

2023 Communications Survey Results

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Communications Committee Chair



Agenda

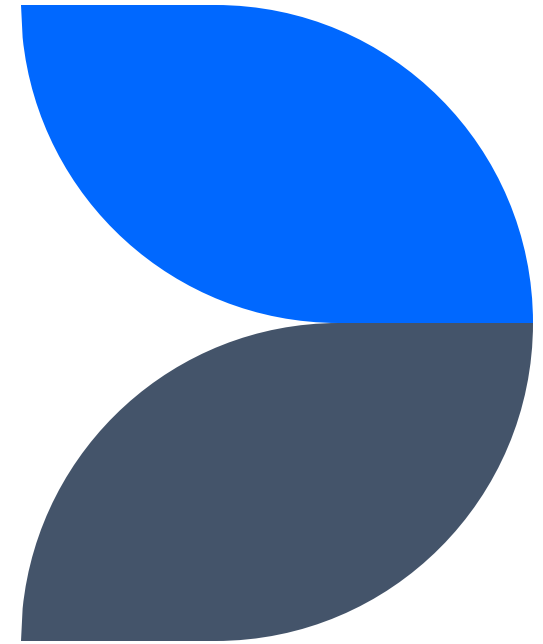
- Introduction
- Survey Overview
- Key Findings
- Suggestions

Introduction

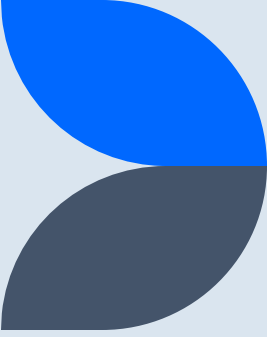
This annual survey serves as a crucial tool for capturing the perspectives of our community. It plays a key role in bridging the communication gap between the Franconia Soaring Foundation (FSF) and the Franconia Soaring Association (FSA), ensuring that we effectively respond to and address the needs and concerns of our members.

Survey Overview

Statistics and Key Topics



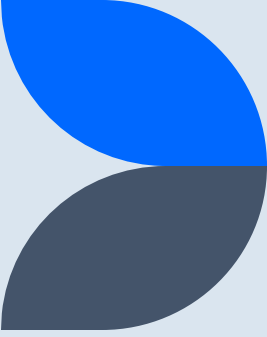
Survey Statistics



- There were **19** survey respondents
- **13** of the **19** respondents were not members of the FSF board
- Average time to complete was **13 minutes 46 seconds**
- The survey started **Nov. 14th** and concluded **Dec. 1st**
- All responses were anonymous

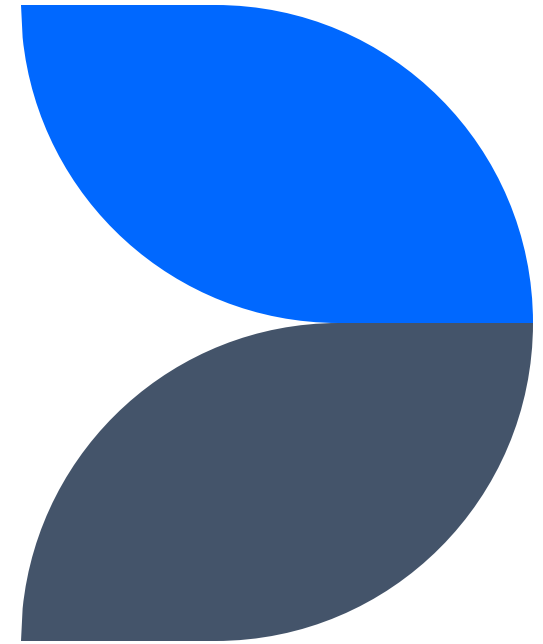
Key Topics

- Communication & Engagement
- Infrastructure & Operations
- Member Involvement
- Foundation Knowledge
- Member Feedback



