

Marketing Research Study: Chautauqua Leadership Network

Prepared for Mr. Robert Carr

Prepared by

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Research Objectives

- Membership Fees
- Value of CLN
- Relevance of Planned Events
- Proposed Initiatives
- SkyJam
- North/South Divide
- Information, Benchmarking & Publicity

Limitations

- Non-Member Sample Size
- Time
- Online
- Design

Method

- Online survey – SurveyMonkey.com
- 52 questions
- Approximately 10 minutes to complete
- Invitation sent via email
- Restricted to one response per alumni
- Incentive

Target Audience

All Alumni

Less members known to have

- relocated
- retired
- passed away

Total universe is 257

*We only had contact information for 217

Confidence Level

Given universe: 257

Number of responses (sample size): 120

Confidence level: 95%

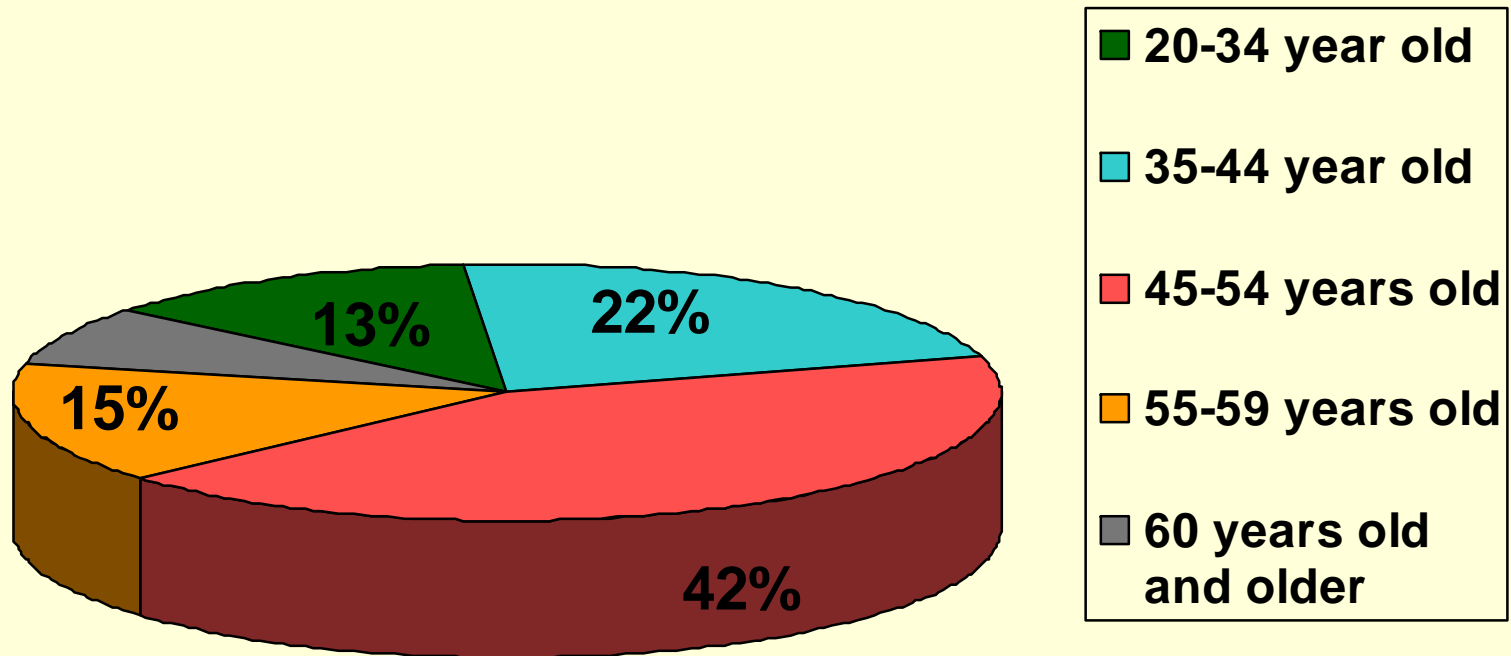
Sampling error: +/- 6.54 %

Results

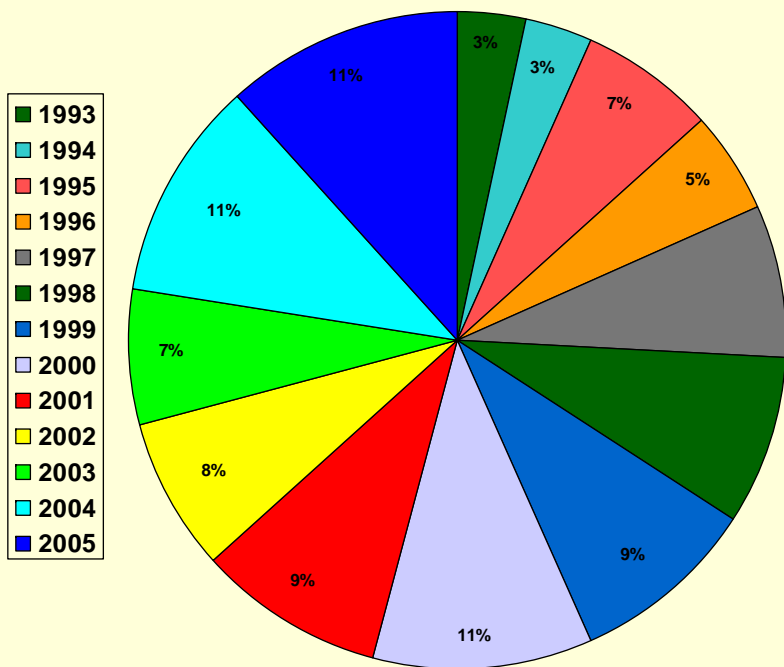
Where Do CLN Alumni Live & Work?

City (zip)	Work	Home	City (zip)	Work	Home
Dunkirk (14048)	11	5	Sinclairville (14782)		1
Fredonia (14063)	15	15	Cherry Creek (14723)	1	2
Forestville (14062)	1		Jamestown (14701 & 14702)	62	43
Silver Creek (14136)		1	Falconer (14733)	4	2
Brocton (14716)	1	1	Lakewood (14750)	3	7
Mayville (14757)	7	5	Bemus Point (14712)	1	9
Sherman (14781)		3	Ashville (14710)		3
Westfield (14787)	4	3	Frewsburg (14738)		6
Dewitteville (14728)		2	Kennedy (14747)		1
Ripley (14775)	1	1	Erie County, NY	3	5
Cassadaga (14718)		1	Pennsylvania	2	1
			No response	5	2

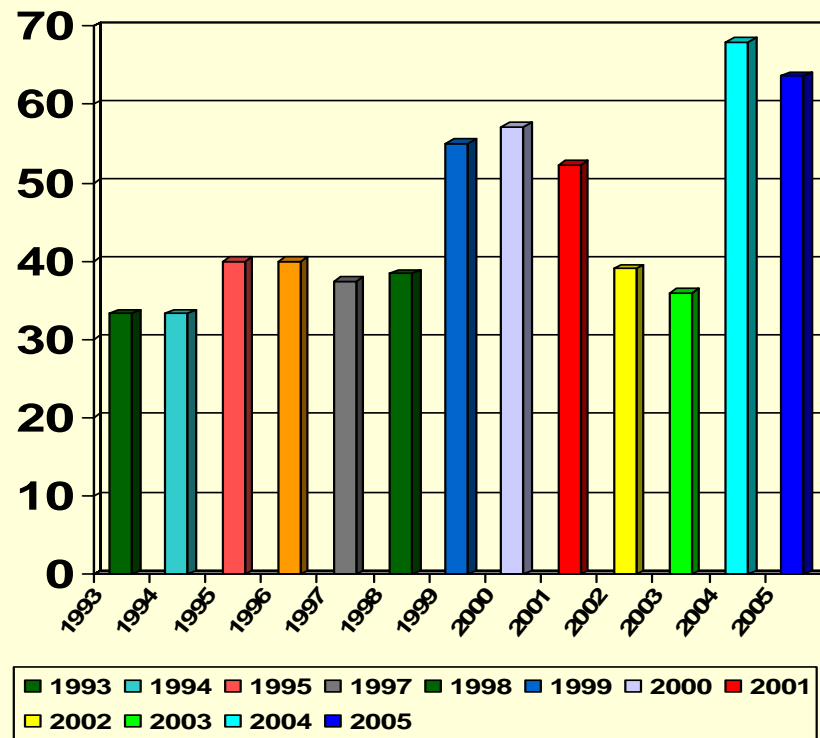
Age of CLN Alumni



Who Responded to Our Survey?



