

# FSIM Member Survey Summary

Survey – December 2017

We thank the 20 members of FSIM who participated in the member survey late last year! This feedback has been useful to the FSIM Board in reinforcing and clarifying priorities for our organization.

## ---Highlights---

*Connecting with each other:*

- In-person meetings, classes, and events are the primary way our members want to connect with each other
- Additionally, there is significant interest in online forums and learning
- Significant interest in a private Facebook group to be used as a forum for support, feng shui (FS) problem solving, and networking
- Interest in learning from other FSIM members through TED style talks, presentations, and newsletter articles

*Topics/Presenters/Learning*

- How important is it for national/international speakers to present/partner with us?
  - 33% feel it is very important; 67% feel it is moderately important
- Types of activities:
  - 95% Prefer speakers and presentations; 68% Want Teleseminar/online learning
- Content topics
  - 80-90% In-depth FS content such as physical adjustments, Spirituality and Metaphysics, and Mystical FS content such as meditation
  - 60-70% Compass FS concepts, Health and Healing, and Physical movement practices (Qi gong, Tai ch'i, Yoga)

*Newsletter and FSIM organization participation*

- There were very positive comments about our newsletter!
- We asked about member participation in the newsletter:
  - Over 50% reported they would be willing to contribute an article or shorter piece (paragraph, quote, summary, thought) on an occasional or more often basis.
- 30% said they would be willing to do one more thing for the FSIM organization
- 30% said they would, or might, be willing to make a presentation at a meeting or C3 community event

*FSIM Vision and Growth*

- Over 60% feel we should both pursue partnerships and new relationships, and expand into online education
- 55%: we should expand our membership within MN and the Midwest
- 25%: we should expand our membership beyond the Midwest

*How?...*

- 94%: more CEU opportunities
- 82%: we should encourage more Friend memberships (people interested in FS, but not necessarily FS practitioners)
- 80% more interactive website
- 78% more partnerships with compatible organizations
- 74% more professional members

## -FSIM Board Response-

Much of what we learned through the survey reinforced the directions the board has been moving, and it clarified potential areas to target our energy.

- We have virtually doubled our opportunities for both learning and connecting with the community in the last two years.
- This year we have partnered with three additional nationally renowned presenters for special events.
- In addition to our longstanding partnership with Wind Water School of Feng Shui, we are working to reach out and partner with compatible organizations such as Spring Forest Qi Gong and others.
- We have undertaken, with meticulous and steadfast support from Michelle Doilney, our website coordinator, a major overhaul of the FSIM website, which will be launched sometime this summer. Capabilities include: more mobile friendly, ability to log in and keep track of your CEUs, update your listing and contact information, and more.

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- We are creating more and more opportunities for members to contribute to the newsletter and the life of FSIM in your own timing, ability, and skills.
- [Link to pdf document of detailed responses]

Again, thank you to all who participated! Your thoughtfulness and consideration means a great deal to all of us on the board, and makes our work more easier and more effective!

We always encourage thoughts, ideas and feedback from our members! Please send an email Elaine Anderson or Debbie Miller (or any board member), or through the website at [info@fsim.org](mailto:info@fsim.org).

## ---Survey Details---

20 responses: 13 Practitioner members; 7 Friend members

40% have been members for 10+ yrs

25% 6-10 yrs

20% 3-6 yrs

15% 0-3 yrs

## Social Media:

### What social media do members use regularly and what social media should FSUM use regularly?

	Facebook	Instagram	Pinterest	Linked In	Twitter
Members use	95%	50%	35%	35%	5%
FSIM should use	95%	35%	15%	10%	10%

Should FSIM have a private FB group?

Yes 55%

No 5%

Maybe 40%

Why would members use it?

Quite and very likely:

Friendship and support 78%

Asking and problem solving FS questions 69%

Networking – about both FS work 56%

Networking about other professional work 39%

=COMMENTS=

My Feng Shui school "The Western School of Feng Shui" has a Facebook group, and I read it often.

I do not use Facebook.

I like the opportunity to be able to connect easier with other feng shui consultants.

Depending on content.

I haven't used the similar IFSG (International Feng Shui Guild) site yet, but I do follow their questions/answers as they pop up in my news feed

I would LOVE to use this as a forum to bounce Q&A off

Share experiences with other members and get feed back or learn about other ways to assist clients

All of the above!

