



Summary

The most interesting result from the 2011 FOM Members Survey is that there are no startling surprises in it. Rather, the data statistically confirms the general assumptions and impressions which are held about FOM programmes and activities and this affirms that FOM strategies are generally being carried out in sync with members' desires and expectations.

There was a 30% response rate for the survey with 384 members responding out of 1,260 FOM members with email addresses and who received notification of the survey. This is a slight drop from the 34.8% response rate of the May, 2009 survey.

As in the previous survey, 95% of the respondents said that they have enough access to information about FOM. Seventy-four percent (74%) or 285 people almost always read the FOM Flash, slightly down from the 80% in 2009, perhaps due to the ever-increasing email volume which most people have. Eighty percent (80%) of respondents almost always read Passage, nearly the same percentage as in 2009.

Fifty percent or 191 people who responded are FOM-trained docents. 78% of the docent respondents continue to guide in museums currently, somewhat down from the 86% docent respondents who were still guiding in 2009.

The top programme results are almost exactly the same as in 2009: the top three programmes rated as Very Important are Docent Training, Monday Morning Lecture, and Passage with Monday Morning Lectures increasing from 53% to 61% in the Very Important category. Once again, following them are four other programs: Explore Singapore, Field Studies Singapore, Study Tours and Study Groups with Explore Singapore growing from 28% to 38% in the Very Important category.

Sixty-four percent (245) of the respondents have been FOM members for 3 years or less. A large majority of respondents (76%) heard about FOM by word of mouth. Thirty-two percent of respondents work full-time or part-time with the remaining 67% not working.

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

Programmes

While the top programmes rated as Very Important are Docent Training, Monday Morning Lectures and Passage, a slightly different look at *combined* ratings of Important and Very Important shows that Monday Morning Lectures has the highest combined rating with Docent Training, Passage AND Explore Singapore closely following. As was noted in 2009, FOM should keep up the high quality and high visibility of these valued programmes.

The programmes of Field Studies Singapore, Study Tours and Study Groups, while not scoring exceedingly high in the Very Important rating alone, once again 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. As was the case in 2009, only small percentages of respondents had actually participated in these 2nd tier programs, yet still they were rated as Important or Very Important.

The one-year old programme of Super Saturdays had a solid 51% majority of replies rating it as Important or Very Important, a good response for a new program. The Asian Book Groups had a steady rating of 52% in combined Important or Very Important.

Forty percent of respondents rated the Textile Enthusiasts Group as Important or Very Important, an expected rating for a specialty interest area.

When asked to select **only** one's favourite programme, as in 2009 respondents selected Docent Training (34%) and Monday Morning Lectures (26%) as runaway favourites with the other programmes falling far behind.

83% of respondents said they would attend programs on weekdays, 42% of respondents said they would attend programmes on weekday evenings and 36% said they would attend daytime weekend programmes, virtually the same percentages as in 2009.

53% of respondents said that FOM programmes are "fine as is" and had no programme suggestions, which should be construed as positive affirmation of the current programmes. 18% suggested improving existing programmes, way down from 31% in 2009. Fifteen percent suggested adding new programmes and eighteen percent suggested having social programmes. Ten percent wrote in specific comments and these will be reviewed for further information.

Communications

As stated in the Summary, 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. 63% of respondents read all sections of Passage, slightly up from 59% in 2009. Passage content was rated Very Good or Excellent by 57% of respondents and rated Good by another 35%.

The FOM website has gained in its usage. In 2009 29% of respondents never used the website; this decreased to 23% this year. Respondents who accessed the website at least monthly increased from 46% to 51%. Numbers for weekly or daily access remained virtually the same. So, while the website is increasing in usage and importance, Flash and Passage are still important vehicles for disseminating information.

Also note that a majority of respondents (58%) would like to see travel and travellers' tips on the website. There is much less interest (22%) in classified ads on the website.

Docent Training

Fifty percent or 191 respondents are FOM-trained docents. Of those, a majority (78%) guide currently but this is down from 86% of docent respondents from 2009. For those who no longer guide (42 people), the reasons indicated include overly committed (9 people), schedule conflicts (3 people), no longer interested (2 people), and significantly, other reasons (29 people). The comments need to be carefully reviewed for the "other reasons" provided on this topic.