This chart represents the total number of respondents

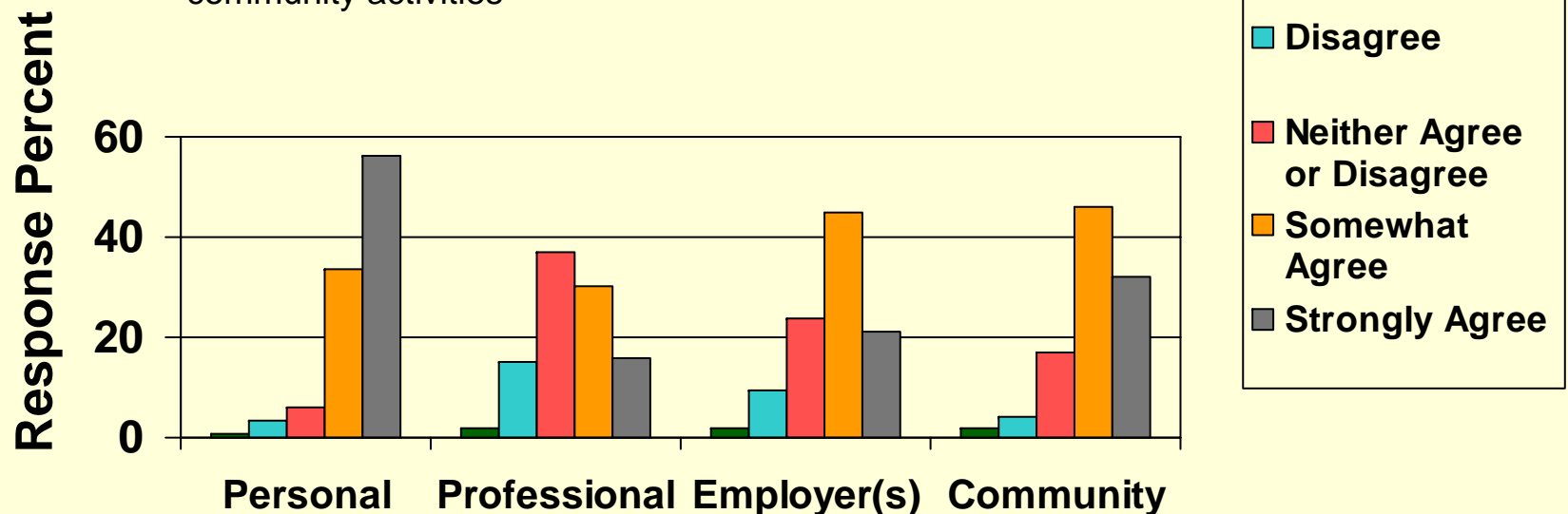


This chart represents the percentage of respondents from each class

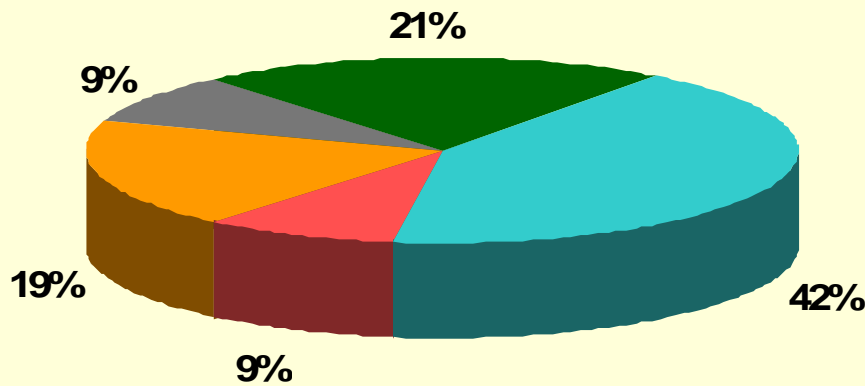
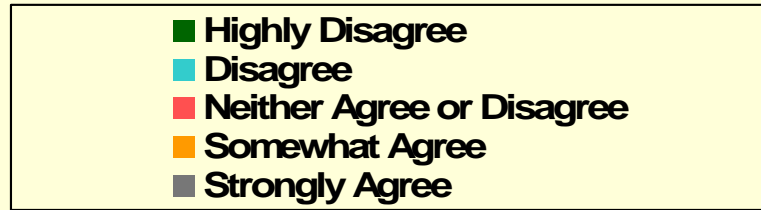
What are the benefits of the CLN Orientation Year?

Respondents were asked to rate their own Orientation Year experience by indicating a level of agreement to the following statements:

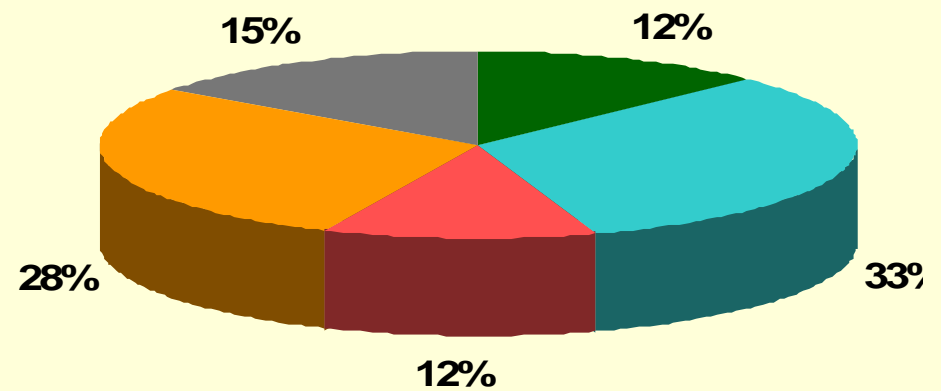
- ✓ My CLN Orientation Year was personally fulfilling
- ✓ I benefited professionally from my CLN Orientation Year
- ✓ My employer has benefited from my Orientation Year experience
- ✓ I have applied the knowledge gained during Orientation Year to community activities



Are Alumni Networking?



