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# IACCA

Membership Survey  
In regards to the Association's Strategic Plan Update

## Initial Data Results

Compiled by:  
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Spring 2004

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# IACCA Membership Survey Tally Work Sheet

Feb-04

**Total Number of Responses = 47**

		Percentage	Numeric
<b>DEMOGRAPHIC INFORMATION</b>			
1	How long have you been a member of IACCA? (years)	Average Years	8.9
		High	28.0
		Low	1.0
2	How many years have you been active in the conference center leadership field?	Average Years	13.0
		High	30.0
		Low	0.2
3	How many years have you been at your current center?	Average Years	8.7
		High	28.0
		Low	1.0
4	Have you worked at others?	<b>Yes</b> 53.3%	<b>24.0</b>
		No 46.7%	21.0
5	Male or Female?	<b>Male</b> 72.3%	<b>34.0</b>
		Female 27.7%	13.0
6	Who pays your membership?	Yourself 10.6%	5.0
		<b>Organization</b> 89.4%	<b>42.0</b>
7	What is your current title or position?	<b>CEO/Director</b> 52.2%	<b>24.0</b>
		VP/Operations 4.3%	2.0
		Advancement Director 2.2%	1.0
		Director/Guest Operations 4.3%	2.0
		Director/ Guest Relations 2.2%	1.0
		U.S. Coordinator 2.2%	1.0
		Conference Coordinator 4.3%	2.0
		Marketing Manager 2.2%	1.0
		Administrator 2.2%	1.0
		General Manager 2.2%	1.0
		Executive Director 17.4%	8.0
		Program Planner 2.2%	1.0
		Acting Director 2.2%	1.0
8	What were the 2003 annual operating expenses at your center?	Average	\$1,732,424
		High	\$9,782,206
		Low	\$182,166
9	In which state is your center located	AL 2.3%	1
		AR 2.3%	1
		AZ 2.3%	1
		FL 4.5%	2
		IL 4.5%	2
		IN 4.5%	2
		MD 2.3%	1
		MI 9.1%	4
		MN 2.3%	1
		MO 2.3%	1
		<b>NC</b> 18.2%	<b>8</b>
		NE 4.5%	2
		NH 4.5%	2
		NY 4.5%	2
		OH 2.3%	1
		OR 4.5%	2
		TX 4.5%	2
		VA 4.5%	2
		WA 6.8%	3
		WI 9.1%	4
10	Are you involved in your IACCA Section?	Yes 45.5%	20.0
		Somewhat 0.0%	0.0
		<b>No</b> 54.5%	<b>24.0</b>
11	How many IACCA members belong from your center?	Average	1.6
		High	4.0
		Low	0.0



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Record # ? #

Question

	<b>I4</b>	<b>Other Organizational Values you find or suggest to be beneficial</b>
2		Provide research & leadership to establish benchmarks for quality.
3		Inclusion - IACCA should support and encourage inclusion to its membership individuals from diverse cultures and ethnic backgrounds.
6		Networking!
12		No- the above core values cover it.
14		The benefit of bonding, sharing and "dreaming" with peers who have common goals and commitments. Also, the fact that these folks willingly share their knowledge and expertise to help us grow our centers and ourselves.
18		A Code of Ethics or Conduct would be nice.
23		No, but too much emphasis is being placed on the certification program.
27		Continue to be the leading organization in addressing and serving as resource in defining the professional needs of the conference center administration.
28		The absolute dollars are less important to me than feeling I am getting full value for my dues.
30		The Non Profit Alert with its IRS updates and survey of court cases pertinent to us.
31		Advocacy for our mission of service to the non-profit sector
33		Those above are all #1
34		Inclusiveness- promote ethnic, racial, and gender recruitment in its memberships, leadership, conference sight selections so as to reach specific goals of minority involvement.
35		1) Fellowship/companionship/comaraderie 2) Networking 3) Fun 4) Leadership development (often overlooked, but it happens a lot!)
42		Historical connection, why we first existed!
43		The willingness to help, share ideas, experiences, new approaches, new challenges and responses. I like the "Al Meyer" down to earth, common sense approach to things.
46		Focus on leadership people in our membership. Don't be too broad based just to gain members. Do what we do very well.

