

cf3 spring 2010 membership survey



summary

- opportunity may exist to re-focus cf3?
 - interest levels are highest for social events, quite low for volunteer activities
 - while not divergent from more senior members, interest levels among junior members (<4 years) are lower across the board, particularly for volunteering – less excitement/passion for the group?
 - several verbatim comments alluded to re-structuring the board

summary

- overall, *interest* levels are highest for learning about mcm design in Cincinnati, touring modern buildings and meeting others
- coffee chats rank #2 in terms of interest (behind mcm design history) and are well attended
 - 3/4 of responding members have attended at least one in the past year, and on average 1/3 attended any one event
 - satisfaction levels are high, although timing ranked lowest
 - themes for improvement focused on timing/more notice, eliminating attendance limits & having a docent-like presentation on the building's/architect's history
- *satisfaction* levels for information sessions are generally not as high as those for coffee chats, with frequency ranking as the lowest attribute
 - lower satisfaction levels supported by low attendance – 6 in 10 responding members **did not** attend an event last year
 - suggestions for topics include 'green' modern, remodeling/upkeep and lectures on architects/architecture in Cincinnati



summary

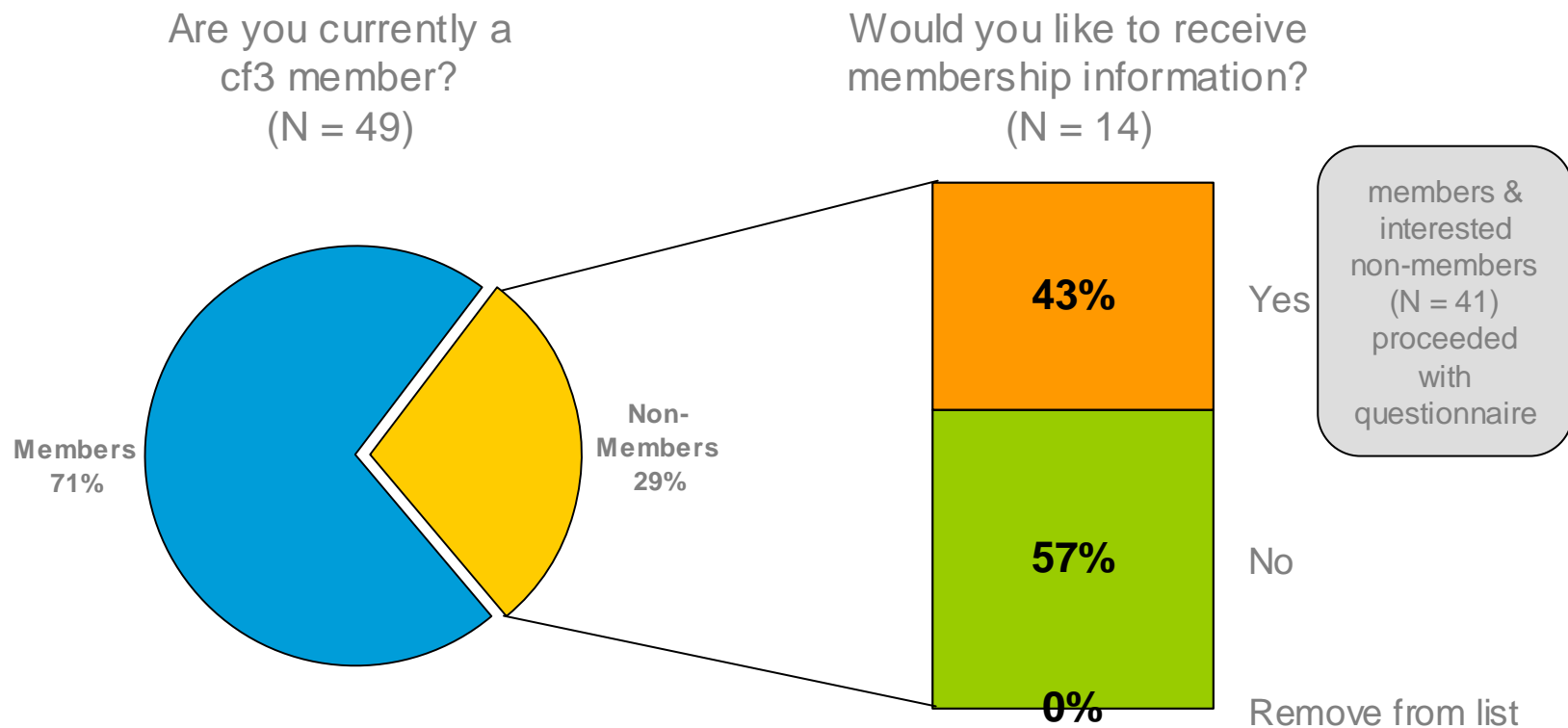
- as with information sessions, volunteer events not well attended last year – 6 in 10 responding members **did not** attend an event
 - overall interest levels are relatively low, although up to 1/2 of those surveyed are interested in supporting the FLW conference
 - interest levels are moderate for joint cf3/CPA projects – Oral History (5%) and Historic Inventory (13%)
 - relatively low interest in cf3 management activities (0% - 8%)
 - suggestions include revisiting cf3 leadership structure, restoring Harper mosaics, sponsoring a Cincinnati Modernism day

design

- survey was administered online to a list of email addresses from the original cf3 kickoff
 - 482 individuals invited
 - 36 invalid email addresses (deleted from Evite list?)
 - 63 responses (14% of valid invites)
 - 49 completes (11% of valid invites)
- questions included attendance at events during last year, as well as interest levels for coffee chats, information sessions & volunteer events
- open ended fields captured additional feedback