With classmates



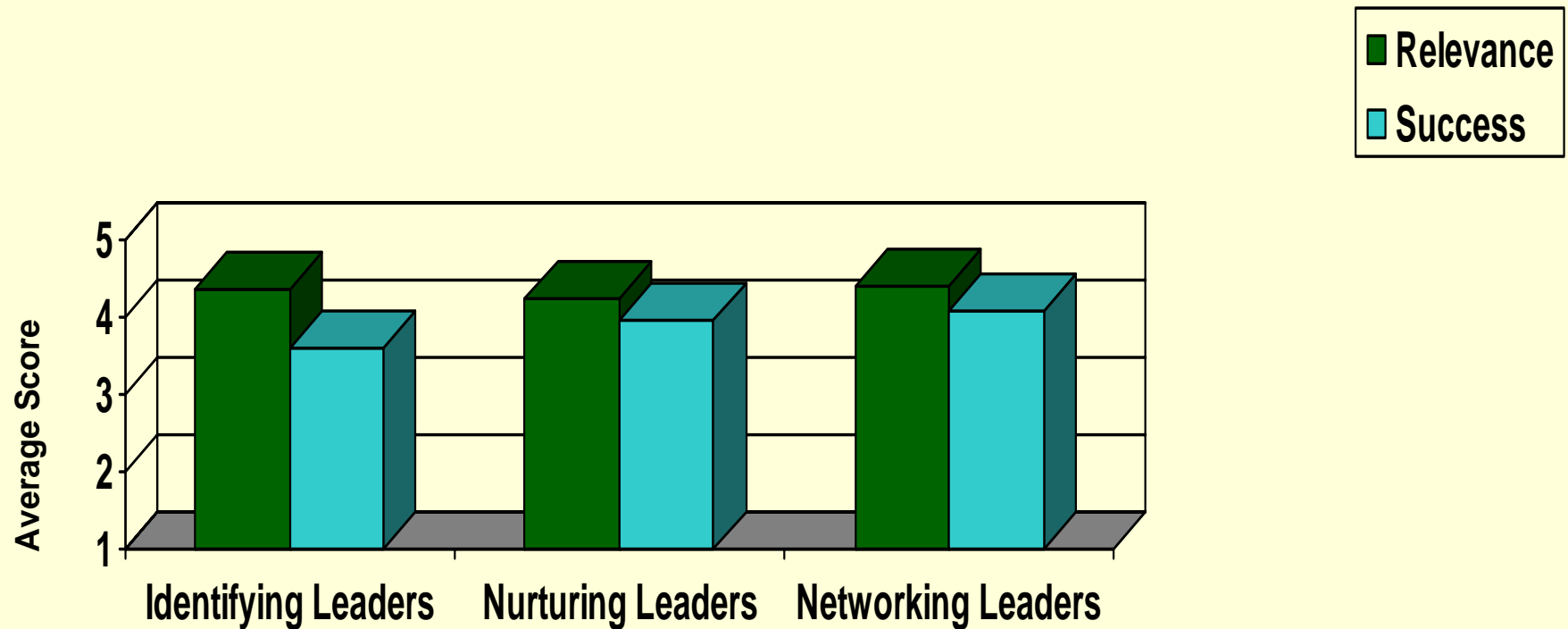
With alumni

Respondents were asked to rate their level of agreement to the statement:
I often (at least three times per month) network with _____

Note: Although the numbers presented here seem to indicate that members are not networking often it should be noted that "networking" was one of the benefits mentioned most often in the open ended questions.

CLN Mission: Relevance & Success

Alumni were asked a series of questions in which they evaluated the relevance of the CLN Mission followed by a series of questions regarding their perceptions regarding CLN's success in meeting the mission.



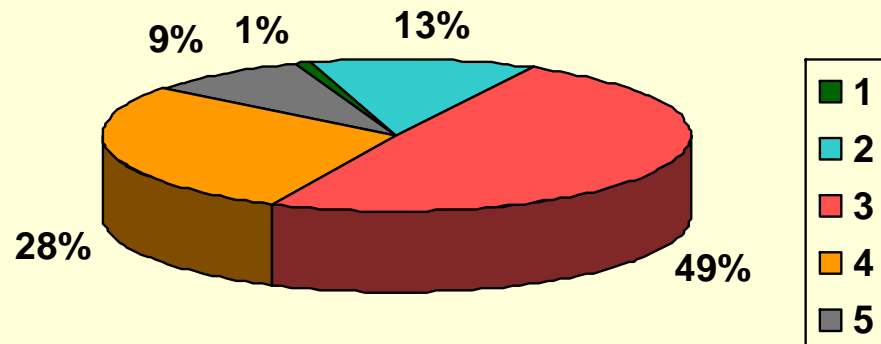
Describing CLN

These are the most common terms listed by respondents when asked to describe CLN to a prospective member

- Networking
- Contacts
- Personal Growth
- Professional Development
- Leadership
- Learning
- Community Oriented

CLN: Level of Respect in Chautauqua County

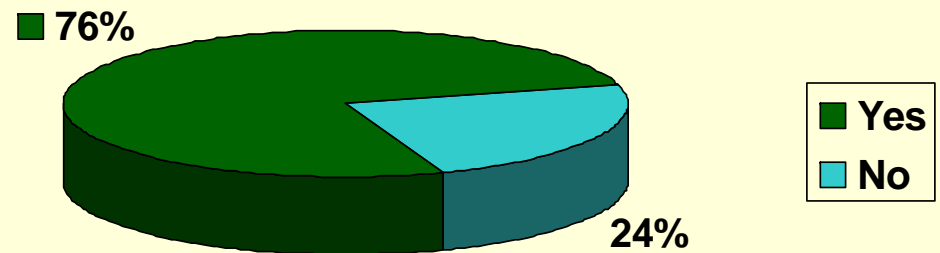
How would you best describe the level of respect CLN receives in Chautauqua County? Please indicate your response using a scale of 1 to 5, with 1 being low and 5 being high.



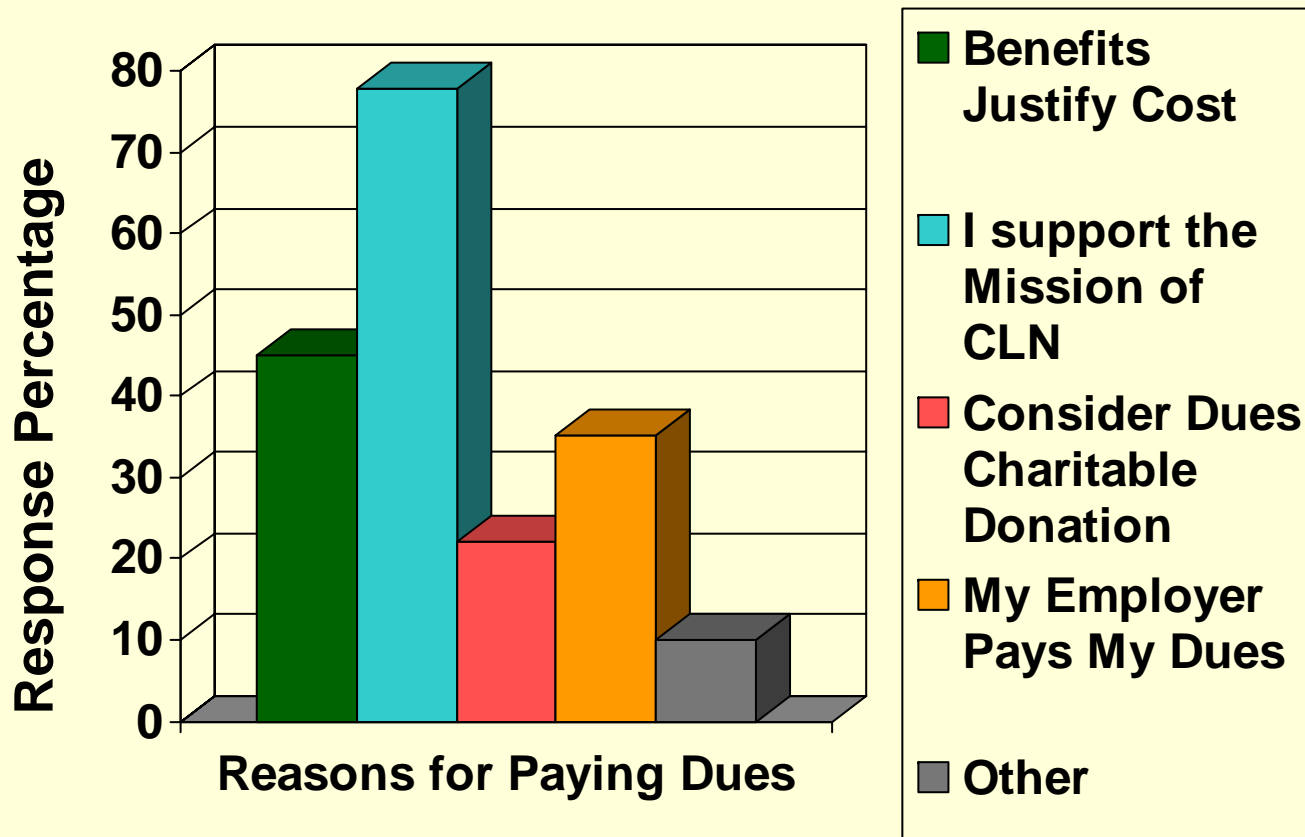
Average Ranking: 3.25

Membership

- In response to the question, “Do you currently pay dues to maintain your membership in CLN? (Class of 2005 members, do you intend to pay dues in the coming year?), about 76% of respondents reported that they do pay dues, or if they are a Class of 2005 member, they do intend to pay dues.

