



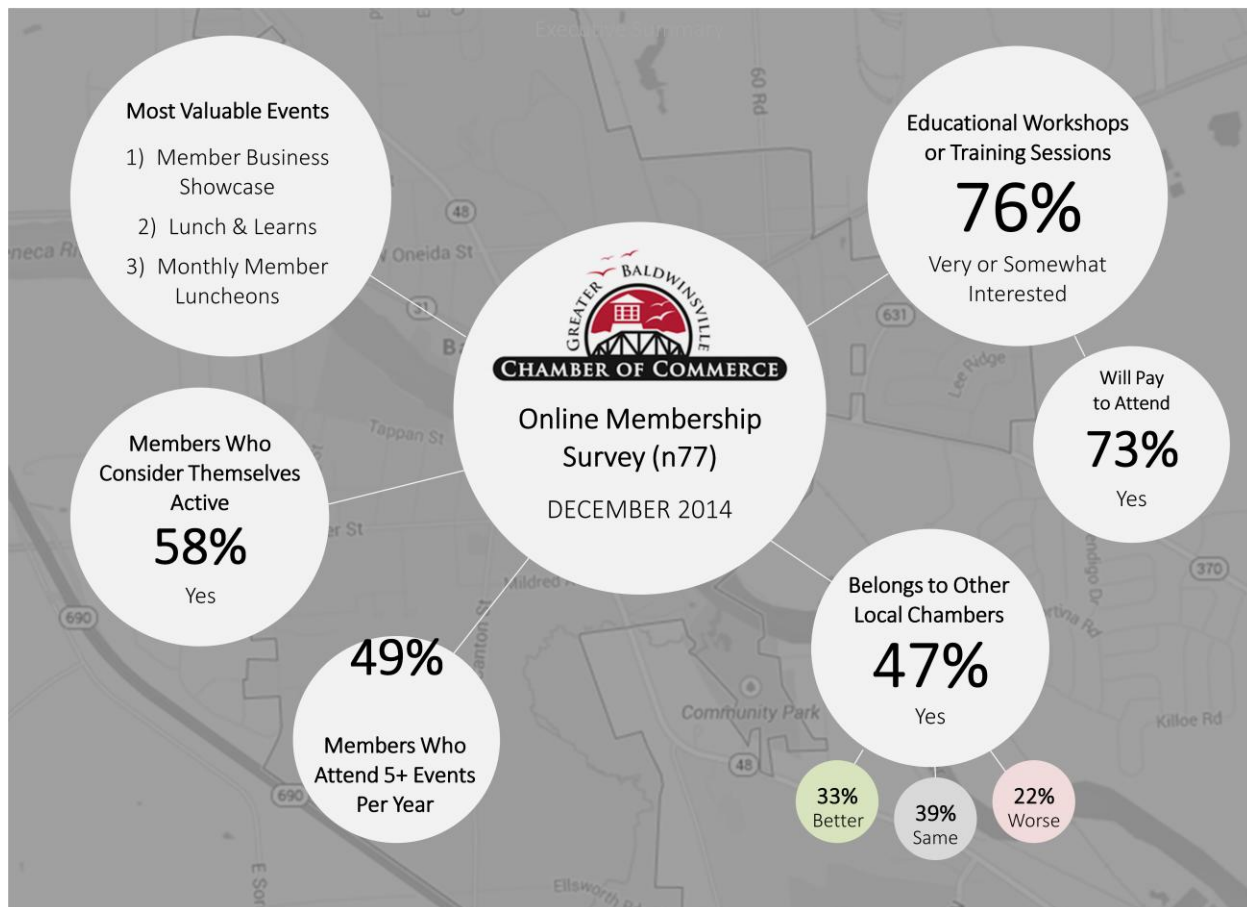
## Membership Survey

December 2014

### Background

In 2014, the Greater Baldwinsville Chamber of Commerce (GBCC) partnered with Research and Marketing Strategies, Inc. (RMS) to conduct an online member satisfaction survey. The survey invitation was sent via email to GBCC members on December 4, 2014, with subsequent reminder emails. The survey was also promoted via the GBCC and RMS Facebook pages, the RMS LinkedIn account, and the RMS Twitter feed. A total of 77 complete surveys were received and of those 77, 66 respondents were current GBCC members.