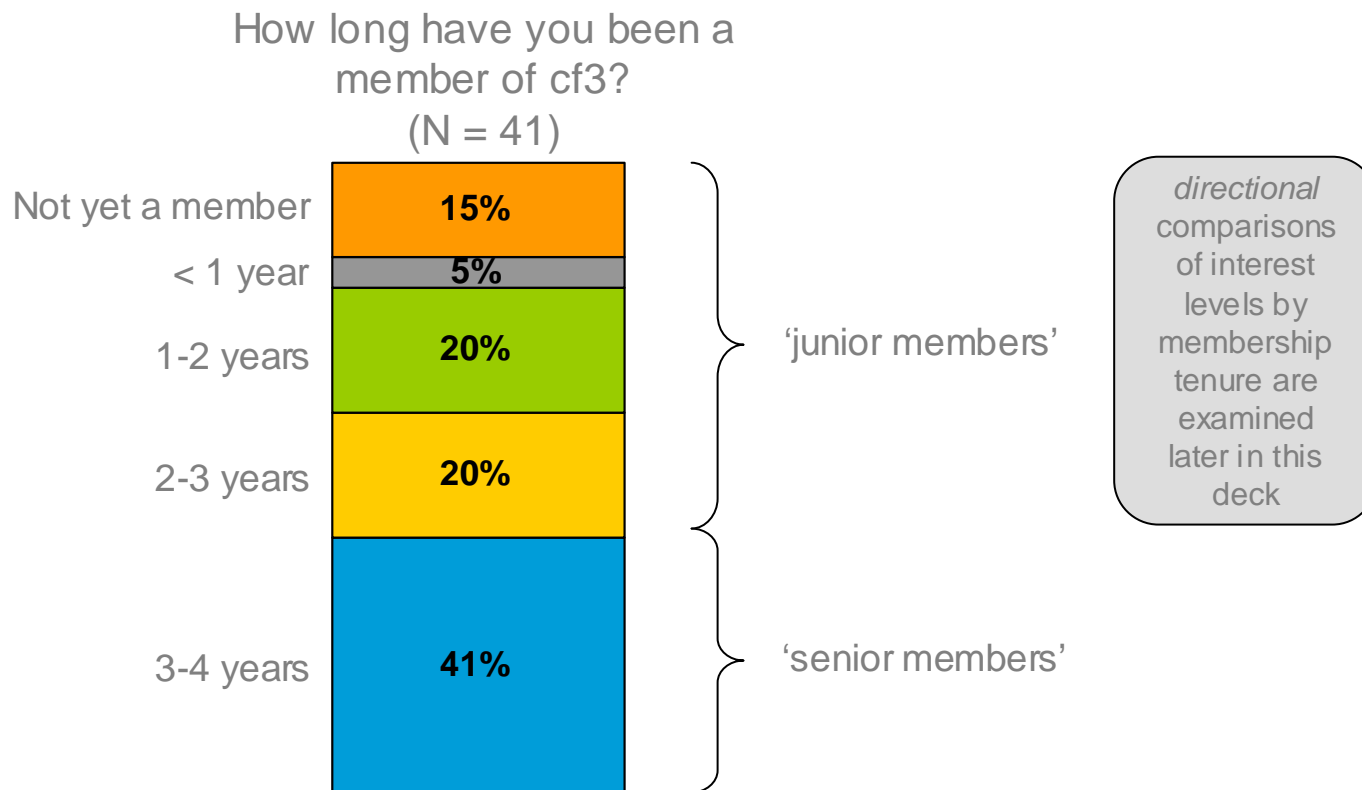
sample demographics

- 1 in 3 respondents was not a current member of cf3; of non-members, almost half requested additional membership information



sample demographics

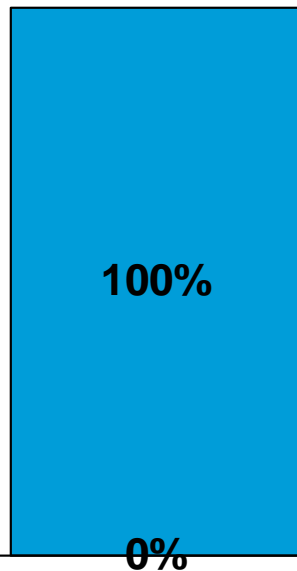
- tenure of the sample skews toward senior members; 4 in 10 respondents have been members since the inception of cf3



sample demographics

- although all responding members plan to renew, half *are not* aware of when their membership expires – how many lapsed members do we have?

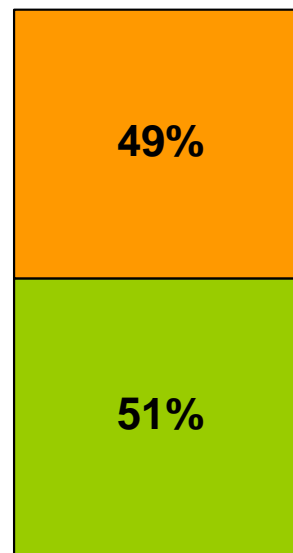
When your membership expires, do you plan to renew? (N = 35)



— Yes —

— No —

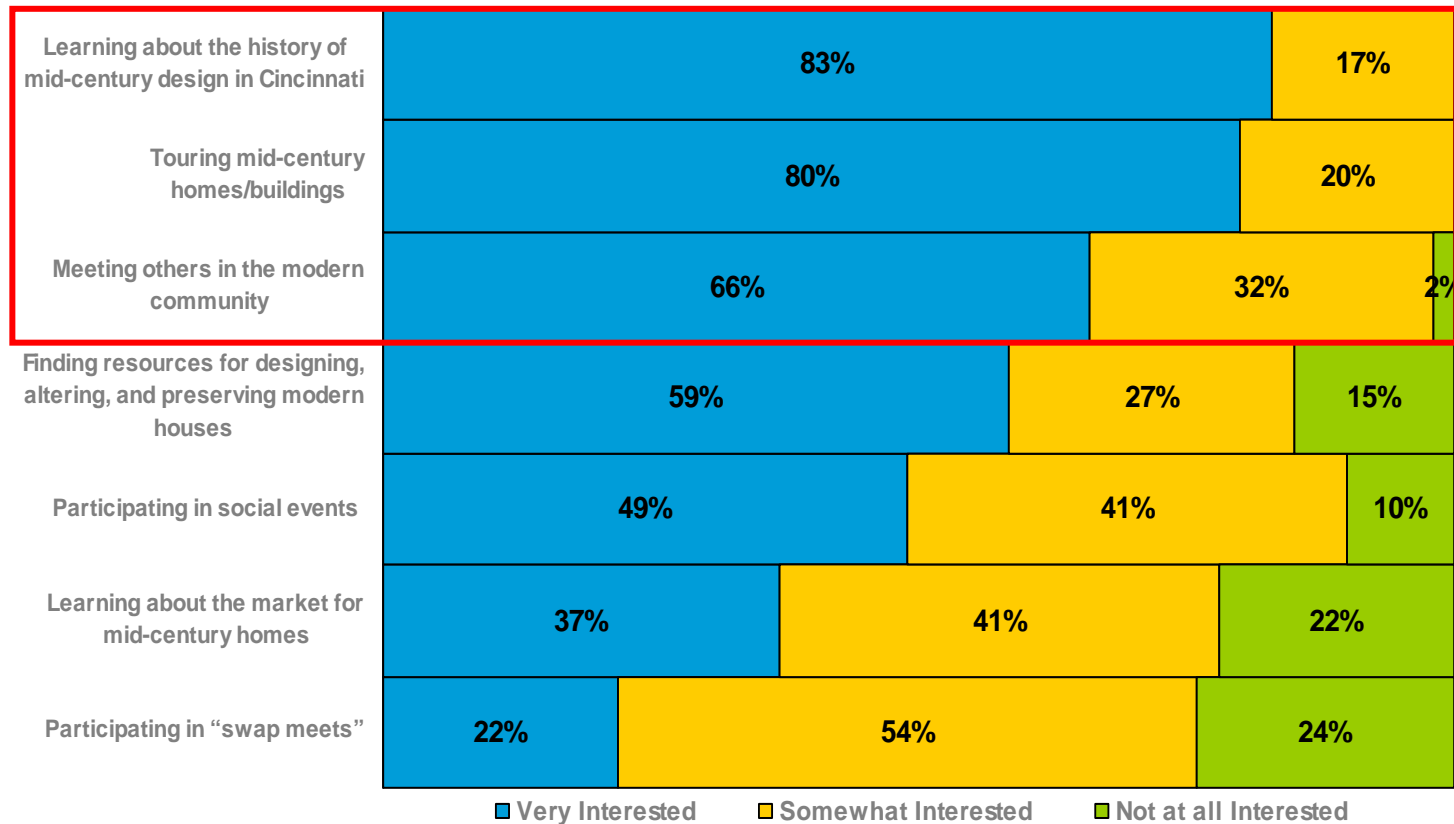
Do you know when your membership expires? (N = 35)



“...it might be good to send a postcard or something small to remind people that it's time to renew.”

general interest levels – total sample

- Cincinnati design history & home tours score highest in top-box interest, followed by meeting others in the modern community