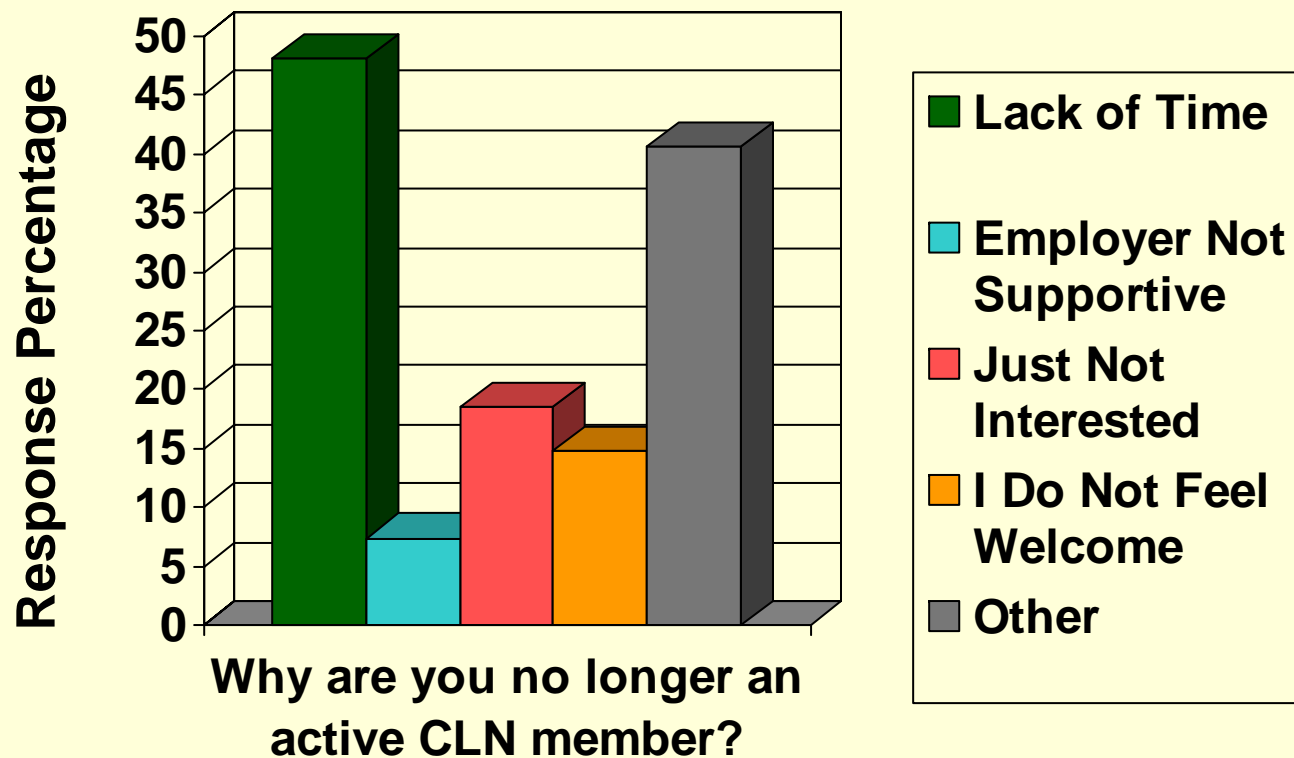


Why do you pay membership fees?

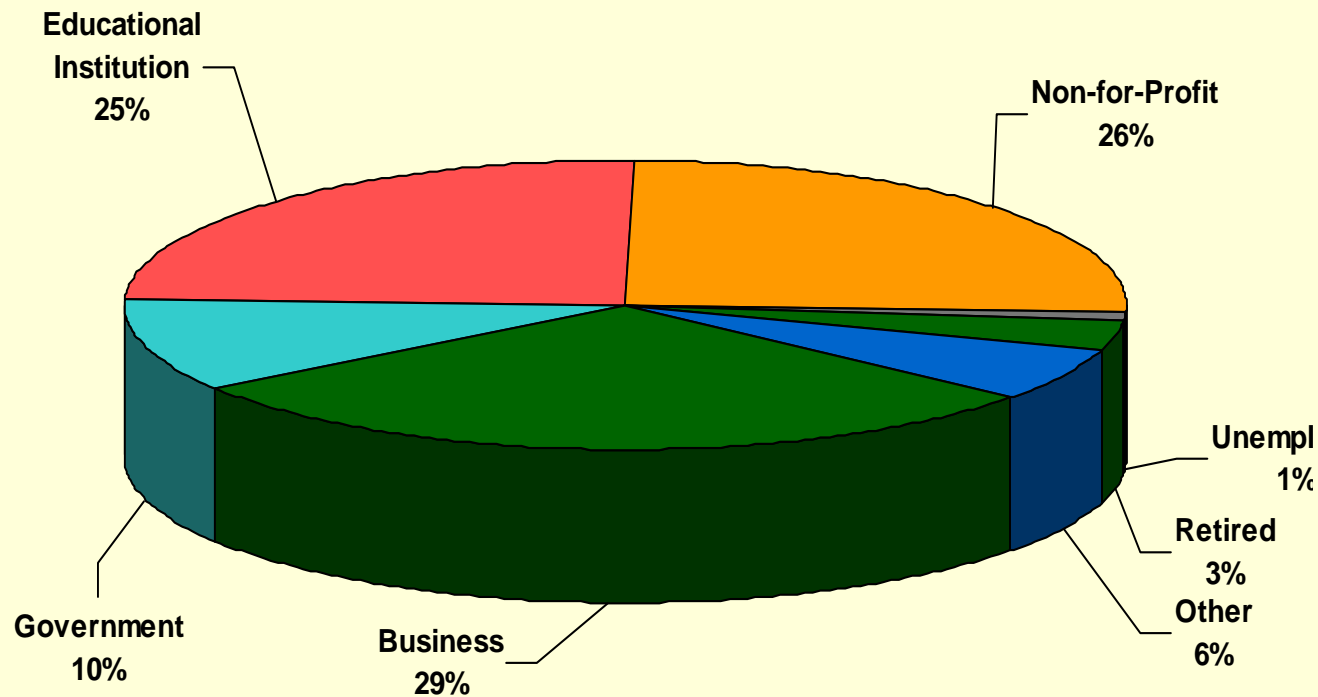
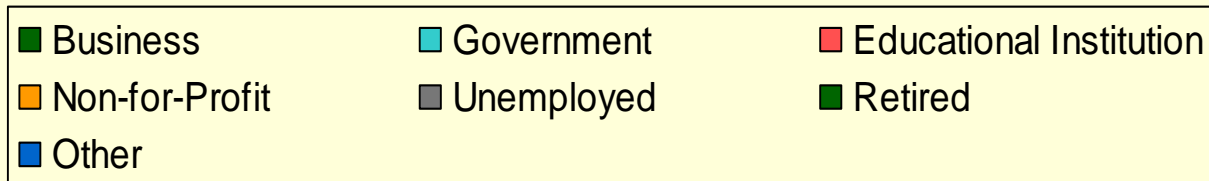


Most members reported more than one reason for paying dues; 93 respondents offers 173 responses to this question.

Why are you no longer an active member (dues paying member)?