Monday Morning Lectures

Though 91% of the respondents rated Monday Morning Lectures (MML) as Important or Very Important, 58% 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. 100 respondents rated MML as their favourite program.

Fifty-two percent (199) of respondents said the programme is fine as is while 81 people want more interesting topics, 50 people want a later morning time and 40 people want better speakers. Additionally, 62 people provided comments which will be reviewed in detail.

Field Studies Singapore

Only 35 respondents (9%) have participated in Fields Studies, though 301 (78%) said Fields Studies are Important or Very Important. Respondents indicated a variety of reasons for not participating – from most significantly needing more information (99 people) to less time required for the program (66 people). Further analysis of the text responses will be done to gain more information.

Study Tours

68 respondents (18%) have participated on Study Tours with 280 (73%) indicating tours are Important or Very Important. Tours being too expensive or at times of unavailability were the major reasons for non-participation. More information will be gleaned from the comments.

Visiting Southeast Asia sites elicits the highest interest with 77% of respondents with South Asia being second at 53% followed closely by East Asia at 49%. Eighty-three percent of respondents liked the idea of theme tours with recognized experts. Twenty people or 5% rated Study Tours as their favourite programme.

Study Groups

72 respondents (19%) have participated in a Study Group with 283 (74%) rating Study Groups as Important or Very Important. Respondents indicated a variety of reasons for not participating – from needing more information (78 people) and wanting less time to do the programme (59 people). The text responses will be reviewed to gain more information.

Explore Singapore

149 respondents (39%) have participated in an Explore Singapore programme in the past. 46% of respondents or 177 people think the programme is fine as is. 76 people indicated there could be better promotion and 50 people had specific comments on the program. Thirty-four people or 9% indicated that Explore Singapore was their favourite programme.

Super Saturdays

63 respondents (16%) have participated in the new Super Saturdays programme in the past year it has been in place. 178 people have no preference on a Saturday timeframe, 105 people prefer Saturday afternoons, 95 people prefer Saturday mornings, and 54 prefer Saturday evenings. 156 people think the programme is fine as is, 69 people want better promotion, and 54 people want more variety.

Asian Book Groups

42 respondents (11%) are members of an FOM Book Group. 135 people (39%) are too busy to join a group, 74 people are not interested, 58 people are in other book groups and 41 people aren't available at the timeslots. Only 12 people have ever been in an FOM Book Group and then left it.

Japanese Fair

70 respondents (18%) have participated in a Japanese Fair in the past. 42% of respondents or 161 people think the programme is fine as is. 103 would like more information and 75 people indicated there could be better promotion. A majority of respondents indicated they would prefer a Japanese Fair once a year with 42% preferring twice a year.

Respondent Demographics

A large majority of respondents – 245 or 64% – have been FOM members 3 years or less and 312 respondents (81%) 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.

Ten percent of respondents (40 people) work full-time, 22% of respondents (85 people) work part-time and 67% (259 people) are not working currently.

The top method by which people (76%) hear about FOM is word of mouth with all other methods following much behind. Most people (81% or 312 people) join FOM within a year of learning about it.

One hundred people or 26% of respondents have been actively involved in running the Docent Training programme. Another 78+ respondents have helped to run other FOM programmes. Some 220 people or 57% of respondents were not actively involved in running FOM activities. As always with non-profit organizations, there are untapped and unused resources in the FOM membership.

Further Analysis

Still to be done is an analysis of the text responses provided to some of the questions. This information will be provided to the relevant activity coordinators and Council representatives for review and analysis.

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.

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| 11 Oct | Special FOM Flash sent out referencing only the FOM Member survey and containing the unique web address to the survey. |
| 17 Oct | Survey reminder sent within regular FOM Flash. |
| 30 Oct | Special FOM Flash reminder sent out. |

The survey was closed on 1 November with 384 responses from 1260 FOM members with email addresses, providing a 30% survey response.

Incentives

As an incentive to participate in the survey, all survey participants were invited to supply their name, if desired, at the end of the survey and the names will be included in a Lucky Draw with 3 available prizes.

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