

Annual Membership Survey Review

In May of 2022 and again in May of 2023, the membership was asked to complete a detailed survey about various aspects of Harmony, Inc. operations and events. Did you notice that you were not asked to complete a membership survey this past May?

In response to observations, concerns, requests, and praise from the membership in these two surveys, various IBOD teams have been busy for two years responding, clarifying, and planning. With so many excellent projects currently in progress, the IBOD decided that rather than sending out a new annual survey, the focus in 2024 would be completion of the tasks/projects initiated by the 2022 and 2023 surveys. This is a synopsis of the work that has been completed or is in progress as a result of member input.

Volunteers

1. A 'mini-survey' was distributed to make volunteer positions more visible and to emphasize the importance of volunteerism to the success of our organization, etc. The Executive Vice-President and Volunteer Resource Coordinator have responded to 95 individuals who outlined their skills and their interest in a variety of HI volunteer positions.
2. To ensure that our volunteers are knowledgeable and prepared for their tasks, a process is being developed to provide onboarding/training to new volunteers and to support existing volunteers.
3. To ensure that our volunteers are recognized and thanked both publicly and privately, a list of volunteers has been published, articles have appeared in the HI Note celebrating the efforts of our volunteers, and volunteers received individual thank-you cards in the mail.

Financial Concerns

1. The Vice-President Finance continues to prepare a Financial Dashboard that is presented at the Delegates/Associates meeting and which provides visual comparisons of HI's financial position over 5 years.
2. There are concerns about the extra cost experienced by Canadian Members due to the inequity between the US and CAD dollars. A task force was formed to discuss IC&C costs. Although there is nothing that HI can do to equalize these dollars, the task force identified and discussed the inequities in IC&C travel costs for members in Areas 1 and 5. ICC 2027 is already booked for Niagara Falls, Ontario and the ICC Team has been directed to make every effort to book another Canadian site for 2029 or 2030. It is hoped that once we have identified good ICC locations in Canada, we will be able to return to them once every three years.

International Contest & Conventions

1. Remembrance Day: In the future, when Remembrance Day/Veterans Day falls during IC&C, the IC&C Team will work with the International President to include acknowledgement.
2. Food on site: The ICC Team will work with the venue each year to ensure there are adequate dining options during the contest times. We will also continue to provide a list of area restaurants to members.
3. Navigation: There will be additional signage, especially in our larger venues. A member has volunteered to assist with mapping for the venues.
4. Printed Program: The ICC Team is investigating the cost of a program that people may choose to purchase at the time they order their AEPs. We will continue to offer the daily sheets.
5. Banquet: The ICC banquet is a popular option for many of our members. The ICC Team is also investigating breakfast/lunch options.

Membership

1. Quartet Development: There were many comments in the 2022 Membership Survey with regard to providing more opportunities for quartets. In response, our first step was to hold three Quartet Development Focus Groups to determine what types of opportunities and information members were seeking. A task force was then created to gather and analyze all the data from the Quartet Focus Group and to prioritize and implement some of the identified projects. As a result, the following projects are in process:
 - compilation of a database of Harmony Queens who are interested in serving as Quartet Mentors and what they have to offer.
 - creation of a resource page to provide guidance to prospective and developing quartets from inception to stage.
 - publication of a database with "Quartets not renewing" information regarding if/when quartet names will become available.
2. Member growth (recruitment): A task force has been built. This group will evaluate programs that already exist and what is needed going forward. Sections of the Find Your Voice program were highlighted in The HI Note reminding chapters of this excellent resource.
3. Member retention: In early stages, but equal in importance to a growth strategy. A task force is being assembled to assess how we can retain, support, and engage current members.
4. A membership dashboard will be presented at the Delegates/Associates meeting; it will provide visual comparisons of HI's membership numbers over 5 years.

Marketing & Communications

To be most effective, news items need to be posted across all communications channels (The HI Note, HI Website, Social Media, direct mailing from leadership) to reach the maximum number of members. Not all members/customers seek their information from one source.

Philanthropy

Members are reminded of the variety of programs available for donation and the benefits of donating to these programs as support for HI initiatives. Gifts to Harmony allow the organization to pursue opportunities that aren't budgeted but could be very significant.

Area initiatives

Area Directors were provided with survey data and comments specific to members of their Areas. Some Areas are actively engaged in:

- initiating their own Quartet Development opportunities
- reviewing the structure and location of Education Days
- providing education opportunities to individual chapters
- reviewing and discussing volunteers at the Area level
- discussing strategies for membership growth and retention

For information specific to your Area, contact your Area Director.

Your feedback is valuable to us. We want you to know how important your voice is in shaping the future of Harmony, Inc.. We encourage every member to continue sharing their thoughts in future surveys.

Jan DelVecchio, Chair
Survey Resource Team