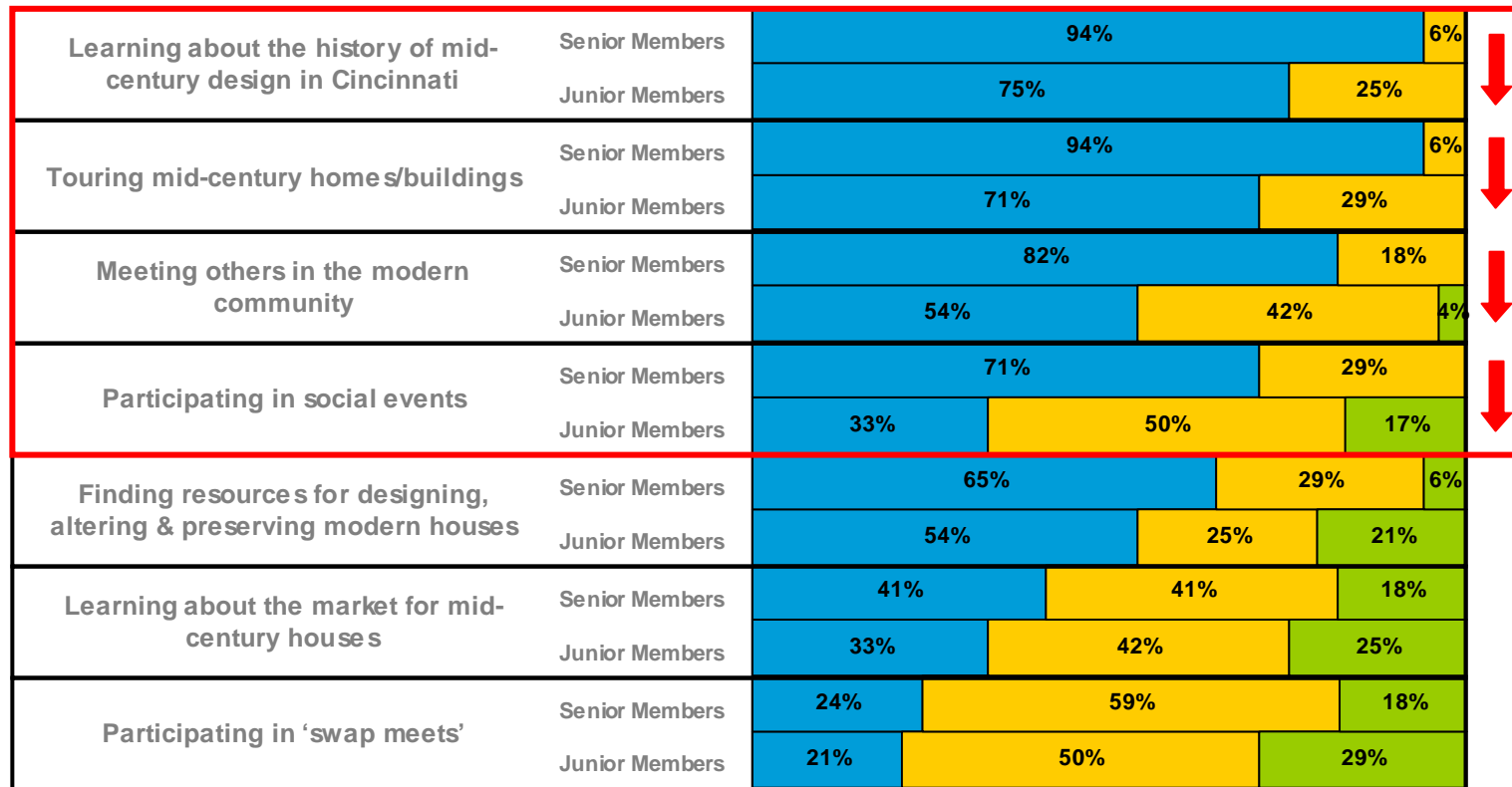


N = 41

Q12: In general, how interested are you in each of the following cf3 activities?

general interest levels by membership tenure

- overall interest levels are lower for junior members, particularly in Cincinnati design history, home tours & social events



■ Very Interested ■ Somewhat Interested ■ Not at all Interested

senior N = 17; junior N = 24

Q12: In general, how interested are you in each of the following cf3 activities?

