

Survey Says.....

This past summer CGSA conducted its first member survey in nearly a decade. This edition of the survey was sent to nearly 800 members and asked all sorts of questions including what they liked best about CGSA and what we could work on.

CGSA received an 18.5% response rate to the survey (survey benchmarks indicate that a 10% return is an excellent response); with majority of responses received from Superintendents and Assistant Superintendents.

Learning the reasons why members joined the association was an important exercise for staff and the board to be aware of. Most of these responses included networking, professional development, advocacy and being a part of something. It is pleasing to realize that 92% of respondents indicated that their initial reason for joining the association has been met. Those who responded no give staff something to work on to ensure that we can meet those needs as well.

CGSA looked at other industry memberships to see where members may be spending additional membership time. As anticipated nearly 88% of respondents also carry a membership in their regional or provincial association. A smaller number of members also held a membership in the GCSAA.

All of the member benefits were asked about and had respondents indicate if they were important, somewhat important, not important or did not know they existed. CGSA's primary event; The Canadian Golf Course Management Conference was ranked as the most important; followed by Super Search and then advocacy. Questions were also asked about all the Golfmax programs, not surprisingly the program viewed as the most important was The Toro Company program.

Some areas that came as a surprise to staff were those that ranked high in the 'did not know existed' category. Staff have committed to creating additional information pieces and sharing information more frequently on these programs and benefits to bring these programs and benefits to mind.

When asking about the various communications items that CGSA uses; GreenMaster, GreenMatter and On The Fringe members indicated that GreenMaster continues to be regarded as very important with nearly half of respondents advising so. Interestingly, CGSA did ask how many people at the facility read GreenMaster and majority responded 2 – 3 with some even answering that 6+ read the magazine. Also noted was that almost 1/3 of responses preferred a paper copy of the magazine over electronic delivery of the issue.

Twitter slightly edged out golfsupers.com for the most referred to when looking for new information or updates from CGSA.

In closing, this exercise proved to be a valuable piece of information that the staff and board can use to look at new programs, topics presented at educational events and how we can continue to keep in touch with the members. Thank you to all participants for sharing your feedback. We are pleased to announce Craig Atkinson from Clear Lake Manitoba as the \$100 VISA winner for completing the survey.

If at any time you'd like to share your thoughts or feedback on anything that CGSA does, please feel free to reach out to Kathryn Wood at kwood@golfsupers.com.