



**SGMP Central Florida Chapter
2010 Membership Survey**

Executive Summary

Insights within this report will help readers conceive strategies and tactics that resonate with the membership, and help the governing Board establish practices to retain and recruit members.

What will it take? Continued emphasis on values and competitive prices, attention and sensitivity to member needs, a kindly approach to special requests, smart use of technologies and a strong governing Board is all that is needed.

Key Findings

- Clearly the membership agrees that the reason to join SGMP is the networking opportunities, followed closely by the advantages of belonging to a professional organization.
- The overwhelming majority of the membership has been a member for 2-5 years.
- Unlike other organizations, 92% of the members want to be active in the work of the organization, expressing a desire to work on committees.

Methodology

The survey was designed to take less than ten minutes to complete and was distributed to the full membership of the Central Florida SGMP (Society for Government Meeting Professionals). The membership totals at the time of survey were: two associate planners, seven contract meeting planners, three educators/students, 62 government meeting planners and 59 suppliers, representing a total of 133 members. Forty-four members responded, giving a 35% return rate on the survey. The survey was conducted electronically, utilizing Survey Monkey, a popular online tool that allows the user to Create smart, professional surveys with ease.

The idea to conduct this survey sprung from the 2010 SGMP Board retreat as a way to get the pulse of the membership to enhance future planning. Meeting the needs of the membership is foremost in the mind of the Board both as a retention tool and for future membership recruitment. The survey began on June 28, 2010 and ended on July 19, 2010.

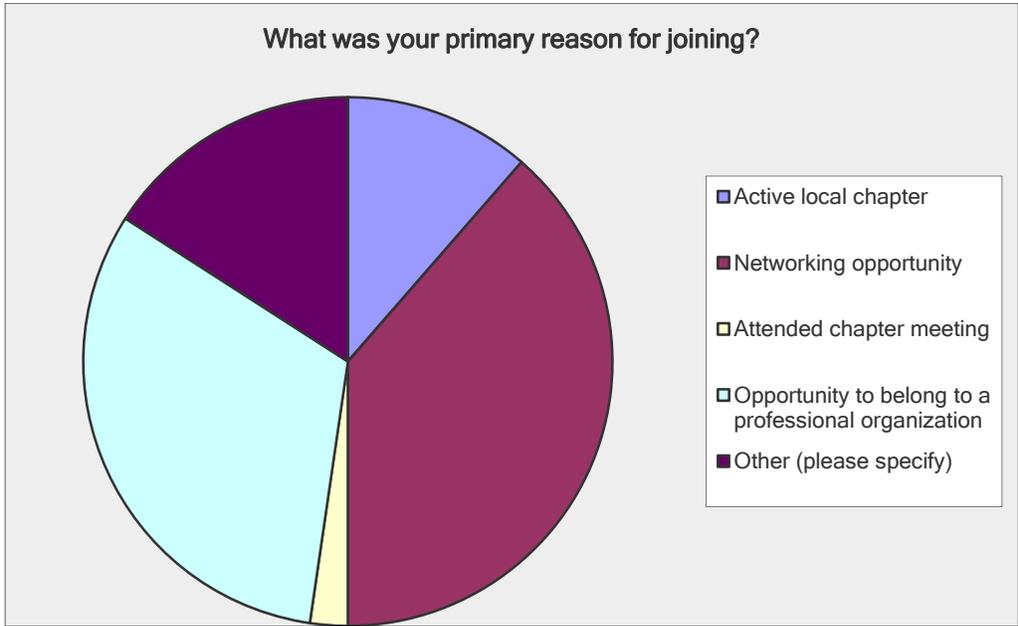
Credits

Survey development and design: Rhonda Rogers-Bardsley on behalf of the Central Florida Chapter of the Society of Government Meeting Professionals, using SurveyMonkey, a web-based survey program.