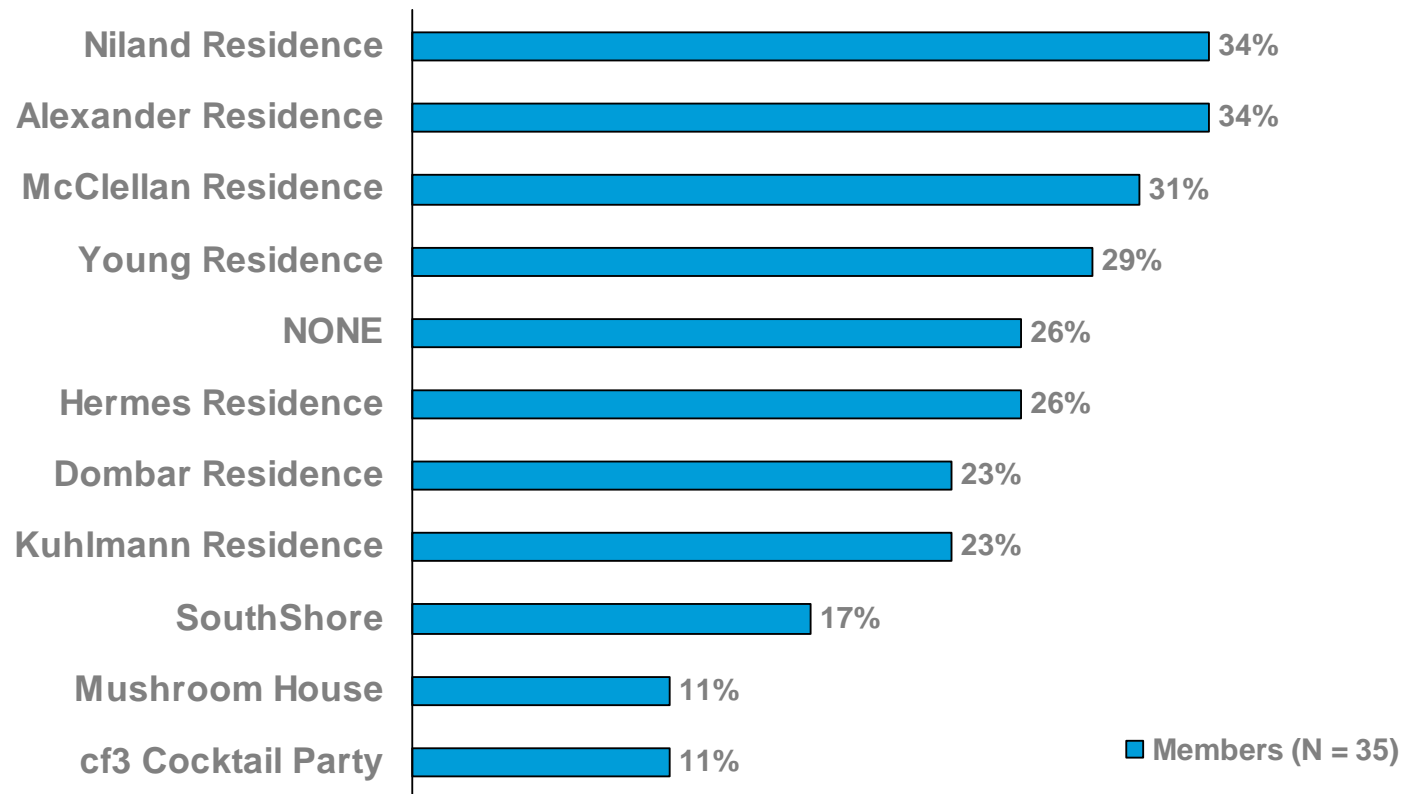


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coffee chat attendance

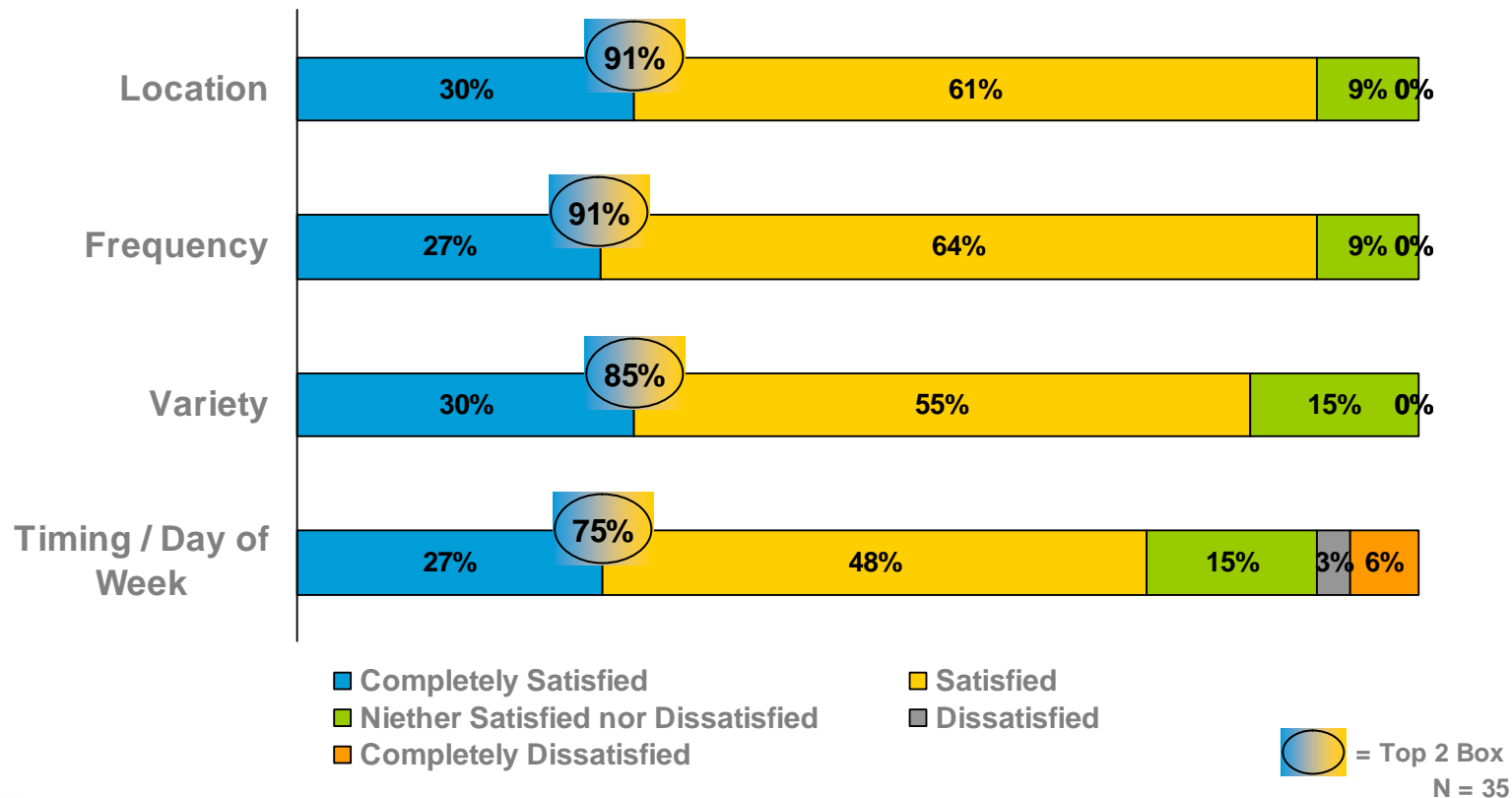
- although #1 in terms of interest, coffee chats were *attended* by 3/4 of members in the past 12 months; at most, only 1/3 of members attended any one event



Q3: Which of the following coffee chats/social events did you attend in the past 12 months?
Please select all that apply.

coffee chat satisfaction

- coffee chat satisfaction levels are high; although timing was the lowest-scoring attribute, top 2 box satisfaction with timing still averaged over 75%



Q4: Thinking about the coffee chats that were offered in the past year, how satisfied are you with each of the following?

coffee chat suggestions for improvement: verbatim

- general themes revolve around timing & attendance limits; suggestion for docent-type presentation of home's history

- **Timing, just happened not to work out last year. Have attended many in the past.**
- I prefer the Saturday morning schedule somewhat. The only reason I did not go to all of them was because of conflicts.
- The houses have been great. The times are a bit off for my schedule. I think you're doing the best you can!
- My travel and work load leave me little time.
- Perhaps having an architect or knowledgeable person on hand to speak about the history of the home and/or special features incorporated into the design of the home would be of interest. Of course many times the current homeowner is capable of explaining these things.
- These events are great, and I would have liked to attend some, but there was typically such short notice that I couldn't make them.
- **Evenings would work better for me**
- More variety of day/times - seems like most were Saturday mornings, which is nearly impossible for me to do.
- Would like to see guest list limit expanded. It is unfortunate when 20 person limit is the cut-off and I am number 25. I have missed a few events because of the guest list limit.
- Continue with schedule of 1x per month (less frequent in winter/holidays)
- Have greeter at door, sign-in book, maybe handout with short history of the house
- Have them more often!

Q5: Do you have any specific recommendations for making future Coffee Chats more enjoyable?



coffee chat suggestions for future sites: verbatim

- FLW, Terrace Plaza, Carl Strauss, Neutra, Dombar, Harper house, Corbett house, UC campus buildings...

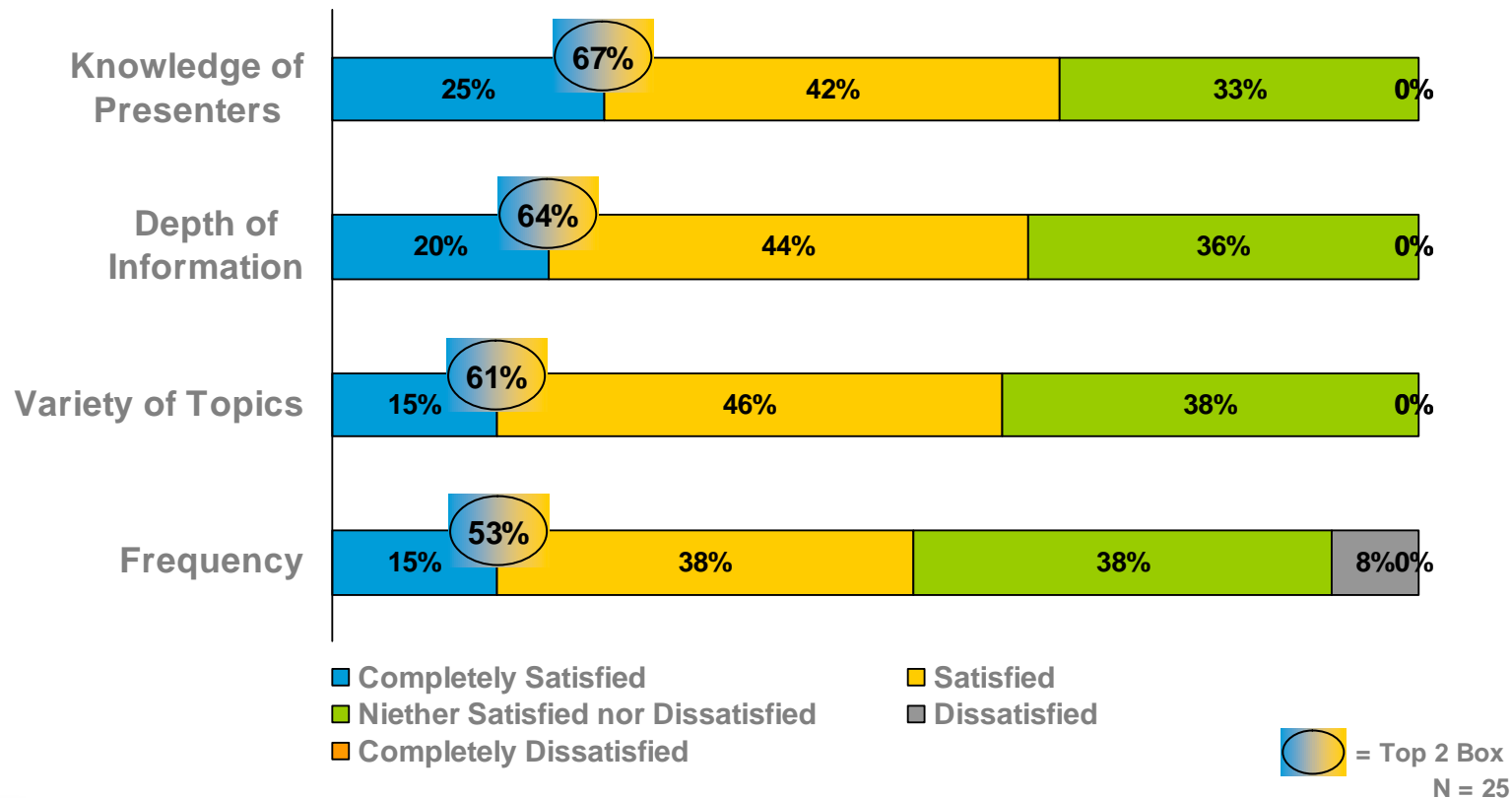
- Consider some International or Art Deco homes. They are rare, but there are a few in the city
- Tonkens house!
- Charley Harper's house--in Finneytown
- Some of the great modern blgs @ UC (don't know their names) along with some history of UC and the modernist movement in Cinci.
- Tonkens house (may have toured before we were members); any Carl Strauss house not toured yet; Dombar houses in Paddock Hills, especially Abrams house; Strauss house on Heekin; the Stone house (Strauss house on Grandin Terrace); Wyler house in Clifton on Lafayette Lane; Leiter house; Rand house; Corbett House on Grandin; Geier house in Indian Hill; Harris house in Hyde Park; Lloyd Taft house in Indian Hill; Westin house in Walnut Hills; Stillpass house in Indian Hill
- 1960 Pacesetter Home by J. deKoven Hill, the Neutra house, Abe/Ben Dombar houses, P. Johnson house in Indian Hill.
- Any of the 3 FLW homes would be great.
- Terrace Plaza, 15 W. 6th
- Any Carl Strauss houses, international style house at 18 Grandin Lane
- The Indian Hill Frank Lloyd Wright home
- Tonkens house, Gwathmey Taft residence