# IACCA Membership Survey Tally Work Sheet

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Record # ? #

Question

Record #	? #	Question
	<b>26</b>	<b>What other offerings and/or services would make your membership even more valuable and rewarding?</b>
1		Develop further educational programs for mid-managerial & front line personnel.
2		Research, benchmarking, trend analysis
3		If the association would expand to include more "non-traditional" non-profit centers; I never fill out the annual statistical survey because none of the questions are related to my circumstance.
4		Increase the quality of presenters at annual conference. Develop timely valuable IACCA news (this has improved with Carol's leadership).
5		Exploring some shared benefits programs, hopefully reducing cost.
6		Regional get-togethers, not just Sections on a low cost - low structured agenda
8		Once a quarter offer books that might be beneficial to the profession, having something motivational to help with staff morale.
10		Look into IACCA mini-conferences done more in a regional area. This would be very difficult, but would be fun.
12		Continuing education on aspects of our field; keeping on "the cutting edge" of what's going on in the industry.
13		More offerings for those that are not at Executive Director/Director levels.
14		If we could get more participation in the statistical survey even if centers are not identified specifically to us.
15		Adding CC Mission Statements to directory info, creating/having organization for conference centers parallels to CCI
17		"Best Practices" outline. More active listserv or information on how to network with others to address issues, such as food service management.
18		How about online educational opportunities? I'd also like to see how we (IACCA) can work as a group to market all of the member centers.
19		Bulk purchasing, labor law seminars
20		More Take Tens and journal type articles to help us in our professional growth.
23		More outside professional speakers at conference; fewer led by one of us.
24		A Northwest Section would be nice. I enjoyed it when it was working 10 years ago.
25		Associate or staff memberships at a reduced rate - or is there something like that already?
26		Unfortunately, we have not been active participants and, therefore, to answer some of the questions would be impossible.
27		Greater support and growth in Sections.
28		More "tangibles" from something small like an identifying lapel pin to discounts with national vendors, "ask a lawyer" (may be a small fee), resource online library - easy access to past articles, Take Tens, listserv chats, organized by topic- passion & protected.
31		legislative advocacy, interpretation of our unique mission to the non-profit sector, ethical standards of practice, fund raising, endowment development.
32		More sectional classes
34		1) Stronger sections - more support of sections. 2) Being more ethnic/racially inclusive.
35		I severely believe that IACCA would be more valuable and personally rewarding if there were a conscious effort to reach out beyond the U.S./Canada borders, to make it truly "International"
36		Everything is great.
37		More geographical sectionals
39		Making improvements to the education/certification program so it is more consistent from event to event. I would like to see organization, not necessarily the event leaders or members, but the expert (hold the knowledge)
40		Connected to local section, valuable resources to members, regional education
42		Would appreciate having the association become the "holder" of the knowledge (KCW, Cert Prog.). Think like ACA when it comes to this issue. Our educational programs are all over the map!
43		More focus on dividing the big centers and small centers at the Annual Conferences. I found this very helpful at St. Simmon's Island.
45		At one time we talked about having a "clearing house" of materials such as, Job Descriptions, Policies, etc. That would be good to have.
46		On site reviews - pick a few each year and have a group visit.
47		I would like to see a section in the NW but not sure if we have enough members to make it worthwhile.

# IACCA Membership Survey Tally Work Sheet

Feb-04

Record # ? #

Question

	27	Are your membership dues a fair value for what you receive?
1		Yes
2		Yes
3		I would like some levels of membership so some other staff members besides Directors could afford to participate.
4		Not really, were I from a small center where the fee was a big number for me, I probably wouldn't have seen the value in return for investment.
5		Too low
6		Yes
7		Yes
8		Somewhat
9		Starting fee, adding Carol and doing all she has done, web site, listserve, etc. I am feeling like I am getting more now for my membership.
10		I think so.
11		Yes, but right on the edge.
12		Yes, absolutely
13		Yes
14		Definitely!
15		Yes
17		Yes
18		The Executive (main) Membership seems fair, but it might be wise to lower the Associate membership to attract and retain more members. This would give them more exposure in seeking professional development.
19		Not using organization due to restraints on time away.
20		Yes
21		The membership dues are a fair value for what I receive from the organization.
22		Yes
23		Yes
24		I don't really think so. However, the only way to make it better is to support it now and hope for a stronger future.
25		Yes
26		Yes
27		Yes
28		Just for myself, I don't think about it in those terms, but I guess I don't think there is enough incremental value to pay for additional membership for my center. Maybe with a larger, more compartmentalized staff.
29		Yes
30		All I really receive are the publications. Now that the G&G NP Alert is no longer available in print form, I'll probably not renew.
31		Yes
32		Yes
33		Yes
34		Yes, conference costs sometimes high.
35		Yes, although I haven't actually seen the printed list of benefits for "Affiliate Members" specifically. I'd like to know exactly what we are entitled to
36		Yes
37		Yes
38		Yes
39		I think the dues are high for the benefits of membership
40		No
41		Yes
42		Seem high
43		Barely
44		I feel they are fair.
45		Barely
46		Yes
47		Definitely!

