

2020 AIS MEMBERSHIP PROFILE SURVEY

09.15.2020

ANDI RIVAROLA
FOR THE AIS MEMBERSHIP DEVELOPMENT COMMITTEE

Overview

Normally, surveys are wonderful tools that give us a glimpse into any specific area or group of people — a slice of the pie. The main reason for the AIS Membership Committee to put together this survey was to find out the closest possible profile of our current audience. It is also a starting point; if we conduct other similar surveys in the future, the information can tell us if our audience is changing, or if there has been an impact in their interests or the way we have interacted with them. For this reason, we ask that all AIS Board of Directors members pay close attention to the results.

Survey Goals

1. Find out the composition, interests and goals of the AIS membership.
2. Track future target audience trends.

Specifications

The idea was to make a survey that:

1. Was easy to complete
2. Included relevant questions so that members may be inclined to react to, and
3. Included questions with a neutral tone
4. Had a short term duration (30 days)
5. Could be shared with the AIS Board

Membership Development Committee

Committee Members:

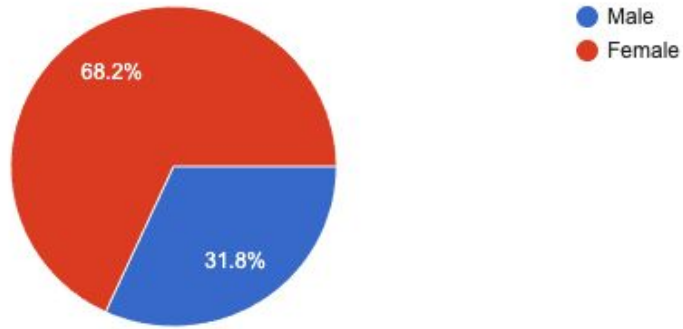
Jody Nolin, Gary White, Wayne Messer, Doug Chyz, Phyllis Wilburn, Neil Houghton, Howie Dash, Kathleen Sayce, Mary Ann Campbell, and Andi Rivarola

Goals

The Committee hopes that the survey results will help develop programs on advertising, promotions, publicity and PR for the benefit of increasing membership.

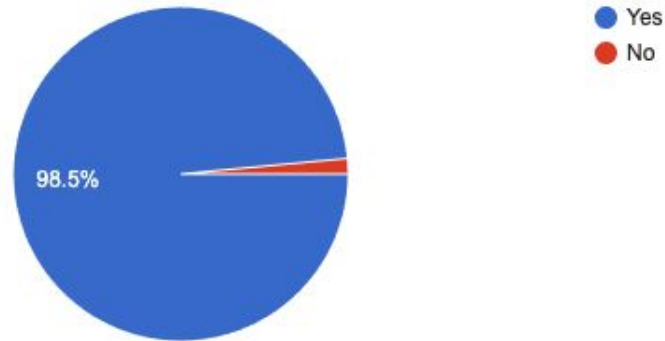
Male or Female?

201 responses



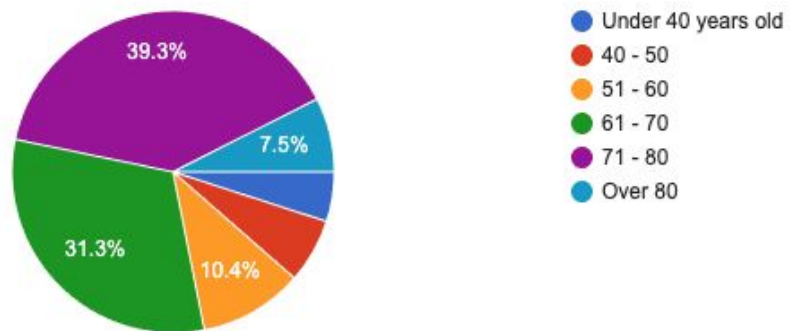
Are you a current AIS member?

201 responses



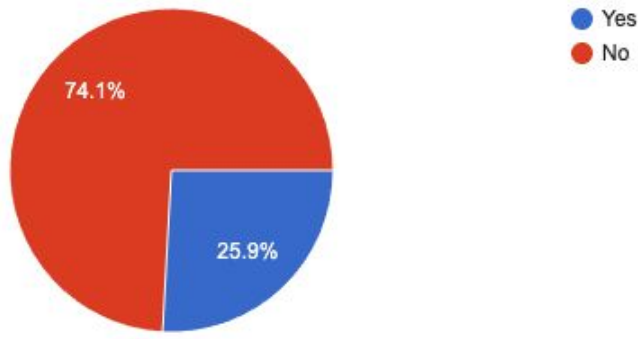
Your age?