Q6: Please list any specific modern homes or buildings - including the addresses, if you know them - that you would like to see featured on future Coffee Chats.



information session satisfaction

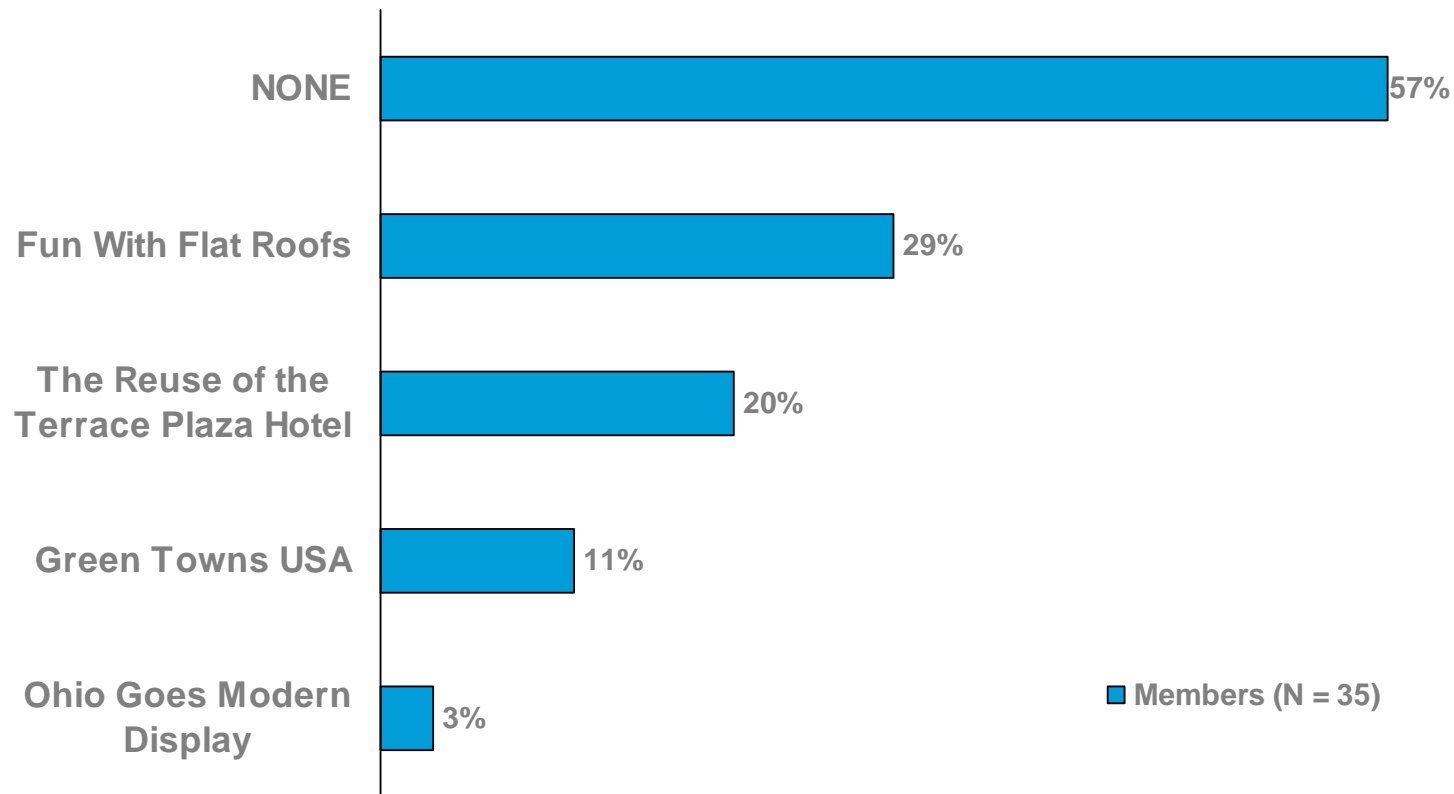
- overall satisfaction with information sessions is less than with coffee chats; the largest gap is with frequency, with just over half of respondents giving it a top 2 box rating



Q8: Thinking about the information sessions that were offered in the past year, how satisfied are you with each of the following?

information session attendance

- lower satisfaction levels with info sessions played out in attendance; more than half of surveyed members didn't attend an event last year



Q7: Which of the following cf3 information sessions did you attend in the past year? Please select all that apply.



information session suggestions: verbatim

- general themes for improvement include 'green' modern, remodeling/upkeep & lectures on architects/architecture in Cincinnati

