

PPGF Member Survey

July, 2004

Introduction

Many grateful thanks to everyone who participated in the survey. Results of the survey will be analyzed and may influence the future direction of the association.

The purpose of the member survey is to provide quantitative data regarding member satisfaction. Three categories were selected to be surveyed. They are as follows:

1. The meeting location
2. Programs
3. Communication

Integrity of the Data

Where possible, every attempt was made to be “scientific” in the approach to the collection of data. Questions were constructed so as not to influence the outcome of the survey results. In most cases, the respondent was given the option of not responding to a particular question if they chose. Comment boxes were provided so that the respondent could make additional comments if they chose.

Though the survey was anonymous, several of the respondents felt comfortable enough with the process to include their name in the results. For the purpose of the presentation of the survey results, the names of the respondents have been removed by the editor.

of the removal of the names which is mentioned above. Survey data was not submitted by the creator of this survey because being exposed to all of the survey results might have the effect of skewing the results.

Interpretation of the Data

Interpreting survey data can be somewhat subjective. It is entirely possible that different people reading the survey results might come to different conclusions. Little attempt to interpret the results will be made in this presentation. Final interpretation will come through fruitful thought and discussion among all of the stakeholders.

Assumptions

One of the assumptions that will be made in interpreting the survey data is that the data is a fair representation of the sentiments of the membership at large. In reality, this may or may not be the case. The two primary reasons for this are as follows:

1. The data sample consisted of a small number of the membership.
2. All of the respondents were “full-time” photographers. If the membership of PPGF reflects the membership in other photographic trade associations, it is a fair assumption that a significant number of PPGF members are in fact “part-time” photographers. Because part-time members are not represented in the survey, the assumption has to be made that the sentiments of part-time members is similar to those of the full-time members.

Facilities

I find the facilities at the Kovens Conference Center to be ...

<u>No Response</u>	<u>Adequate</u>	<u>Mostly Adequate</u>	<u>Inadequate</u>
0	6	2	1

How many miles away from your studio is the Kovens Conference Center?

<u>No Response</u>	<u>5 miles or less</u>	<u>6 - 10 miles</u>	<u>11 - 15 miles</u>	<u>16 - 20 miles</u>	<u>21 - 25 miles</u>	<u>26+ miles</u>
2	1	0	2	1	0	3

Are you willing to pay extra for a dinner meeting?

<u>No Response</u>	<u>Not willing</u>	<u>Will pay \$15</u>	<u>Will pay \$20</u>	<u>Will pay \$25</u>	<u>Will pay \$30</u>
1	1	4	3	0	0

How many meetings a year do you attend?

<u>No Response</u>	<u>2</u>	<u>6</u>	<u>7</u>	<u>8</u>	<u>10</u>
2	1	2	1	2	1

Comments on Facilities - 2 Respondent

Comment 1: I miss all of you and wish I could be there to help. We have dinner meetings in Tampa and are getting 120 people to each meeting

Comment 2: I would prefer a place in Broward County.

Programs

Do the monthly programs suit your needs?

<u>No response</u>	<u>Suits My Needs</u>	<u>Mostly Suit My Needs</u>	<u>Do Not Suit My Needs</u>
0	3	4	2

First Choice: What type of program are you interested in seeing?

<u>No response</u>	<u>Portraits</u>	<u>Weddings</u>	<u>Commercial</u>	<u>Digital</u>
0	6	1	1	1

Second Choice: What type of program are you interested in seeing?

<u>No response</u>	<u>Weddings</u>	<u>Digital</u>	<u>Children</u>	<u>Portraits</u>
0	3	4	1	1

Third Choice: What type of program are you interested in seeing?