201 responses



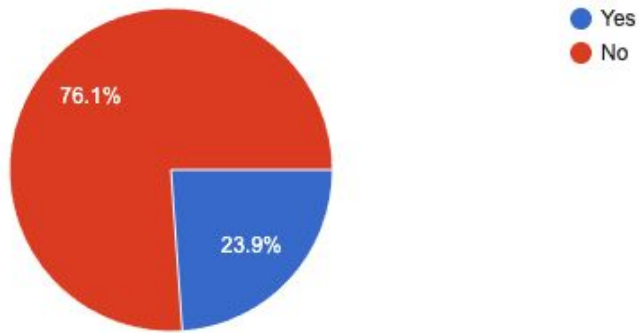
Are you an AIS Judge?

201 responses



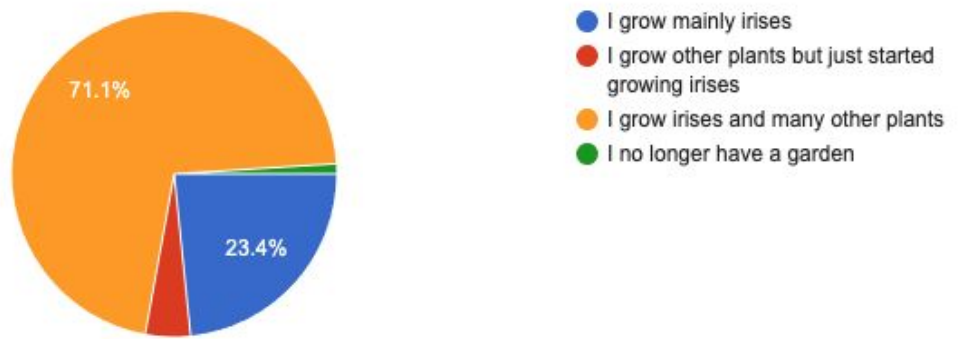
Are you a hybridizer?

201 responses



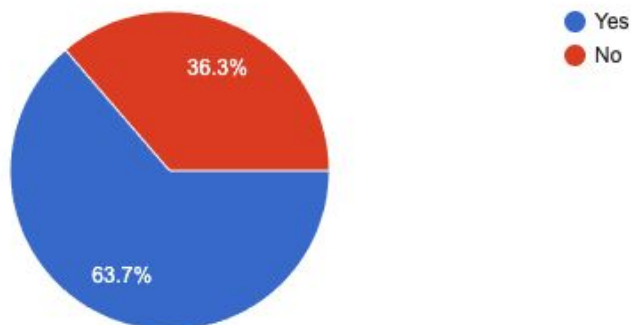
What is your current gardening experience?

201 responses



Are you active in a local Iris Club?

201 responses



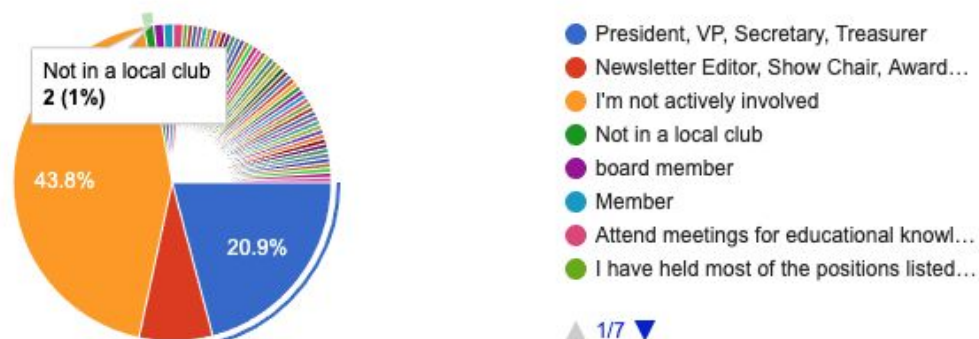
What is your interest for joining an iris club and AIS?