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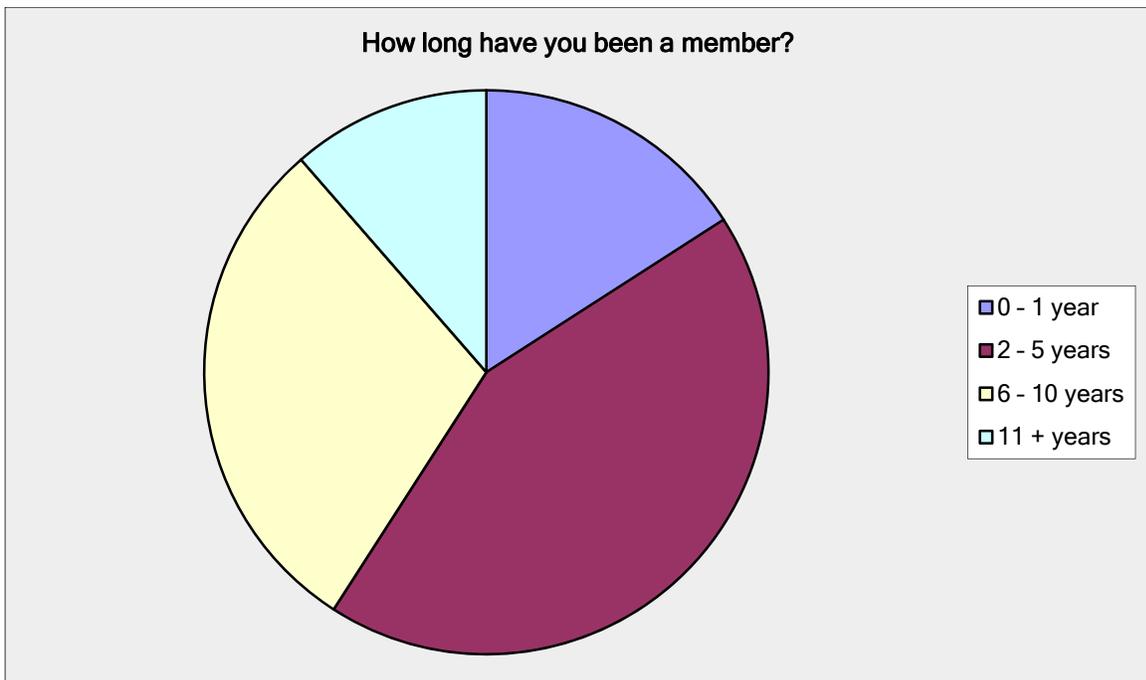
The actual results of the survey are listed below without commentary. These results will be crucial to the growth of the organization and the satisfaction of its members. Interestingly enough, when one looks at the overall picture, the health of the organization is excellent. Members responding were positive, offering great comments and ideas for further enhancing the Chapter meeting experience.

What was your primary reason for joining?		
Answer Options	Response Percent	Response Count
Active local chapter	11.4%	5
Networking opportunity	38.6%	17
Attended chapter meeting	2.3%	1
Opportunity to belong to a professional organization	31.8%	14
Other (please specify)	15.9%	7
<i>answered question</i>		44
<i>skipped question</i>		0