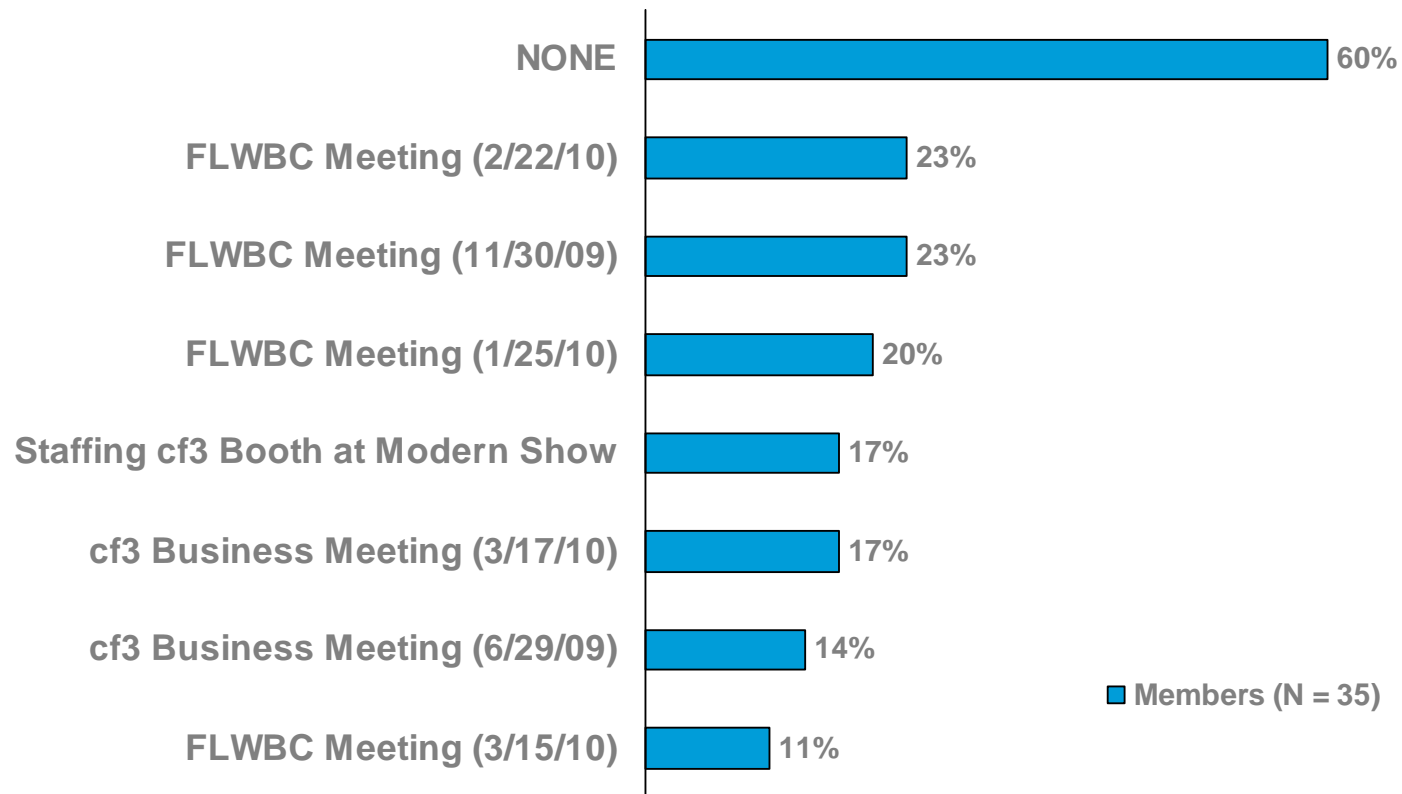
- **Remodeling roundtable** - people bring their questions (and photos) to a group of 'expert panelists' for their specific opinions/recommendations. This could be a quarterly event and add value to the membership.
- See comments on UC people and their influences on architecture/life in Cinci. Cincinnati has a conservative reputation and yet it holds very a very progressive modernist vernacular.
- **The green home is important**
- Lectures by local architects / designers, connections to other local organization's events like Architectural Foundation of Cincinnati, AIA, CAC type of organizations, etc.
- **Updating modern houses using green technology**
- **Cost effective modern**
- **More home upkeep topics**
- **Greening modern homes--making them more energy efficient**
- **Affordable modern green featured homes workshop**
- **How to find qualified contractors when you can't do it yourself**
- **Lectures on local architects, updating modern houses**
- **An on-going series on preservation resources for mcm owners.**

Q9: Are there any specific topics that you would like to see offered for future information sessions?



volunteer activity attendance

- 6 in 10 responding members have not participated in any cf3-related volunteer events

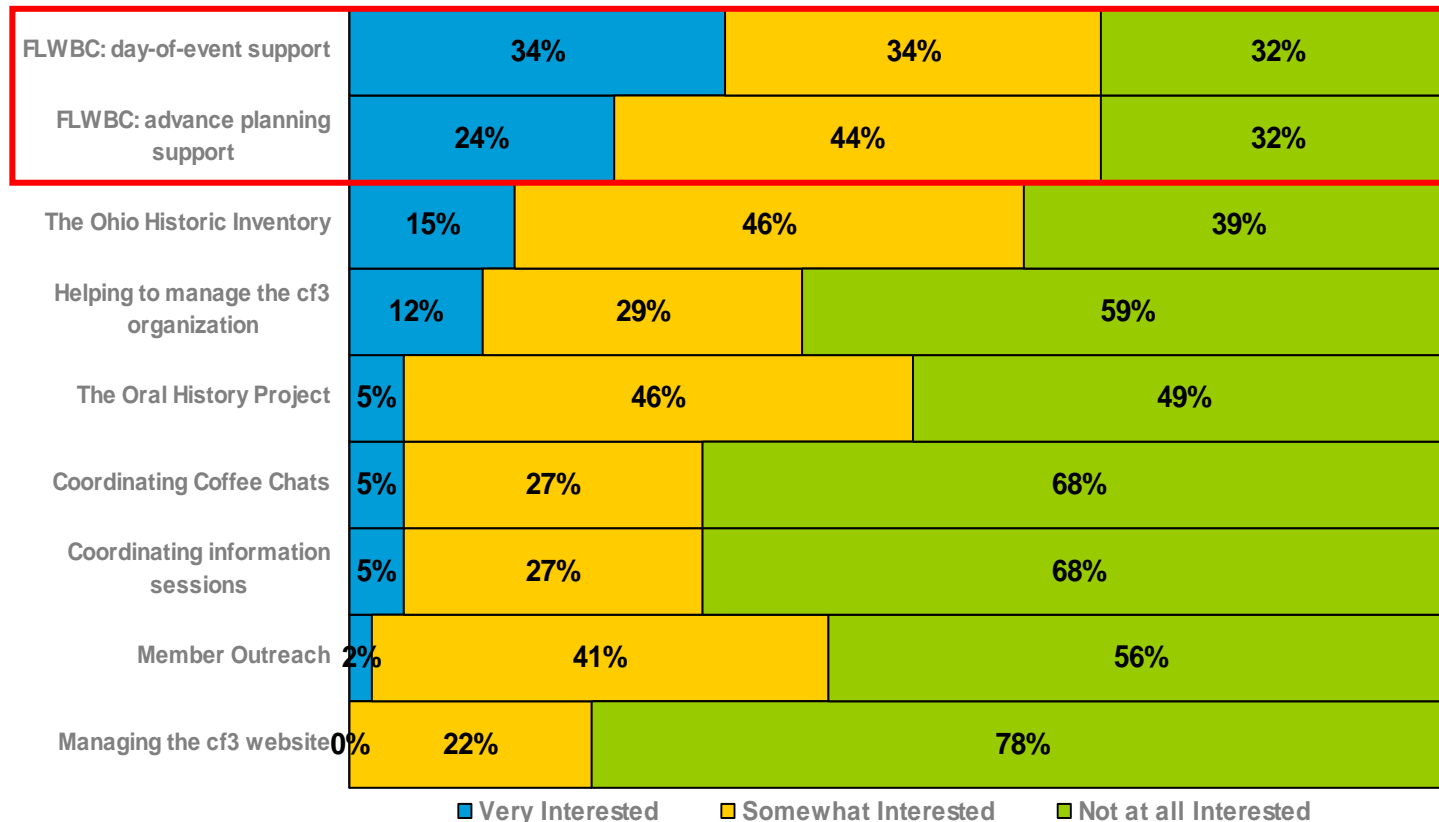


Q10: Which of the following volunteer sessions did you attend in the past year? Please select all that apply.



interest in volunteer opportunities – total sample

- FLW conference-related activities represent the highest opportunities to recruit volunteers



N = 41

Q13: In general, how interested are you in each of the following volunteer opportunities?