# IACCA Membership Survey Tally Work Sheet

Feb-04

Record # ? #	Question
	<b>28 Why do you maintain your IACCA membership?</b>
1	I see IACCA as the single best source of support for the work I do.
2	Stay abreast of trends, issues, new ideas in the field through conferences, training & relationships with peers.
3	As a professional I must maintain a relationship with other professionals so I can stay current on issues and new trends.
4	Networking, fellowship, Annual Conference, regional events. There is no other body of people who truly understand the work we do.
5	Personal growth and desire to share what I have learned with others.
6	This is a dumb question! Because I need it!
7	Educational benefits, professional relationships
8	Benefits of education, staying current on issues in the industry, connection/networking with others.
9	To help support IACCA so I can attend Annual Conference.
10	To support IACCA to keep the relationship and friends and support from other administrators from around the country.
11	For the educational events.
12	To have an ongoing opportunity for continuing education and professional networking.
13	It is a good organization for the field. I have learned many things and the networking is great.
14	Learning, fellowship, information, networking, fun!
15	I share the core values
17	To have opportunity to network with peers and other professionals. To learn and grow.
18	Education, Professional Development, Networking, Fellowship with others in the field.
19	Seems worthwhile - good development opportunities for up and coming staff.
20	Conferences and networking
21	It keeps me abreast of what is happening in the field and provides important networking.
22	Networking opportunities.
23	As I have heard so many times, no one else understands what we do.
24	I think it is important to support your professional organization.
25	Ties to a great professional organization that answers my questions, treats me as a valued person, and lets me be myself.
26	I think it is a good organization and gives conference centers an opportunity for sharing with other people and places similar to your own.
27	The networks and contacts on a national basis.
28	Certainly, because of the friendships I have formed w/colleagues, for the great networking, but also from a sense of responsibility, I guess, to pass on some of what I have gained/learned to others.
29	Interest in education, networking and fellowship.
30	See my questions #27
31	professional body of knowledge, training, network, comparative data, fellowship.
32	professional credibility
33	Networking support
34	Opportunity to be connected/fellowship/support
35	Someday, I may return to full-time conference work, so I pay my own "affiliate" dues in order to maintain personal contact in the field. The job leans on the website are of interest, and I also want to keep up-to-date with changes in the non-profit conference field.
36	Professional development, networking, and fellowship.
37	Peer sharing
38	To keep in touch
39	Primarily for the professional and the social connections
40	I'm hoping that I will discover the value of IACCA membership if I stick with it a while longer
41	Networking/to learn from peers
42	Professional connection
43	To keep abreast of what is happening.
44	The people in IACCA are my peers. It is important for me to be able to have conversation and questions with people who are knowledgeable about the industry of not-for-profit organizations.
45	I enjoy the connection and sharing. It is also allowing me to contribute professionally.
46	I would "die" without the help ad education.
47	A good value.