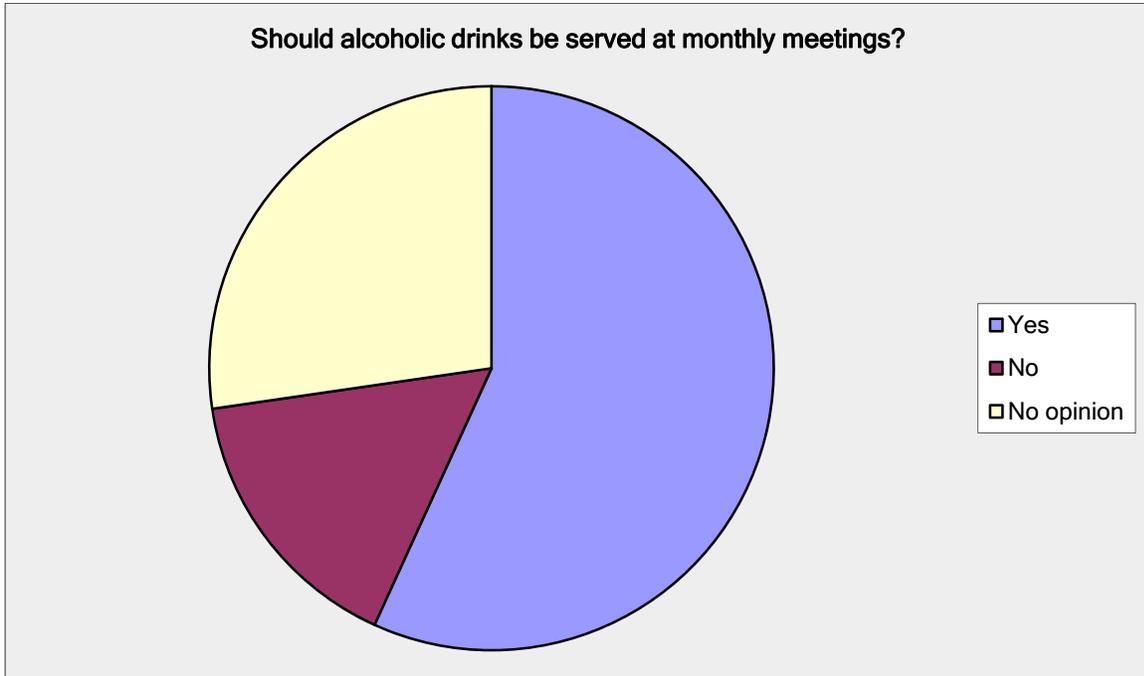
How long have you been a member?

Answer Options	Response Percent	Response Count
0 - 1 year	15.9%	7
2 - 5 years	43.2%	19
6 - 10 years	29.5%	13
11 + years	11.4%	5
<i>answered question</i>		44
<i>skipped question</i>		0



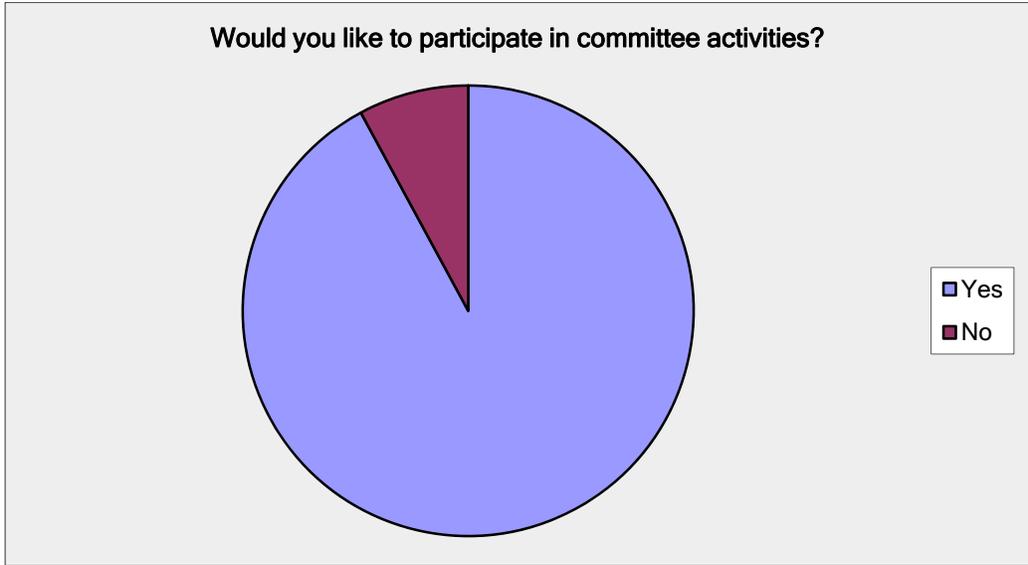
Should alcoholic drinks be served at monthly meetings?

