule is excellent). Get the word out what training is scheduled for the upcoming year.

*Push organization at local colleges/related majors.

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CHAPTER PROGRAMS		
A. When do you prefer holding the Chapter meeting?	Monday	1
	Tuesday	24
	Wednesday	8
	Thursday	4
	Friday	3
B. What time works best for your schedule?	7:00-9:00 am	4
	11:30am-1:00pm	27
	4:30-6:00pm	2
	5:00-7:00pm	1
	Other: 9:00am-11:00am	2
C. If we needed an alternative site, where do you suggest?		
*Where we meet is okay for me.		
*FWB x 2		
*Use different sites based on member locations.		
*Niceville Community Center or FUMC Niceville		
*Niceville Civic Center		
*Hotel meeting rooms such as Comfort Suites or Holiday Inn Express.		
*OWC/UWF (FWB)		
*Crestview Community Center		
*JobsPlus - Crestview		
*I would say FWB-but Niceville really does seem to be the best location to attract members from Walton County also.		
*OWC DeFuniak Springs Campus		
*Two Trees (FWB) x 2		
*Remain somewhere in Niceville - central location for all cities.		
D. Which months are difficult for you to attend meetings?	January	2
	February	0
	March	0
	April	0
	May	2
	June	5
	July	4
	August	3
	September	2
	October	2
	November	4
	December	13

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CHAPTER PROGRAMS (continued)

E. What programs would you like at Chapter meetings?

*Reports on each program (membership, for example is done).

*Leadership development.

*New developments/laws; effective staff development.

*Adult learning concepts; motivating others; group exercises and ice breakers; group dynamics; curriculum creation; office politics.

*More of the 2008 type/leadership.

*Roundtable discussions on high impact topics.

*Motivating employees.

*Instead of speakers every month, allow different members to tell what training factors worked best with their agencies. Maybe a small presentation, handouts, etc. will work. Once every member has presented their training factors, those items could be pooled into a quick reference list.

*Developing a mentoring program.

*Preparing a company for retirement of the baby boomers.

*Training in Organizational Development.

*The idea initiated by Joyce to use the ASTD certification criteria is consistent with my personal and professional preferences.

*More workshop time to help new training professional learn how to really get results.

*Managing change.

*Creating a positive work environment.

*Leadership/management development programs.

*Employee development topics.

*Technology; simulation training; developing a training intranet site, etc.

*I agree with following the core competencies.

*Since I am a new member, I am unsure of what programs have been offered in the past.

*All aspects that involve developing training techniques.

*Have information related to National ASTD and their website as it applies.

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WEBSITE	
A. Circle the number that best indicates the importance of the Chapter website to you.	2.96
(Scale - Very Important 5 4 3 2 1 Not Important)	
2-3 times a week	0
B. On average, how often do you visit the Chapter website?	13
2-3 times a month	12
2-3 times a year	8
Never	
C. Please suggest areas for improvement concerning our website.	
*Job Bank! List jobs available and keep it updated!	
*It has been too long since I last visited, but it would be more helpful to link meeting announcement emails to the website for everyone to sign up. This will eliminate someone having to deal with numerous emails.	
*I'm sorry, I haven't been to the website yet, but I will.	
*It would be helpful if the program page were up-to-date.	
*Spotlight new members with their biographies; add lots of photographs.	
*The website should be kept more current and have links to other pertinent sites.	
*Providing more specific resources that someone can use in their workplace.	
*Needs to be updated more frequently; add more materials and articles.	
* I could not check the option above because I usually check the website once a month. Link it to mailing. Keep it updated (including links).	
*Add a direct link to RSVP to meetings.	
*More excerpts and links to training related articles.	
*If not present, add a "best practices" menu that members can submit information for the use of the other members (make this members only).	
*Needs to be more up-to-date looking. Very simple as it is right now!	

