

2009 CLEVELAND MEMBERSHIP SATISFACTION CONVENTION SURVEY

During this convention the ATOS Board invited each attendee to complete a satisfaction survey. The satisfaction survey was designed to canvas them regarding their satisfaction with the convention agenda, general membership meeting, the banquet and awards presentation. The Board had two main objectives with the survey. First, to send a clear message to the membership that their satisfaction with the convention, along with comments and suggestions are important. Second, use the survey along with the comments and suggestions to plan for the 2010 convention.

Based upon the responses, 97% indicated they were satisfied with the overall 2009 Cleveland Convention. There were 122 completed surveys received out of 460 attendees, or about 27% participation. Comments and suggestions number 293.

There were 11 questions whereby eight selections were numerical and three were either "yes or no". The numerical questions offered a selection of 1-2-3-4-5 (worst to best) rating. There was adequate space provided for comments and suggestions.

Results from the survey were interesting, along with a great number of positive and constructive comments and suggestions. Overall, 87% were very satisfied with the entire convention with about 10% felt it was adequate. Only 3% (4 attendees) were not satisfied. About the same numbers were used to rated the convention scheduling. Surprisingly, with today's economy 89% felt the actual number of convention days were acceptable. The same number felt the number of concerts were adequate. Regarding the banquet, 74% felt there should be no change in the roll call of chapters. When asked about having the awards presented during a luncheon, the vote was close, 41% would prefer a luncheon with 13% who voted in the middle of the scale. However, 44% wanted it left at the banquet. Adding additional workshops and/or lectures by eliminating a concert or two, found 70% voting no and 30% yes. Another close vote was, if they favored a 50/50 cash raffle with proceeds going to pipe organ preservation, youth initiatives and other programs. There were 52% voting yes and 58% no.

Many took the time to prepare comments and suggestions using both sides of the form. The high lights:

1. **Classical Concert**, received the most comments with 98% were unfavorable. There were no negative remarks about the artists. However, most felt the concert was too long and especially without an intermission. There were several comments about offering an option, giving attendees a choice between a classical concert and a different venue.

2. **Meals**, 23.8% felt there was not adequate time scheduled for meals. 11% felt there should have been better communications from the host staff regarding affordable local eateries and not just fast food. Suggestions were made to have the convention hotel to offer affordable group meals or a buffet which would also lend to bring attendees together for “acquaintance time” rather than just “out on your own”.
3. **Concerts**, must consider the age of our group, intermissions are a MUST. There were many suggestions regarding the ATOS youth. Add more youth concerts and provide the youth attendees a free tickets to the extra concerts. Some felt the youth competition should require all contestants to play at least one required score. Limit the silent movies to a 30 minute comedy. There were many positive comments stating how great all the artists were. There also were several positive comments about the MC (Mr. Ken Double).
4. **Venues**, most were concerned about the theatre doors at some concerts not being open when they arrived. For the most part, all were satisfied with all the venues. Suggestions were made to allot time for Sunday church services was noted.
5. **Transportation**, there were 14% who commented on the early arrival to some venues which caused attendees to stand outside the theatre until the doors were opened. There were 5% who felt more forceful bus captains were needed. Many comments were submitted regarding the congestion in boarding buses, creating a herd mentality. Thought should be given to assigning attendees to buses or use a large room in the convention hotel to gather attendees into groups and lead them to the buses.
6. **Hotel/Record Shop**, There were several comments regarding the record shop. It was recommended ATOS set-up a central credit card process that can go from one convention to the next. Organ related vendors should be allowed to set-up in the record shop and display their products. Hour of operations should be consistent. 5.8% felt the hotel parking rates were too high.

SURVEY RESULTS

Rating: 1-2-3-4-5 (worst to best)

1. **How satisfied were you with the convention schedule?** (75 or 68% rated 4 and 5; 27 or 25% rated 3; and 8 or 7% rated 1-2)
2. **How satisfied were you with actual number of convention days?** (100 or 89% rated 4-5; 11 or 10% rated 3; and 1 or 1% rated 1-2)
3. **How satisfied were you with the general meeting (content/time allotted)?** (57 or 70% rated 4-5; 16 or 20% rated 3; 8 or 10% rated 1-2)
4. **How satisfied were you with the number of concerts?** (109 or 84% rated 4-5; 13 or 11% rated 3; 0 rated 4-5)
5. **How satisfied were you with the awards banquet?** (37 or 70% rated 4-5; 9 or 27% rated 3; 7 or 13% rated 1-2)
6. **At the banquet, there is Roll Call of Chapters. Should it be done, for example, at few chapters at a time and spread over out the schedule of convention concerts?** (21 or 26% Yes; 61 or 74% No)

