



CCHHI

Members' Survey

2016

Final Report

Executive Summary

Introduction:

The questionnaire was sent to 150 Camera Club members with a 43% participation (65 respondents) to the survey. To avoid bias or invalid responses, the questions were structured in two ways: members who participate in competition and those who do not. Questions were tailored for each group.

Two types of data were collected: quantitative and qualitative. Most of the quantitative questions were an assessment of the level of agreement with some statements and all qualitative data came from either open-end questions or comments.

The data analysis has been done in a global way for each group. Some cross-tab analysis will be done for a deeper understanding of each level of expertise, their needs, and perception to help the committee in making changes in the future.

Competition participation: "YES"

From the group who are active in competition, the answers to the various questions suggest that in general, the format, information, themes, and overall process are all satisfactory for them. The digital file submission still present some challenges to this group (13%).

Competition participation: "NO"

For these members who have not participated in any competition in the last two years, we were interested in finding the main reasons why they are not involved. Even if half of them thought that the competitions were interesting, only 20% saw that as an opportunity to learn and a motivation factor. Some had no personal interest and others are reluctant to participate for many different reasons.

They found the activities provided by the Club as interesting but only 20% are attending them. On a positive note, 67% of them are considering entering a print in a competition in the future.

General and Comments:

For each section, the participants had the opportunity to provide feedback and comments and they definitely took advantage of these opportunities. The committee will use this feedback to address issues and improve the process using qualitative data.

The Survey Committee

Data Analysis

Analysis of 41 respondents who answered “YES” to having competed in CCHHI competitions.

THEMES:

There were four statements regarding the themes, such as: interesting, challenging, a learning experience and easy to understand. We asked the participants what their level of agreement was with these statements:

Of the 41 respondents, 67-74% agreed that “the themes were interesting”, “challenging”, and “offered a great learning experience”. HOWEVER, just 51% agreed that the “theme was easy to understand”, 41% were neutral and 8% disagreed.

There were 18 comments ranging from lack of information/examples in understanding the theme to being fun and a great learning opportunity.

PARTICIPATION PROCESS:

There were four statements regarding the process for participating in a competition: easy to find the instructions, instructions & rules are clear, online registration & submission is straightforward, and submitting the proper file size is easy.

77% agreed that it is “easy to find the instructions”, that the “instructions and rules are clear” and “online registration and submission is straight forward”. Only 5% disagree with these three statements.

HOWEVER, only 62% agreed that the “submission of file size is easy”, with 26% neutral and 13% disagreeing.

Of the 10 comments, many requested more information on how to submit the requested file size and also requested a simplified one-step submission process.

PRINT COMPETITION:

Again, the survey had four statements regarding the print competition. Participants were asked to tell us their level of agreement about making prints, mounting, costs, where/how to, and the value of doing it.

In average 56% of the respondents were in agreement that “making prints”, “cost of printing”, “access to printing and mounting”, that these processes in general are not an issue and that it's worth the effort. On

the other hand, 13% disagreed with these statements with the rest being neutral.

Of the 19 comments, there were several requests for more information re the Club's printers, some dissatisfaction of having prints pile up at home, and the request for digital competitions with better screen quality.

AWARDS PRESENTATION:

77% are "satisfied with the awards presentation". The level of agreement drops by 10 points at 67% regarding "speaker/judge feedback" in general. Of the nine comments, most agreed that constructive feedback, either positive or negative, is an essential key to learning and that some judges are better than others at providing it.

One respondent recommended a judge checklist.

MOTIVATION TO PARTICIPATE:

To the open-ended question "what motivates you to compete?", 30 respondents most often mentioned that learning, winning, feedback (both positive and negative), and a challenging theme keeps them competing. Some mentioned that more opportunities to exhibit their work would be nice. A few said they are no longer interested in competing due to life changes.

To the open-ended question "how to improve satisfaction and the experience of competition", the 23 respondents' remarks were all over the board, ranging from self-blame to requests for MORE classes, MORE competitions, MORE publicity, MORE time to view the photos, MORE mentoring for novices.

DIGITAL COMPETITION:

63% liked the idea of having one or two "digital submissions for critique only" per year as a learning experience. Only 8% are in agreement that the competition should be digital only.

From the comments, some respondents had a concern with color and clarity on the OLLI screens and it is viewed as a negative by many of the 24 respondents. One suggestion was to have it on a non-meeting night for those interested in learning.

To the question regarding their preferences for the type of competition "print vs. digital", 54% prefers a mix of both types, which is in line with the previous responses. The rest is divided equally between respondents preferring digital only or print only.

To the open-end question asking about "comments/suggestions regarding digital competition", most of the 22 respondents again expressed dissatisfaction with the screen quality at OLLI and disappointment in seeing their own image on the screen.

GENERAL FEEDBACK:

Respondents were given the opportunity to provide open feedback and suggestions that could help in "improving Club competitions"; 14 respondents commented positively about the experience and new ideas were suggested like asking other clubs what they do to stimulate interest in competitions, having more creative themes using flash, filters, etc. as well as more emphasis on learning vs. winning.