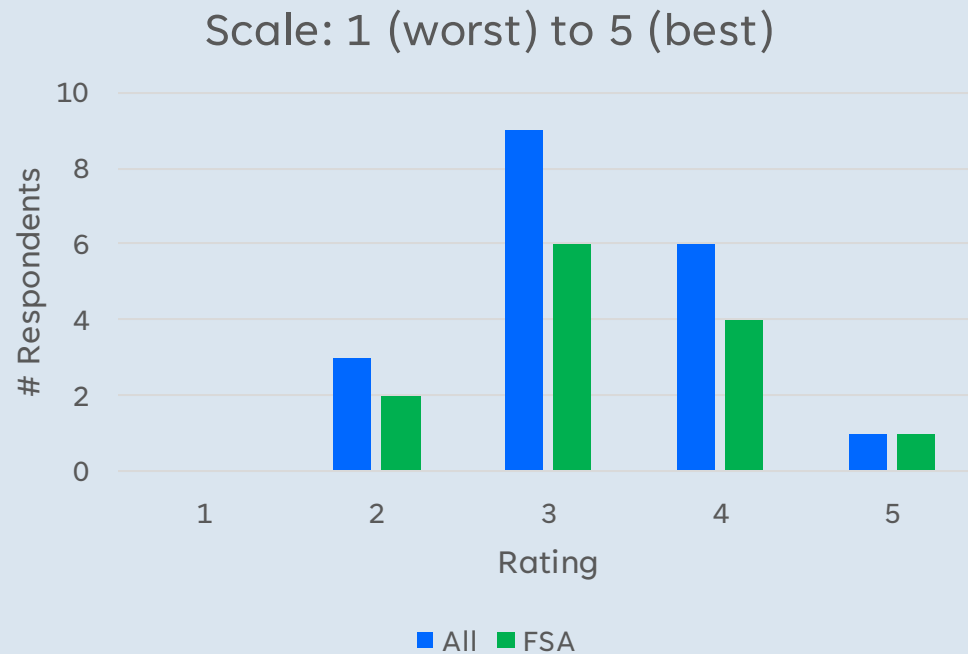
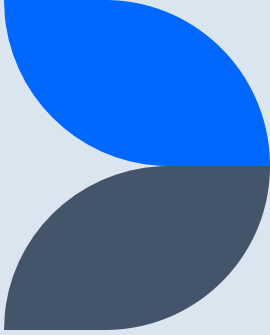
Key Findings

Major insights from each question



Quantity of Communications

How do you rate the quantity of communications from FSF to the Franconia soaring community?

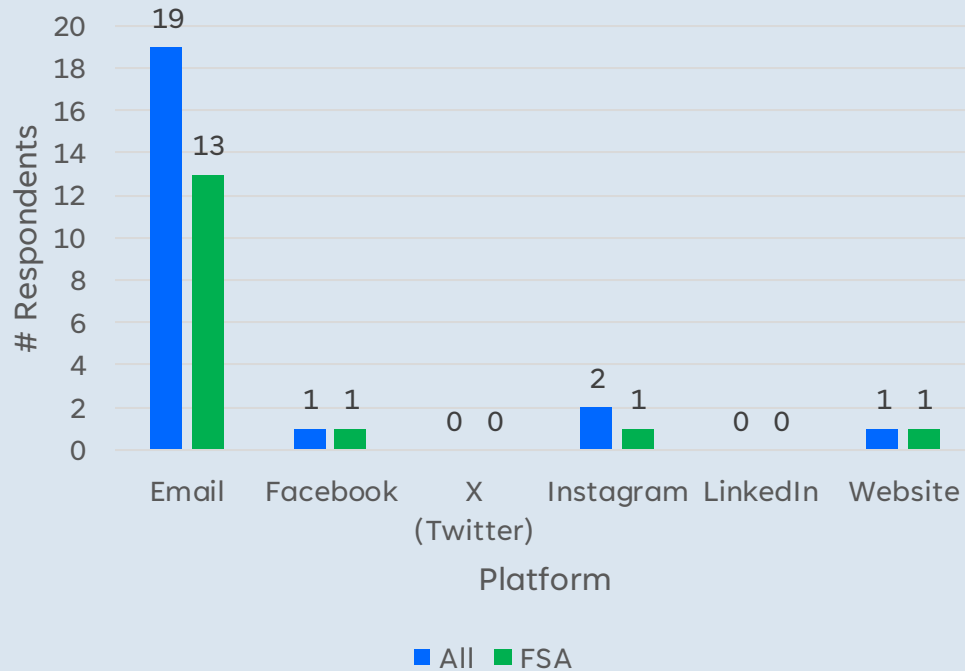


Average rating is **3.26** and **3.30 (FSA)**

Median is **3** for both

Preferred Communication Channels

By which channels would you like to receive updates from the FSF? (Select all that apply)



All respondents want to receive updates through email

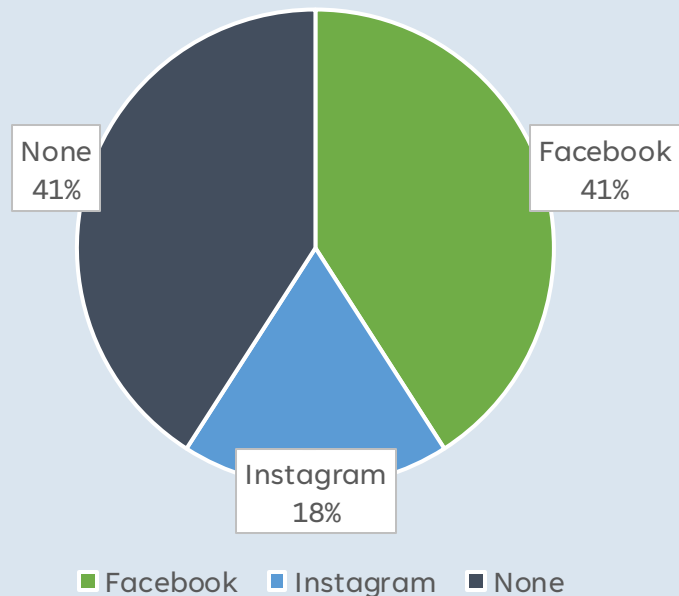
A few respondents want to receive updates through Instagram, Facebook, and the website

