

# **CSA 2018 Satisfaction Survey Key Findings**

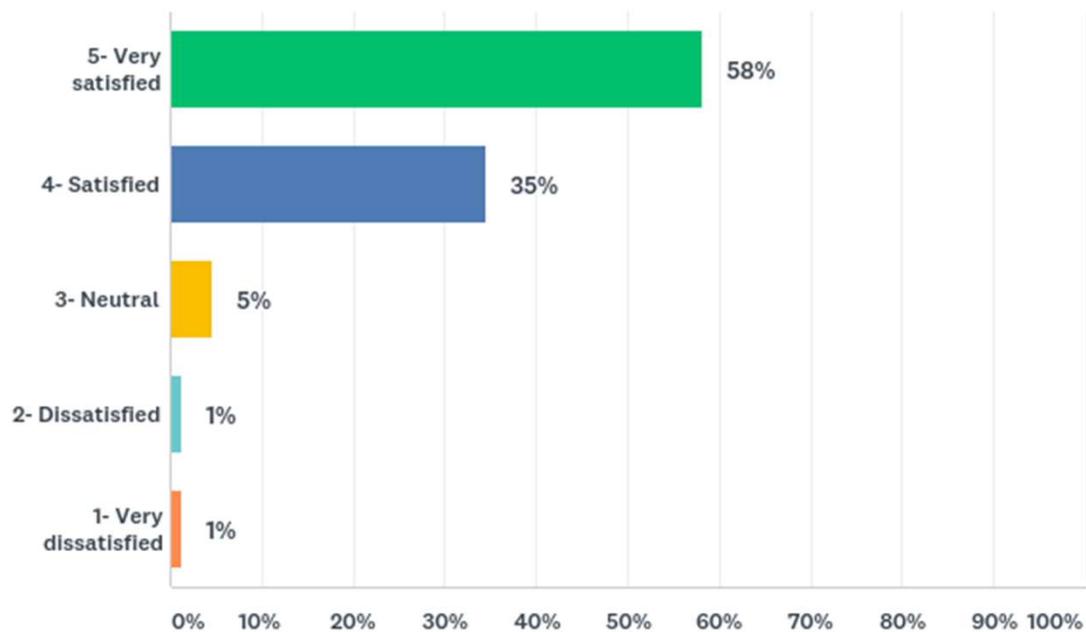
**Key Finding: Valuable data was obtained, but survey response was lower than 2014, and respondents skewed to older, long-tenured members of the community**

- We got 245 respondents vs. 645 in the 2014 survey
- Respondents skewed older:
  - 79% are over 60, and only 10% are under 40
  - They are also long-tenured (almost 90% have been coming for 20 years or more) and come every year
- Despite the age skew, we did get valuable data. These respondents tend to be committed members of our community, and many are at the CSA for the full season and engaged

## Key Finding: Overall satisfaction is very encouraging

### Q1 Overall, how would you rate your summer experience at the CSA?

Note: Excludes "Don't know" responses



**Average Rating = 4.47 out of 5**

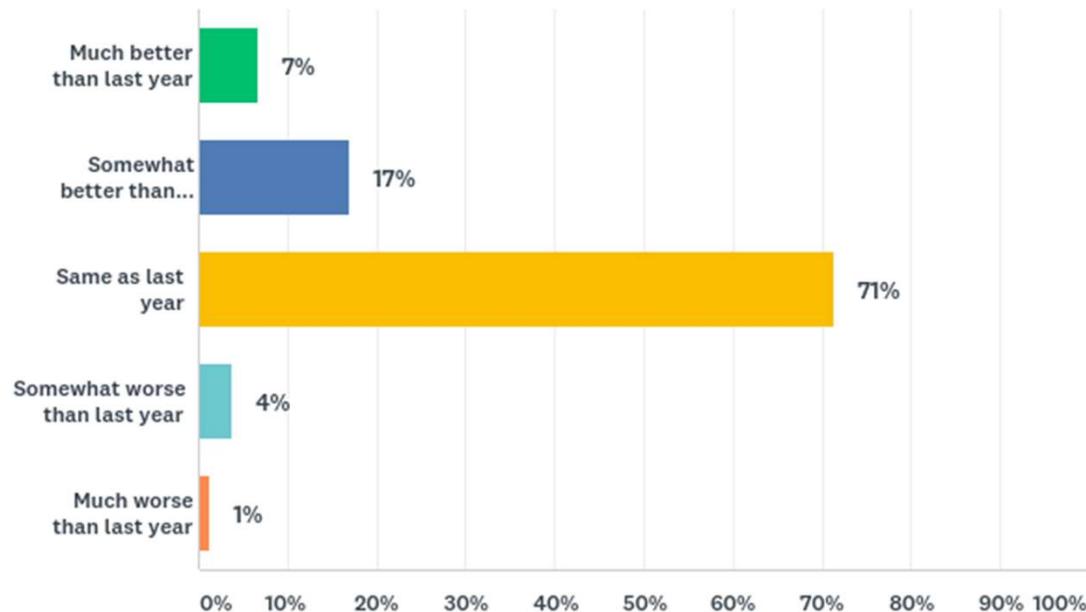
Scale:

5 = Very Satisfied

1 = Very Dissatisfied

**It's also encouraging to see that almost a quarter said things were better than last year, compared to only 5% reporting a worse summer experience**

Q2 Overall, how does your level of satisfaction with your summer experience compare to last year?  
Note: Excludes "Don't know" responses



**Average Rating = 3.24**

Scale:  
5 = Much Better  
1 = Much Worse

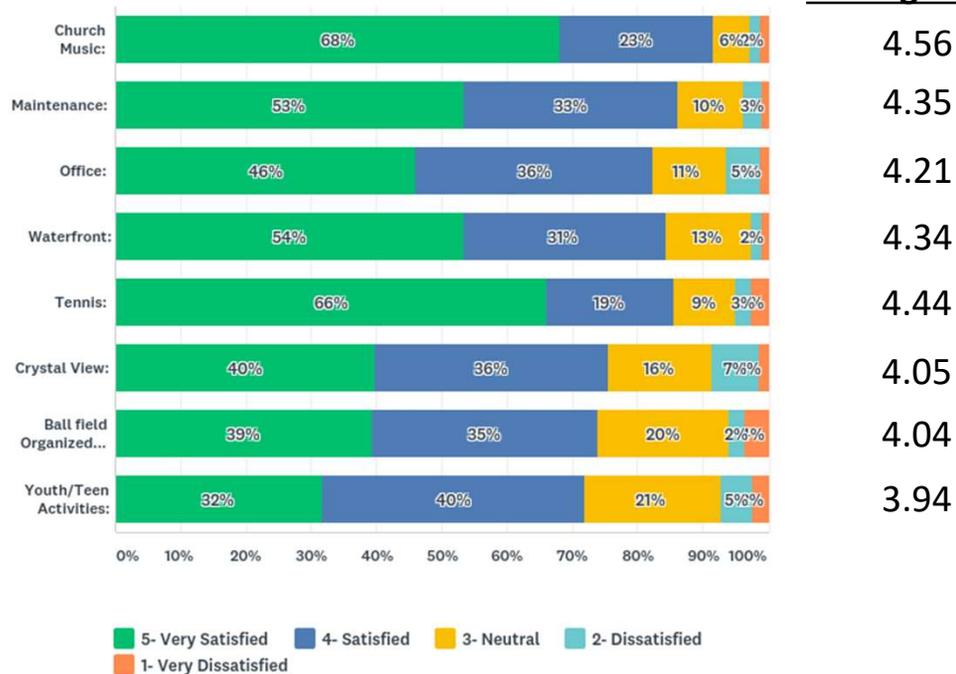
## Key Finding: Staff ratings are also good

### Church music and tennis received the highest “very satisfied” ratings

Q3 Please rate your overall level of satisfaction with these CSA staff groups:

Note: Excludes “Don’t know” responses

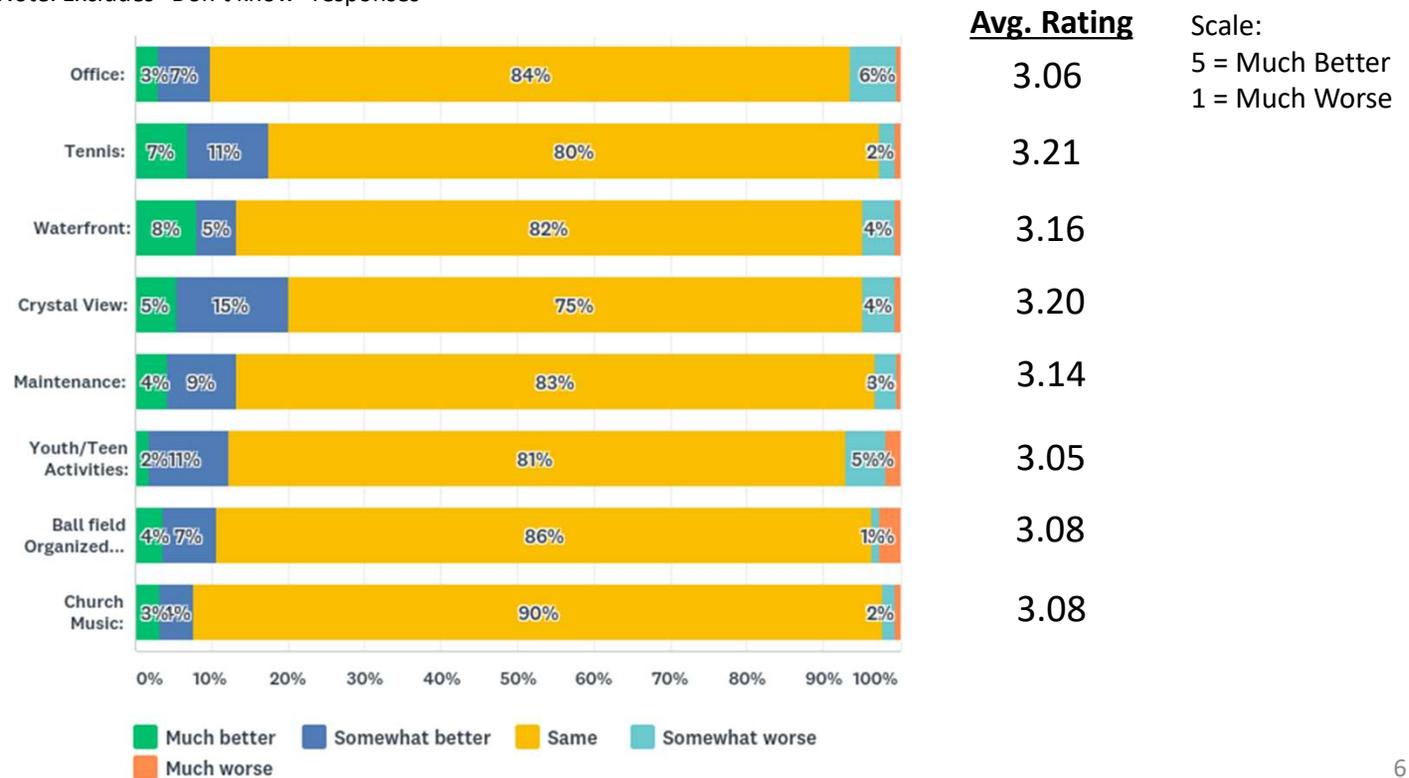
**Average Rating** ( Scale: 5= Very Satisfied and 1= Very Dissatisfied)



## In all areas we see progress was made in 2018, with “better” ratings higher than “worse” ratings

Q4 Overall, how does your level of satisfaction compare to last year?:

Note: Excludes “Don’t know” responses



## **There were positive comments in all areas! Key suggestions include:**

### **Ball Field Organized Sports:**

- Make it more exciting/fun
- Teach skills
- Soft spongy bats for tee-ball
- Don't cancel when only a few kids

### **Church Music:**

- Accolades, but some would like to see some more modern music incorporated

### **Crystal View:**

- Some like the menu and some don't. Requests for more "regular" food, more healthy food, burgers/hot dogs/fries and simplified menu
- Also, expanded hours for morning coffee/pastries, after dance, open late for ice cream
- Better bathrooms, picnic tables and landscaping