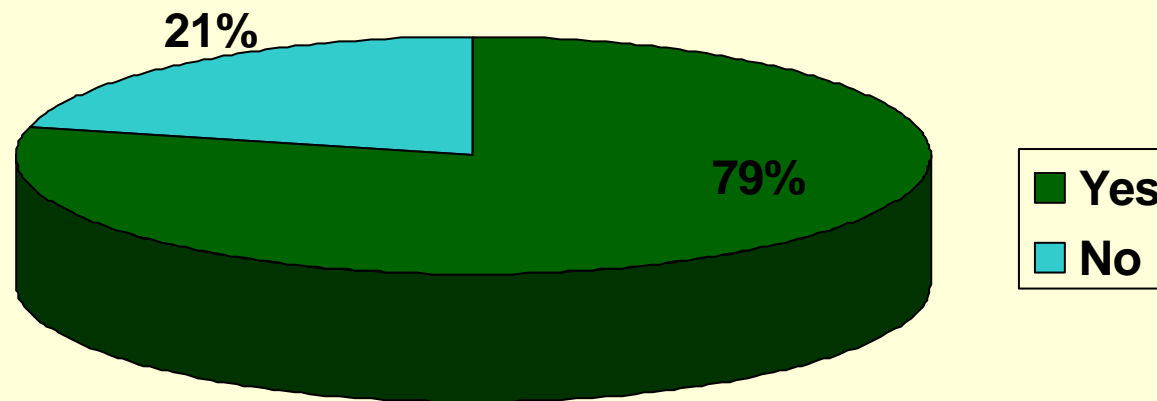


Where do our alumni work?



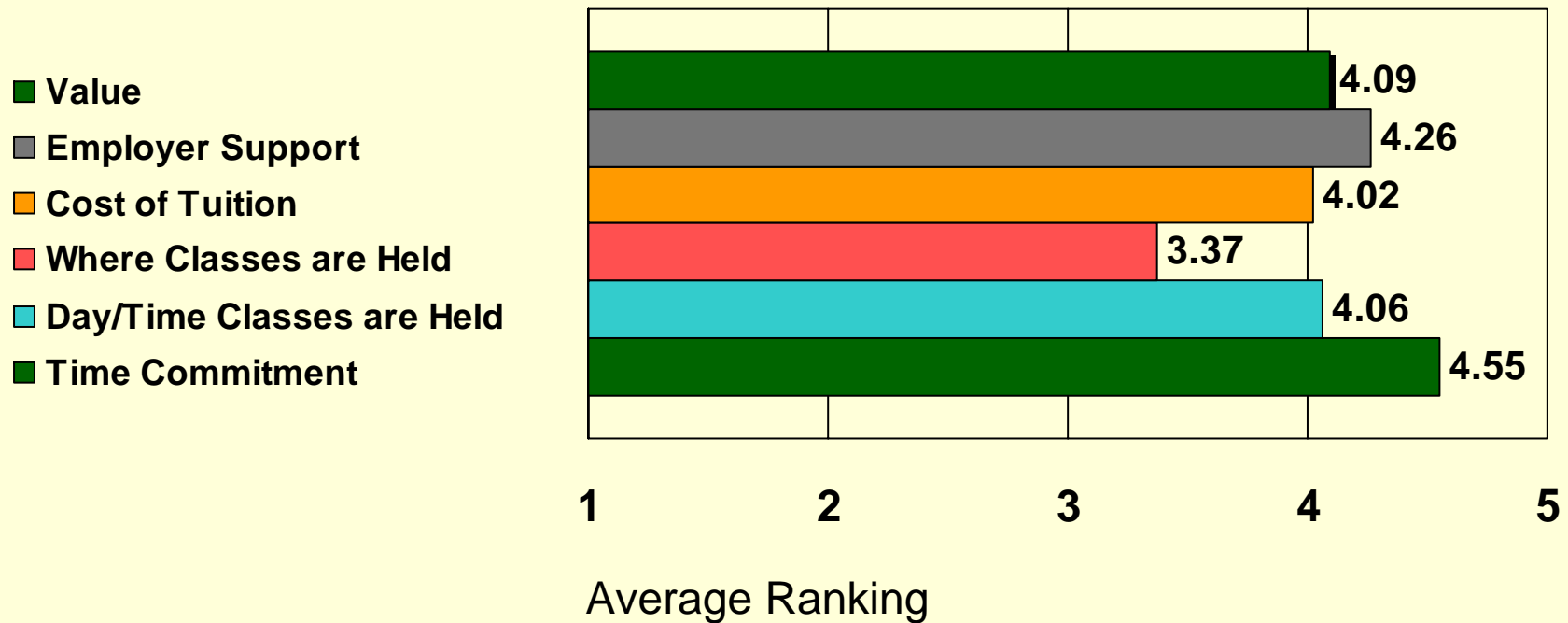
Based on Survey Respondents

Have you ever tried to recruit a candidate for CLN?

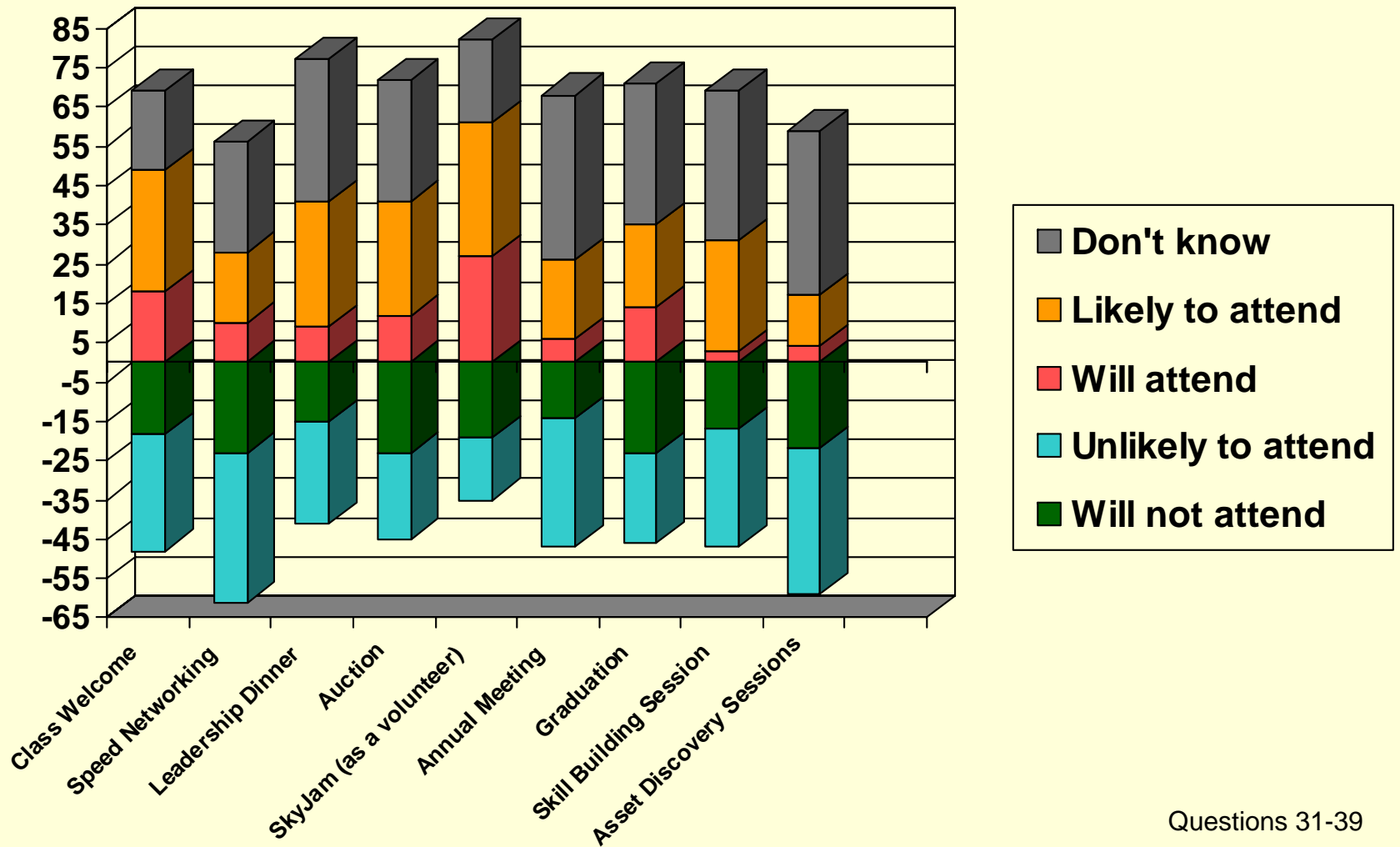


Recruiting for CLN

Alumni were asked to rate on a scale of 1-5 how likely a candidate is to be concerned with the following:

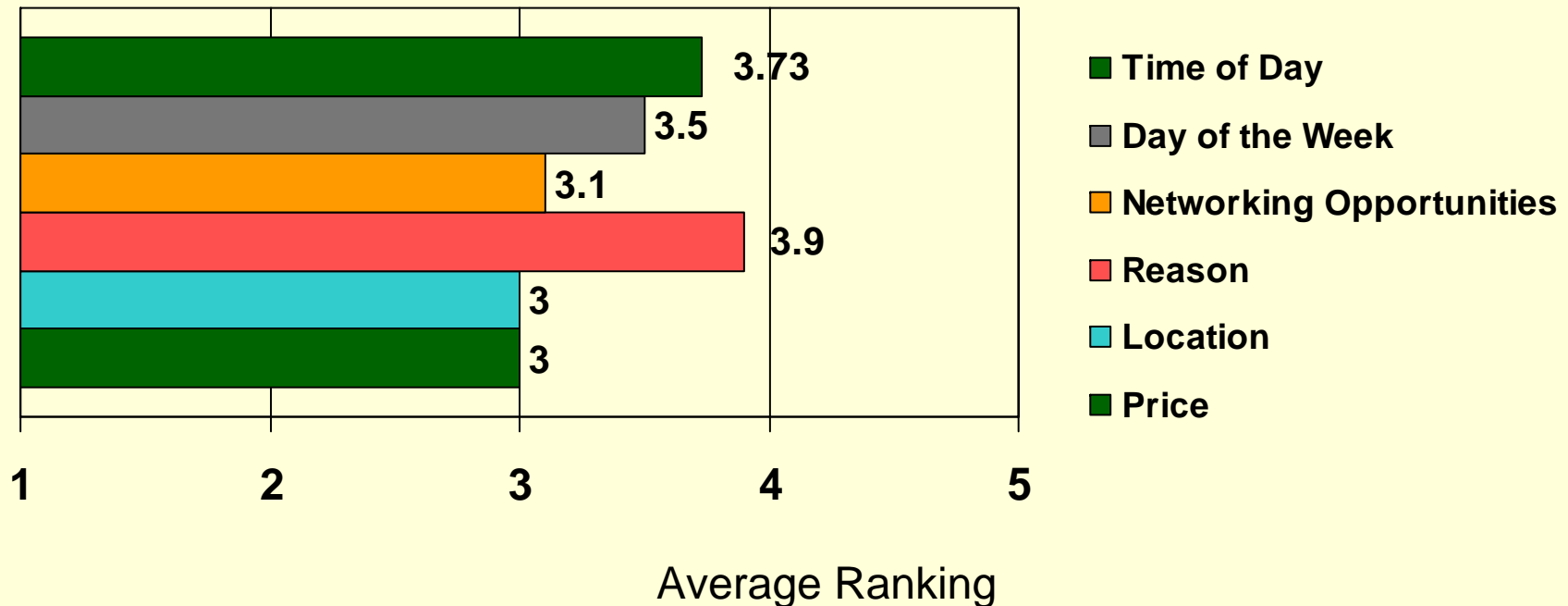


How likely are alumni to attend the following functions?



Deciding to Attend A CLN Function

Alumni were asked to rate on a scale of 1-5 how important the following considerations were when deciding whether or not to attend an event.



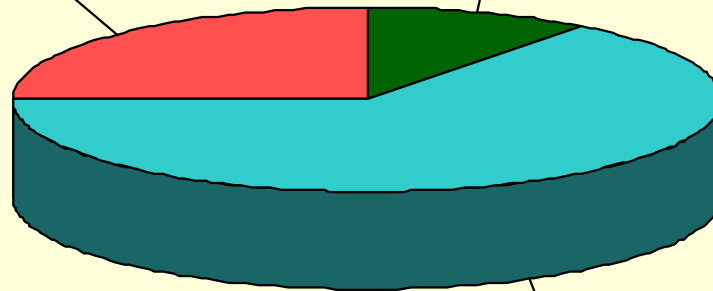
How has CLN's decision to sponsor SkyJam affected your opinion of CLN?

Has made me more excited about the organization

Has kept me from being more active in CLN

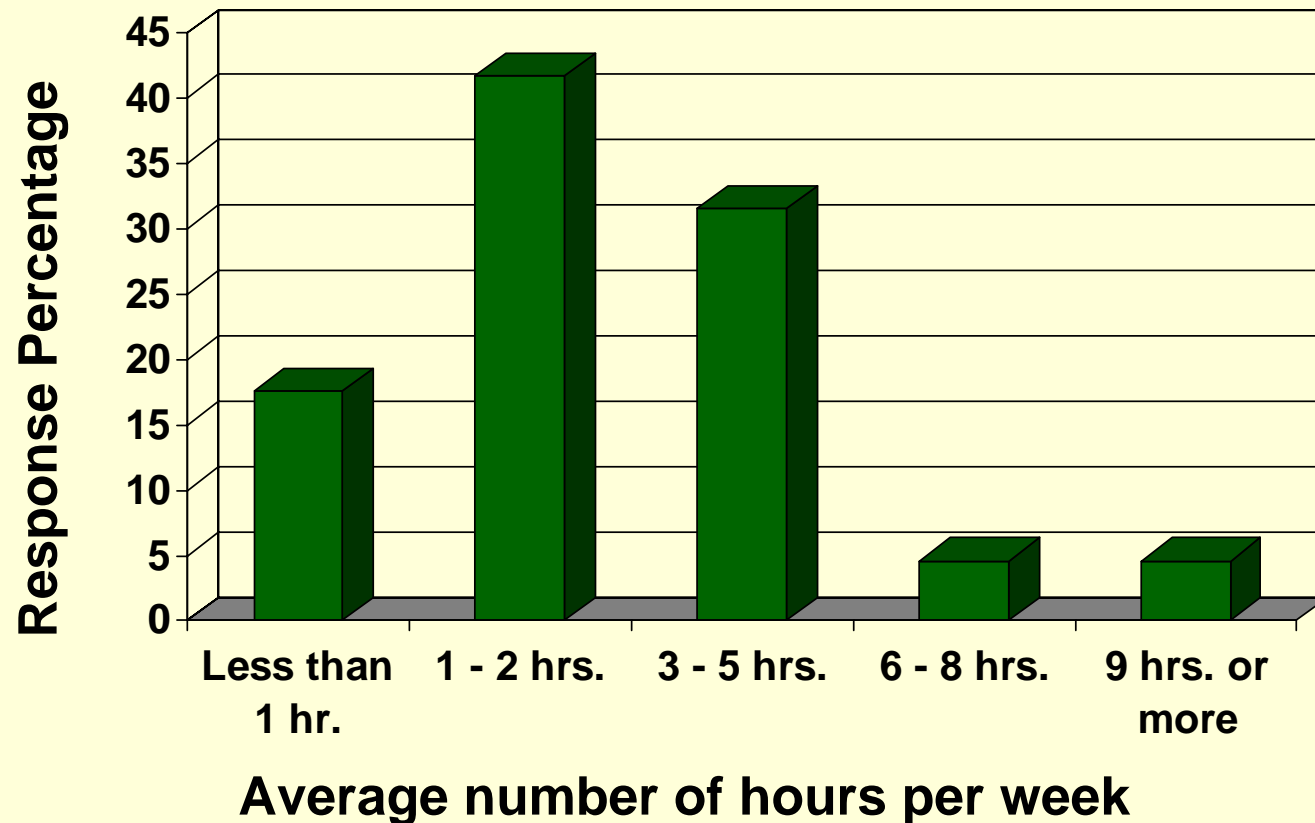
25%

10%



65% No effect at all

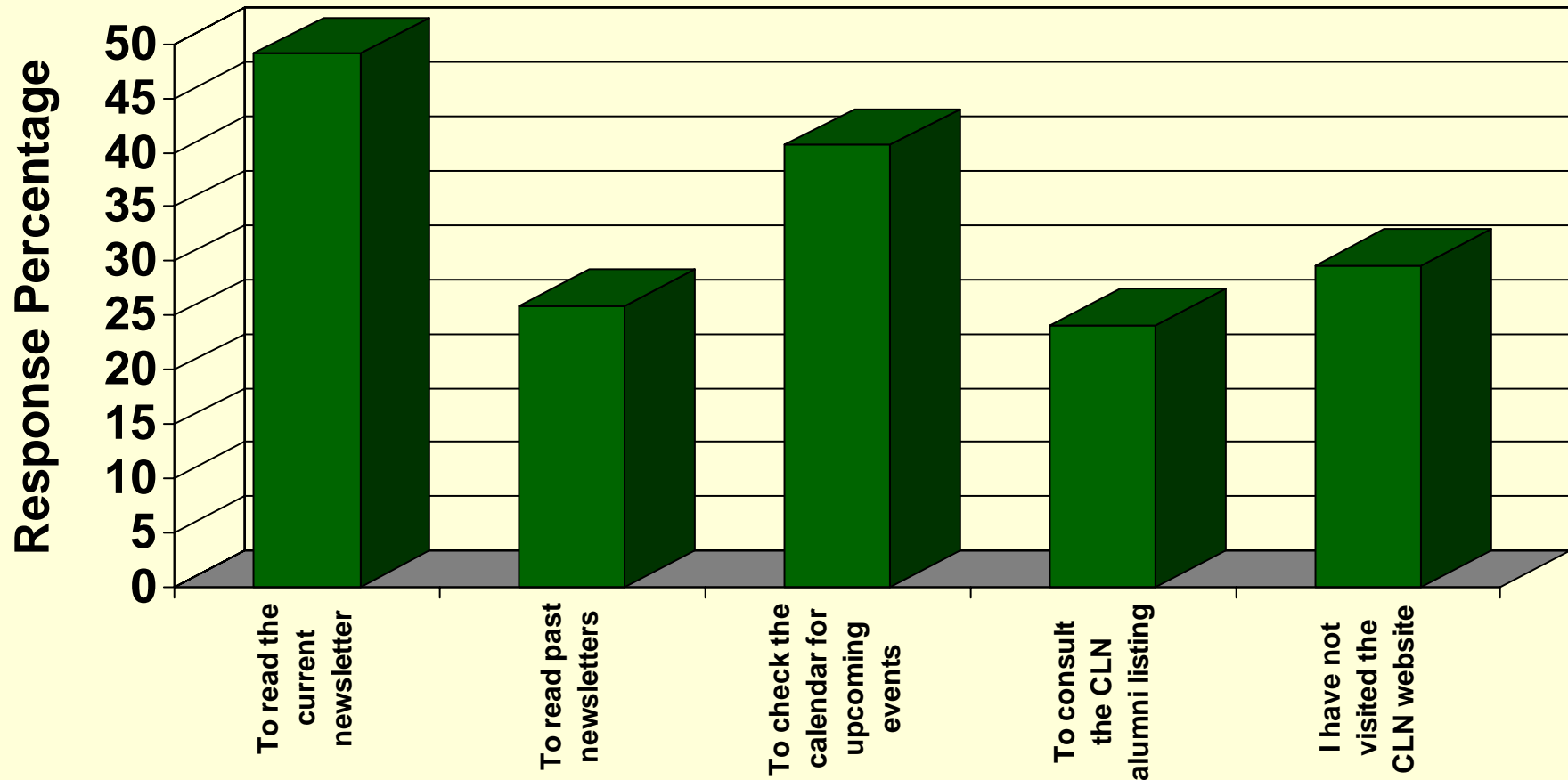
How much time do Alumni volunteer?



83% reported volunteering at least 1 to 2 hours per week

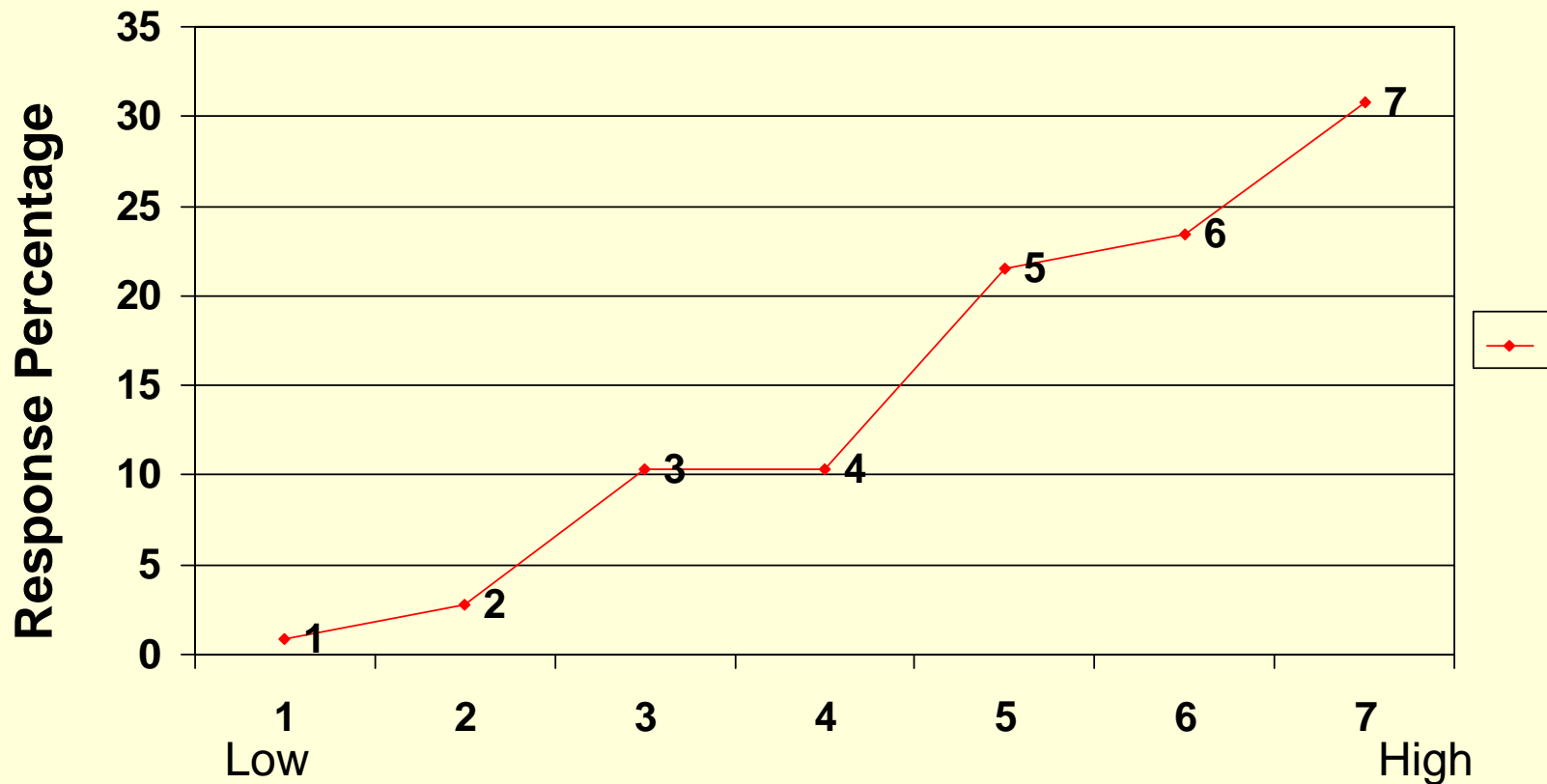
More than 43% reported volunteering over 3 ours per wee

Please indicate if you have visited the CLN website to obtain the following information (check all that apply).