201 responses



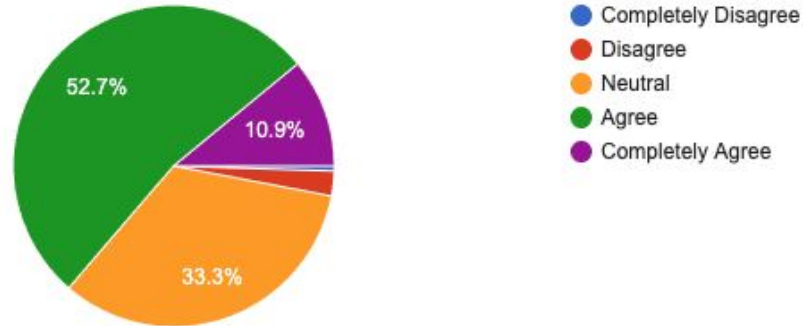
If you joined a local club, are you currently actively involved? If YES, which position are you holding?

201 responses



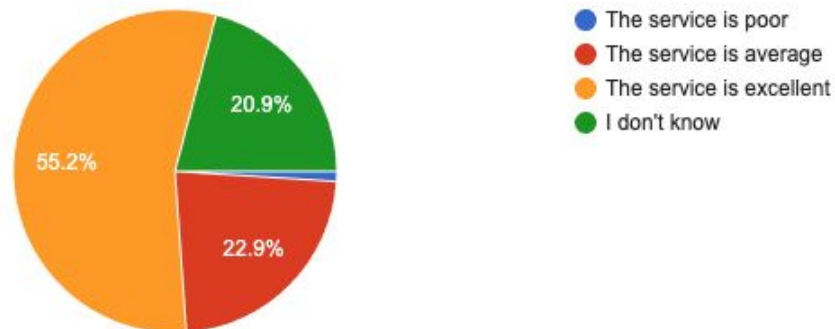
How do you feel about the following statement?: "AIS actively supports all Regions and local clubs."

201 responses



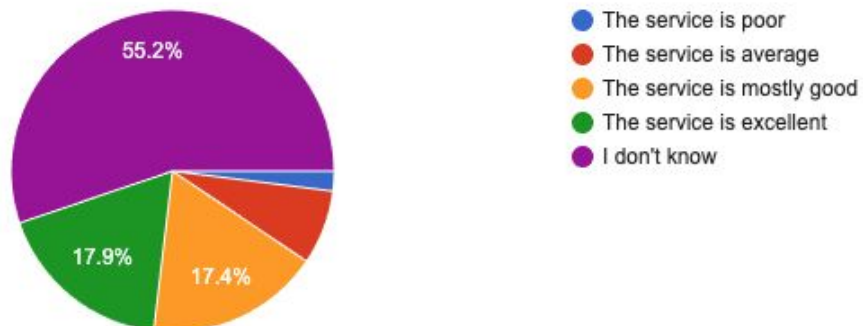
How do you feel about AIS's Membership Services?:

201 responses



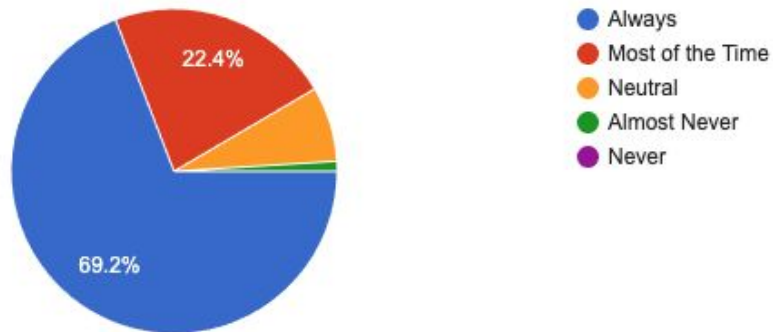
How do you feel about AIS's Iris Registration Program?:

201 responses



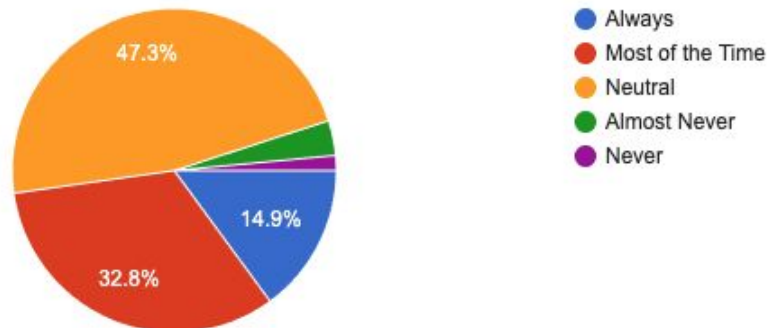
Do you like AIS's IRISES quarterly magazine?