### **Maintenance:**

- Smoother roads and fill potholes (not with gravel)
- Fix trees before damage occurs
- Night lights between Meeting House and Assembly Building

**There were positive comments in all areas!  
Key suggestions include:**

**Tennis:**

- Better child/instructor ratio, and some increased level of instruction
- Tournament organization

**Waterfront:**

- Swimmer's itch is very important, and appreciate progress. Raise red flag on itch "danger days," and consider adding it to white board or social media
- As always, lots of comments on boats
- Clean and monitored waterfront. Better accessibility (e.g., ramps and railings)

**Youth/Teen:**

- More creative/fresh activities
- Control fire pit area

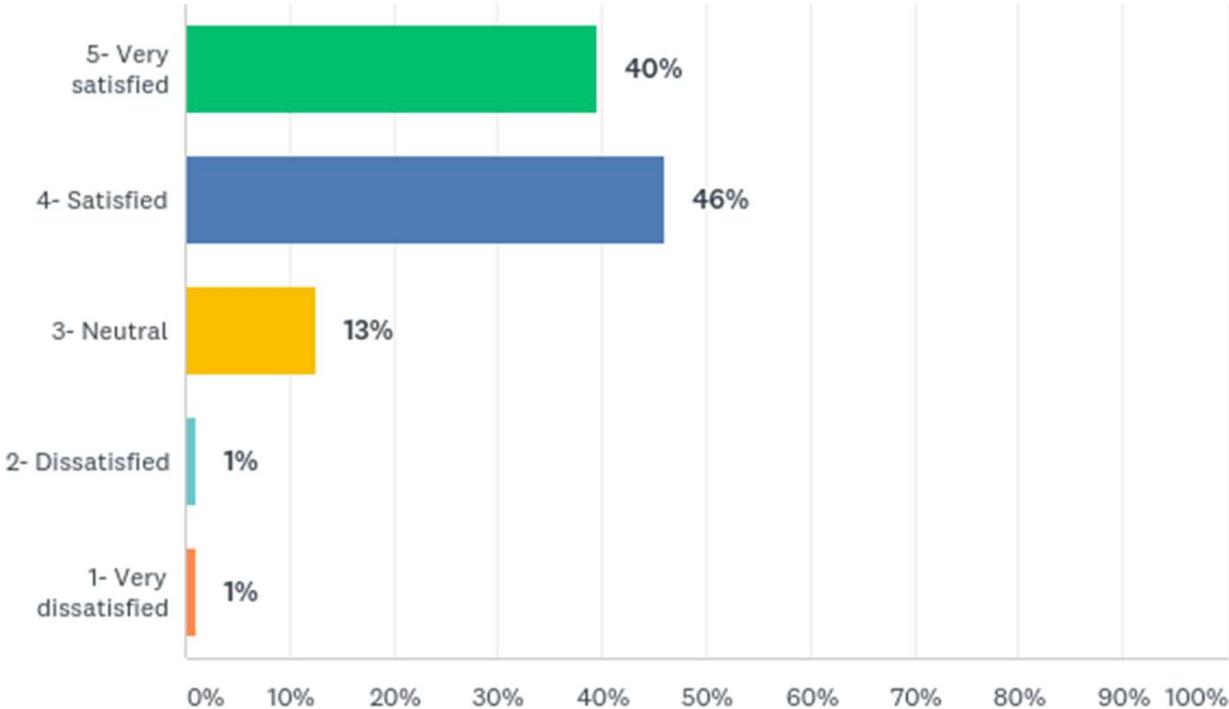
**Requests throughout the survey for season to extend through the end of August/Labor Day**