<u>No response</u>	<u>Children</u>	<u>Portraits</u>	<u>Pets</u>	<u>Youth Sports</u>	<u>Glamour</u>	<u>Digital</u>
0	3	1	2	1	1	1

Comments on Programs

- Comment 1: I'm more interested in seeing something on the "Business" of photography rather than on photography techniques.
A program that not only helps new shooters in their business or in setting up a new business BUT also helps seasoned pros expand their business
- Comment 2: Your swinging to much in asking the members what they want(ignor them)for a little and bring programms that are adverdised in newspaper and run the guild with money from programms not from membership money. .They will come whene room is full and they know they missed a exelent programm.
- Comment3: I would be interested in a painter program. (digital)
- Comment 4: Keep trying to build the guild. Programs in the tampa area are tough too

Communications

Overall, how do you rate communications within the Guild?

<u>No response</u>	<u>Very good</u>	<u>Good</u>	<u>Needs improvement</u>	<u>Poor</u>
0	0	2	6	1

How do you rate the PPGF web site?

<u>No response</u>	<u>Very good</u>	<u>Good</u>	<u>Needs improvement</u>	<u>Poor</u>
1	3	5	0	0

How do you rate the electronic newsletter?

<u>No response</u>	<u>Very good</u>	<u>Good</u>	<u>Needs improvement</u>	<u>Poor</u>
3	3	1	1	1

Comments on Communication:

- Comment1: I joined the guild in hopes of gaining support in starting my new business, yet (with the exception of XXXX XXXXX) I have found almost NO support.
- Comment 2: you need a hot link on the email to get to the web site newsletter and not just to be removed from list.
- Comment 3: I feel we should have each others phone #'s & E mails and what type of photography we do. Also, a referral system if we need help on a job or you have a job you can't cover, refer it to *****.Help each other out with work.

Tell us a bit about you...

Question: *Are you a current member?*

Yes
7

No
2

Question: *Are you a full-time or part-time photographer?*

Full-time
9

Part-time
0

Question: *Do you prefer shooting film or shooting digitally?*

Film
1

Digital
6

Both
2

Question: *Most photographed subjects (4 No Response)*

- Comment 1: Weddings, Portraits
- Comment 2: Weddings, Portraits
- Comment 3: Children, Families, Pets
- Comment 4: 15, portraits, wedding , school photos
- Comment 5: children, couples, small groups & large groups

Question: *What is your proficiency using Photoshop*

Beginner
0

Moderately Proficient
4

Intermediate
4

Expert
1

Question: *How many years of experience: No Responses*

Question: *Do you have any special talents*

- Comment 1: portrait art
- Comment 2: 20 years experience as a TV cameraman, 10 years experience as a photographer, built spectrographic camera system in college that was launched into outer space 1996
- Comment 3: Marketing, handcoloring

Additional Comments:

Comment 1: The submitter's name. Edited from the survey report by the editor

Comment 2: I would prefer hearing from our other photographers ways that I could have made my photo better. Constructive criticism rather than or maybe in addition to the contest. XXX XXXX (Name removed by editor)

Comment 3: I hope that it all works out well and you begin to build a great guild again. I think about all of you every month. PS. If you haven't figured it out yet it XXX XXXX (Name removed by editor).

Comment 4: How about a Guild Garage Sale every few months? How about more half-day seminars with a mini-competition built-in? Make it more interesting with "2 snaps up & a twist." How about a business seminar focusing on business management, sales, advertising, etc? The FPP school in Daytona is right on, yet for a small business like myself is a little out of reach for me. Why can't we have something similar but more LOCAL?

Closing Thoughts

As the creator of the survey, my primary concern is to evaluate the instrument critically to determine if it does what it was designed to do. I believe that in some areas it does quite well. In other areas there is need for improvement.

Clearly, the information collected from the survey is most helpful in areas that are in need of improvement. Here is where, in my opinion, the data collected comes up a bit short. For example, the majority of respondents rated communication within the guild as needing improvement or poor. It was hoped that the presence of comment boxes would create incentive for the respondents to expand upon their responses, particularly where their response indicated a need for improvement. Unfortunately, this was not the case. Regardless, the data is clear. Communication within the guild needs to improve and it is incumbent upon the Board of Directors to act accordingly.

The survey did not indicate any strong opposition to having a monthly dinner meeting. However, the data does not suggest strong support for it either. 44% of the respondents indicated that they are willing to pay up to \$15 additional for dinner at general membership meetings. 33% of the respondents indicated that they are willing to pay up to \$20 additional for dinner. What the survey does not indicate is what the level of dissatisfaction would be for those that responded that they are willing to pay up to \$15 for dinner if the best price that we can find is \$20.