201 responses



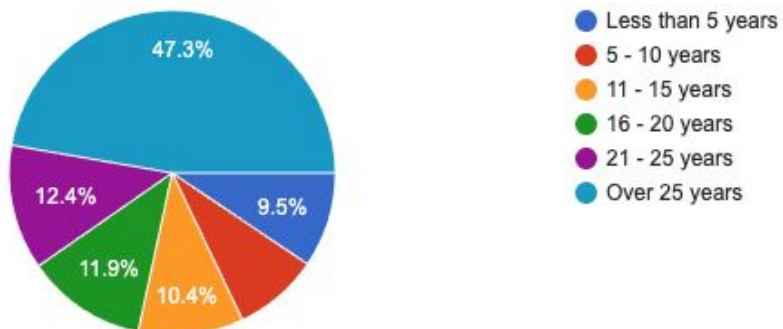
Do you feel that AIS's social media presence (including Facebook, Twitter, Instagram and the AIS Blog) is adequate?

201 responses



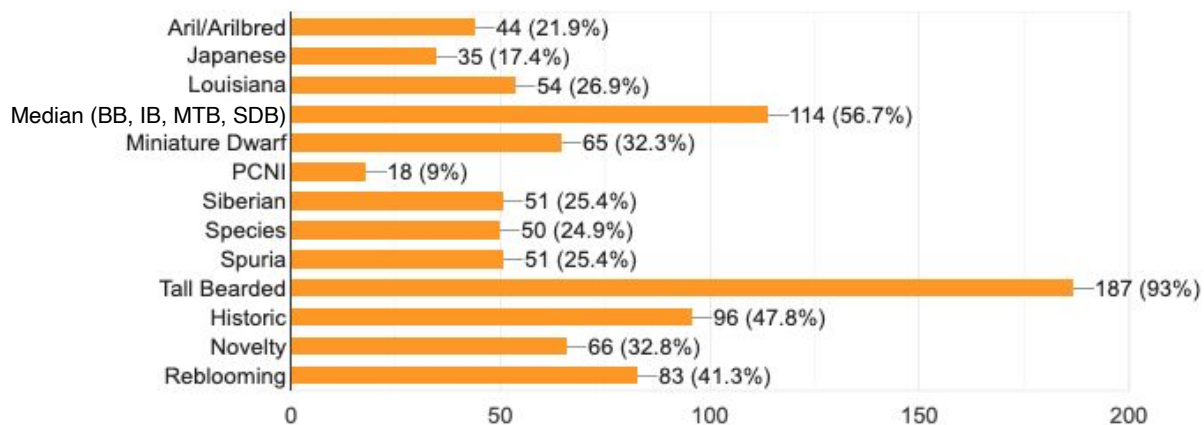
Please complete this statement: "I have been growing irises for":

201 responses



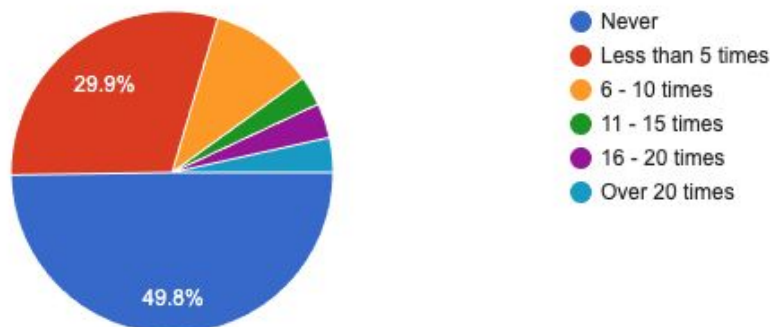
Your preferred irises, and the ones you grow in your garden the most are (check all that apply):

201 responses



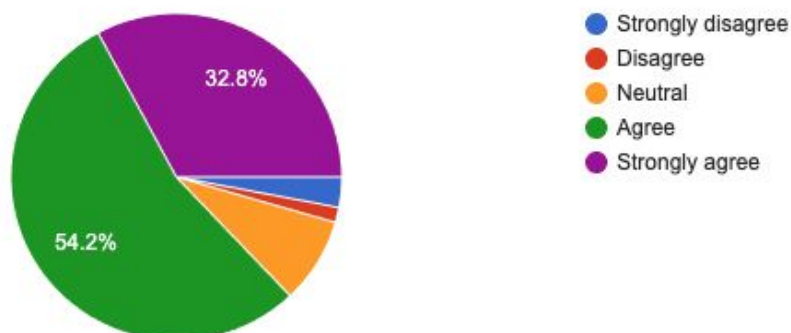
Please complete this statement: "I've attended AIS National Conventions..."