# IACCA Membership Survey Tally Work Sheet

Feb-04

Record # ? #	Question
29	<b>In order for IACCA to continue to be a helpful organization to you in the next 10 years, where do you feel the focus should be by the year 2014?</b>
1	Continue to grow the organization's membership base in order to improve the educational & organizational support.
2	Establish a stronger identity & definition of the field.
3	The focus should be on providing more programs and opportunities to center staff members so the profession can advance. A wider base of professionals would ensure continued participation and advancement. Although I have felt welcomed, I am not sure that I have really ever felt a fellowship. There is a very close core of members who seem to switch offices and committee membership from year to year. These names never seem to change very much. Sitting in the audience when the new leadership was introduced it was VERY apparent to everyone that the old leadership looked almost identical to the new leadership. An organization grows and advances on new ideas. Perhaps it is time to be more inclusive with rotating committee memberships that are more representative of the entire membership. Shake things up a little and see what happens. The organizations seems to be too static!
4	Highest quality programs plus material available.
5	Additional educational courses; fellowship/support of members. Ours is often a lonely position. Offer consulting services.
6	Continue on the course!
8	Education should continue to be a focus; by providing cutting edge experiences in technology and leadership.
9	I think it is hard to address that question because our field changes so much.
10	What are the new things we will need to do to keep our business ad create new guests to our facilities.
11	Development of a stable funding foundation at each site.
12	Keeping up with technology, but not losing the "personal touch" of what we do at our centers.
13	Get new people involved in decision process/leadership. It seems that there is a core group that has not changed lately making decisions.
14	Education is prime need. Also, continue certification program. More Annual Conference participation to have wider representation of centers and more diverse experiences to learn from others.
15	I am too new to get a handle yet.
17	Mutual support from colleagues is very important for us. More focus on real time interaction and sharing of thoughts using all available vehicles of communication.
18	Stay focused on Education and Professionalism. Perhaps a joint marketing effort would benefit all the Centers.
19	Cooperative efforts with ECCC and other associations sponsoring seminars; effective and easy to use listserve for self help and gleaning information from fellow operators.
20	Same as now - perhaps with more online educational opportunities.
22	Marketing strategies- how to market to the generation coming to age.
23	Fellowship, networking and a strong annual conference.
24	Education and a certification process with some teeth to it. It should be a harder thing to attain.
25	Need to continue education on all areas of camps/conference center administration.
27	Section development with self-sufficient goals for each.
28	Ongoing education; adapting to the changes in our constituencies; taking advantage and/or creating the change.
29	More educational opportunities
30	Develop some reach-out to those on the geographical fringes.
31	continue my question #28 above and convey the mission of service to the non-profit sector to differentiate us from for profit hotels and centers. The tax challenge will continue!
33	Leadership development
34	1) Stick to the core values and not get too expensive. 2) Promote conference centering generally. 3) Further developing of sections.
35	IACCA must focus on education and training for conference professionals at all levels. The old days of the elitist "CEO-only" membership are long gone. Development and strengthen sections is crucial for effective delivery of these services.
36	Continued emphasis on professional development
37	Growth
38	Keep doing what you do
39	WOW - what a time for me! Improving the quality of educational events. I think we need to work for new blood in the leadership. Seems like the same names come up for nominating committee, strategic planning, conference committee.
40	Professionalism is the key successful and valuable organization. Strong leadership and membership
41	Education/professionalism standards
42	I think we are crazy to be thinking about 2014. I would like for us to focus attention on <u>at the most</u> the next five years.
43	Focus should be on future opportunities, obstacles to Conference Centers, technological developments, sharing resources, management and ideas.
44	I think keeping KCSs up to date so that knowledge is current. Possibly looking at an annual # of CERs that certified members may need besides the periodic recertification.
45	Develop smaller, more viable Sections! This would then allow for Regional events, also.
46	Helping retreat centers provide exceptional experiences at a fair price.
47	Fall conference to include more (at least a little more) deep or new trends type workshops. Really the organization is great!

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Feb-04

Record # ? #	Question
	<b>30 How do you perceive IACCA membership as a support network?</b>
1	Not sure I understand the question, but would say that the support flows from annual conference, fellowship, etc.
2	OK
3	It is a very close group who have known each other for many years, but it is difficult to break into the established groups.
4	Mutual support from friends in IACCA.
5	Excellent - I call upon and value my fellow members on a regular basis.
6	I cherish the networking in CCI, ACA, IACCA
8	Through the listserv with questions; the Annual Conference serves as a big networking opportunity.
9	Being able to use the directory to call someone if you have a question or need information.
10	Fellowship, sharing, networking
11	I have the ability to pursue other's insight and opinion when needed.
12	Place to look for jobs; problem solving; empathy & understanding in what we do; people know what we do!!
13	Very well
14	I can call anyone in IACCA and feel free to ask a question or for advice. I am comfortable with this group. In prior professional associations I have not felt this way. We are all working toward same end and willingness to share/help is very evident.
15	Helpful and looking forward to accessing the resources.
17	Ability to identify colleagues with expertise and experience to share knowledge. A resource to provide alternative solutions for various challenges - mentoring.
18	Top notch. If I have a question or concern there is always someone with a good answer.
19	Perception is strong if I need some help,
20	Good talks at annual conference and people to call or visit with concerns or questions.
22	The listserv and conference.
23	Again, these are people who understand what I do and can offer advise from their own experience.
24	I think it works best at a Regional level. I enjoy the fellowship at the annual conferences.
25	I can ask questions on listserv, read about others in newsletter, call or email associates when I need help solving a problem or just a shoulder to lean on.
27	Great!
28	People to talk to who know exactly what I do.
29	I feel that the members are very willing to assist one another by sharing information.
30	NOT AT ALL
31	See my question #28 above
33	Outstanding
34	Fellowship/sharing/history some sharing of business leads.
35	My best friends in the non-profit world are IACCA, and I've learned, most of what I've know, through IACCA sponsored events. When I need something, I would first look at members of IACCA.
36	Strong between members - you are able to call each other and ask for help.
37	Good
38	It is there should I need it
39	I feel there are lots of people I could call for guidance, advice, help, support.
40	Nation wide support by providing annual conference.
42	These people are my "friend" in the business
43	The informal support is very strong.
44	Having persons available as a resource to call on as issues and situations arise that others have dealt with.
46	Good - probably need more interaction.
47	It is excellent. Probably via the Fall Conference is the most value from this perspective.