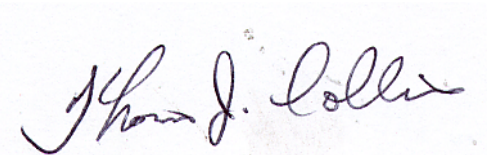
When conducting surveys, it is always preferred that the sample size be as large as possible. In a perfect world, it would be preferred that 100% of the survey pool submit responses. In our imperfect world we received a small response rate. Thought will

be given for future surveys on ways to increase the participation.

It is this Board Members belief that member surveys should be conducted annually. The last time that the general membership was surveyed was at least four years ago. Hopefully, surveys will become a regular feature within our association. It can be amazing what you can learn if you think to ask.

Going forward, there needs to be a level of conversation among the Officers and Board Members of PPGF regarding what can be learned from this survey. Simultaneously, the general membership needs to be included in the conversation. Then, policies and resolutions need to be passed and implemented which address the issues.

In doing so, there is a good possibility that an area that needs improvement, such as commnuication, can easily be addresseed.

A handwritten signature in cursive script, reading "Thomas J. Collier". The signature is written in dark ink on a light-colored background.

Raw Data

Below is the result of your feedback form. It was submitted by
() on Monday, July 12, 2004 at 09:22:37

facility: Adequate

distance: 5 miles or less

dinner meeting: I am willing to pay up to \$15 extra for dinner

How many meetings per year: 7

program needs: suit my needs

first choice program: portrait

second choice program: wedding

third choice program: children

programs comment: buissines.

Your swinging to much in asking the members what they want(ignor them)for a little and bring programms that are adverdised in newspaper and run the guild with money from programms not from membership money.

Members will come back nobody likes to be asked please come to the meetings

.They will come whene room is full and they know they missed a exelent programm.

rate communications: good

rate website: good

newsletter: good

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: digital

Photoshop Proficiency: intermediate

additional comment: XXX XXXXX

Below is the result of your feedback form. It was submitted by
() on Monday, July 12, 2004 at 10:01:14

facility: Adequate

distance: No response

dinner meeting: No response

How many meetings per year: 8

meetings comment: I would prefer a place in Broward County.

program needs: mostly suit my needs

first choice program: portrait

second choice program: children

third choice program: pets

programs comment: I would be interested in a painter program. (digital)

rate communications: needs improvement

rate website: no response

newsletter: no response

communications comment: I feel we should have each others phone #'s & E mails and what type of photography we do. Also, a referral system if we need help on a job or you have a job you can't cover, refer it to *****.Help each other out with work.

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: digital

most photographed subjects: children, couples, small groups & large groups

Photoshop Proficiency: moderate

Talents: portrait art

additional comment: I would prefer hearing from our other photographers ways that I could have made my photo better. Constructive criticism rather than or maybe in addition to the contest.

XXXX XXXXXX

Below is the result of your feedback form. It was submitted by
() on Monday, July 12, 2004 at 21:54:48

facility: Inadequate

distance: 11 to 15 miles

dinner meeting: I am not willing to pay extra for a dinner meeting

How many meetings per year: 2

program needs: mostly suit my needs

first choice program: digital

second choice program: portrait

third choice program: youth sports

rate communications: needs improvement

rate website: good

newsletter: poor

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: digital

most photographed subjects: 15, portraits, wedding ,school photos

Photoshop Proficiency: moderate

Below is the result of your feedback form. It was submitted by
() on Thursday, July 15, 2004 at 15:59:30

facility: Adequate

distance: 26 miles or more

dinner meeting: I am willing to pay up to \$20 extra for dinner

How many meetings per year: No response

meetings comment: I miss all of you and wish I could be there to help. We have dinner meetings in Tampa and are getting 120 people to each meeting

program needs: suit my needs

first choice program: Commercial

second choice program: digital

third choice program: pets

programs comment: Keep trying to build the guild. Programs in the tampa area are tough too

rate communications: good

rate website: very good

newsletter: needs improvement

communications comment: you need a hot link on the email to get to the web site newsletter and not just to be removed from list.