201 responses



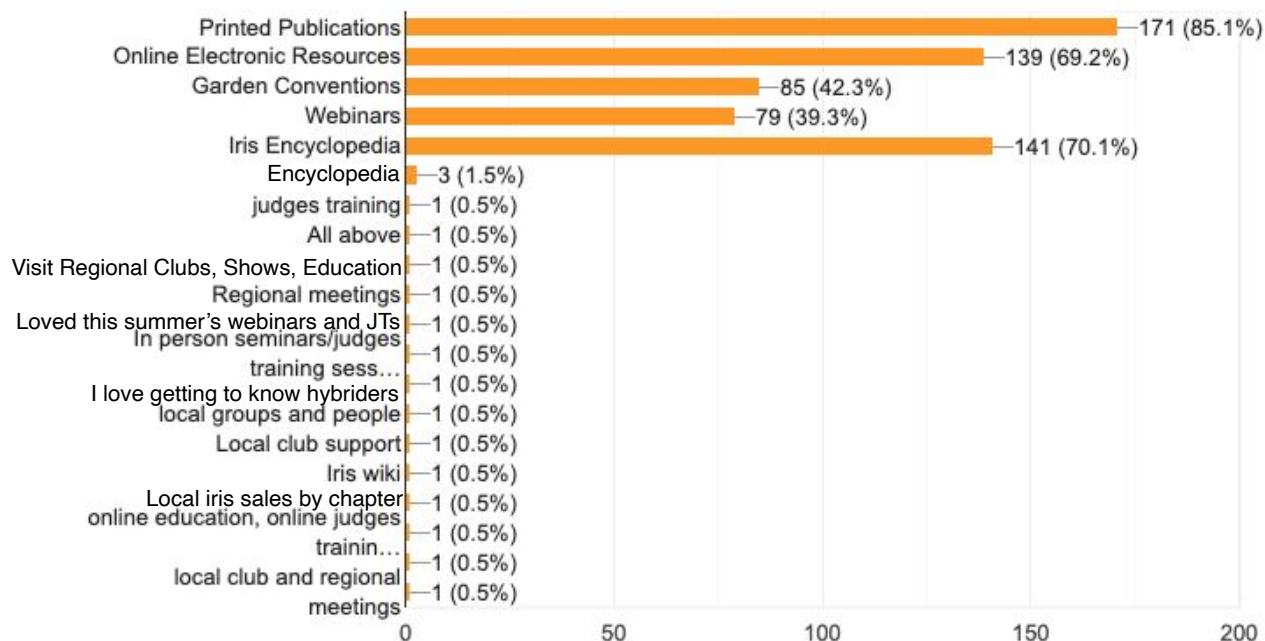
How do you feel about the following statement: "I'm in support of the work of AIS"