No respondents want updates through X (Twitter) and LinkedIn

Awareness and Utilization of Social Media

Which of the FSFs social media pages have you visited?

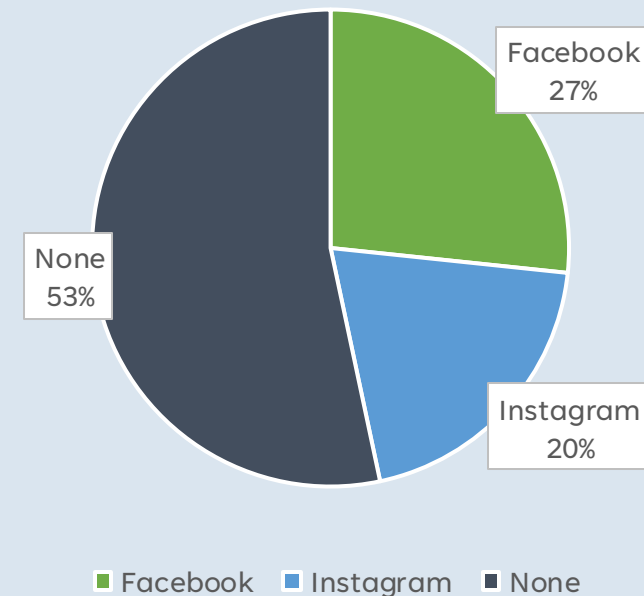
All Respondents



The majority (51%) of FSA respondents have not visited or are not aware of any of our social media pages

Facebook is our most visited social media page

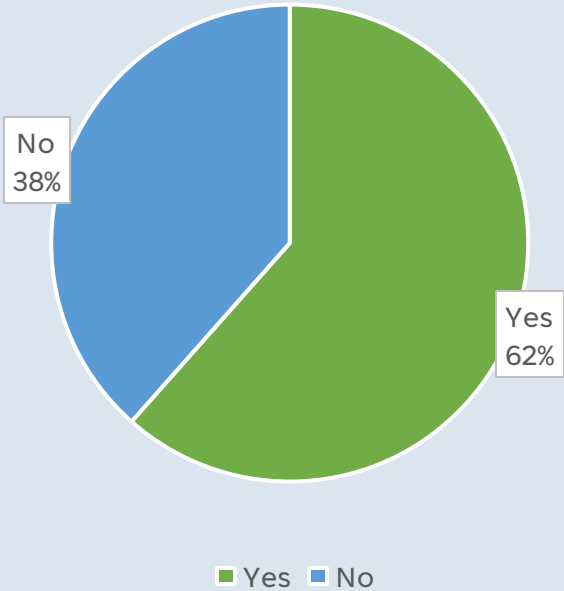
FSA Respondents



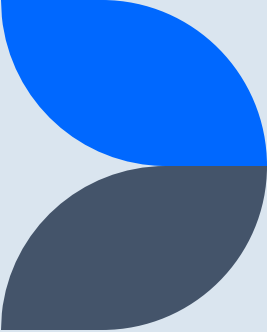
Knowledge of FSF Board Members

Do you know who in the FSA is also a member of the FSF Board?