Answer Options	Response Percent	Response Count
Yes	56.8%	25
No	15.9%	7
No opinion	27.3%	12
<i>answered question</i>		44
<i>skipped question</i>		0



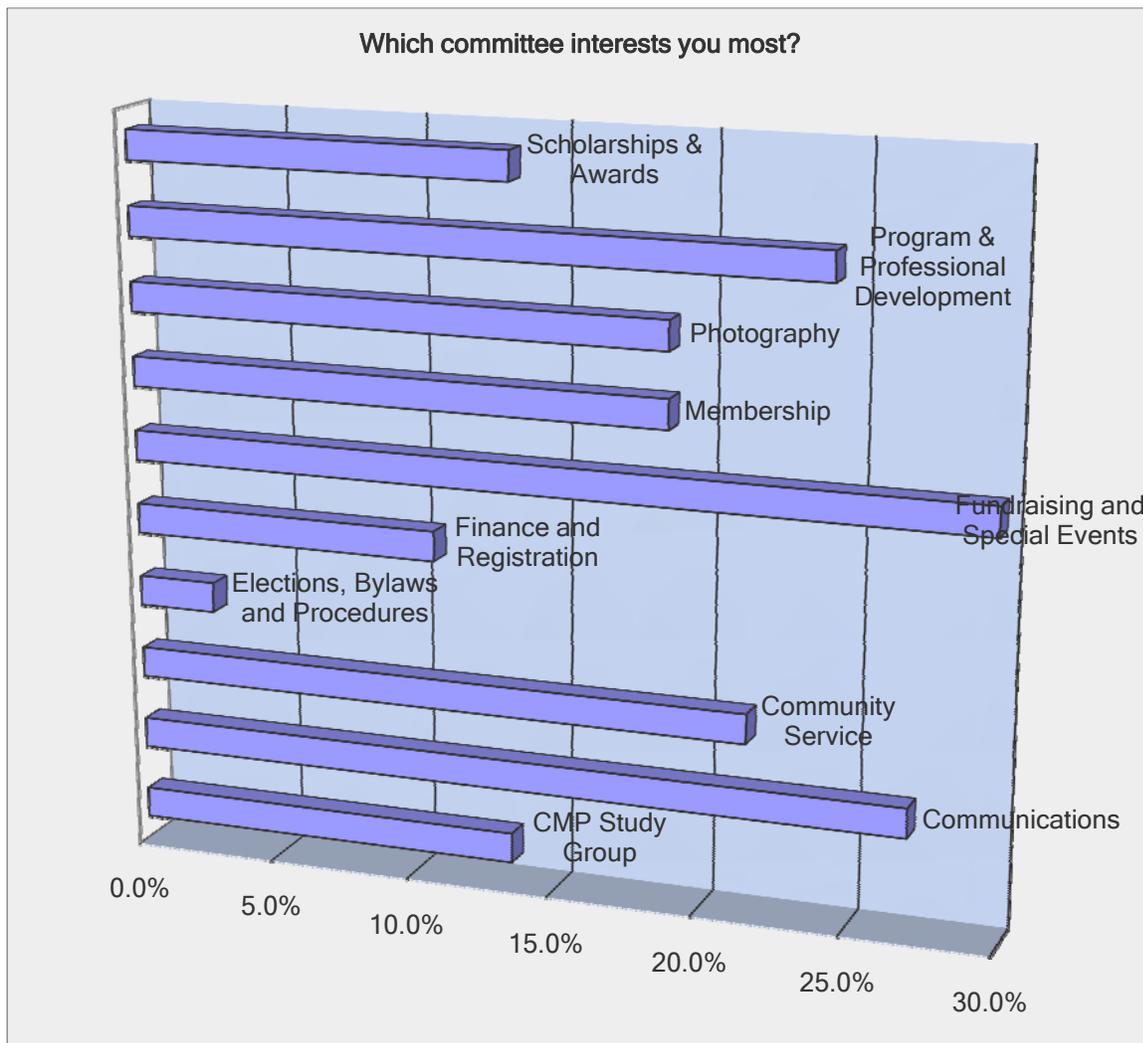
Would you like to participate in committee activities?

Answer Options	Response Percent	Response Count
Yes	92.1%	35
No	7.9%	3
<i>answered question</i>		38
<i>skipped question</i>		6



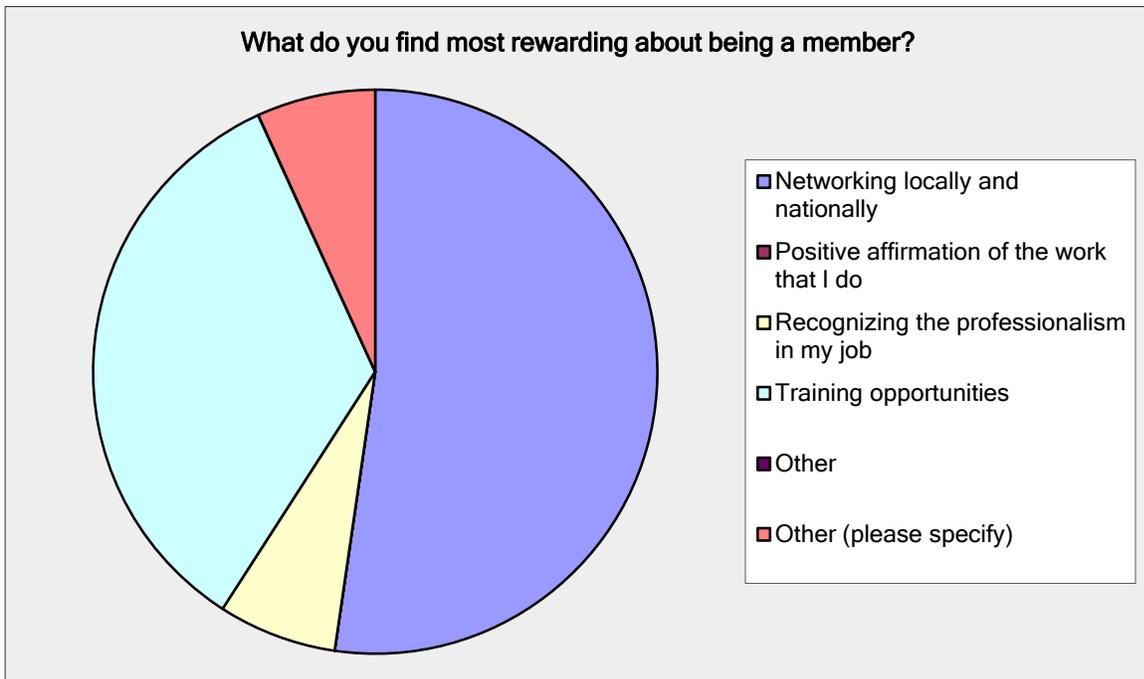
Which committee interests you most?

Answer Options	Response Percent	Response Count
CMP Study Group	13.5%	5
Communications	27.0%	10
Community Service	21.6%	8
Elections, Bylaws and Procedures	2.7%	1
Finance and Registration	10.8%	4
Fundraising and Special Events	29.7%	11
Membership	18.9%	7
Photography	18.9%	7
Program & Professional Development	24.3%	9
Scholarships & Awards	13.5%	5
<i>answered question</i>		37
<i>skipped question</i>		7