201 responses



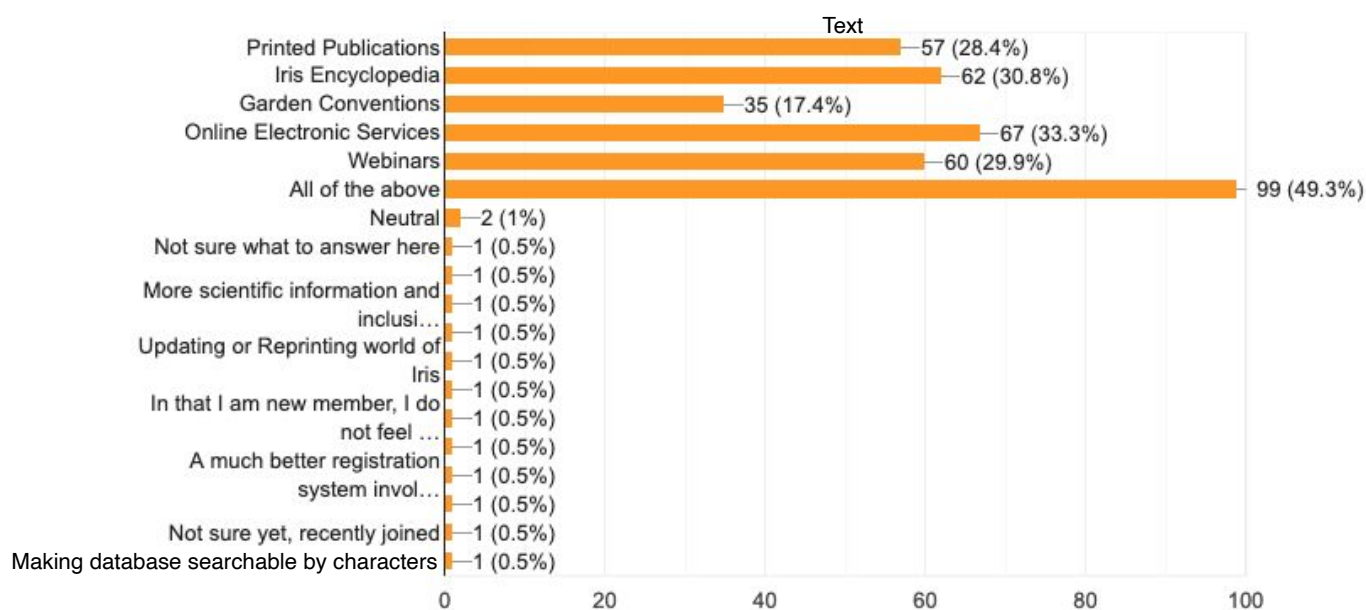
Your preferred way to experience AIS is through (check all that apply):

201 responses



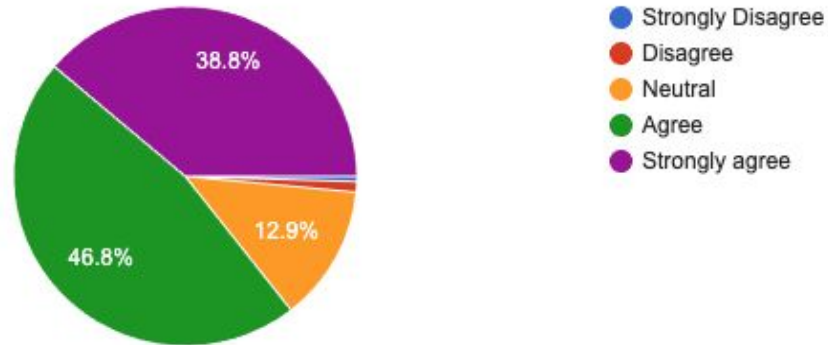
How would you like AIS to focus their future 5-year work on? (check all that apply):

201 responses



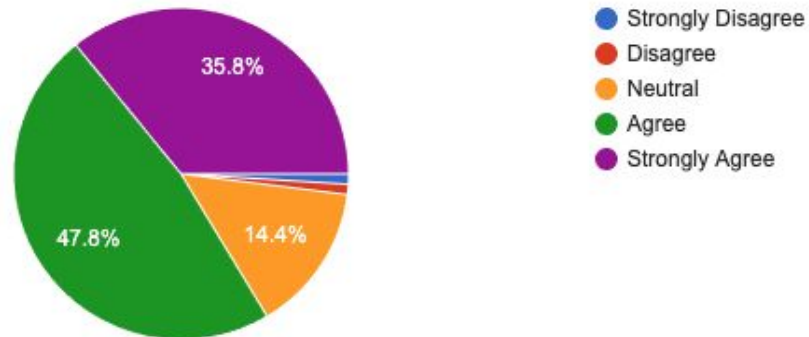
How do you feel about the following statement: "AIS is an outstanding organization:"

201 responses



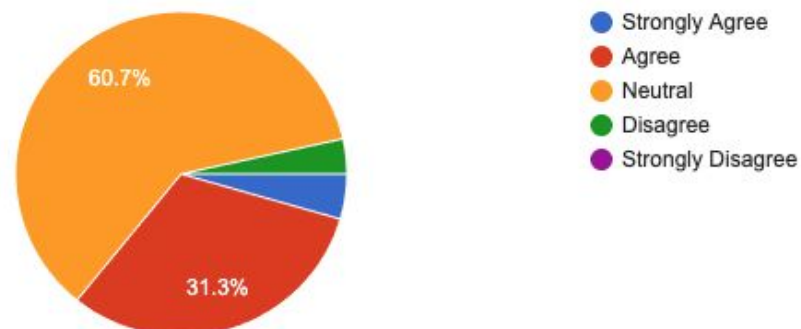
How do you feel about the following statement: "AIS is doing what it can to thrive during these hard times of Covid-19:"