FSA Respondents

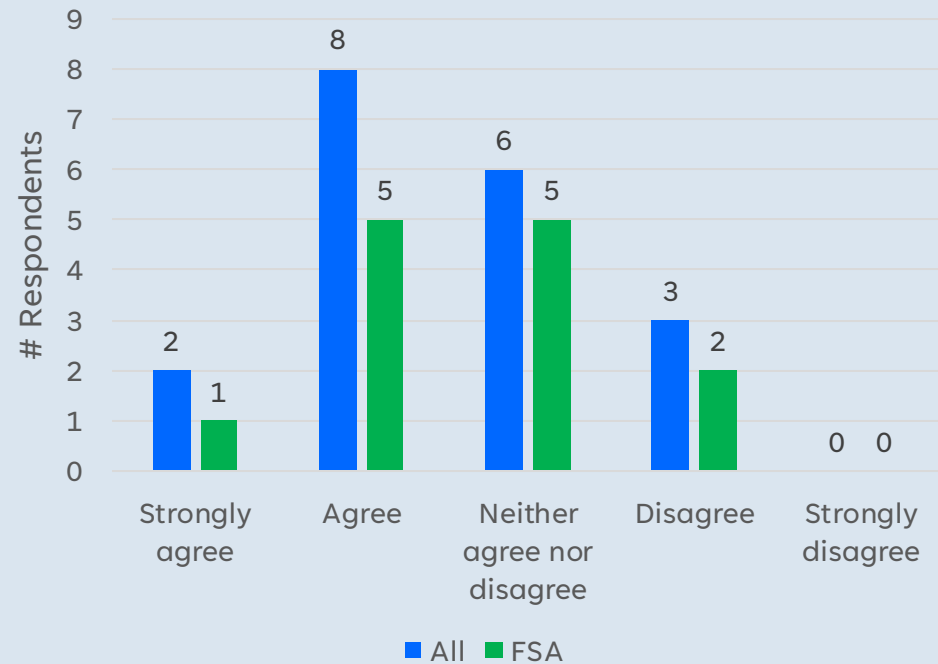


Most of FSA respondents know a member on the FSF board



Community Involvement in Key Projects

I have discussed inputs on key projects, including the airport acquisition, the Training and Operations Center (TOC), and our Aviation STEM and glider programs with FSA members on the FSF Board.

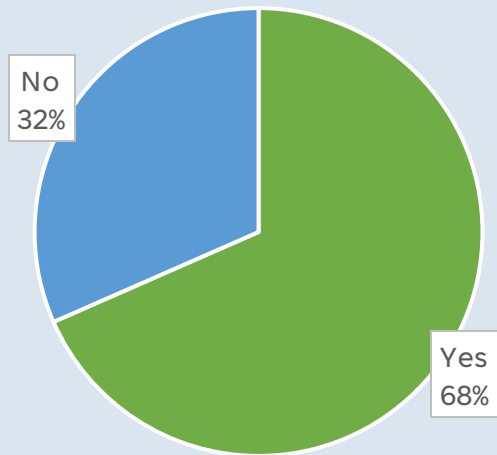


- **74%** of all respondents agree or are neutral
- **85%** of FSA respondents agree or are neutral
- **Only 3** respondents "disagree"
- **No** respondents "strongly disagree" 😊

Perception of TOC's Adequacy

Do you believe that the Training and Operations Center currently in construction will meet today's and tomorrow's needs of the Franconia soaring community?

All Respondents

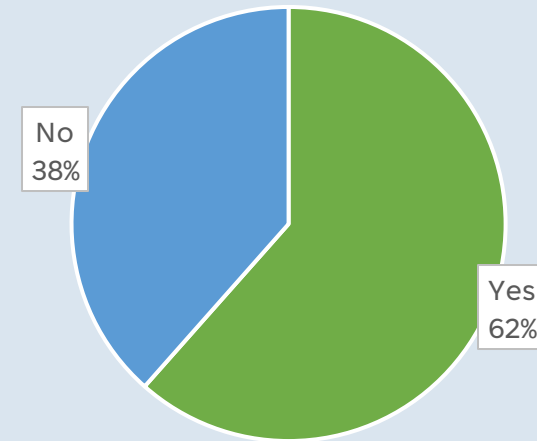


■ Yes ■ No

Most respondents align with this belief
FSA respondents are **less likely** to align with this belief

All respondents who answered “No” left a comment with more information

FSA Respondents



■ Yes ■ No

Suggestions for TOC Improvement

If the answer to question 6 is “No”, how do you suggest we modify the ultimate buildout of the TOC facility to meet those needs?

Membership: 10 years

“It's a marginal "no" because other than pictorial renderings of the building I haven't seen detailed plans as to how the space is to be dispositioned. Keeping the radio mast close to the radio which should be on the ground floor for immediate access (even easily accessible through an open window). The height of the roller doors is a bit low, which is too late to change? Heating of the lower level is imperative during winter months (occasionally) to allow maintenance to be carried out.”

Membership: 8 years

“The building may be adequate - but we have heard that the "hangar" portion of the building will not hold the tow plane & may only hold private ship trailers?

Also - you can build it - but you must also staff the operation. Is FSF expecting FSA to do that?”

Suggestions for TOC Improvement

If the answer to question 6 is “No”, how do you suggest we modify the ultimate buildout of the TOC facility to meet those needs?

Membership: 3 years

Response: Disagree

“I say no only because I was not a party to developing nor hearing stated the objectives for the building, so it is not possible to opine on how it will meet those needs. The former building was highly accessible for folks running in and out countless times over the course of a day, and I question whether the new one will be so convenient.”

Membership: 9 years

Response: Disagree

“Please put a schematic or blueprint of the building on the FSF website. It's hard to comment on something you can't see or study.”