7. **Would you prefer Award Luncheons over the evening Awards Banquet?** (36 or 41% rated 4-5; 13 or 15% rated 3; 38 or 44% rated 1-2)
8. **Or, would you prefer awards be given during the intermission of concerts?** (49 or 46% rated 4-5; 7 or 7% rated 3; 50 or 57% rated 1-2)
9. **Would you prefer additional workshops/lectures and eliminate a concert(s)?** (32 or 30% Yes; 73 or 70% No)
10. **Would you favor a 50/50 cash raffle with proceeds distributed to pipe organ preservation, youth and adult programs, etc.?** (52 or 47% Yes; 53 or 53% No)
11. **How satisfied were you with the convention (overall)?** (104 or 87% rated 4-5; 12 or 10% 3; 4 or 3% 1-2)

Notes: (1) Not all questions were not answered by the part.

(2) Additional detail regarding the survey will be posted on the ATOS Web.

The Board felt the membership survey was a successful venture and will provide suggested improvements with future conventions. There were administrative lessons learned on our part and adjustments are being made. The following actions are under underway:

- Changing all quantitative questions to “yes or no”.
- Changes to the survey distribution and collection process .
- Updating the convention planning binder in preparation for future conventions.
- Incorporating suggestion.

Thanks goes out to those who took the time to participate in the convention survey. Additionally, I would like to send my appreciation to ATOS members Jan Bresnick, Don Bresnick and Wayne Tilschner for their assistance in the tabulation and narrative analysis of the 2009 convention survey.

FURTHER ANALYSIS:

SUGGESTIONS: *Convention attendees provided the following suggestion from their comments.*

Keep concerts on schedule, Add a city tour as an option, Request hotel to serve affordable buffet meals to coincide with schedule, Have one or two luncheons where attends could assemble to socialize and have live organ music, Classical concerts should be optional, Organ related vendors should be provided space in the record shop to display items of interest to the convention attendees, Send “tickler” e-mails when ATOS website is updated, Have more concerts, Appoint a “supervisor of gadgetry” for presentations at concerts, Consider the economy when booking hotels, for parking and eating, Improve the banquet: menu and location, Make encore day more worthwhile, Locate record shop near eating area, Add food to the opening reception, Make time for Sunday church services, Would like more use of overhead projector during general meetings, Provide more assistance to the handicapped; e.g. open doors, getting food at buffets, locating proper entrances, seating, At “jam

session” clearly announce all players before and after they play, Ask for consideration of cell phone users – everywhere during the convention, Have a social geared to young attendees (like a tour of a local place of interest to them), Have more younger performers. Finish the convention with a “Bang” – on Pipes, Do not promote artists, then change and charge for it, Provide young artists with free tickets to extra concerts, Make announcements concerning the endowment fund, Assign buses, so you do not lose anyone, Make young artist competition more fair by having them all play the same piece to be judged or at least one number, Have more concerts open to the public, Instead of a raffle, add a surcharge of \$10 or so, onto the registration fee with a checkbox for distribution of funds, Include dessert at banquet, Provide a list of attendees including artists, builders/restorers etc, so attendees can seek them out, Provide space to vendors in the record room who supply parts and other items of interest to the attendees, Have non-organ activities for partners/spouses, Pair up single attendees in hotel rooms to save money, Do not cut concert time short for jam session, Want more time and opportunity for photography of artist and venues, Want recordings of concerts (perhaps MP3 files, as this would fit more on a disk, Put entire detailed convention on the website (for non-ATOS members), Shorten the silent movies to a 30 minute comedy, Use a large area in the hotel to assemble attendees prior to scheduled concerts, divide up in groups by number of seats on the bus, lead one group at a time to the bus loading area, More advertising in the lobbies of the concerts and the hotel about ATOS and the concerts in the form of large charts etc, so we can tell the public about ATOS, Board officers should be introduced at an event, so attendees know who is representing them, Some kind of artist organ playing workshops should be add as an option, along with lecture(s) on ATOS, past artist and theatre organ history, Back issues of the TOJ should be offered at the record shop, A standardized automated computer systems should be used in the record shop (much improvements are needed-current system was to slow), Time must be allotted for banquet attendees to change into evening ware, The banquet MUST be in an elegant dining room and not on a “stage” of a theatre, Have live organ music in the record shop or in the lobby.

