



Survey on AFA Field Resolution #1 from 2010 Convention



- Background
- Methodology
- Quantifiable Results
- Recommendations



Background

- Delegate participation has been on the decline
- Field Resolution #1 approved at the September AFA Convention.
- Resolution to study if decoupling the National Convention from the Air & Space Conference would lead to increase participation, without hurting either event



Background

- Charter approved Oct 12, 2010
- Terms of Reference approved Oct 12, 2010
- Committee Formed Oct 12, 2010



Ad Hoc Committee #1 Members



- Jim Simons - Chairman

Tim Brock

Tom Cavalli

Mike Cook

Cassie Devolities

Bill Grider

Kelly Jones

Rich Taubinger

Staff assistance: Buck Buckwalter & Kari Hahn



Methodology

- Survey Monkey was software for survey
- Draft survey of 34 questions sent to RP/SP on 9 Dec 2010
- Completed survey sent to all members for which AFA had an email address
- Analysis conducted on results



Quantifiable Results



- 218 Persons completed survey
- 83 who had attended the 2010 Convention
- 135 who had not attended the 2010 Convention
- Of the 83 above, 58 were first time attendees
- Major reason cited for non attendance was cost



Quantifiable Results



- Major reasons for attending the convention were being a delegate or a chapter/state officer
- Only 25% of those responding met with members of congress
- When asked why fewer people are attending the convention the overall answer was cost



Quantifiable Results



- 53 of 82 who answered the question received some form of reimbursement
- When asked if the convention should be split roughly $\frac{1}{3}$ said yes, $\frac{1}{3}$ no, & $\frac{1}{3}$ doesn't matter
- If the convention were split only $\frac{1}{4}$ felt it should stay in DC area



Quantifiable Results

- If the convention was split, 60% who responded wanted to see the location in different cities each year
- If convention stayed in DC, 46% felt a lower cost hotel would increase attendance and 43% were unsure
- Top 3 choices if the convention moved were Las Vegas, Dallas, Denver



Quantifiable Results



- 75% not in favor of holding the convention on a cruise ship
- 42% prefer September for the convention vs. 38% for August and 20% for July
- 78% of would like to see an additional day at the convention for training



Quantifiable Results

- As multiple answers were permissible, 70% would like to see leadership training, 61% grassroots training, and 65% membership training
- 86% felt if costs were lowered, more people would attend
- 37% would like to see the convention start on Sunday where 26% said no & 37% it did matter



Quantifiable Results



- 62% would like to see some form of webcasting so members back home could observe event
- 60% would like to see an optional tour such as the Pentagon, Air Force One, the White House
- 60% would like to see more activities for spouses not involved in the convention
- 52% would like to see a guest speaker i.e. Medal of Honor recipient



Recommendations



- Do not split the Convention from the Air & Space Conference
- Provide list of alternative hotels for members to stay in (list is available for distribution if approved)
- Provide additional training for members consisting of leadership, grassroots, and membership



Recommendations



- Prepare an agenda well in advance and distribute thru the Region/State leadership to increase visibility and make sure we “Talk up” the advantages of attendance
- The Field Council study the cost/benefit of webcasting the convention
- Consider offering a Sunday or Monday evening tour such as the Pentagon, etc.