Suggestions for TOC Improvement

If the answer to question 6 is “No”, how do you suggest we modify the ultimate buildout of the TOC facility to meet those needs?

Membership: 5 years

“Big maintenance. Winter storage.”

Membership: 5 years

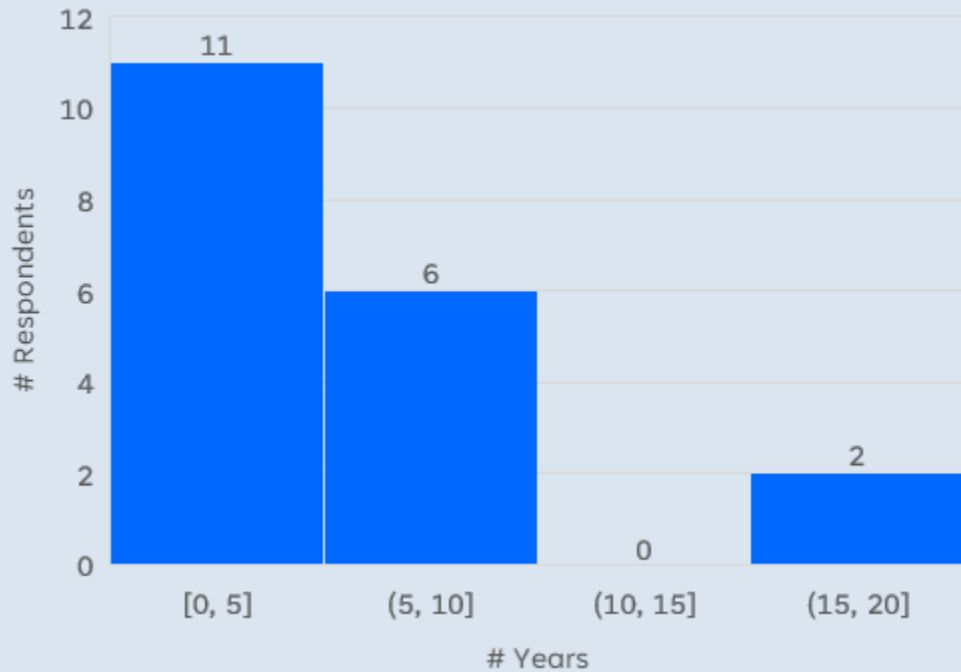
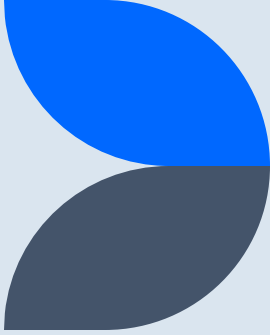
“I only answered no so I can reply. We have a strong mission statement from FSF but no real operational plan for the TOC. There are many unanswered questions about how the new facility will be used and operated. Is there a committee on that?”

Summary

All respondents want more detail on planning, maintenance, and operational goals

FSA Membership Length

How many years have you been a member of the FSA?

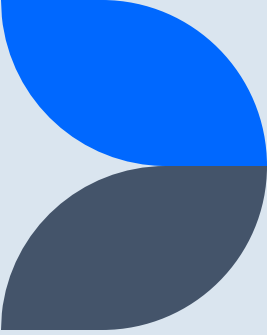


Summary

Most respondents have been members for less than **five years**

Willingness to Serve on Committees

Would you be willing to serve on a committee to help the FSF reach its goals, as well as to meet the current and future needs of the Franconia Soaring community?



5

Already serving

5

Willing to serve

7

Unwilling to serve

Willingness to Serve on Committees

If the answer to question 9 is "yes", in what ways are you interested in contributing to the FSF?

Membership: 1 year

“In a capacity that would best utilize my background and abilities.”

Membership: 8 years

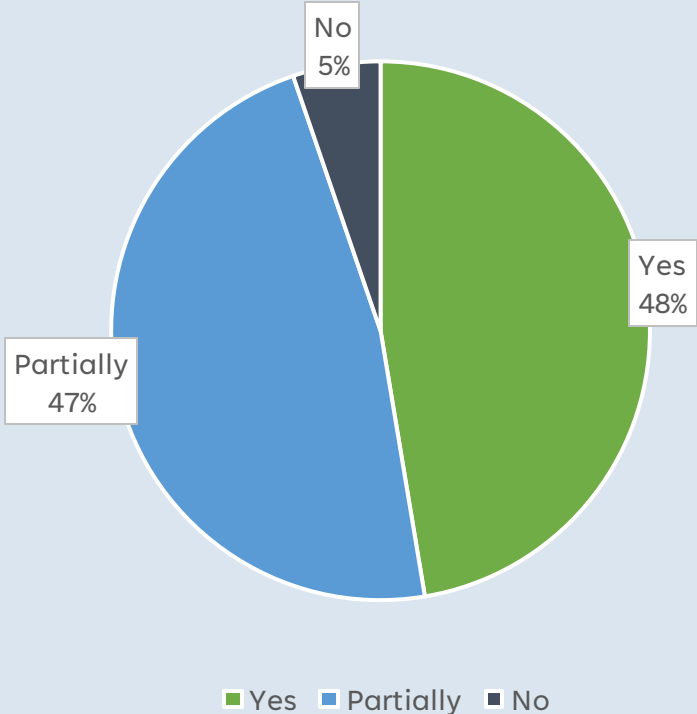
“Unsure”