interest in volunteer opportunities by membership tenure

- in general, junior members are less interested than senior members in volunteer activities

| | | | | |
|--|----------------|-----|-----|-----|
| FLWBC: day of support | Senior Members | 47% | 29% | 24% |
| | Junior Members | 25% | 38% | 38% |
| FLWBC: advance planning/support | Senior Members | 29% | 47% | 24% |
| | Junior Members | 21% | 42% | 38% |
| The Ohio Historic Inventory | Senior Members | 24% | 53% | 24% |
| | Junior Members | 8% | 42% | 50% |
| Helping to manage the cf3 organization | Senior Members | 18% | 35% | 47% |
| | Junior Members | 8% | 25% | 67% |
| Coordinating Coffee Chats | Senior Members | 12% | 41% | 47% |
| | Junior Members | 0% | 17% | 83% |
| Coordinating Information Sessions | Senior Members | 12% | 35% | 53% |
| | Junior Members | 0% | 21% | 79% |
| The Oral History Project | Senior Members | 6% | 65% | 29% |
| | Junior Members | 4% | 33% | 63% |
| Member Outreach | Senior Members | 0% | 71% | 29% |
| | Junior Members | 4% | 21% | 75% |
| Managing the cf3 website | Senior Members | 0% | 24% | 76% |
| | Junior Members | 0% | 21% | 79% |

■ Very Interested
 ■ Somewhat Interested
 ■ Not at all Interested

senior N = 17; junior N = 24

Q13: In general, how interested are you in each of the following volunteer opportunities?



volunteer activity suggestions: verbatim

- suggestions for volunteer activities include: revisiting cf3 leadership structure, restoring Harper mosaic, leading Cincinnati Modernism Day...

- **Would like cf3 to sponsor a Modernism day in Cincinnati and invite members and non-members to document Modern homes and buildings throughout the region. Would also like to explore the possibility of a swap meet with members.**
- **Have volunteers work on specific projects of interest - like restoring the Harper mosaic murals at the convention center.**
- **Wasn't able to attend any of these.**
- **Need to examine hierarchy of the board, consider new motivated leadership.**
- **When more time opens up for volunteering, I find regularly scheduled monthly meetings help.**
- **Only to try to publicize the dates a little further ahead. I had conflicts with other things already planned**
- **If you need help for coffee chats, that might be a good way to recruit volunteers**
- **I volunteered at the Westbrook home during the Cincinnati Home Tour.**
- **We are away for the winter, cannot attend any activity in Jan., Feb., Mar.**
- **I didn't even know about most of these opportunities. We need to find a better way to communicate!**

Q11: Do you have any specific suggestions for future volunteer activities?



making membership more enjoyable: verbatim

- members are asking for: more advance notice for all events, more events in general, road trips, movie nights, reminders of membership expiration...

- I would suggest a movie night. There are some great movies that highlight modern design, such as the original Ocean's 11
- I would like to get to know more of the members - I cannot put a face with all the names!
- It sounds like a great group that I am happy to be a part of the fringe
- More advance notice on some of the meetings/coffee chats. This seems to have improved though.
- More tours.
- More events, get togethers, maybe out of town road trips?
- More advance notice of events
- Wish I had more time to spend on events. I enjoy meeting other modernists and learning about the history of modern in Cincinnati.
- Though I know when my membership expires, it might be good to send a postcard or something small to remind people that it's time to renew.
- I just need to schedule time to attend these wonderful events. Thank you for all you do.
- House tour during evening or weekends
- Bring back the potluck, grow membership and leadership, raise visibility in Cincinnati, region and nationally.
- Collect and post links to MCM-related articles to CF3 Facebook page, MCM hunts (locating MCM in Cincinnati), expand to include more folks interested in MCM interior design, landscaping and furniture, expand to include MCM commercial spaces.

Q17: Do you have any recommendations for making your cf3 membership more enjoyable?

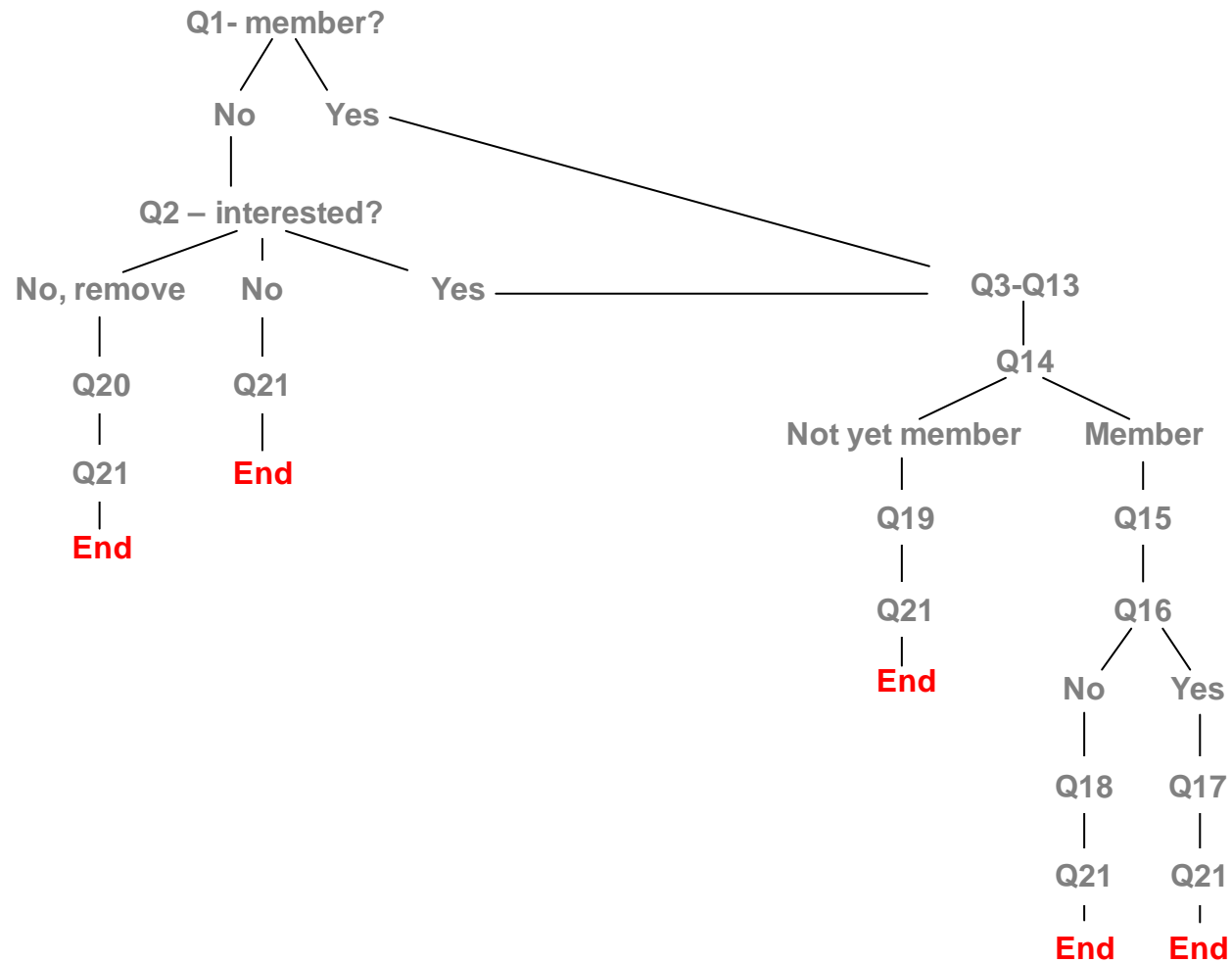


miscellaneous comments: verbatim

- (I think cf3 is older than four years.) Thanks Brian for your leadership on this project. Really looking forward to hearing results. I think the timing is brilliant -- right before our kick off where we have about 70 cf3 members attending!
- Thank you for doing the survey! I think it's a HUGE step in the 'wright' direction!
- I first joined the group thinking it might have mix of architecture, furniture, and chances to preserve mid century homes. It seems to be more geared towards architects and leed info, which is fine, but not what I originally thought it would be. I would like lectures or discussions on past architects, furniture designers, interior design seminars, mid century lectures or discussions. Thongs like that would be awesome. I do hope your group does well and I do like seeing what your doing via emails, so thank you for those.
- I think the sooner the board is reorganized, the sooner the board can move forward with by-laws, and 501(c)3 non-profit status.
- Thanks for this opportunity. I don't have much time to invest in the organization but I have enjoyed the few events I have attended.
- Loved cf3, but have since moved out of the Cincinnati area. Thanks!
- I am happy to see CF3 leading the charge on the oral history and survey projects! Bravo!
- Great survey- interested to see the results.

appendix: questionnaire

survey logic structure



Overview

As we plan our 2010 schedule, we would like to solicit your feedback on past events, and better understand your current interests. The following confidential survey should take less than 10 minutes to complete.