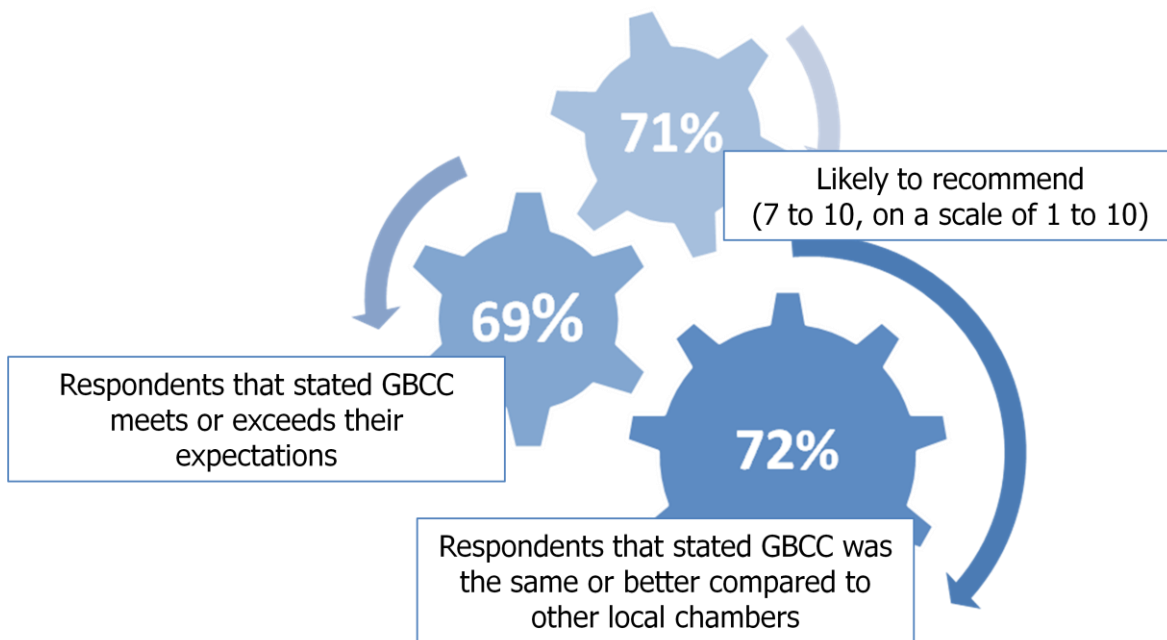
### Executive Summary



## **Theme 1: GBCC provides value**

For the most part, GBCC is meeting the expectations of its members.

- Two-thirds of respondents, 69%, stated that GBCC meets or exceeds their expectations – conversely, 20% said that GBCC falls below expectations, indicating an opportunity for growth.
- Nearly three-quarters (71%) of respondents stated they were likely to recommend GBCC to a colleague or business contact.
- Among the 47% of respondents who belong to another local chamber, 72% stated the GBCC was the same or better compared to those chambers.
- Over three-quarters (79%) indicated they would retain their membership if GBCC were to increase dues by 5-10%.



Recommendation: GBCC should explore additional opportunities that deliver value to members:

1. Networking
2. Training and education
3. Direct value benefits – potentially through member discount programs, programs that encourage decision-makers to do business locally among chamber members

## **Theme 2: networking and collective gathering**

The survey confirmed that events hosted by the GBCC are a valuable asset to members.

- Over three-quarters (78%) of respondents attend three or more GBCC events in a typical year
- According to respondents, the top three most valuable events, which scored a 4 or 5 on a scale of 1 to 5, are:
  - Member business showcase (62%)
  - Lunch and learns (59%)
  - Monthly member luncheons (58%)
- Also worth noting are before/after hour events, ribbon cuttings and the annual meeting.

Recommendation: GBCC should continue to offer opportunities for members to meet and network.

## **Theme 3: education and training**

Overall, there was a strong interest among members for attending educational workshops and training sessions.

- More than 3 out of 4 respondents (76%) stated that these workshops and training sessions would be 'somewhat' or 'very appealing' to their organization.
- Among those interested, 73% clearly indicated that they would be willing to pay a fee to attend these sessions.

Recommendation: respondents indicated a clear demand for attending education workshops and training sessions along with a willingness to pay an additional fee to attend these seminars. GBCC should offer events and present valuable business topics that appeal to a wide variety of chamber members, and to non-member businesses.

## **Theme 4: stay in touch and engaged**

GBCC members prefer to have frequent news and updates.

- 67% of respondents wish to communicate with the GBCC once a week or more
- 97% of respondents prefer hearing from GBCC via email – a distant second is print at 22%; social media, 16%
- 88% of respondents use Facebook and 71% use LinkedIn

Recommendation: GBCC should continue to send news and updates on a weekly basis. While only 16% of respondents preferring to use social media as a medium for messages, promotion of GBCC

events, news, and updates via social media would be of value. GBCC should also tie their social media presence with their website and email newsletter template.

It is also important, however, to note that satisfaction is typically driven through positive in-person interactions and experiences.