Membership: 0.5 year

*“Field ops.
Architectural (TOC)
issues.”*

Knowledge of FSF's Formation and Purpose

Do you know when, how, and why the FSF was formed?

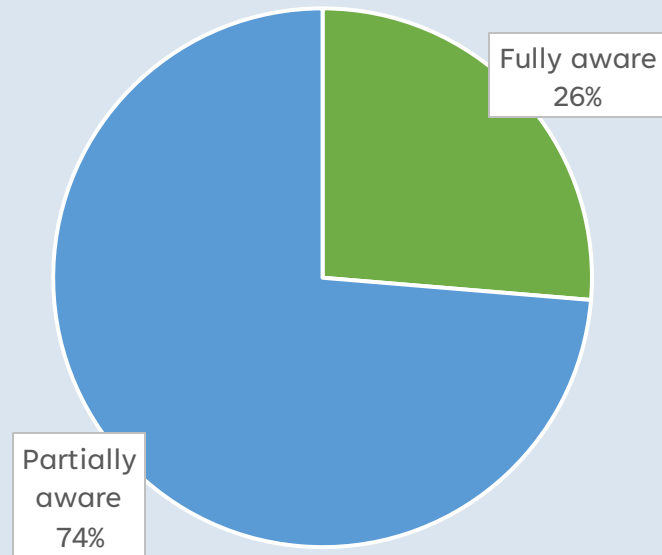
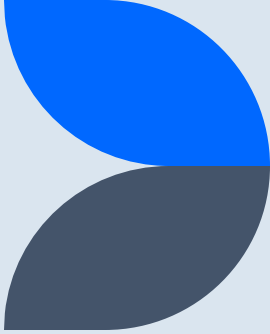


95% have at least some knowledge about this topic

52% could use more information

Awareness of FSF's Benefits

Do you know what the many purposes of the FSF are, and how they have benefited and can benefit you and future generations of soaring enthusiasts?



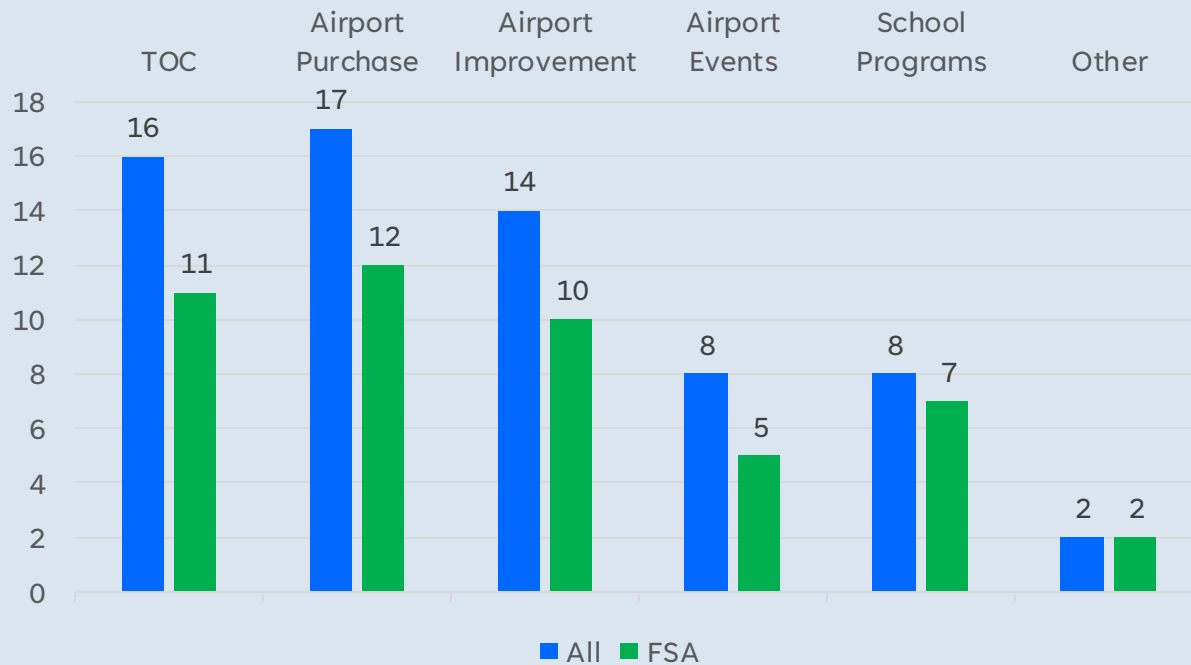
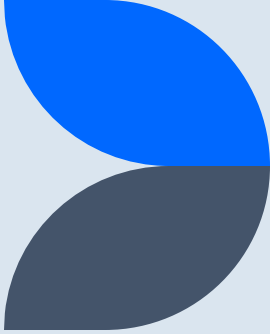
■ Fully aware ■ Partially aware ■ Not aware

