



Summary

Responses to the 2009 FOM Members Survey are both gratifying and present opportunities for growth. Out of 919 FOM members with email addresses and who received notification of the survey, 320 members responded, a 34.8% response. The respondents said that they have enough access to information about FOM; 80% always read the FOM Flash and 83% always read Passage. The majority of respondents rate the new magazine's format and content as very good or excellent.

Fifty-seven percent or 181 people who responded are FOM-trained docents. 86% of the docent respondents continue to guide in museums currently, indicating strong continuity in guiding satisfaction.

The top three programmes rated as Important or Very Important are Docent Training, Monday Morning Lecture, and Passage. Not far behind are four other programs: Explore Singapore, Field Studies Singapore, Study Tours and Study Groups. Interestingly, only small percentages of respondents had participated in these four programs, despite rating them as important. Survey answers in these areas will provide information on what would increase their interest and participation.

Over one-half (174) of the respondents have been in Singapore less than 5 years and also, a large number (100) have lived in Singapore for ten+ years. Over one-half (184) of the respondents have been FOM members for less than 3 years

(Accompanying this text report is a document containing bar charts of the results from all quantitative survey questions.)

Programmes

The top three programmes rated as Very Important are Docent Training, Monday Morning Lecture, and Passage. Combining the Important and the Very Important ratings together, these programmes still rank as the top three. FOM should keep up the high quality and high visibility of these valued programmes.

The programmes of Explore Singapore, Field Studies Singapore, Study Tours and Study Groups, while not scoring exceedingly high in the Very Important rating alone, nonetheless had high numbers in the combined ratings of Important and Very Important. So, while they may not be the top programs, they still are considered important to a majority of the respondents.

Respondents rated the programmes of Textile Enthusiasts and Book Groups much lower than the other programmes as to be expected for these specialty areas. Still, roughly one-half of the respondents considered them Important or Very Important.

When asked to select **only** one's favourite programme, respondents selected Docent Training (32%) and Monday Morning Lectures (26%) as runaway favourites with the other programmes falling far behind. Note that even though 181 docents answered the survey, 103 people selected Docent Training as a favourite programme.

41% of respondents said they would attend programmes on weekday evenings and 32% said they would attend daytime weekend programmes. However, this should be taken with some scepticism due to past experiences with these timeframes.

One-third of respondents said they had no suggestions for FOM's programmes, which should be construed as positive affirmation of the current programmes. Roughly one-third suggested improving existing programmes. Twenty percent suggested adding new programmes and twenty-four percent suggested having social programmes. Examination of the text responses to this question will provide more specific information on the programme suggestions from respondents

Communications

A whopping 95% felt they had enough access to information about FOM activities, indicating no need to increase communications to members. Both Passage and the FOM Flash are read widely by the FOM community. The respondents were exceedingly positive about Passage, both in format and content with more than half (59%) reading all sections. A large percentage (77%) would like to have past feature articles available online.

The FOM website appears to be underutilized with 29% never using it and 46% using it only once a month. Consideration needs to be given on how to make the website of more value and use to the FOM community.

Docent Training

Fifty-seven percent or 181 respondents are FOM-trained docents. Of those, a large majority (86%) guide currently. For the small number (26) who no longer guide, the reasons indicated were largely about time and commitment with one saying she/he did not feel appreciated. 103 respondents rated this as their favourite programme.

Monday Morning Lectures

Though 88% of the respondents rated Monday Morning Lectures (MML) as Important or Very Important, 52% said they infrequently or never attend! Still, it is important to note that respondents feel MML is an important programme and to respect that opinion. 83 respondents rated MML as their favourite program.

Eighty-one percent of respondents said they would attend more public education programmes at alternative times but again this needs to be taken with some scepticism.

Study Tours

Only 62 respondents (19%) have participated on Study Tours, though 213 (67%) said tours are Important or Very Important. Tours being too expensive or at time of unavailability were the major reasons for non-participation. A quick look at the text responses also indicates that constraints with having children limits ability to do Study Tours.

81% of respondents are interested in visiting Southeast Asia sites with South Asia being a close second at 63%. Eighty-six percent of respondents liked the idea of theme tours with recognized experts. Twenty people or 6% rated Study Tours as their favourite programme.

Study Groups

Only 75 respondents (23%) have participated in a Study Group, though 226 (71%) said Study Groups are Important or Very Important. Respondents indicated a variety of reasons for not

participating – from wanting more in-depth study, wanting more information, and wanting less time to do the programme. Further analysis of the text responses will be done to gain more information.

Explore Singapore

130 respondents (41%) have participated in an Explore Singapore programme in the past. Better promotion, different time slot, and more variety were the top suggestions for increasing interest in the programme. Twenty-four people or 8% indicated that Explore Singapore was their favourite programme.

Respondent Demographics

One hundred eighty-four respondents (58%) have been FOM members 3 years or less and 249 respondents (76%) have been FOM members 5 years or less. Thus, people who answered the survey – possibly indicating more active FOM members – are generally somewhat new to FOM.

While 39% of respondents have lived in Singapore for 3 years or less and 55% have lived in Singapore 5 years or less, there is an interesting number (32%) who have lived in Singapore for 10+ years. This indicates a marketing opportunity to interest and involve longer-term residents in the FOM organization.

84% of expatriate respondents joined FOM within 3 years of arriving in Singapore so marketing to venues for new arrivals – moving companies, service apartments, nationality associations and clubs – is an important strategy.

50% of respondents have volunteered in the Docent Guiding programme with much smaller percentages having participated in other activities and programmes, a statistic skewed by the fact that 57% of the respondents are docents. 37% of respondents had not volunteered for any of FOM's programmes or activities in the last year. Clearly, there is an untapped reserve of volunteers available in the FOM membership.

Further Analysis

Still to be done is an analysis of the text responses provided to some of the questions. This will be done over the summer and an updated report will be submitted. Additionally, appropriate components of the survey will be made available to the various committees so that they can review relevant results and analyze the text responses for their sections.

Distribution

The survey was created through the online Zoomerang survey service and was available via a link to this service. No paper survey method was used. The survey link was distributed as follows.

7 May	Individual email message sent to every FOM member with an email account via a unique FOM-Survey email address
17 May	Survey reminder sent within regular FOM Flash
20 May	Individual email message sent to every museum Yahoo administrator and every committee head requesting a reminder to their relevant FOM group

The survey was closed on 4 June with 320 responses from 919 FOM members with email addresses, providing a 34.8% survey response.

Incentives

An incentive of participation in a Lucky Draw of a \$50 Borders gift certificate was offered to the first 50 survey respondents. It may be more beneficial to offer an incentive to ALL participants, not just a subset number.

Additional Questions

Specific questions relating to the Field Studies Singapore programme were left out. These need to be included in the future. Also, a question about whether respondents work part-time or fulltime was not included. This also is important information to ask on the next survey. Another question that would be useful is whether respondents would participate in summer programmes. The question regarding nationality should be a pick-list question in the future, not a text response.

Timing

The survey was distributed in May of 2009. This is a particularly busy time of year with people wrapping up school functions and making summer preparations. It might be better to send the next survey in October or February, less busy months.

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