FINAL ANALYSIS:

Digital competitions are not a favorite due to screen quality. Many like seeing photos in print as a way to learn and grow.

Many comments expressed the desire to learn photography rather than competing or winning but are fine with the judging process.

We assume that submitting a photo for competition is straight forward, but many express a need for help with this more than any other survey question.

Members prefer a designated theme (as opposed to an open theme) as a way to challenge and grow, but not one subject in a theme. Interpreting the theme continues to be a problem for some.

Some comments were directed at Tri Club and although that competition was not part of this survey, the comments have merit and need to be reviewed at a later date.

Analysis of 24 respondents who answered “NO” to having competed in CCHHI competitions.

The level of expertise from the respondents who have not participated in any competitions in the last two years was as follow: 0% Expert, 17% (4) Advanced, 29% (7) Intermediate, 38% (9) Novice, 17% (4) Not sure.

COMPETITIONS PERCEPTIONS:

The respondents were asked to assess their level of agreement with several different statements regarding print competitions:

Interest:

52% were in agreement that the "competitions are very interesting" while 48% were neutral and none disagree.

Motivation:

Only 19% agree that the competitions are a motivating factor, 57% were neutral, and 24% disagree.

Challenge:

Only 19% agree that the "technical challenges are low", with a very large percentage (67%) being neutral and a low 14% who disagree.

Printing:

The responses to the statement that "having my files printed is not an issue" are very similar to the previous ones; 19% agree, 33% neutral and the rest 48% disagree.

Cost:

The level of agreement to the statement that "cost for print and mounting is not a problem" shows that 52% are in agreement, while a large percentage is neutral (52%) and only 14% disagree.

Self-confidence:

This summarizes this group perception regarding their level of confidence about their skills in photography. Only 19% are in agreement while 43% are neutral and the rest is not in agreement.

Comments:

Eight respondents offered very diverse comments regarding the print competition, ranging from "preferred digital only - this is our world now" to "prints are a barrier because of cost and storage".

RULES AND INSTRUCTIONS:

The rules and instructions for participating are published and available on the Camera Club web site. Respondents were asked to tell us which statement best fit their perceptions about these documents.

67% agree that they are easy to understand, 10% that they are difficult to understand while 19% have not read them and one does not know where to find them.

ACTIVITIES PARTICIPATION:

Participants were invited to tell us about their level of participation in the different activities of the Club in the last two years:

Between 17 and 21% have attended classes, workshops, and field trips, and 36% speaker presentations (club meetings), 5% interest group and 5% none.

Comments:

Five respondents provided comments regarding Club activities and their comments indicate that they are in general pleased and engaged with the activities. One comment was very positive "Love them!!!".

LOOKING FORWARD:

Future participation:

Respondents were asked if they have ever considered participating in a Club competition with the following result: YES 67% (14), NO 33% (7)

For those who responded YES to the previous question with an open-ended question, we asked them to tell us what the main reasons were why they decided not to?

54% (13) respondents took the time to answer this question. In general it is a lack of personal interest, time and commitment as well as not being sure about the quality of their work, printing challenges etc...

Motivation:

To the open-ended question, "What can be done that would motivate your participation?" 10 respondents provided some insights in that regard: "hands-on instruction, wider topics, mentorship" were some of the points that could help with motivation. For some, it is a personal choice as they have no interest in participation in competition.

DIGITAL:Critique Only:

To the following question: "What do you think of having digital submission for critique only?" the respondent preferences were as follows: 71% would prefer the digital format once or twice a year, with an even split of 14% for print competition and 14% for digital only all the time, no competition.

Respondents were also asked to provide comments regarding the idea of digital submission for critique only. Seven respondents provided comments suggesting that if this is done objectively, if good comments and suggestions on how to improve are provided, then this is something that would have value for them in general.

Competition:

Finally we asked the respondents to select the answer that corresponds best to their personal view regarding the format for competition with the following results:

- 38% (8) I prefer a mix of both for competition
- 29% (6) Digital competitions are best, it is easier
- 29% (6) I have no preferences
- 5% (1) Print competitions are best, no digital

Comments:

Some respondents were concerned about judging an image based on a screen projection as not being the same as a print. One made a very interesting comment that elegantly sums up the key goal with competition: *"I believe digital and print develop two complementary skills that benefit our development into higher level photographers."*

GENERAL COMMENTS:

Last opportunity to provide feedback, comments, suggestions or ideas that would make the Club Competition much better?

7 respondents provided comments, some very elaborate, ranging from meeting being too long, enjoying seeing other's work but no personal interest in competing, like the activities and what the club has to offer but too busy to participate, and lastly, "why give ribbons?".