- Assembly building/mail/lifeguards and some activities all suggested

# Key Finding: Board satisfaction results are also positive

**Q6: Please rate your overall level of satisfaction with the performance of the current CSA Board of Trustees:**

Note: Excludes "Don't know" responses



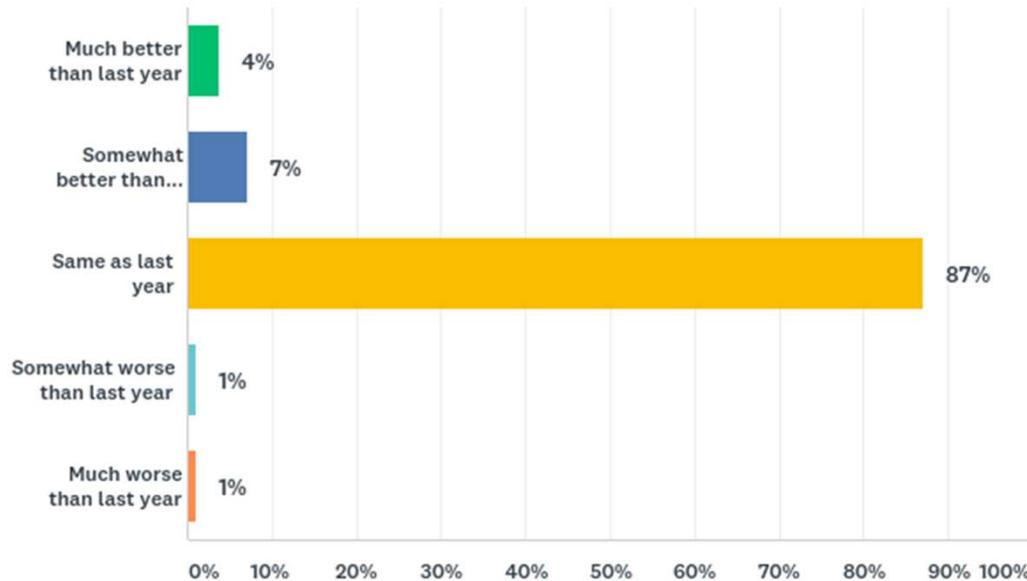
**Average Rating = 4.22**

Scale:  
5 = Very Satisfied  
1 = Very Dissatisfied

# Almost 90% said Board performance was the same as last year, and “better responses” exceeded “worse” responses

Q7 Overall, how does your level of satisfaction with the Board of Trustees compare to last year?

Note: Excludes “Don’t know” responses



**Average Rating = 3.11**

Scale:

5 = Much Better

1 = Much Worse

## **Some of the bigger picture board/governance comments included:**

### **Long-term strategy responsive to societal and CSA changes. For example:**

- “Times have changed and the CSA is still the same, which is good but also has challenges. How can the CSA make things more appropriate to the new norm of one week visitors rather than those that come for the whole summer? Again, camps seem to have figured out enticing activities for this one week experience to refreshen things.”
- “The Board could use some younger ideas and perspective” “
- “We have to start thinking outside of the box. The face of the Assembly is changing. The majority of the people who are up for an extended time are no longer families with children, it is retired members. We need to figure out how to adapt with the changes of demographics. In addition, it’s hard for working adults to come up if there is not strong wireless”
- “Be more open to change”
- “Treat all members equally”
- “I hope we will continue to change with the times and not let a few dictate the way they think the CSA should be”
- “Would like to see more diversity and discussion of tolerance”