## Ways to get to know colleagues in FSIM:

Most and quite important activities to our members:

In person at FSIM meetings (74%)

At FSIM community events and gatherings (55%)

Online forums & classes (44%)

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FB/social media (42%)  
Volunteering (35%)

Somewhat important:  
TED style talks by members (53%)  
At FSIM community events and gatherings (45%)  
FB/social media (42%)

=COMMENTS=

Meetings and events are harder and harder to attend with other demands from work and personal life. This was harder for me to answer now that I'm in Hawaii. I love the idea of the TED talks by members! I live out of town - not easy at all to see people in person at events or meetings. When I am in town, I usually have a lot of family responsibilities. It's very important to see people, but I would love to get to know people through online/phone opportunities. I only have touch with the Board, with people I knew when I lived in MN or the few people I meet at events. Perhaps do mixers/getting to know you games at the meetings.

## Interest in FS Health & Wellness special event/mini-conference:

Moderately interested 70%  
Very interested 30%

How would you like to participate?

Attending 80%  
Helping to plan 20%  
Helping the day of 19%

=COMMENTS=

As I said, at this time in my life additional events are hard to make work. After my son is older I will have more flexibility to attend these types of things. If I am in town, I would for sure come, but I don't know when I'll be coming back to MN after this holiday season. Maybe I would make a special trip for it :) Depends on the topic Not likely that I could attend. If I lived in MN I would make all efforts to be there and would be interested. I would love it! ;)

## Are you willing to do one more thing for FSIM? If so, let us know your skills!

No 50%  
Yes 30%  
No response 20%

=COMMENTS=

Now that I've moved to St. Paul, I'd like to get more involved in whatever capacity needed. I've been a Realtor for 32 years so am familiar with forms of marketing, homes and their Feng Shui Since I joined another board my hands are full so I'm not able to help with anything at this time. At this time, I might not be able to do much due to personal commitments. I think a lot about FSIM and miss being involved. I want to be able to keep in touch with the future possibly opening more doors for me to be involved. I am resourceful. I typically pass on referrals to the board members for potential speakers. Don't know if there is more than I can do... BAH!! HA HA! (from a Board member)

Skills members listed:

Resource for finding speakers & presenters  
Resource for finding potential field trips such as Cambodian temple

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Assisting with volunteer activities  
Chair massage

Willing to speak/present?

No 65%

Yes 15%

Maybe 15%

Kinds of topics you might share?

Other healing work 83%

FS related expertise 50%

Non-FS related businesses or services 33%

What would you like to hear from other FSIM members?

FS related expertise 89%

Other healing work FSIM members do 79%

About non-FS related businesses or services 42%

=COMMENTS=

Potential Topics

End of Life Doula / Panel on FS and end of life

Real Estate marketing and FS

FS & land healings

FS and Inner Peace

Be Practical with FS

Medicine Wheels (Aanishinaabe/Ojibwe heritage) for healing people and land

Practical ways to make changes in your life with ease and grace

Medical missions with Operation Smile

Yoga & breath work

## Newsletter participation:

Writing articles Moderately/love to: 16%; Occasionally: 53%

Contribute shorter writing: Moderately/love to: 17%; Occasionally: 39%

Create/share a blog post: Mod/love: 13%; Occ: 27%

Gather info to submit: Mod/love: 6%; Occ 19%

Contribute photos, images, artwork: Mod/love: 18%; Occ: 18%

Just want to read it: 92%

=COMMENTS=

Good media for communications

It's PERFECT

LOVE IT

It works. The communication is effective.

The recent newsletter editors have done an amazing job: Kathy Connors, Dorene King, & Cheryl Larson!

I enjoy the articles

Would like to see more about the members' personal lives – new jobs, new babies, grandchildren, illness, etc... to provide support and feel connected

I like the articles and keeping up on FS practices, tidbits and knowledge

Well done

Done well

A tad long sometimes

Regularity -- knowing when to look for it will help. We are getting there.

Education is key for me.

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I am happy to share any of the blog posts that I have written. I recently did this with International Feng Shui Guild for an issue that they did in December about Bells.

I am happy to help provide material - and do not need my name/business used. I am currently only teaching and not accepting consults - getting my name out there is not a goal at all right now.

## Interest in types of FSIM activities:

Quite and most:

Speakers and presentations 95%

Teleseminar/Online online learning 68%

Field trips 60%

Interactive experiences 52%

FS appointments in community 42%

Participating in FB F question/answer forum 42%

FSIM members sharing appts in their own homes 37%

Volunteering in community 37%

## What topics do you want to learn/experience more about?

Quite and Most interested in:

In depth FS content such as physical adjustments 89%

Spirituality and Metaphysics 89%

Mystical Feng content such as meditations 79%

Compass School FS concepts 63%

Health & Healing 63%

Physical movement practices such as Tai Ch'i, Qi Gong, Yoga, etc. 61%

=COMMENTS=

This is about FS. Can get other topics from other sources. Prefer a FS focus

Would like to review FS information many of us already have

## How important is having national/international speakers to present/partner with us?

Moderately important 67%

Very important 33%

=COMMENTS=

We learn and grow together when we bring in fresh ideas

Great to have a wide range of speakers, topics & cultures

It is important because it adds diversity and credibility to our organization

We have a wealth of people here. It would be nice to have national/international speakers but not the most important.