If you would like someone to personally contact you regarding any of your responses, you will have an opportunity at the end of the survey to provide your contact information.

Thank you for your time!



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questions 1 & 2

Are you currently a member of cf3?

- Yes
- No

cf3 membership

Are you interested in learning more about cf3 membership?

- Yes (you will have an opportunity later to request membership information)
- No, not at this time
- No, please remove me from your distribution list

question 3

Coffee Chats

*** Which of the following cf3 Coffee Chats/social events did you attend in the past 12 months? Please select all that apply.**

- I DID NOT ATTEND ANY COFFEE CHATS IN THE PAST YEAR
- 3/28/09 - James Alexander House, Congress Run Rd, Wyoming
- 6/6/09 - Benjamin Dunbar House, Rollymeade Dr, Madeira
- 7/25/09 - Kuhlmann Residence, Sunset Ct, Kenton Hills
- 8/22/09 - Hermes Residence, Beech Grove Ln, Cincinnati
- 10/6/09 - David Niland House, Old Locust Hill Rd, Pierce Township
- 10/21/09 - Terry Brown Mushroom House, Erie Ave, Cincinnati
- 11/14/09 - Lauren & John Young House, Linden Dr, Wyoming
- 2/13/10 - SouthShore Residences, Riverboat Row, Newport
- 2/27/10 - cf3 Cocktail Party (after the 20th Century Show)
- 4/17/10 - McClellan Residence, Westbrook Dr, Cincinnati



questions 4, 5, 6

*** Thinking about the Coffee Chats that were offered in the past year, how satisfied are you with each of the following?**

| | Completely Satisfied | Satisfied | Neither Satisfied Nor Dissatisfied | Dissatisfied | Completely Dissatisfied | N/A - New Member |
|---------------------------|-----------------------|-----------------------|------------------------------------|-----------------------|-------------------------|-----------------------|
| Frequency of Coffee Chats | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Location of homes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Timing/day of week | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Variety of homes offered | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*** Do you have any specific recommendations for making future Coffee Chats more enjoyable? If not, please enter "none."**

*** Please list any specific modern homes or buildings - including the addresses, if you know them - that you would like to see featured on future Coffee Chats. If you cannot think of any, please enter "none."**

question 7

Information Sessions

*** Which of the following cf3 information sessions did you attend in the past year? Please select all that apply.**

- I DID NOT ATTEND ANY INFORMATION SESSIONS IN THE PAST YEAR
- 4/4/09 - Fun With Flat Roofs: How to Take Care of Your Mid-Century Modern House
- 5/29/09 - Green Towns USA: A New Deal
- 6/5/09 - Updating Modernism: The Reuse of Cincinnati's Terrace Plaza Hotel
- 10/1/09 - Ohio Goes Modern Display at AIA Regional Conference



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questions 8, 9

*** Thinking about the information sessions that were offered in the past year, how satisfied are you with each of the following?**

| | Completely Satisfied | Satisfied | Neither Satisfied nor Dissatisfied | Dissatisfied | Completely Dissatisfied | N/A - New Member |
|-------------------------------------|-----------------------|-----------------------|------------------------------------|-----------------------|-------------------------|-----------------------|
| Variety of topics covered | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Knowledge of presenters | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frequency of informational sessions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Depth of information presented | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

*** Are there any specific topics that you would like to see offered for future information sessions? If not, please enter "none."**

questions 10, 11

Volunteer Activities

*** Which of the following cf3 volunteer activities did you attend in the past year? Please select all that apply.**

- I DID NOT ATTEND ANY VOLUNTEER ACTIVITIES IN THE PAST YEAR
- 6/29/09 - cf3 Business Meeting
- 11/30/09 - Frank Lloyd Wright Building Conservancy 2010 Conference Planning
- 1/25/10 - Frank Lloyd Wright Building Conservancy 2010 Volunteer Meeting
- 2/22/10 - Frank Lloyd Wright Building Conservancy 2010 Volunteer Meeting
- 2/27/10 - 2/28/10 - Staffing the cf3 booth at the 20th Century Show
- 3/15/10 - Frank Lloyd Wright Building Conservancy 2010 Volunteer Meeting
- 3/17/10 - cf3 Business Meeting

*** Do you have any specific suggestions for future volunteer activities? If not, please enter "none."**



question 12

General Interests

*** In general, how interested are you in each of the following cf3 activities?**

| | Very Interested | Somewhat Interested | Not at all Interested |
|--|-----------------------|-----------------------|-----------------------|
| Finding resources for designing, altering, and preserving modern houses | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Participating in social events such as cocktail parties, BBQs or pot luck dinners | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Learning about the market for mid-century homes | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Meeting others in the modern community | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Touring mid-century homes and buildings (aka Coffee Chats) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Participating in "swap meets" where members get together and trade mid-century artifacts and building/renovation items | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Learning about the history of mid-century modern design in Cincinnati | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Other (please specify) | | | |
| <input type="text"/> | | | |



question 13

Volunteer Opportunities

*** In general, how interested are you in each of the following cf3 volunteer opportunities?**

| | Very Interested - Please Contact Me! | Somewhat Interested | Not at all Interested |
|---|--|------------------------|--------------------------|
| Coordinating information sessions | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Ohio Historic Inventory: documenting local mid-century modern homes with the Ohio Historical Registry | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Helping to manage the cf3 organization | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Managing the cf3 website (www.cf3.org) | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Frank Lloyd Wright Building Conservancy 2010 Conference (September 21-26): day-of-event support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Oral History Project: helping to video record, edit and broadcast oral histories of Modernist buildings in Cincinnati | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Member outreach | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Coordinating Coffee Chats | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| The Frank Lloyd Wright Building Conservancy 2010 Conference (September 21-26): advance planning support | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Other (please specify)



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question 14

Membership Information

*** How long have you been a member of cf3?**

- Not yet a member
- Less than 1 year
- More than 1 year, less than 2 years
- More than 2 years, less than 3 years
- More than 3 years, less than 4 years



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questions 15, 16

Membership Information

*** Do you know when your cf3 membership expires?**

- Yes
- No
- No, please contact me

*** When your cf3 membership does expire, do you plan to renew?**

- Yes
- No

question 17

Renewal

*** Do you have any recommendations for making your cf3 membership more enjoyable? If not, please enter "none."**

If you would like to be contacted regarding any of your responses, volunteer opportunities, or your membership status, please provide your contact information. Remember, all responses will be kept confidential.

Name:

Email Address:



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question 18

Non-Renewal

*** Are there specific reasons why you DO NOT plan to renew your cf3 membership? If not, please enter "none."**

If you would like to be contacted regarding any of your responses, volunteer opportunities, or your membership status, please provide your contact information. Remember, all responses will be kept confidential.

Name:

Email Address:



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questions 19, 20

Request for information

(Optional) If you would like to be contacted regarding membership information, please enter your name and email address.

Name:

Email Address:

if requested...

Remove From Distribution List

Please enter your email address, and we will remove you from our distribution list.

Email Address:



question 21

Thank you

Thank you for your participation! If you have additional feedback, please enter it below or send via email to membership@cf3.org