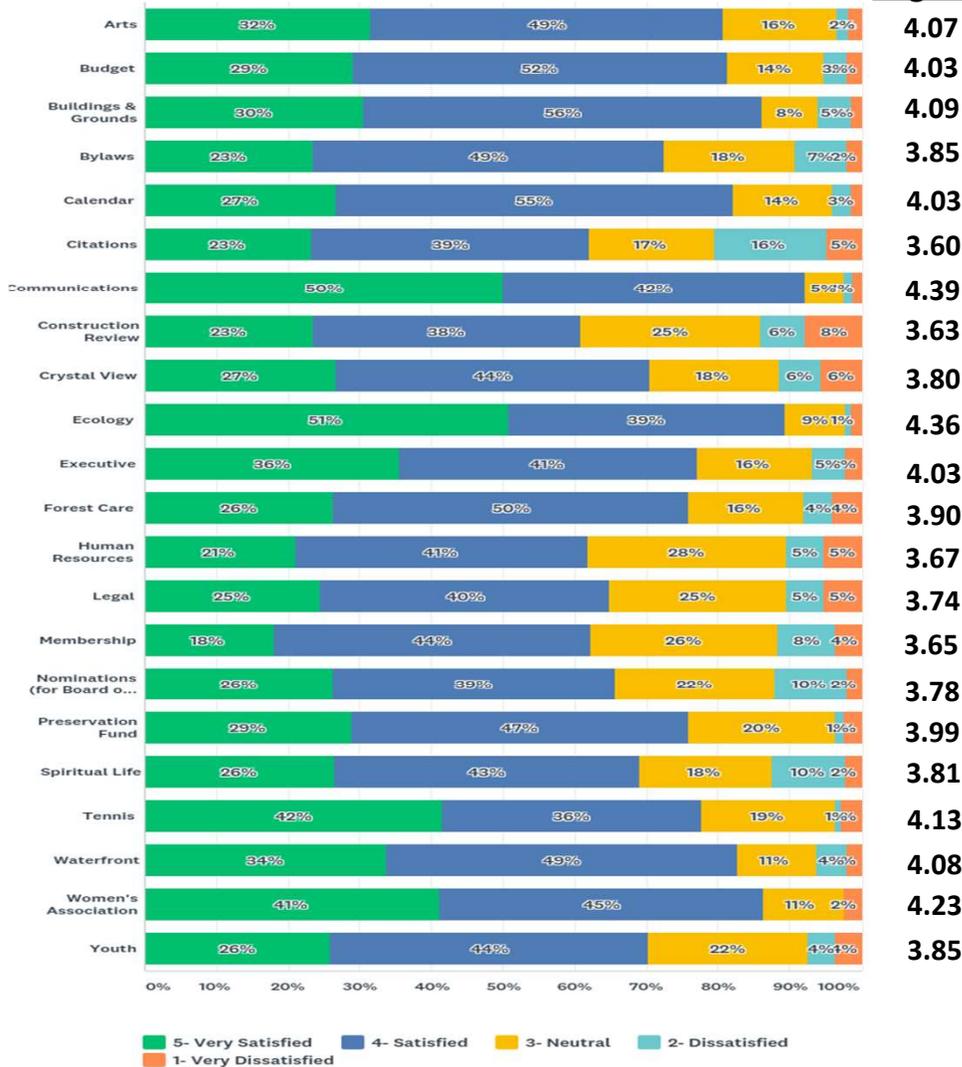
### **Communication/Transparency**

- Provide more current and complete reports of goals plans and accomplishments.
- Better communication, for example, posting agenda of winter meeting ahead of time and posting minutes afterward
- Hard for those “outside” the system – not on Committees – to offer cogent suggestions

Q9 Please rate your overall level of satisfaction with the CSA Committees with which you are familiar. If you are not familiar with a Committee, check "Don't Know"

