

Chatelaine Survey Results – 4/18/11
Provided by the Barony of Cynnabar
Compiled by Chatelaine Giovanna Adimari

Number of Cynnabar survey participants: 56

Ages:

50+ __10__
40-50 __20__
30-40 __9__
20-30 __13__
under 20 __2__

Gender:

Male __26__
Female __30__

Length of time in the SCA:

30+ __5__
20-30 __12__
10-20 __14__
5-10 __13__
3-5 __6__
1-3 __3__
Under 1 __4__

How did they participants learn about the SCA:

Friend/Co-worker: 35 – (In my opinion, this is where we should be recruiting the most!)
Demo/Festifall - 12
Renfaire: 8
Magazine/Media: 4
Website: 2
Children: 1
Parents: 1

Active vs. Inactive:

- Most people that responded to the survey felt that they were active members, with the majority of persons stating that they spent less than 5 hours a week __16__, or 5-10 hours a week __15__.
- Some of the participants that felt they were inactive, however, also noted that they spent around the same amount of hours per week.
- This may indicate that people are not aware of what determines an active or inactive participant, or even what it means to be a member of Cynnabar. (It is also possible that Cynnabar doesn't have this answer yet, either).

Situations which may cause inactivity:

- Those situations which we may have control over:
 - o SCA events/activities are no longer:
 - Fun
 - Challenging
 - Interesting
 - o Personal experiences which have been turn-offs
 - Bad experiences with A&S judges/Peers
 - People were unwelcoming
 - Lack of social events
 - General awkwardness
 - Lack members within the same age group
 - o Other activities which may hold more interest:
 - Computer games
 - Other social/RPing/costuming groups
 - Strategies to make SCA events less static and more exciting can certainly assist in this realm.
- Situations in which we have less control:
 - o Members have less of the following available:
 - Time
 - Jobs
 - Money
 - Transportation
 - Energy
 - Solutions to energy can/can't be within the group's control. It is possible that some members are suffering from burn-out and strategies can be found to assist with this.

What types of activities are members participating in?

- Fighting__23__
- Sewing__8__
- Music__7__
- Crafts, general __7__
- Dancing__5__
- Pennsic/Events__5__
- Cooking__5__
- Heraldry/Scribal__4__
- Brewing__4__
- Event Planning__2__
- Armoring__2__
- Other:
 - o MCing

- Research and Writing
- Cat Herding
- Business meeting
- Children's Activities
- SCA Administration

What type of activities could we think about starting/growing?

What would survey participants like to see?

(This question could hopefully help guide future decision on activities that Cynnabar might like to start, even on a monthly basis. Even if not in an "official" capacity, these activities might be things that smaller groups of members could spearhead.) Some of these activities are already being provided, but they may not be at times/locations where everyone can participate. More discussion could be had....

- Archery__15__
- A&S general or Craft Nights__8__
- Illumination/Calligraphy__6__
- Sewing__4__
- Woodworking__2__
- Metalsmithing__2__
- Brewing__3__
- Cooking__2__
- Dancing__2__
 - Middle Eastern
- Theater Troup/Storytelling
- Bardic
- Tournaments
- A&S Competitions
- Thrown Weapons
- Jewelry
- Equestrian
- Leatherworking
- Period Science and Technology

Ideas about how Cynnabar could recruit more effectively?

- Probably the biggest strategy for recruitment revolves around the marketing notion:
 - **We need to know who our target audience is!**
 - Who are we? What are our demographics? What type of backgrounds do we come from? How did we find the SCA?
 - Some of these answers are answered within this survey, and more work can certainly be done in this area!

- The majority of people within Cynnabar/SCA were brought in by friends/co-workers so we definitely need to work heavily in this direction, too!!
 - Once we determine some of the above information – we will need to know where to find this audience and develop appropriate demonstrations for them.
 - Example – utilize more students for student recruitment
 - We should spend time helping these target groups get to know us.
 - Let us work on getting the biggest recruitment bang for the buck!!
- **We need to make sure that people can find us!**
 - Promote visibility:
 - Some possible ideas (some of which we already employ, but might find ways to utilize more effectively)
 - Website
 - Advertisements
 - Brochures
 - Business cards
 - Specifically invite friends/co-workers to events/demos
 - More interaction at demos and more hands-on opportunities for public
- **Strategies for keeping newcomers:**
 - Follow up with newcomers
 - Mentorship Program
 - Be more approachable
 - Be less “critical” of non-period clothing for newcomers
 - However, with this we should also make sure that newcomers are aware of the organization’s mission statement and that we will help them in that direction.
 - Help to make newcomers feel empowered
 - Give them opportunities to try out many things
 - Make sure they know what to expect from the SCA experience

Ideas about how we can retain our current membership:

- Recognition
 - Make new and old people alike feel welcome and appreciated!!
 - Many participants suggested this!
 - This can come in many forms but the best is a face-to-face, “thank you!”
 - Stress the talents of members more than awards
- Involvement
 - Help people get involved with various aspects of events and Baronial projects
 - Part of this will be to find activities that play to people’s strengths

- What are people good at and what do they enjoy?
 - Make people more active leaders
 - Be care of micro-management
 - Allow some self-direction and autonomy in projects they are working on.
 - Experiment with the typical event structure
 - Find ways to making things fresh and interesting
 - Spice it up
- Have a good meeting location – (we are working on this!)
- Posting of meeting minutes
 - This keeps people informed who cannot attend meetings in person.
 - It encourages more people to be on the mailing list.
 - Keep communication lines open between general Cynnabar membership and meeting outcomes.
- We may want to rethink what it means to be a “member”
 - What about online membership?
 - What about those that “work behind the scenes”?
- Get people more “excited” about events
- Concerns about being too “period-correct”
 - There is a feeling that we are unwelcoming because of this
 - Is there a way to encourage research/re-creation but still be kind??
- Provide for more non-SCA activities for group “bonding”
 - Some suggestions
 - Bowling
 - Museum trips
 - Game nights, movie nights, etc
- Be careful of letting people “slip through the cracks”
 - Check up on people who you haven’t heard from in a while
- Avoid politics, if possible

Children and the SCA:

Finally, 16 survey participants said that they had children and this impacted the way they could participate in the Barony. The primary reason for this was a lack of children’s activities, but also because of reasons such as time, money and transportation – which we also see as a general difficulty. Certainly the Barony can consider children’s activities, and I am sure this will always be an on-going conversation.

My hope is that this survey and its outcomes will be just the tip of the iceberg as we work to come up with more effective strategies for recruitment and membership retention. It is my hope and my intention to see if more focused work be done in several of these areas, and within the next few years we can see a growth in new members!

Thank you so much for your help,
Giovanna