201 responses



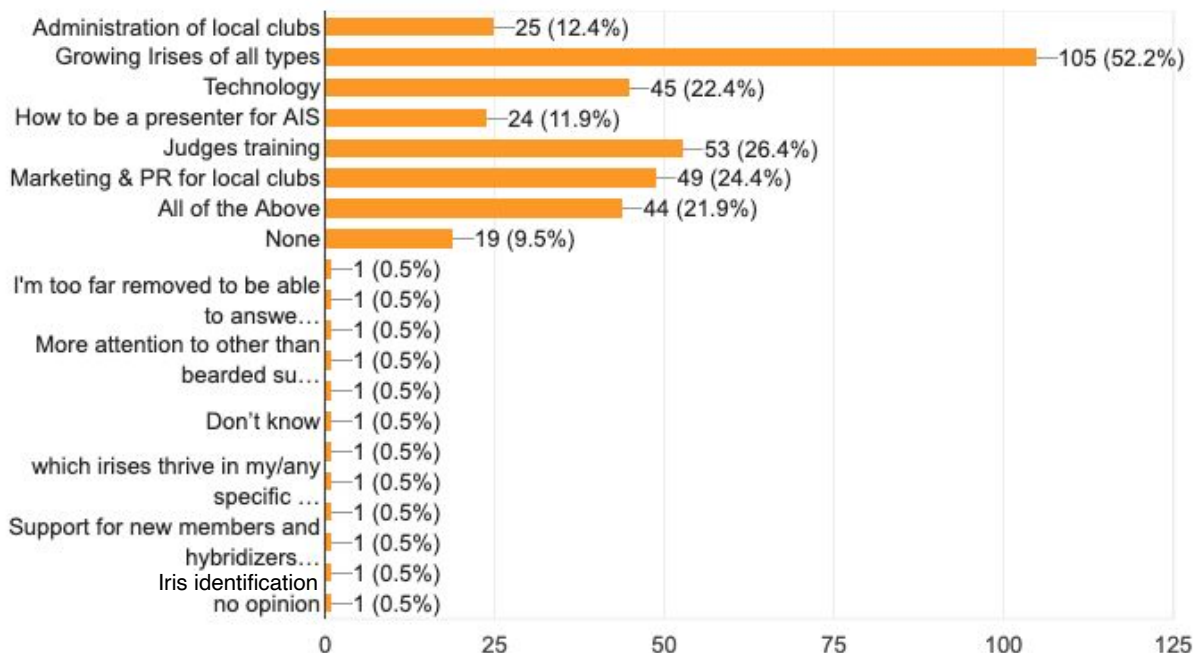
How do you feel about the following statement: "I want AIS to provide more services and/or merchandise:"

201 responses



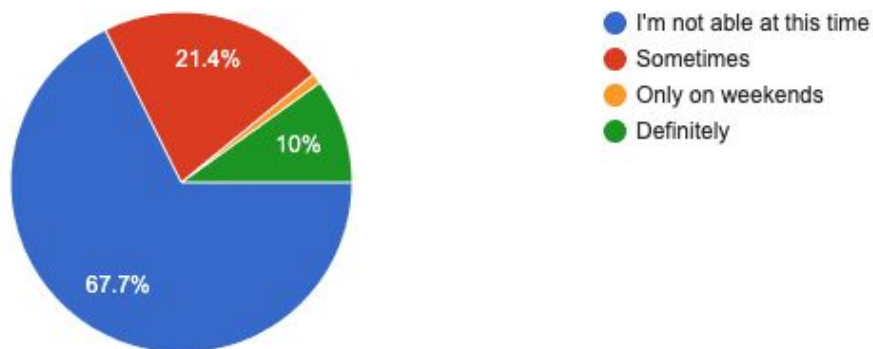
In which areas would you like AIS to provide more training? (check all boxes that apply):

201 responses



AIS has volunteer positions available. Would you be willing to volunteer?

201 responses



There are also 55 responses to: "If you are available to volunteer for AIS, please provide your name and contact information."

And, lots of feedback yet to be analyzed under: "Do you have any feedback not covered above that you'd like to provide?"