Note: Excludes "Don't know" responses

**Avg. Rating** (Scale: 5= Very Satisfied and 1= Very Dissatisfied)

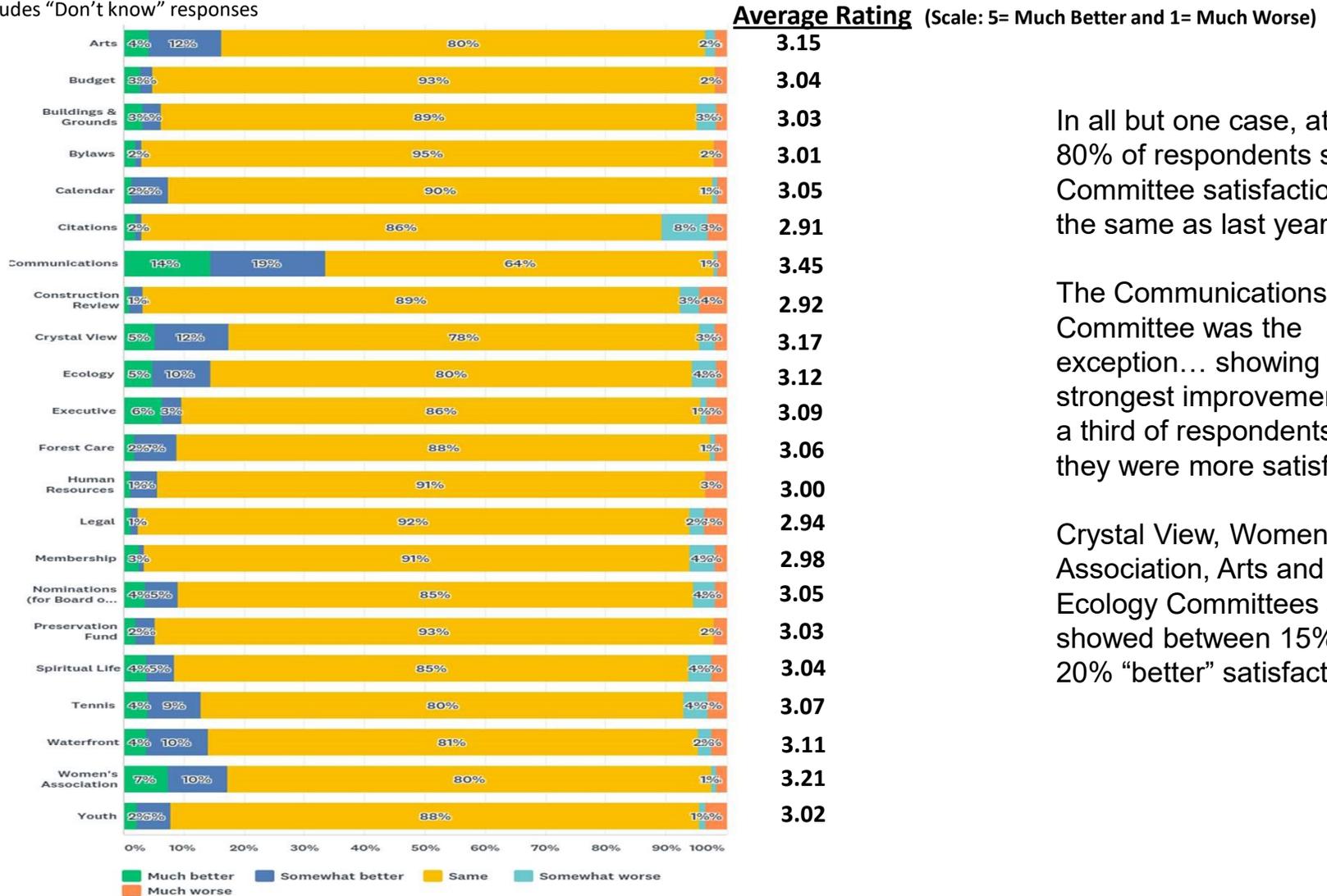


The two Committees with the highest “very satisfied” ratings – Ecology and Communications – are the newest

- Both are engaging our Community in new and different ways

Q10 Overall, how does your level of satisfaction with these Committees compare to last year? If you are not familiar with a Committee, check "Don't Know"

Note: Excludes "Don't know" responses



In all but one case, at least 80% of respondents said Committee satisfaction was the same as last year

The Communications Committee was the exception... showing the strongest improvement, with a third of respondents saying they were more satisfied

Crystal View, Women's Association, Arts and Ecology Committees all showed between 15% and 20% "better" satisfaction

## Next Steps

### **Staff Survey Results**

- The HR Committee will work with Ken Cox to review the results in detail and identify Key 2019 Improvement Opportunities.

### **Board Survey Results**

- Committees will be encouraged to gather new participants;
- Each committee will be represented by a current trustee to keep lines of communication open;
- Goals, plans and accomplishments from Winter Meeting will be stated in Assembly News;
- Other means of communicating and engaging will be explored.

### **Committee Survey Results:**

- Barb Perry will provide Committee comments to individual Chairs;
- Chairs will work with their Committees over the winter to identify 2019 improvements, and implement necessary action plans;
- These will be shared at the June Board meeting.

**An E-mail from the Board will be sent out early in the 2019 season to let our community know the key changes/enhancements being made as a result of their survey input.**