All respondents have some awareness of FSF's benefits

74% could use more information

Excitement About FSF Initiatives

Which FSF initiatives or projects have you been most excited about? (Select all that apply)



Top 3

1. Airport purchase
2. Training and Ops Center (TOC)
3. Airport Improvement Grants

Other

- *“The committed group of people at the helm”*
- *“Building a real hangar!”*

Feedback on Initiatives

What about the initiatives or projects stands out to you?

Membership: 16 years

“I never thought they would be possible. It is amazing what can be accomplished with good leadership and effort.”

Membership: 10 years

“TOC”

Membership: 10 years

“Purchase of the North End. We've been doing Adaptive and Airport days long before the FSF was formed.”

Membership: 9 years

“[Airport] Purchase”

Membership: 8 years

“FSF ability to find grant money & donations to achieve their goals”

Membership: 5 years

“The funding and grants obtained to bring the dream of a TOC to reality.”

Feedback on Initiatives

What about the initiatives or projects stands out to you?

Membership: 4 years

“I’m just more interested in the airfield, protecting and improving it.”

Membership: 3 years

“Airport purchase. Without that all else would not exist”

Membership: 3 years

“Solid commitments ensuring long-term operations”

Membership: 2 years

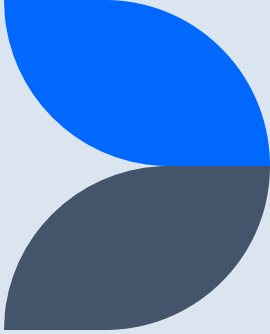
“Training and ops center”

Membership: 1 year

“all the above in question 13”

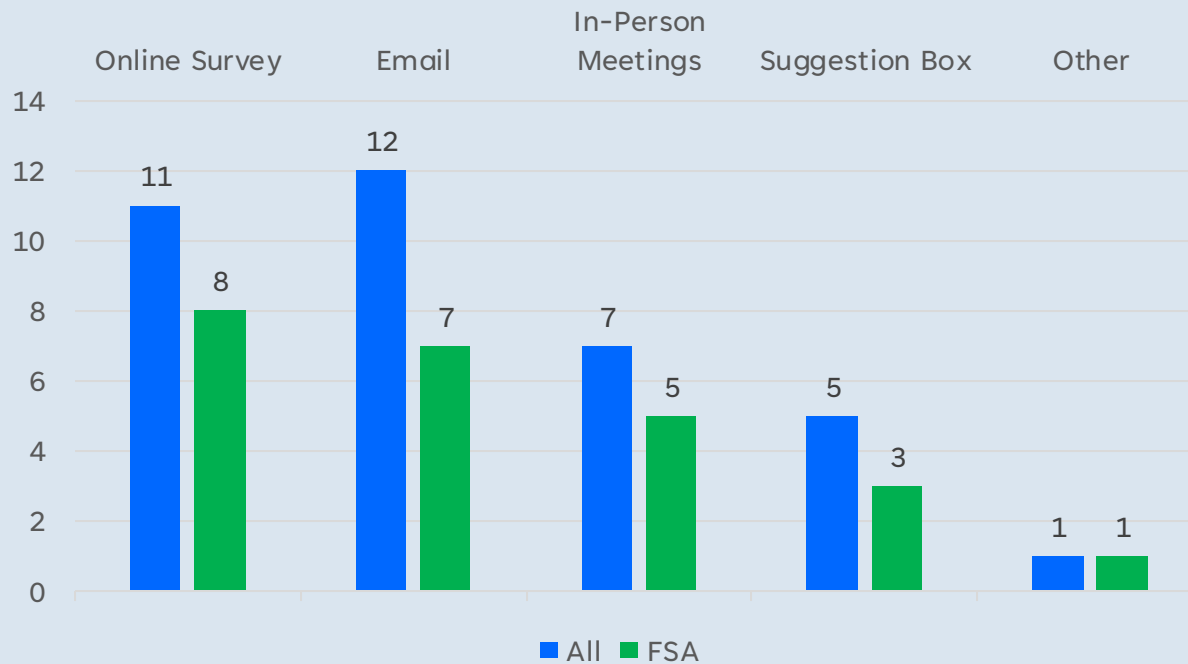
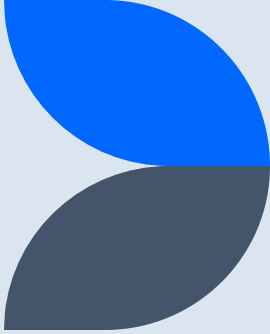
Membership: 0.5 year

“New TOC”



Preferred Methods of Feedback

What is your preferred method(s) for giving feedback to the FSF?



🏆 Top 3 (FSA)

1. Online Survey
2. Email
3. In-Person Meetings

Other

- *“all above as feedback needs to be as easy as possible”*

Additional Comments and Suggestions

Any other questions, comments, or suggestions?

Membership: 20 years

“Purchase the north end of the runway, so a hanger and camping facilities can be built.”

Membership: 16 years

“Max, the survey is a good idea. You might consider rephrasing question #5. I am not sure what you are looking for?”

Membership: 10 years

“Purchase of the North End. We've been doing Adaptive and Airport days long before the FSF was formed.”

Membership: 5 years

“The hangar space seems small. It would be nice to have space to work on aircraft projects during the winter months with all the tools available in that space”

Membership: 4 years

“Regarding question 9: I'm not much of a committee person”

Membership: 3 years

“Thank you for striving for better communications!”

Additional Comments and Suggestions

Any other questions, comments, or suggestions?

Membership: 1 year

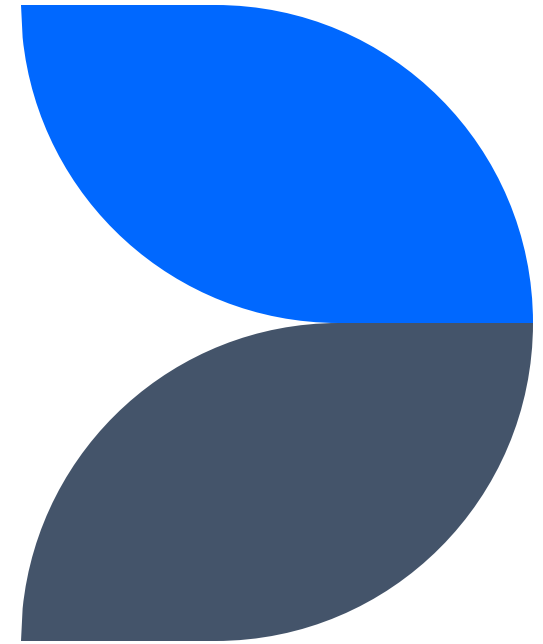
“a mission statement from FSA FSF or even better a combined Mission statement that would reflect goals, directions, and desired outcomes as all wish them to be.

This is such a great start to open communication and collaboration

Thank You for the huge amount of effort and undertaking”

Conclusion

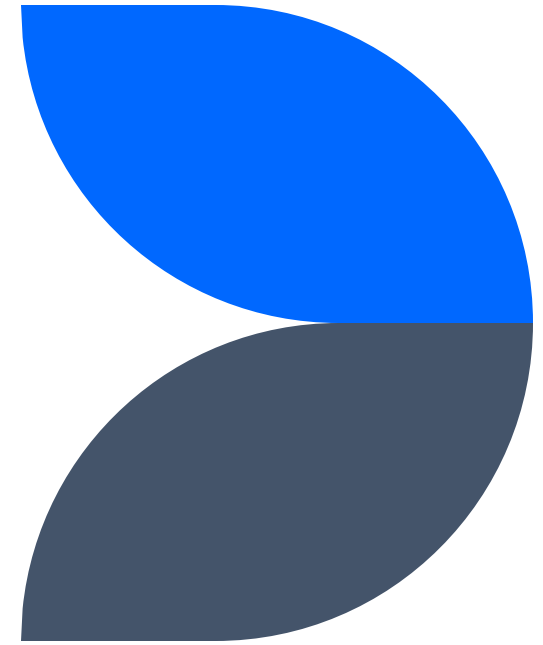
Suggestions and next steps



Suggestions

- FSF to facilitate a survey results review and discussion with the FSA community
 - This will be recorded for future viewing
 - Publish the recording, survey data, and this PowerPoint on the website
- Establish communications@soarfrancoia.org email channel
 - Include social media buttons in signature
- FSF new member welcome pamphlet/brochure
 - Provide more information about FSF to new FSA members
- Welcome new volunteers to the FSF
 - Especially those that expressed interest through the survey

Discussion & Questions





Thank you

Max Lareau

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