Partnering and collaboration with other organizations can build a strong base

Field trip to Maui! lol

More interested in online/phone opportunities given my location

The field trips have happened during workdays. Some of us work fulltime. Would've loved to attend.

Speaker (local or national) and topic suggestions:

Would like to get mystical content and physical adjustments from Katherine Metz

Ralph Dehner (coming in August)

Warren King – acupuncture

Mary Kay Holland – medium, healer, angels & guides

Crop circles

iChing

Health related; spiritual; nutrition; interior design

Topics for the aging population

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## Favorite thing about FSIM in the last few years:

=COMMENTS=

- Being on the board!
- Moving membership out of month of December – rather than charging a late fee: right direction
- Change over of the presidency is meaningful
- I loved every one I attended
- FS tours of public spaces; labyrinth visits, Reiki & Healing Touch experiences; Andrew Hong tour of the Asian collection at the MIA; Artomancy experience at MIA (that was one of my favorites!); Summer and Fall gatherings with drumming, readings, fire and some ritual  
The crystal meeting was very interesting
- 2017 Annual Meeting
- Lyndall Johnson in 2016; bring her back!
- Healing between FSIM & WWSofS
- All the field trips were wonderful
- Integrating spiritual professionals from outside the FS community: Cyndi Dale, Laurie Wondra, etc. It broadens the thought process and doesn't create so much inbreeding.
- At the annual meeting: Love to hear about the year ahead, and Horoscopes for the upcoming year.
- All the amazing and kind heart filled people I have met through FSIM. I moved away and I miss you guys!
- I loved the Lion Dance at last year's Annual Meeting and really enjoyed being part of the board. The (Buddhist) temple field trip was wonderful as well.
- Speakers: Echo Bodine
- I've enjoyed getting to know a few of the members a little more personally through meetings. It's nice to be among "like minded" people.

## What should FSIM's vision be?

Pursue partnerships and new relationships 64%

Should expand into online education 61%

Should be an "alumni" group for graduates from FS training programs 58%

Should partner with ancillary businesses and services 43%

=COMMENTS=

- I am an alumni but not practicing, so I really appreciate the high quality meetings, guest speaker and diverse programs
- We need the FS training programs to filter their people to us. The graduating students need to know we are there. We should be a resource for them. We should be clear with what they get out of being a member.
- We should be much more than an "alumni" group of people who went through the same or similar programs.

We should work toward expanding our membership within MN and the Midwest.

Yes 55%

No 0%

No response 45%

=COMMENTS=

- It would create a larger membership and diversity. Not limited to only WWSofS students: ne ideas, new blood, more to carry the weight of FSIM.
- Not important to me.
- By all means, we can welcome people in. However if you look upstream, WW isn't feeding FSIM the way it used to. Their programming has changed online which works for a training program.
- This benefits me because I live outside the area.
- And being accessible and global is more and more important to not just growth bur survival of organizations.
- Why not?
- It supports diversity and continuity

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- Not sure what you mean by expanding membership – to who? Certainly to other practitioners. We need to grow to stay strong and viable as a professional organization, where all practitioners of all FS schools feel welcome and have the opportunity to share their expertise and collaborate.
- Broadens our perspective by having people who share an interest in FS but also work in a variety of realms
- Always good to seek out new members and ideas
- Having more members created a more active community and I think others that are interested in FS (friend members) is an area that could be expanded.
- Seems to make sense you would
- Expands knowledge of the community
- I'm not familiar enough with the current needs to have an opinion

Should we work toward expanding our membership beyond the Midwest?

Yes 25%

No 40%

No responses 35%

If you think we should expand, rank the ways we should accomplish this:

Quite & most important:

More CEU opportunities for members 94%

More Friend members – people interested in FS but not necessarily FS practitioners 82%

More educational opportunities for the public 81%

A more interactive website that reaches further than our geography 80%

More partnerships with compatible organizations 78%

More professional FS members 74%

=COMMENTS=

- Not important to me
- Maybe... first let's address MN and the Midwest. But yes, probably a good idea.
- Why not? There are a lot of folks out there.
- I'm not sure I would be able or willing to participate outside the Twin Cities and even outstate MN.
- Only if we can offer professional growth and connection that makes it worthwhile to be a part of this community
- We are the Midwest group. IFSG (International Feng Shui Guild) is the national group.
- Maybe, but we need to get our local "sea legs" under us. Once we expand our outreach to local members, create business partnerships, and hear from diverse voices.
- This is a tough one for me to answer. I still want to be involved because I love this group, and yet currently there is not a lot to be involved in when I am not there in person.