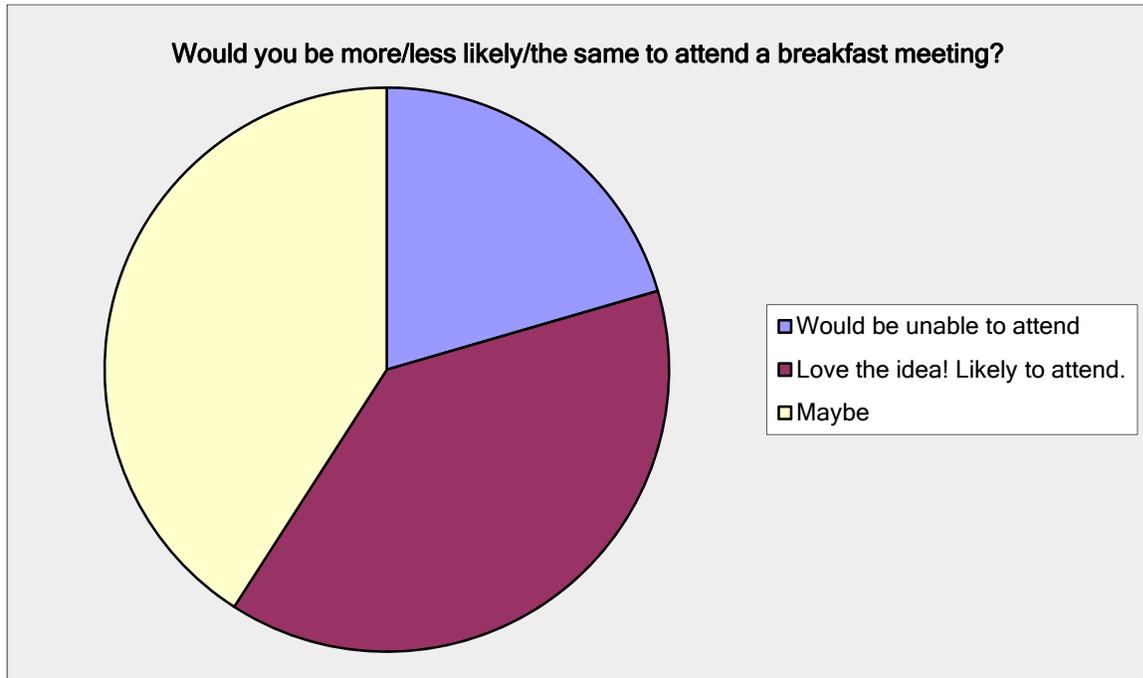
What do you find most rewarding about being a member?

Answer Options	Response Percent	Response Count
Networking locally and nationally	52.3%	23
Positive affirmation of the work that I do	0.0%	0
Recognizing the professionalism in my job	6.8%	3
Training opportunities	34.1%	15
Other	0.0%	0
Other (please specify)	6.8%	3
<i>answered question</i>		44
<i>skipped question</i>		0



Would you be more/less likely/the same to attend a breakfast meeting?

Answer Options	Response Percent	Response Count
Would be unable to attend	20.5%	9
Love the idea! Likely to attend.	38.6%	17
Maybe	40.9%	18
<i>answered question</i>		44
<i>skipped question</i>		0



What do you want to learn more about? The Board is looking for topics of interest to the member for upcoming Chapter meetings.

Answer Options	Response Count
	44
<i>answered question</i>	44
<i>skipped question</i>	0