Current Member: No

Full-time or part-time: full-time

Film or Digital: digital

Photoshop Proficiency: intermediate

additional comment: I hope that it all works out well and you begin to build a great guild again.
I think about all of you every month.

PS. If you haven't figured it out yet it XXXX XXXXXX

Below is the result of your feedback form. It was submitted by
() on Friday, July 16, 2004 at 00:25:05

facility: Mostly Adequate

distance: 26 miles or more

dinner meeting: I am willing to pay up to \$20 extra for dinner

How many meetings per year: 6

program needs: do not suit my needs

first choice program: portrait

second choice program: wedding

third choice program: glamour

programs comment: I'm more interested in seeing something on the "Business" of photography rather than on photography techniques. A program that not only helps new shooters in their business or in setting up a new business BUT also helps seasoned pros expand their business or provide better services. Let's face it . . . we're all photographers but we're NOT all business managers.

rate communications: poor

rate website: good

newsletter: good

communications comment: I joined the guild in hopes of gaining support in starting my new business, yet (with the exception of Willie Hill) I have found almost NO support.

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: film

most photographed subjects: weddings, live concerts, model comps, album covers for musicians, custom cars, photojournalism, various TV productions

Photoshop Proficiency: moderate

Talents: 20 years experience as a TV cameraman, 10 years experience as a photographer, built spectrographic camera system in college that was launched into outer space 1996

additional comment: How about a Guild Garage Sale every few months? How about more half-day seminars with a mini-competition built-in? Make it more interesting with "2 snaps up & a twist." How about a business seminar focusing on business management, sales, advertising, etc? The FPP school in Daytona is right on, yet for a small business like myself is a little out of reach for me.

Why can't we have something similar but more LOCAL?

Below is the result of your feedback form. It was submitted by
() on Thursday, July 22, 2004 at 20:38:07

facility: Adequate

distance: No response

dinner meeting: I am willing to pay up to \$20 extra for dinner

How many meetings per year: 6

program needs: mostly suit my needs

first choice program: portrait

second choice program: digital

third choice program: children

rate communications: needs improvement

rate website: good

newsletter: very good

Current Member: No

Full-time or part-time: full-time

Film or Digital: digital

most photographed subjects: Children, Families, Pets

Photoshop Proficiency: expert

Below is the result of your feedback form. It was submitted by
() on Thursday, July 22, 2004 at 20:57:52

facility: Adequate

distance: 11 to 15 miles

dinner meeting: I am willing to pay up to \$15 extra for dinner

How many meetings per year: No response

program needs: do not suit my needs

first choice program: portrait

second choice program: digital

third choice program: children

rate communications: needs improvement

rate website: very good

newsletter: very good

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: both

Photoshop Proficiency: intermediate

Below is the result of your feedback form. It was submitted by
() on Thursday, July 22, 2004 at 22:14:16

facility: Mostly Adequate

distance: 16 to 20 miles

dinner meeting: I am willing to pay up to \$15 extra for dinner

How many meetings per year: 10

program needs: suit my needs

first choice program: wedding

second choice program: digital

third choice program: portrait

rate communications: needs improvement

rate website: good

newsletter: very good

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: digital

most photographed subjects: weddings,portraits

Photoshop Proficiency: intermediate

Talents: Marketing,handcoloring

Below is the result of your feedback form. It was submitted by
() on Friday, July 23, 2004 at 13:03:08

facility: Adequate

distance: 26 miles or more

dinner meeting: I am willing to pay up to \$15 extra for dinner

How many meetings per year: 8

program needs: mostly suit my needs

first choice program: portrait

second choice program: wedding

third choice program: digital

rate communications: needs improvement

rate website: very good

newsletter: very good

Current Member: Yes

Full-time or part-time: full-time

Film or Digital: both

most photographed subjects: Weddings, Portraits

Photoshop Proficiency: moderate