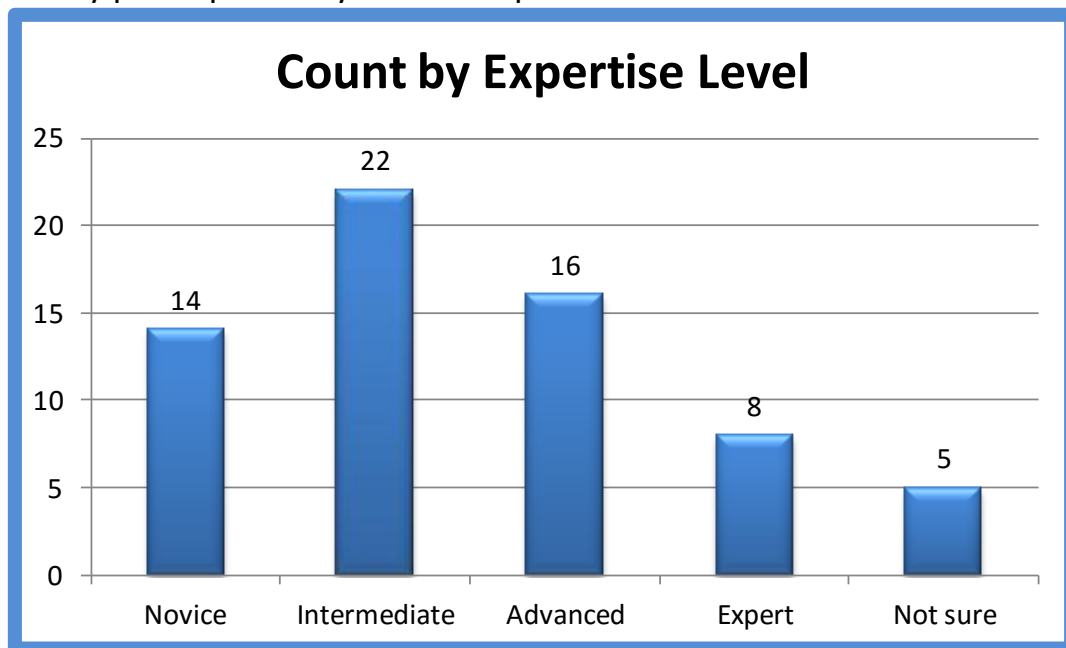
CONCLUSION AND ADDITIONAL INFORMATION:

One of the objectives with this survey was to understand the vision and perception of our members regarding the monthly competitions, which have been ongoing for many years. In general, members are favorable to this activity and see benefits for themselves in participating. Members who are not active with competition are in general intimidated by the print process and being critiqued while they are learning and trying to get better.

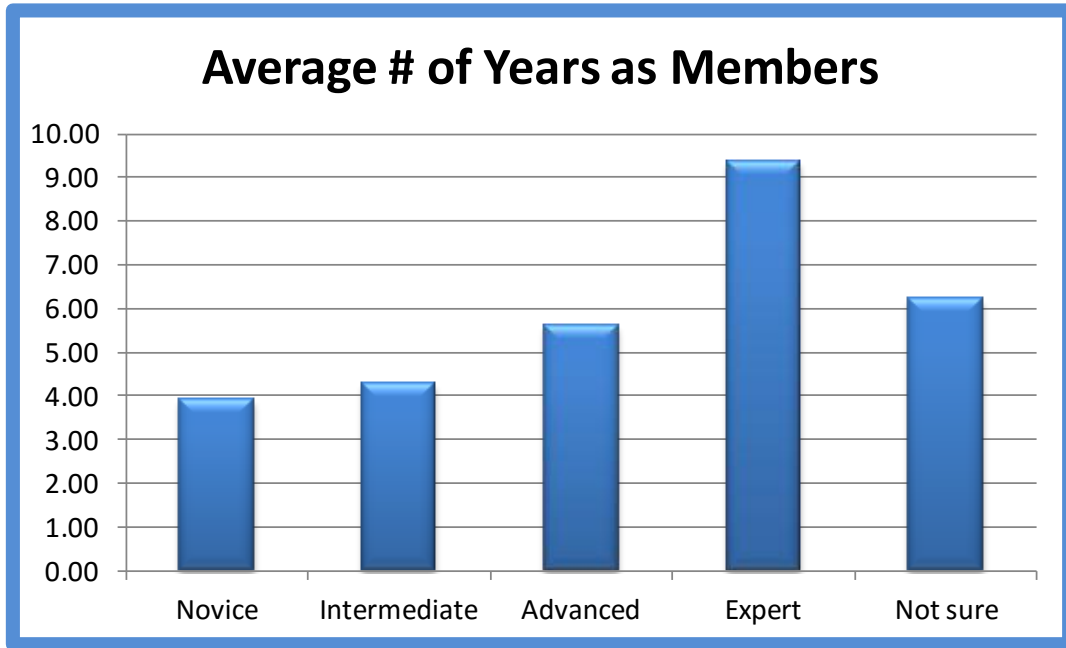
SOME STATISTICS:

The two charts below show the participation in the survey by level of expertise and the average number of years being a member.

Survey participation by level of expertise:



The distribution of the participants to the survey by expertise level is a fair representation of the membership in general. The novice group, which is the largest group in our membership, has not participated to the level we would have expected since they represent almost 50% of the group.



There were only two questions that were common to the two groups: YES and NO. Below is a chart showing their preferences for the type of competition they prefer.

Percentage (%) of responses for each choice by group:

