



Constant Contact Survey Results

Survey Name: SN-ICC Membership Survey 2016

Response Status: Partial & Completed

Filter: None

6/21/2016 12:53 PM PDT

TextBlock:

Please share your feedback on being a member of the association so we can best meet your needs. Please respond to the survey by June 15. Thanks.

How valuable do you find each of the following attributes of membership?

1 = 1 - Not at all valuable, 2 = 2, 3 = 3, 4 = 4, 5 = 5 - Very valuable

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Monthly Newsletter	[Bar chart showing distribution across 1-5]					50	4.1
Educational programs	[Bar chart showing distribution across 1-5]					50	4.7
Monthly Luncheons	[Bar chart showing distribution across 1-5]					49	4.3
Website content	[Bar chart showing distribution across 1-5]					49	3.9
Toddler Swimming Grant Program	[Bar chart showing distribution across 1-5]					48	3.9
Scholarship Program	[Bar chart showing distribution across 1-5]					49	4.1
EduCode Conference	[Bar chart showing distribution across 1-5]					48	4.7
Annual ICC ABM in Las Vegas	[Bar chart showing distribution across 1-5]					49	3.8
Networking Events	[Bar chart showing distribution across 1-5]					48	3.7

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate the original green logo (see top of page) for SN-ICC based on the following criteria:

1 = Least Agree, 5 = Most Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Logo looks professional						49	4.0
Logo is a recognizable brand						49	4.0
Logo is representative of SNICC mission						47	3.5
Logo is inspiring and/or exciting						48	2.9
Logo needs to be updated						46	3.3

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

Please rate the 25th Anniversary logo seen at the top of this survey based on the following criteria:

1 = Least Agree, 5 = Most Agree

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Logo looks professional						50	4.2
Logo is a recognizable brand						50	3.7
Logo is representative of SNICC mission						50	3.8
Logo is inspiring and/or exciting						50	3.6
Logo needs to be updated						49	2.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

At the top of this survey are the permanent logo and the 25th anniversary logo we created for this year's celebration. Do you believe that we should keep the new logo, with some slight modifications, as our permanent logo, or that we should keep the logo we have had for the past 10 years or so?

Answer	0%	100%	Number of Response(s)	Response Ratio
Old Logo			15	30.0 %
New Logo			33	66.0 %
No Response(s)			2	4.0 %
Totals			50	100%

What are the primary strengths of SN-ICC (i.e. leadership, volunteers, etc.)?

28 Response(s)

What education program(s) would you like to see SN-ICC offer in the next 12 months?

21 Response(s)

What can the association improve on (i.e. lack of benefits, committees, activities, etc.)?

16 Response(s)

How likely are you to do each of the following?

1 = 1 - Very unlikely, 2 = 2, 3 = 3, 4 = 4, 5 = 5 - Very likely

Answer	1	2	3	4	5	Number of Response(s)	Rating Score*
Recommend this association to friends or colleagues						46	4.3
Renew your membership						46	4.7
Attend upcoming association events						46	4.4
Volunteer to serve on a committee						46	3.6

*The Rating Score is the weighted average calculated by dividing the sum of all weighted ratings by the number of total responses.

If you indicated a desire to serve on a committee in the previous question, which committee(s) would you choose? If not, please proceed to question 10.

Answer	0%	100%	Number of Response(s)	Response Ratio
2019 ICC ABM			10	35.7 %
High School Technical			5	17.8 %
Membership			5	17.8 %
Communications			1	3.5 %
Public Outreach			3	10.7 %
Codes			12	42.8 %
Education			3	10.7 %
EduCode			16	57.1 %
Totals			28	100%

What activities or membership benefits should SN-ICC consider adding in the future?

15 Response(s)

OPTIONAL: Please share your email with us if you would like a copy of the survey results. Also, if you wish to volunteer to serve on one of our committees, please let us have all of this information. Thanks.

Answers	Number of Response(s)
First Name	13
Last Name	13
Company Name	12
Work Phone	12
Email Address	13