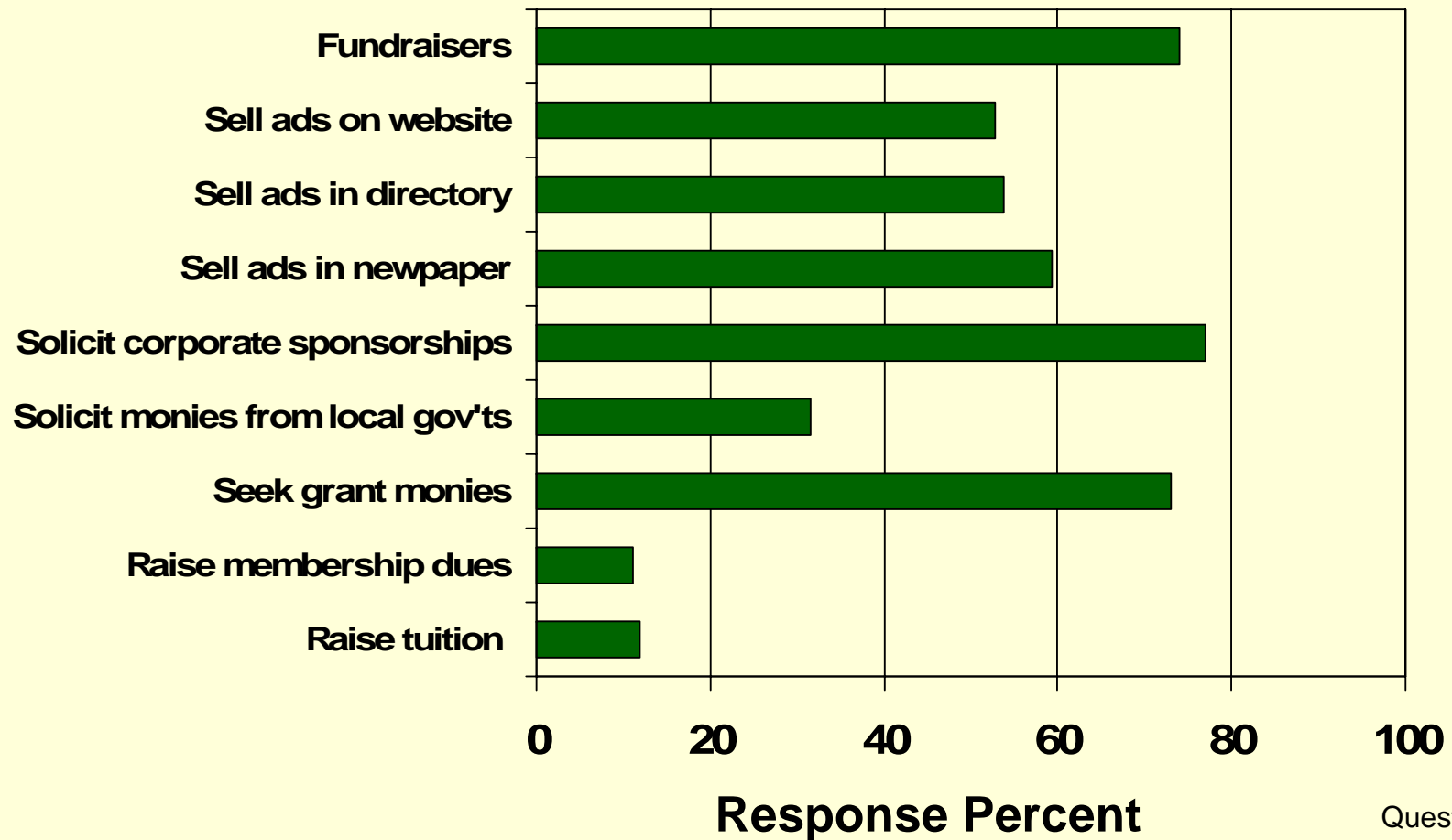
81 Respondents indicated that they had visited the website.

Using a scale of 1 to 7, with 1 being low value and 7 being high value, please indicate the degree of value you place on the CLN Orientation Year.

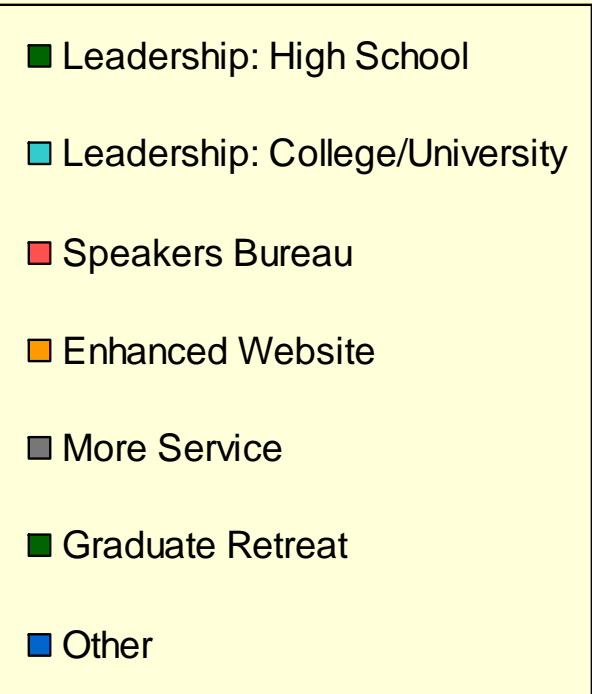
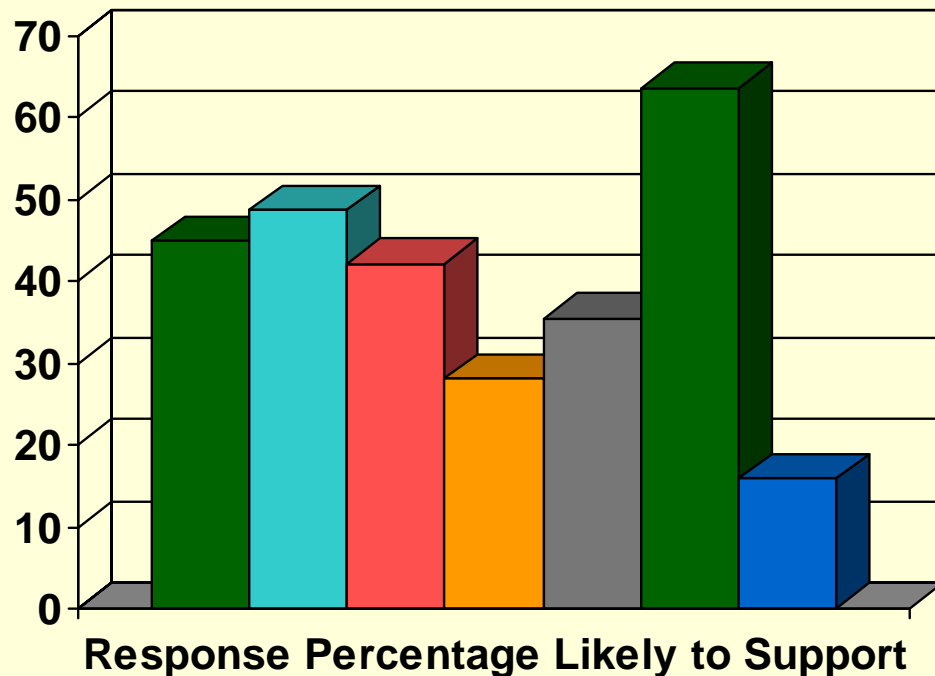


Average Ranking: 5.5

Please indicate the manner in which all funds should be raised to cover the difference of tuition. Please check all that apply.



Which new initiatives are respondents likely to support?



Respondents were asked to check any/all of the initiatives that they would support; it should be noted that 13 respondents indicated they would not support any of these initiatives including 8 members.

Thank you
for the opportunity
to work with
Chautauqua
Leadership Network