1. Destination management company; planning off-site events; smart phone applications for meetings
2. Marketing with Social Media
3. Government RFPs, from the supplier side.
4. Technology in events, creative planning
5. Government contracts
6. Relationship building between planners and providers
1. How to select a venue for meetings and what each type (Full service, select service, downtown, Resort) can offer Govt. planners)
2. Spotlight on provider locations!!!!
7. Available meeting locations in Gainesville, other than hotels.
8. Interested in most topics
9. Virtual Meetings
3. International Meetings
4. Marketing and Promotion of Events
10. The #1 thing government planners look for when choosing a hotel.
11. Emergency preparedness
12. Is the state mandate of no government travel affecting your meeting attendance? How do you fight it?
13. Contracting
14. Planning tips of all kinds - especially for new planners
15. Contractually negotiations
16. Food selection and planning
17. Apex toolkit; small meetings
5. Food & Beverage-champagne on a beer budget
18. On site problem solving suggestions
19. CMP Re-certification
20. I am a Supplier so more education for me would be great.
21. Nothing in particular
22. Technology; Outlook tips - i.e. Peggy Duncan Presenter
23. Fundraising events, working with boards, keeping meetings to the agenda, incentives for attendance/survey completion/feedback.
24. Contracting procedures
25. Industry trends, perhaps available technology tools
26. More on social networking, new technologies
27. More in-depth information about how to use social media.
28. I want to learn more about marketing my events. I want to know how to increase my participant numbers.
29. Bidding process when booking hotels.
30. I love when members "exchange ideas" and "lessons learned"; concrete cost saving ideas
31. Effective results with Social media however you have already covered this many times.
6. What are the latest upcoming trends & how do we get ahead of the curve
32. Upcoming trends in meeting planning and the actual event.
33. CGMP
34. Unsure
35. Certification's

36. 1) Working with hoteliers to site a meeting. What are some things to be wary of. When it it NOT ethical to accept a site visit? How do you determine if a property is green, and how green is it? 2) Humorist and motivational speakers. Most of know our job... let's lighten it up. 3) Stop using/reusing/recycling the same old speakers!!! 4) Have a member's panel made up of planners and hotelier and devote one meeting annual to talking "shop."
37. Topics appealing to both planner and supplier.
38. CSR/Green Regulations & Guidelines required by government meeting groups
39. I want to learn who and when groups are booked and meet more meeting planners - I'm a supplier
40. How to recruit more members.
41. Contracts in general and clauses in particular.
42. Emergency/crisis training; Law suites and how to prevent them
43. Maybe "Which educational topics would you like to learn more about?"

What suggestions do you have to improve our association?

Answer Options	Response Count
	20
<i>answered question</i>	20
<i>skipped question</i>	24

1. None - I think we are on the right path.
2. Offer opportunities to host different parts of the monthly meetings. i.e. cocktail reception, giveaways, etc.
3. Travel! Take your meeting outside of Gainesville and within the NC FI area in different counties and have the hotels that are members host the event.
4. Pair new/newer members with established members to encourage interaction, ultimately developing a stronger organization.
5. More events in Central Florida.
6. More networking. I don't know many of our membership
7. have programs for more membership attendance during meetings
8. I would like to see more professionalism and a bit more formality in the monthly meetings.
9. Keep up the great work with fund raising, scholarships, and education
10. I think our chapter needs to do a better job of reaching out to it's members. Sometimes I feel like the established members have such a strong bond that I feel excluded.
11. Schedule monthly programs and locations a year in advance
 1. Publicize meetings more frequently and with greater advance notice and more frequent reminders
 2. Hire a program coordinator (pay them a monthly fee)
12. I think you do a great job. Getting more members involved & getting new members is the way to always improve however I realize that is easier said than done.
13. More interactive educational sessions.
14. Continue to offer an Education Day or 1/2 day program during year. Have also enjoyed participation (for 2 years) in chapter "on campus" membership drives.
15. More frequent communication and updated website
16. I can't think of anything right now. The Central FI Chapter works hard and does a good job
17. I'd love to see the attendance at the meetings vary a little. I don't have a brilliant suggestion for how to do that. Perhaps more credentialed speakers would help.
18. I believe we need more members with varied backgrounds.
19. Would like more time to network.
20. None
21. I'd replace the word "association" with "organization."

What are your specialties/talents/areas of interest or expertise? This does not have to be related to meeting planning, i.e. perhaps you enjoy sewing, gardening, writing, reading, etc.