# IACCA Membership Survey Tally Work Sheet

Feb-04

Record # ? #	Question
	<b>31 How has IACCA helped you?</b>
1	Given me a professional organization to hang my hat on; it has helped me grow as a conference center director, as a professional and as a human being.
2	Provides some measure of all of the above - education, research, fellowship.
3	The KCW's have been EXCEPTIONAL! But the curriculum needs to include more PRACTICAL topics besides presenting the underlying theory.
4	Membership conference and educational events have helped me to grow professionally. The last few years I have felt IACCA has been a little stagnant. The annual conference caliber has to come up. Workshops in Leesburg were good. Presenters were of no value. In your cover letter to this survey you mention two great books with top materials for growth in today's organizations. This type of material needs to be at the annual conference.
5	Increased my personal, professional knowledge, self-worth and employability.
6	See my responses in all of the above
7	Chance for leadership, numerous good ideas for annual conferences.
8	By providing cutting edge material and information that has helped me give better direction to my job and the people I work with.
9	Talking and showing ideas with my peers.
10	Education; the people I have met through IACCA have become life-long friends and support for me in my professional life and personal life.
11	Think broader; know where to start when asking questions, encourage professionalism.
12	Certification very important to me as well as my Board. Love being connected to such an exceptional group of people.
13	Helped to get my current job!
14	I have become a "pro" in conference center management not just because I am certified but because I have been supported and encouraged and helped by my peers during my continuing development. I feel proud to be part of a great organization with friends and a supportive network of peers.
15	So far it has provided me access to new information about others in conferencing & other conference centers. The info has been instructive and encouraging.
17	Met others with common concerns and purposes. Learned from those with more experience - sounding board for plans and ideas.
18	The certificate program has greatly expanded my knowledge and given me much credibility with our Board members and the general public. The fellowship is great also!
19	Non-profit newsletter valuable tool.
20	CCCP has been very helpful and I come home from the conference full of ideas and energy.
21	Networking through IACCA provided me contacts when I was ready to change jobs in 1997. It made it possible to get my present job.
22	Networking and talking with people who do the same as I do.
23	Fellowship, networking and a good annual conference.
24	The new administrator conference and the Annual Conferences are very valuable.
25	To look at where I am, what problems exist or may exist and how to deal with and work through; education, mainly, I guess, and networking with great people who have good caring hearts.
27	Professional - Keeps me on the edge!
28	Certification, support, friendships.
29	Ideas shared at the Cracker Barrels I attended very helpful. The opportunity for certification and the list of books to study have also been beneficial. Knowing there are friendly people willing to share information takes some pressure off of problem areas.
30	Through G&G Non Profit Alert mainly. The "Take Ten" have been funny, thoughtful and worthwhile. The newsletter is self-promoting and not helpful.
31	See Question #28 above
33	Openness of the members to give information (good or bad) for critical assessment of others; it might work in another set of circumstances.
34	Keep connected and finding others with similar opportunities.
35	My experiences in IACCA gave my self-confidence, self-worth, and a sense of belonging. Of all the organizations in which I was <u>active</u> during my sixteen plus years in the field -- more than a dozen organizations -- IACCA was the most important and the most valuable.
36	#17, professional development #2, meeting others who serve in the same category I do and learning from them.
37	Issue sharing
38	It really has not, but that is my fault
39	There has been a certain amount of professional training though I have significant experience before joining. Give me a better idea of the scope of the field - centers of all sizes and missions. Professional and social connections.
40	???
41	Learn from others
42	Professional networking
43	It helps me see the big picture. I have learned practical things about day to day problems in the KCWs.
44	#1 - Education, #2 - Vision, #3 - Resources through the knowledge and experience that the members represent.
45	It has given me resources for professional growth, served as a network for the exchange of ideas. It has also, at times, been reaffirming to me that I am doing the right things.
46	in 2002 we did 2500 G.D.; 2003 = 2000 G.D. (I came end of 2003); 2004 = we have already booked almost 5000 G.D. - We could have made BAD errors without IACCA and Kathy Trotter's help.
47	Good ideas, good Fall Conference, good fellowship, good networking.