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CHAPTER SERVICE

A. What information would you like provided in the newsletter?

- *"Hot Topic" section that would briefly highlight some aspect of training.
- *More excerpts and links to training related articles.
- *Links to relevant articles-training; CPLP and National ASTD information.
- *Websites for motivation-short thoughts on leadership and management.
- *Local/state news that effects how we do business.
- *Dates and times of next meeting, schedule of future topics, any awards or recognition that chapter members receive from their company.
- *What's going on in the training community.
- *Good books to read.
- *Tips, techniques and tools for training.
- *Training tips and ideas.
- *It's good now.
- *Unsure at this point.
- *Future meeting topics.
- *Information on any local, state level, or neighboring states training.
- *Legislation that may affect training.
- *Highlight one member per month with a small article and picture (way to get to know more people).

B. Which method do you prefer for distribution of the newsletter? (respondents picked more than 1 on some occasions)	Website	2
	Email	29
	Printed copy	1
C. Would you like to serve as a Board Member or Committee Member? (respondents picked more than 1 on some occasions)	President: Meredith Allred	1
	Past President: Joyce Szilvasy	1
	Vice President of Programs	0
	Vice President of Hospitality: Rhonda Hacker; Don Holloway	2
	Secretary	0
	Vice President, Communications: Don Holloway	1
	Vice President of Finance	0
	Webmaster: Karen Sieczka	1
	Vice President of Membership: Don Holloway	1
	OWC Liaison	0
	Vice President of Technology	0
	Committee Member: Doug Sims; Shirley Gabbard; Ruth Shambo; Tia Shirah	4

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CHAPTER SATISFACTION		
A How many programs did you attend in the past 6 months?	6	4
	5	6
	4	5
	3	9
	2	4
	1	2
	None	0
B. What prevents you from attending more programs?	Program times not convenient	3
	Programs do not interest me	2
	Day not convenient	3
	Do not feel welcome at the programs	1
	Too busy at work to attend	15
	Not enough information regarding programs	1
	Not enough notice/reminders	3
	Other:	9
	*Work in Destin and the drive in the middle of the day is difficult.	
	*Out of town conference attendance.	
	*Schedule conflicts.	
	*I have attended each program since joining.	
	*Just joined. Intend to be as active as work schedule allows.	
*Time restraint vs. program/speakers.		
*Sick.		
*Just joined so have not had the opportunity.		
*Department requirements.		
C. Overall, how satisfied are you with our Emerald Cost Chapter of the ASTD?	(Scale - Very Important 5 4 3 2 1 Not Important)	4.43

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CHAPTER SATISFACTION (continued)

D. Please offer any comments/suggestion to that would increase your satisfaction or help the Board better meet your membership needs.

*Email about 1 week prior to meeting regarding meeting times. If doing so already, I am not getting it!

*The Board seems to be on a "roll". I would just recommend continuing the energy, creativity and growth. Now that people are increasing membership roles, it is more important than ever to maintain a level of "services" or "programs" for members that will keep them coming back. (Using membership talent for the presentations has been very effective.)

*Meeting notifications should go out 3 weeks prior to the meetings so we can get them on our calendar. A follow up email should go out 1 week prior to meeting and a reminder the day before.

*You are doing a great job.

*Recommend reminders for ALL.

*It would be really nice to have meeting times either in the morning or evening and not in the middle of the day.

*It would be nice if you accepted credit cards so we could put lunch on the company card without having to do all the paperwork to be reimbursed. The price of lunch is a little high as well. I have rarely spent \$12 on lunch for one at local restaurants. The food is good though and I understand you are probably paying the college catering price.

*This is a great chapter!

*Board is doing great job - need more committees.

*Great job!!

*I would like to become more involved after next year.

*Have name tags for members - not just for board members. I have been a member for three years and I still cannot get/keep a nametag.

*Board members should sit at different tables. A new person may find it hard to mingle and may not choose to come back.

*Follow up with new people is important (meeting notices), especially because they are not in the habit of coming.

*More reminders about the meetings.

*I really enjoy the people - everyone is so friendly and I love learning about training/development even though I am not currently in HR.