

Chemeketan Survey Results & Actions

In the spring of this year (2014) the Chemeketan Executive Council did a survey of the membership to find out about your experiences of the club and ways to improve the club. This report highlights some important information gained from the survey and council's plans and actions so far.

There were 83 responses to the survey (via Survey Monkey). They were well distributed for length of time in the Chemeketans. 75% of the responders were age 55 or older.

As promised, one responder was chosen at random to receive a free year's membership in the club. The winner is Karen Blockson.

Overall the survey reflected a high level of satisfaction. Responses were quite positive and there were many suggestions on ways to make the club even better.

Themes emerged in the responses to the 10 questions.

1. Make it easier for existing and potential members to participate in club activities. This includes welcoming and orienting new members.
Council actions so far:
 - a. Council members will call new members 2 months after joining, personally welcome them to the Chemeketans and have a short conversation about their experiences so far. Council members will rotate this responsibility monthly.
 - b. Starting in 2015 Council will hold quarterly welcoming/orientation gatherings for new and prospective members to highlight the wide variety of activities available through the club. This Chemeketan info night will be done on a trial basis to see if it is helpful for participants.
 - c. Council will draft proposed changes to membership criteria to require only 1 hike or activity prior to joining the club. This will be a discussion item at the annual meeting.
 - d. Council is working with the communications committee to set up a filter for the bulletin and calendar so that leaders can be contacted by potential participants without having their emails shown publically.

2. Increase family participation in Chemeketan activities.
 - a. Activity coordinators have been asked to encourage family-friendly hikes and backpacks.
 - b. A new box will be added to the description form that says "family friendly".
 - c. This issue is important to many survey responders and hope is that a champion of family participation will emerge from the membership to strengthen this aspect of the club. (One suggestion that deserves further exploration is supporting activities targeted at underprivileged children.)

3. Invest in equipment/maintenance/upgrades.
 - a. Council OK'd substantial improvements for the kayak/canoe trailer. Jay Orand, paddle chair, made several necessary repairs and added capacity for 4 more boats and a box for gear.
 - b. Council has had discussions about cleaning out and upgrading the storage area of the den. No decisions have been made. The den will not be relocated at this time even though that was a suggestion on the survey more than once.
 - c. Council has discussed cabin usage and maintenance. No decisions at this point but this may be a topic at the annual meeting.

4. Increase use of technology for communication. This included notices of activities, last minute changes or opportunities, etc.
 - a. Communications committee has made significant improvements in the web site and Facebook page.
 - b. Communications committee is researching options for a forum for posting last minute activities and schedule changes, posting pictures, and updating trail information.
 - a. Council is looking into how on-line membership renewal could work. No decisions yet.

There were many other suggestions for improving the club such as recruitment of younger members, increased environmental and conservation advocacy, more skill builder classes, more annual events, and community outreach. Each of the recommendations had merit. And most of the ideas and projects need a champion to take the lead in making them happen. The main limiting factor in implementing improvements for the club is volunteer time and energy. And the main factor in the amazing quality of the Chemeketa Club is volunteer time and energy. The entire operation runs on shared love of nature and outdoor activities. We rock!

If you have questions regarding the survey, contact Karen Craven, Vice President.
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