Answer Options	Response Count
	25
<i>answered question</i>	25
<i>skipped question</i>	19

1. Volleyball, cooking, hosting parties
2. Crafts
3. Exploring the diversified coastal areas in the state (beaches & state parks), reading
4. collecting, gardening, photography
5. Music
6. Communications/Web/Social Media Wed
7. Gardening, cooking & decorating
8. Reading, crafts
9. Reading, writing, running, travelling (for pleasure!)
10. I am an avid reader.
11. Art and graphics, charitable events
12. Planning in general. I love creativity, reading, jewelry making, crafty stuff
13. Writing, editing,
14. All travel but particularly cruises
15. Marketing
16. None
17. Photography, social media
18. Reading, organization
19. Reading, Running, sewing, many different.
20. Scalloping! Writing! Blogging! Reading! Organizing! Creative ideas! I LOVE PEOPLE!
21. Writing/editing, anything outdoors--hiking, biking, kayaking, camping
22. Travel
23. Gardening, horseback riding, water stuff
24. Painting
25. For the alcohol question, I would add a field so people could expand on a yes/no/maybe/it depends/no opinion answer.

If you could change one thing about the Chapter meetings, what would it be?

Answer Options	Response Count
	21
<i>answered question</i>	21
<i>skipped question</i>	23

1. Keep drawings before speaker
2. Have them in different locations other than Gainesville (Ocala, Coco, etc.)
3. I think they are run very well
4. I don't know, because I don't attend them enough since they are far away?
5. have everyone introduce themselves
6. None
7. The casual "this isn't really important to me" feel of the presentations.
8. Time of day, I like the idea of adding a breakfast and lunch time meeting, during the school year I am often working Thursday nights. The format is great.
9. Encourage more sharing by participants of what's new in their work environment
10. As a new member it isn't easy to socialize with a room full of strangers. It might be helpful to assign someone to socialize with and introduce the new member to other members.
11. I would like to see a larger turnout at the meetings
12. More advanced topics (not basic stuff)
13. Nothing,
14. Have a chapter along the space coast.
15. I would like to change things around a bit in the schedule. Perhaps have beverages before the Chapter meeting and then serve the food afterwards.
16. Evening meetings to begin slightly earlier (i.e 5 vs 5:30) or offer more lunch time meetings.
17. Question 6 above...should be relative to meeting time of day. It's tough to meet people if you are new and it feels "pushy" to be interrupting conversations. I suggest a few networking icebreakers.
18. Can't think of anything - they do a good job
19. Speakers.
20. Not much
21. Maybe have announcements posted as well as mentioned by the president for those who didn't hear them...

Please use the space below to include any other comments that you may have.

Answer Options	Response Count
	12
<i>answered question</i>	12
<i>skipped question</i>	32

1. Enjoy the members but feel if you changed up the location a bit, others may be able to attend that cannot make it to Gainesville. Many members live outside the area and I know other chapters offer at least once a year, to have a meeting in S. Florida & N. Florida
2. Post meetings as events on Facebook so people are reminded in yet another way.
3. I would love to be more active within the chapter, but unfortunately it is very hard for me since I am located in Miami...
4. About the alcohol question, it is nice to have it, it really adds to the networking part of the meeting, I like that once the meeting starts, there is no more service, it is like the best of both worlds. Though we are all fantastic people and don't really have to have the alcohol.
5. Leaning is fun when there are interactive programs, like the CMP Jeopardy, Who's Smarter than a CMP,
6. CMP Poker, etc.
7. Our chapter does an excellent job - we just need to keep on going and keep on growing.
8. I love our Chapter, I think it is a great group of people and I really enjoy attending the meetings!
9. I love Central FL SGMP!
10. Late morning (i.e. 9 or later vs 8 a.m.) if considering breakfast meeting to allow for am travel time with morning traffic or if out of town planner/supplier, etc.
11. A lot of us do not live in Gainesville and travel to just for the meetings so Breakfast would be a little hard to do
12. Already on a committee so I left those questions blank.
13. Great job, Rhonda!